

JANUARY SALES: 44,005 UNITS

Another January Sales Record!

That's the way to start the new year! Records continue to be posted thanks to your hard work and the work of your sales team! You just finished setting the new sales record for 2013 and have backed it up by setting an all-time sales record for January – *impressive considering the weather!*

“While year-over-year sales were up slightly, January was a bit of a challenge due to weather issues across the country, making us wonder how many more units we could have sold,” said Bob Pradzinski, Vice President, National Sales. “Even with our Alabama plant shutting down production of Elantra and Sonata for a couple of days due to a winter snow storm that crippled Montgomery, you were well stocked with a full lineup of vehicles ready to support customer demand.”

Here are the sales highlights for January:

- **Elantra** – our #1 selling car at 15,326 units – up 26%
- **Accent** – 4,240 units – sales were up 21%
- **Santa Fe** – 6,721 units – up 12% over last January!
- **Equus** – 327 units – up 29%

Congratulations on a job well done, and with production back up to speed at Montgomery, we're doing our best to get cars to your dealership so you can make February another record-setting month!

OTD/ALLOCATION NEWS:

OTD February Update

Over the past several months we've been holding meetings, completing surveys and collecting feedback and suggestions for continuing improvement to the OTD system.

We have a small group of dealers that we have used throughout the development of OTD for validation of our direction and to ensure we understand what all the other dealers have been telling us. We've presented our next phase designs to this group and will be moving forward with this direction. We will be developing the improved OTD over the next eight months, but you will see improvements in the three scheduled releases throughout 2014. We'll be communicating some of the more immediate enhancements as we come close to each release deployment.

Story continues at the top of the next column...



OTD story continued from previous column...

For more information on OTD Training please visit the Videos on HyundaiDealer.com → Sales → OTD **Reference Material**. In this OTD Reference Material link, you can also view a list of already implemented enhancements as well as the most current vehicle information we have for each series. For your convenience, we will be adding additional training videos on new enhancements as they are finished, so please stay tuned!

2015 GENESIS NEWS:

Detroit Auto Show Debut

The all-new 2015 Genesis premium sedan debuted in Detroit. It is the first car utilizing the Fluidic Sculpture 2.0 design philosophy, generating a lot of positive press reviews. Pictures and model updates are at www.HyundaiNews.com.

Star of Super Bowl XLVIII

Over 111 million people watched *Super Bowl XLVIII* last Sunday. Hyundai's spot for the 2015 Genesis – *Dad's Sixth Sense* – ranked 6th overall in *USA Today's* AdMeter poll – it was the highest ranked commercial from any automaker.

- Hyundai's other spot, *Nice*, featured Johnny Galecki and Richard Lewis in an Elantra, came in 15th overall.

2015 Genesis at the GRAMMY®S

Hyundai was the “*Official Vehicle Partner*” of the 56th Annual GRAMMY Awards®, with a 2015 Genesis and the Tucson Fuel Cell front and center on the red carpet and at the official GRAMMY Celebration® after-party.

Sales Edge Quick Links:

- www.HyundaiProductInformation.com – for Product Information
- www.HyundaiSalesTraining.com – for Sales Training Tracking and STAR certification
- www.HyundaiSalesReward.com – for Sales Person/Manager STAR rewards
- www.HyundaiNews.com – for Hyundai Media and press releases
- www.HyundaiDealer.com – for all things related to Hyundai Dealer Operations
- www.HyundaiAdPlanner.com – for things to assist in Dealership advertising
- www.HyundaiHopeOnWheels.org – for the latest Hyundai Hope On Wheels pediatric cancer information
- www.Hyundai.com – Hyundai Consumer Site that includes “build your own” model information and Bluetooth pairing information

TRAINING NEWS:

IQS Period lasts until end of Feb.

The J.D. Power & Associates' *IQS Sales Period* runs through February 28th – so your 2014 model year buyers could receive an IQS survey in the mail. Here are some suggestions to help ensure good IQS scores:

- During the delivery, help customers pair their phones. Go to <https://www.hyundaiusa.com/BlueTooth/> for more information and to watch the Bluetooth® video tutorial.
- The '14 Equus, '14 Genesis 3.8 Tech Package and 5.0 R-Spec and the '15 Genesis 3.8 Tech Package and 5.0 have Smart Cruise Control (SCC), which has the ability to slow the car when following slower vehicles. Review the operation of SCC with your customers and you may want to recommend that in stop-and-go traffic, he or she may opt to turn the system off as the car constantly adjusts to surrounding traffic.
- Review the **Quick Reference Guide** with every customer – it helps customers learn how to operate their vehicle *after* they leave the dealership. Then you need three signatures on the *tear-off page* – the customer's, the salesperson, and yours – then file it in the deal jacket.


The delivery plays a vital part in customer satisfaction – be sure customers know how to operate key controls *before* leaving the dealership. Equally important is *follow-up* – i.e., contacting customers to see if they have any questions. That can take place the same day as the delivery, the next day, in a week, or a month. The key is to do it, as it demonstrates that you care (and it helps lead to referrals).

BLUE LINK® NEWS:

Destination Search by Google

Google, one of the most trusted brands in online search, is teaming with Blue Link® to enhance the overall user experience by powering the Destination Search. That provides your customers with quick and accurate results for any point of interest or destination.

Here's how to use Destination Search powered by Google:

1. Push the Blue Link button  and when prompted, say "new destination."
2. Say the name of the POI, category or street address.
3. To improve the search results, you can say your POI "near" – [location/city] – for example: "Target near Fountain Valley" – otherwise the vehicle location will be used.
4. For POIs that may be harder to pronounce – like Sequoia – spelling the name or address of the destination will help search results.

Story continues at the top of the next column...

Blue Link story continued from previous column...

5. The system will read back the POI they searched for. If there are multiple matches to the search, the system will read up to five nearby choices. Say "next" to hear the multiple matches, "download" if it is the correct location or "try again" if none of the choices are correct and the customer wants to start over.
6. If you say "download", depending on whether the vehicle is an audio or navigation system, the vehicle will provide turn-by-turn directions or instructions on the navigation head unit.

The "Navigation Demo" is a great way to tout this enhancement to every customer. Every test drive in a Blue Link-equipped vehicle should include the use of "Navigation Demo" since it works well in both navigation and Turn-by-Turn (TBT) units, and is available in unenrolled vehicles.

Now that we've partnered with Google, a name that everyone knows as reliable and well integrated, please encourage your customers to use the *Destination Search Powered by Google* feature to experience the convenience Blue Link has to offer!

Top Blue Link Performing Dealers*

NATIONAL – JAN. YTD		Enrollment	Credit Card Capture
IN025	Bill Gaddis Hyundai	100	100
KS009	Noller Hyundai	100	100
GA064	Pye Hyundai	100	100
ID012	Findlay Hyundai	100	100
CA332	Merced Hyundai	100	100
MI053	Betten Hyundai	100	83
MN005	Adamson Hyundai	100	82
OK019	Billingsley Hyundai Lawton	100	77
IL062	Hyundai on Perryville	100	71
MS032	Homer Skelton Hyundai	100	70

*Top 10 Enrollment & Associated Credit Card Capture

NOTE: Enrollment Objective = 80%; Credit Card Capture Objective = 35%

CPO NEWS:

CPO January Sales: 7,060 units

Sales of 7,060 Certified Pre-Owned units set a January CPO sales record making it the second best all-time month for CPO sales. This represents an increase of 30.9% over January '13.

Top Selling CPO Dealers: January '14

NATIONAL		Sales
FL108	Hyundai of New Port Richey	117
FL103	Universal Hyundai	81
FL005	Rick Case Hyundai	79
GA037	Jim Ellis Hyundai	79
FL110	Doral Hyundai	69
NJ032	Lester Glenn Hyundai	65
CA310	Garden Grove Hyundai	64
FL122	Coconut Creek Hyundai	59
NH009	Autofair Hyundai	55
TX100	Hyundai of El Paso	52

Story continues at the top of the next page...

CPO News continued from previous page...

Special CPO Low APR Financing Rates Continue in February '14: HMA and HMF announced the continuation of special, low APR rates for well-qualified buyers during February 2014 to support CPO sales. Special rates are in effect and available from February 4 – February 28, 2014. See the HMF CPO program bulletin for complete details, terms and conditions.



Hyundai CPO Launches New Ad Campaign on Pandora® Internet Radio: A new campaign was launched February 1st and features a 30-second audio message and ad banners. This campaign highlights CPO benefits as well as the program's third consecutive IntelliChoice® award for the **Best CPO Program** in the Popular Category.* The campaign will run through April in 30 different metro areas.
*November 2013 study of 26 manufacturer CPO programs

SERVICE NEWS:

Assurance Car Care Express

Hyundai Assurance Car Care Express is going strong with 140 dealers installed and offering customers oil changes and routine maintenance at reduced wait times.

WHEN YOU'RE IN A HURRY
TRY CAR CARE EXPRESS.



Hyundai Assurance Car Care Express helps dealers compete with the quick lube aftermarket by providing customers with an efficient, price-competitive oil change experience. Competition for oil changes and routine maintenance has become aggressive; oil change plus locations have increased to more than 25,000 nationwide.

In a recent article in *Automotive News*, Scott Fink, Hyundai National Dealer Council Chairman, was asked how Hyundai dealers have received **Car Care Express**. He stated, "The feedback I've gotten from dealers has been very positive. It's helped them become more efficient in the service drive and frankly the dealers need to do that. Generally speaking, many Hyundai dealers are still under-facilitized to handle the volume of service, so the program helps dealers be more efficient. We've taken advantage of that, and we're seeing the benefits." If you have not already enrolled in **Hyundai Assurance Car Care Express**, contact your Regional Management to see how you can increase service efficiency, improve revenue and keep your customers satisfied.

ACCESSORY NEWS:

New Windshield Washer Heater

With the recent record snowfall and low temperatures, this is the perfect time to make the weather conditions more bearable for Hyundai owners. The new Santa Fe and Santa Fe Sport **Windshield Washer Heater** is an ideal way to effectively remove frost from the windshield.



This accessory heats windshield wiper fluid up to 140 degrees Fahrenheit before spraying it onto the windshield for fast, efficient clearing of everything from frost, bugs, grime and streaks. Not only will this help with the ice, but it's a valuable accessory for Hyundai owners all year long.

This new Windshield Washer Heater and all other accessories can be found on the **Accessory Resource Center** (ARC). To access the ARC, simply click on the "Service & Parts" drop-down menu from your Dealership's website, and select "Hyundai Accessories". To order, let your Parts Manager know that the Part Number for both Santa Fe and Santa Fe Sport is 2WF58-AQ100.

Spare Tire Kit Promotion in Full Swing

The **Spare Tire Kit Promotion** has launched and runs through March 31st, 2014. This promotion includes the following Spare Tire Kits* for six models:

<u>Part Number</u>	<u>Model</u>	<u>Model Years</u>
09100 4R999	Sonata Hybrid	'11 – '13
2VF40 AC900	Veloster	'12 – '14
2VF40 AC910	Veloster Turbo	'12 – '14
1RF40 AC900	Accent 4-Door	'11 – '14
09100 3Y111	Elantra 4-Door	'11 – '14
3XF40 AC920	Elantra Coupe	'12 – '13

There is a Point of Purchase display** that can be used during the sales process. Additionally, HMA is offering a 5% discount on all Spare Tire Kits (once 3 have been purchased) and marketing materials are available to use to target current owners through Hyundai Owner Marketing. Sales Managers should work with your Parts and Service Managers to get more information. Happy selling!

*Spare tires are available through the Hyundai Authorized Tire Center Program. SKU's are 15": 1600031 or 5003273 and 16": 5003213

**Only one Point of Purchase display available per Dealer

HMF NEWS:

Special February Lease Programs

- **'13 Elantra:** \$159/mo. for 36 mos.; \$2,199 at lease signing
- **'13 Elantra Coupe:** \$169/month for 36 months; \$2,499 at lease signing
- **'13 Elantra GT:** \$179/month for 36 months; \$2,699 at lease signing
- **'13 Genesis:** \$399/mo. for 36 mos.; \$3,499 at lease signing
- **'13 Sonata Hybrid:** \$239/month for 36 months; \$2,999 at lease signing
- **'14 Sonata:** \$199/mo. for 36 mos.; \$2,399 at lease signing
- **'14 Tucson:** \$249/mo. for 36 mos.; \$2,499 at lease signing
- **'14 Santa Fe Sport:** \$269/month for 36 months; \$3,199 at lease signing
- **'14 Equus low mileage lease:** \$689/mo. for 36 mos.; \$4,999 at lease signing
- **'14 Equus:** \$739/mo. for 36 mos.; \$4,999 at lease signing

Refer to HMF's Marketing announcements for more details.

IN THE NEWS:

2015 Genesis:

The 2015 Genesis won in the **Best Car Tech** category at the *2014 International Consumer Electronics Show*.

Santa Fe:

Changes to the 2014 Santa Fe from May 2014 production:

- GLS Premium Pkg. and Limited receive 19" wheels
- Technology Package is renamed Ultimate Package (an Ultimate badge will be applied at the port)

Santa Fe Sport:

The Santa Fe Sport earned the distinction of **"Family Car of the Year"** by Cars.com in their 2014 Lifestyle Awards.

Veloster:

The 2013 Veloster won the **Polk Automotive Loyalty Award** in the Non-Luxury Sport Car segment, by R.L. Polk.

February / March Auctions

Manheim Auto Auction	Manheim, PA	Feb. 7
Manheim Auto Auction	Las Vegas, NV	Feb. 7
Adesa Minnesota	Dayton, MN	Feb. 11
Manheim Orlando	Ocoee, FL	Feb. 11
Manheim Kansas City	Kansas City, MO	Feb. 12
Manheim South Seattle	Kent, WA	Feb. 12
Manheim Riverside	Riverside, CA	Feb. 11
Manheim Riverside	Riverside, CA	Feb. 18
Southern Auto Auction	E. Windsor, CT	Feb. 19
Manheim Dallas	Dallas, TX	Feb. 19
Manheim Auto Auction	Manheim, PA	Feb. 22
Manheim Denver	Denver, CO	Feb. 25
Manheim Orlando	Ocoee, FL	Feb. 25
Manheim Riverside	Riverside, CA	Feb. 25
Manheim Riverside	Riverside, CA	Mar. 4
Manheim Arena	Bolingbrook, IL	Mar. 4
Manheim Georgia	Atlanta, GA	Mar. 4
Manheim Auto Auction	Las Vegas, NV	Mar. 7

Fastlane Closed Event Sale: February 21 – 23

For online sales, log onto www.hyundaifastlane.com

Top HPI Dealers - January YTD*

NATIONAL – Year-To-Date Sales (YTD)		HPI Score
TN031	Gossett Hyundai South	1,000
AL028	Hyundai of Auburn	999
OH048	Jeff Wyler Hyundai	998
MA043	Route 2 Hyundai	998
PA060	Freedom Hyundai	997
OH047	Preston Hyundai	996
AR033	Breeden Hyundai LLC	996
TX141	James Wood Hyundai	996
NY082	Vision Hyundai of Canandaigua	995
PA058	Auto Land Hyundai of Uniontown	994
LA035	Bohn Hyundai	994
VA047	Williamsburg Hyundai	994
WI034	Racine Hyundai	994

*Minimum of 10 surveys a month to qualify for Top HPI Dealer Ranking

Top HSI Dealers - January YTD*

NATIONAL – Year-To-Date Sales (YTD)		HSI Score
WV014	Hyundai of Beckley	996
KS009	Noller Hyundai	985
TX098	Star Hyundai	985
AR035	Crain Hyundai of Bentonville	983
IN040	Wetzel Hyundai	983
TX076	Texoma Hyundai	982
TN034	Gray Epperson Hyundai	981
CA349	Winn Hyundai of Santa Maria	980
PA068	Lancaster Hyundai	979
NY082	Vision Hyundai of Canandaigua	979

*Minimum of 25 HSI surveys a month to qualify for Top HSI Ranking

Top Selling Dealers - Jan. '13 MTD

CENTRAL REGION – Month-To-Date (MTD)		Sales
IL018	Green Hyundai	117
IL063	Family Hyundai	104
IL082	Napleton's Valley Hyundai	86
IL052	Pugi Hyundai	85
IL072	World Hyundai Matteson	81

SOUTHERN REGION		
FL108	Hyundai of New Port Richey	470
FL122	Coconut Creek Hyundai	274
FL114	Rick Case Hyundai	182
FL110	Doral Hyundai	190
FL088	O'Brien Hyundai of Fort Myers	176

EASTERN REGION		
NJ029	Brad Benson Hyundai	340
NY075	Atlantic Hyundai	293
NJ032	Lester Glenn Hyundai	290
NY110	Advantage Hyundai	168
NY116	Long Island Hyundai	118

SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	244
TX158	Ron Carter Hyundai	200
TX139	South Point Hyundai	182
TX040	Huffines Hyundai Plano	144
TX167	Frank Smith Hyundai	104

WESTERN REGION		
CA293	Hardin Hyundai	262
CA310	Garden Grove Hyundai	216
NV023	Planet Hyundai	191
CA232	Hyundai of Roseville	164
NV020	Henderson Hyundai Superstore	150

2013 STAR Performance Awards

STAR PERFORMANCE AWARD HIGHLIGHTS:

Platinum, Gold, Silver and Bronze level Sales Volume Performance Annual Award winners earn a letter of recognition and appreciation, a custom plaque and a luggage tag. To qualify for STAR Recognition Awards, you must achieve these annual sales volumes:

LEVEL	SALES CONSULTANTS	SALES MANAGERS
Platinum	450+ units sold	1300+ units sold
Gold	350 – 449	900 – 1299
Silver	250 – 349	600 – 899
Bronze	150 – 249	400 – 599

The Top Regional Sales Consultants and Sales Managers receive a **\$1,000 cash bonus**, the Top National Sales Consultant and Sales Manager receive **an additional \$1,000 bonus**. Awards are scheduled to be delivered in March 2014.

TOP NATIONAL SALES MANAGERS:

Ron Schey	FL122	3,391 sales	Top National
Jeffrey Kunz	IL018	2,104 sales	Top Central
Daniel Toomey	NY075	2,402 sales	Top Eastern
Suleiman Ebrahim	TX139	2,665 sales	Top South Central
Ron Schey	FL122	3,391 sales	Top Southern
Danielle Gerbino	CA293	2,774 sales	Top Western

SALES MANAGERS – PLATINUM – Top 10

Ron Schey	Coconut Creek Hyundai	3,391
Pedro Casal	Doral Hyundai	3,252
Danielle Gerbino	Hardin Hyundai	2,774
Suleiman Ebrahim	South Point Hyundai	2,665
Daniel Toomey	Atlantic Hyundai	2,402
Jeffrey Kunz	Green Hyundai	2,104
Frank Pena	Potamkin Hyundai	2,090
Ralph Moser	Keffer Hyundai	1,960
Rocco Barba	King Hyundai	1,939
Michael Morris	Hyundai of New Port Richey	1,775

SALES MANAGERS – GOLD – Top 10

Richard Davis	Roger Beasley Hyundai	1,283
Karen Westervelt	Orlando Hyundai	1,266
Jody Adams	McGrath City Hyundai	1,220
Steve Hewitt	Ron Carter Hyundai	1,205
Leo Blakeney	Fairfax Hyundai	1,204
Frank Vomero	Red McCombs Superior Hyundai	1,200
Kyle Snow	Ron Carter Hyundai	1,193
Travis Kost	Lehigh Valley Hyundai	1,191
Ron Maiden	Hyundai of Wesley Chapel	1,187
Michael Boccanfuso	Route 2 Hyundai	1,180

SALES MANAGERS – SILVER – Top 10

Ryan Baroni	Jenkins Hyundai	898
Robert Mariani	Towne Hyundai	891
Brooke Brown	Pearson Hyundai	891
Greg Muir	Lehman Hyundai	884
Jeffrey Glascoe	Antwerpen Hyundai	882
Matthew Auffenberg	Auffenberg Hyundai	879
Keith Dant	Porter Hyundai	879
William Cody	Barnes Crossing Hyundai	878
Michael Streng	McCafferty Hyundai	871
Richard Lee	101 Vermont Hyundai	861

SALES MANAGERS – BRONZE – Top 10

Wade Wahy	Hyundai of St. Augustine	598
Richard Vaughn	Ron Marhofer Hyundai	597
Thi Nguyen	Hyundai of Kirkland	596
William Allgood	Hyundai of Auburn	594
Benjamin Smith	Allen Turner Hyundai	594
Shea Sohovich	Ricart Hyundai	592
Robi Ahluwalia	Gateway Hyundai	589
David Withnell	Withnell Hyundai	588
Lucas Lugo	Braman Hyundai	585
Shane Self	Ricart Hyundai	584

TOP NATIONAL SALES CONSULTANTS:

William Parente	FL108	556 sales	Top National
Robert Dinella	IL066	351 sales	Top Central
Jonathan Pelc	NY075	496 sales	Top Eastern
Ernest Knight	AL015	344 sales	Top South Central
William Parente	FL108	556 sales	Top Southern
Steven Yee	CA304	432 sales	Top Western

SALES CONSULTANTS – PLATINUM

William Parente	Hyundai of New Port Richey	556
Jonathan Pelc	Atlantic Hyundai	496
Michael Aznavoorian	Route 60 Hyundai	465

SALES CONSULTANTS – GOLD – Top 10

Mike Casanova	Hyundai Of New Port Richey	439
Steven Yee	Capitol Hyundai	432
Sandra Redway	Atlantic Hyundai	428
Peyman Sanandaji	Brad Benson Hyundai	423
Joseph Ippolito Jr.	Towne Hyundai	423
Anthony Fisher	Planet Hyundai	363
Andrew Getchell	West Broad Hyundai	362
Ronald Youn	Planet Hyundai	359
Mark DeSantis	Vision Hyundai	358
Robert Dinella	Ettleson Hyundai	351

SALES CONSULTANTS – SILVER – Top 10

Kimberly Garner	Gateway Hyundai	349
Ernest Knight	Capitol Hyundai	344
Sung Hee Jang	Garden Grove Hyundai	343
Youngki Jeong	Puente Hills Hyundai	341
Patrick Amoriello	Coconut Creek Hyundai	340
Jaran McClellan	Green Hyundai	338
Young Yoon	101 Vermont Hyundai	335
Stanley Becker	Eckert Hyundai, Inc.	335
Eddy Kim	Garden Grove Hyundai	334
Richard Chan	Keyes Hyundai	329

SALES CONSULTANTS – BRONZE – Top 10

Mamoon Darwish	Dennis Hyundai	249
David Croft	North County Hyundai	249
Adel Bssaeso	Round Rock Hyundai	247
Napoleon Bonaparte	Southern States Hyundai	247
Frank Acquaviva	Lester Glenn Hyundai	247
Debra Connors	Hyundai of New Port Richey	246
Victor Carver	Atlantic Hyundai	245
Marc Dinetz	Hyundai City	242
Jordan Kabranov	Napleton's Valley Hyundai	242
Chris Ford	Hardin Hyundai	241

STAR COMMITMENT LONGEVITY AWARDS:

We also reward the loyalty and commitment of our Sales Managers and Sales Consultants. After two calendar years at a dealership (with the year starting in January), you will receive a specially designed longevity award lapel pin inscribed with your length of service as well as a prestigious gift as a token of our thanks for your commitment to Hyundai Motor America. You earn an award every other year, and the value of the gift goes up as you spend more time at the dealership.

Award	2013CY Total		
26 Years	2	26 Years: David Choi	Loren Hyundai
24 Years	5	Timothy Tweed	Hatfield Hyundai
22 years	9		
20 Years	5	24 Years:	
18 Years	8	Custodio Santos	Global Hyundai
16 Years	33	Carol Chura	Savage Hyundai
14 Years	84	Stanley Fyall	Pohanka Salisbury
12 Years	199	Rick Longwell	Hatfield Hyundai
10 Years	267	Joseph Ippolito Jr.	Towne Hyundai
8 Years	307		
6 Years	390		
4 Years	671		
2 Years	1,426		
TOTAL	3,406	A complete list of all 2013 STAR Recognition and Longevity winners are posted on: www.HyundaiProductInformation.com	