

DECEMBER SALES: 33,797 UNITS

Sales up 40% over December '08!

What a year – for 2009, Hyundai reported 435,064 sales, up **8% over 2008** – plus our *Car of the Year*, Genesis, set an all-time sales record in December!

“Our ability to outperform the general market, realize retail market share increases every single month during 2009, and achieve one of the biggest market share gains in the industry, was a real feat during these difficult market conditions,” said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales.

“Entering 2010, we have our strongest product lineup ever, highlighted by the all-new Tucson, all-new Sonata – with more great products in the pipeline – and Hyundai was ranked the most fuel-efficient car company in America by the EPA, and with the enhanced *Hyundai Assurance Program*, it's clear that we're off to a great start.”

Here are December's sales highlights:

- **Sonata** – #1 overall – sales were up **59%** over '08!
- **Accent** – sales were up **226%** over December '08!
- **Santa Fe** – #1 SUV: sales were 9,264 units: **up 147%**!
- **Genesis** sales totaled 2,354 units – a **226% increase!**

Thank you and your dealership's sales force for making 2009 a great year for Hyundai!

IN THE NEWS:

Genesis Coupe – Jalopnik's Best 10

Jalopnik, one of the edgiest, most provocative auto enthusiast websites, named the 2010 Genesis Coupe to its list of the **“BEST10 Cars for 2009.”** In addition to the Genesis Coupe, the list includes the Subaru WRX, Chevy Corvette ZR1, Mercedes-Benz C63, Ford F-150 Raptor, Mustang GT, Cadillac CTS-V, VW Golf GTI, Lotus Elise SC and Dodge Viper SRT10.

“We love Jalopnik's in-your-face style, and this list of cars delivers that big-time. They all have serious attitude, and they're all a blast to drive,” says John Krafcik, Hyundai Motor America's President and CEO. “It's good company for the Genesis Coupe to be in.”

Jalopnik's (www.jalopnik.com) editor-in-chief, Ray Wert said, “Why did it make the list? Simple. It's cheap. It's drift. And it's fast.”

HYUNDAI ASSURANCE:

Benefits All Under One Umbrella

To help differentiate Hyundai from the competition, **Hyundai Assurance** has been expanded to include America's Best Warranty™ and our 24-hour Roadside Assistance. “*Hyundai Assurance* represents our complete commitment to our customers and shows we're doing things a little bit differently at Hyundai, which is making a difference in our business results,” said John Krafcik, HMA President and CEO.

TRAINING NEWS:

2010 STAR Program

Effective January 5, 2010, the **Sales STAR Program** is now based on the Sales STAR Index (SSI) score in the new HPI surveys. SSI is comprised of 12 questions:

1. Honesty of salesperson	13.52%
2. Courtesy & friendliness during the delivery	10.91%
3. Salesperson's vehicle knowledge/expertise	9.27%
4. Courtesy and friendliness of salesperson	8.73%
5. Complete explanation of vehicle's features	8.53%
6. Complete explanation of your QRG	8.53%
7. Level of attention focused on you	8.15%
8. Cleanliness of your vehicle	7.86%
9. Condition of your vehicle	7.38%
10. Appearance of salesperson	6.15%
11. Negotiation process clear & understandable	5.61%
12. Salesperson's handling of test-drive	5.35%

The 2010 Sales STAR Program structure remains unchanged and is based on the Salesperson's current program month sales volume and their previous three months score, but using the new SSI score.

New salespeople are automatically eligible to receive STAR payments for units sold during their **first 3 months of selling Hyundai vehicles**, provided they are STAR certified.

STAR CERTIFICATION: Managers and their salespeople must pass both the STAR Product and STAR Practices tests with a minimum of 80% proficiency to be certified.

- 2009 Certified salespeople will receive payments until Feb. 24; after the 24th, payments will be held until 2010 Certification is completed.
- If issues come up during testing, you can call toll-free: 1-866-828-3811 (M-F 8:30am - 8pm EST)

TRAINING NEWS, continued:

IQS Period Update

It's a new year, but it's still IQS time – and your current buyers may receive a J.D. Power **Initial Quality Survey**. Then, they will be judging you and their new Hyundai during their initial ownership period. The IQS sales period runs through February 28 and we have big expectations for 2010. Last year, we were the highest ranked non-premium brand. This year, we want to do even better! To make that a reality, we recommend taking the time to ensure that your customers understand how to operate key features like:

- Sirius/XM® Radio and the iPod® cable
- Heating/air conditioning/ventilation
- Wiper, headlight and interior light controls – particularly the dome light
- Settings like memory seats, HomeLink® and the personalized user settings, if equipped
- Also, it is a good idea to check your inventory of 2010 Hyundai vehicles for any open service campaigns – make sure no car gets delivered without having all applicable campaigns completed

Remember the *tear-off page* of the **Quick Reference Guide** is your Customer Delivery Checklist – you need to get three signatures on that page: the customer's, the salesperson and yours, the Sales Manager. We cannot skip a delivery step in December, January and February, including checking the engine oil in front of the customer.

Sales Training Online Updates

To keep you up-to-speed and ready for your STAR Certification test, we are constantly updating the **Sales Training Online** pages on www.hyundaidealer.com. The most recent additions include:

- **Fast Facts** has been updated to include the new Tucson
- Posting the complete **2010 Santa Fe** section
- Posting the complete **2010 Tucson** section – be sure to take a close look at this section, as this model includes new features never before offered on a Hyundai, like Hillstart Assist Control (HAC) and Downhill Brake Control (DBC)

Here are some other interesting facts to share with your customers:

- Hyundai is the 4th largest automaker in the world (Automotive News)
- In global brand awareness, Hyundai is ranked higher than Porsche, Ferrari and Lexus
- Genesis earned over 21 awards, including *Car of the Year*

PRODUCT NEWS:

2011 Sonata Preview

Yes, we just started 2010, but the all-new Sonata will be a 2011 model – and it's going to set a new standard for world-class midsize sedans with state-of-the-art technology, superior build quality and a dynamic design.

Here are some highlights of the new 2011 Sonata:

- 1st vehicle with standard **Gasoline Direct injection** (GDi) technology in its class – plus, the 4-cylinder engine is matched to the standard **6-speed transmission** – manual and automatic (A/T paddle shifters come on SE model)
- GDi injects gasoline **directly** into the combustion chamber for increased performance and improved fuel economy
- Advanced interior design maintains **“Class-above”** large car EPA interior volume in a midsize car
- 1st vehicle in its segment with **standard integrated Bluetooth®** hands-free phone operation
- **Navigation system** available on all trim levels – lowest priced midsize car with navigation
- Six airbags, Electronic Stability Control, Traction Control, Anti-lock Brakes (ABS), active front headrests

HMF NEWS:

Special January Programs

Lease programs:

- Lease a 2010 Genesis Sedan 3.8L V6 for \$399/month for 36 Months; \$3,499 due at lease signing (National, excluding South Central Region)
- Lease a 2010 Veracruz for \$359/month for 36 months; \$2,599 due at lease signing (National)
- Lease a 2010 Genesis Coupe 2.0T M/T for \$259/month for 36 Months; \$2,199 due at lease signing (National, excluding South Central Region)
- Lease a 2010 Tucson 2.4L FWD GLS A/T for \$239/month for 36 Months; \$2,499 due at lease signing (National)

Finance program:

- Special low APR rates for the 2010 Tucson of 2.9% for up to 60 months, 3.9% for 72 months

Refer to HMF's DCS message for details and other offers.

Top Selling Dealers – 2009 Year-End

NATIONAL		Sales
NY075	Atlantic Hyundai	3,842
FL108	Hyundai of New Port Richey	3,411
NY029	Brad Benson Hyundai	3,304
NJ032	Lester Glenn Hyundai	2,822
VA006	Fairfax Hyundai	2,444

Top Selling Dealers continued from previous page...

CENTRAL REGION			Sales
IL063	Family Hyundai	Tinley Park, IL	1,436
IL018	Green Hyundai	Springfield, IL	1,250
OH018	Columbia Hyundai	Cincinnati, OH	1,169
OH042	Hatfield Hyundai	Columbus, OH	1,143
OH001	Superior Hyundai North	Fairfield, OH	1,105

SOUTHERN REGION			Sales
FL108	Hyundai New Port Richey	New Port Richey, FL	3,411
VA006	Fairfax Hyundai	Fairfax, VA	2,444
FL122	Coconut Creek Hyundai	Coconut Creek, FL	2,013
FL088	O'Brien Hyundai	Fort Myers, FL	1,692
FL120	Jenkins Hyundai	Leesburg, FL	1,410

EASTERN REGION			Sales
NY075	Atlantic Hyundai	West Islip, NY	3,842
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	3,304
NJ032	Lester Glenn Hyundai	Toms River, NJ	2,822
NY110	Advantage Hyundai	Hicksville, NY	2,020
NY061	Fuccillo Hyundai	Schenectady, NY	1,720

SOUTH CENTRAL REGION			Sales
TX100	Hyundai of El Paso	El Paso, TX	1,625
TX040	Huffines Hyundai	Plano, TX	1,255
TX095	Round Rock Hyundai	Round Rock, TX	1,130
OK018	Edmond Hyundai	Edmond, OK	956
TX068	Allen Samuels Hyundai	Fort Worth, TX	940

WESTERN REGION			Sales
NV015	Planet Hyundai	Las Vegas, NV	1,484
CA232	Hyundai of Roseville	Roseville, CA	1,361
CO034	Arapahoe Hyundai	Centennial, CO	1,340
CA293	Hardin Hyundai	Anaheim, CA	1,101
UT013	Murdock Hyundai	Orem, UT	883

Top Sales Managers – 2009 Year End

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	1,263
David Clikeman	Arrow Hyundai	959
Jeff Roberts	St. Charles Hyundai	912
Thomas Fascetti	Dean Team Hyundai	875
Jon McFarland	Columbia Hyundai	869

SOUTHERN REGION		Sales
A. Appleby	Coconut Creek Hyundai	2,005
Raul Gomila	Napleton's Hyundai	1,337
Matthew Westcott	Fairfax Hyundai	1,299
Ernest McQuaig	Pearson Hyundai	1,267
Ismail Whea	Brown's Manassas Hyundai	1,192

EASTERN REGION		Sales
Daniel Toomey	Atlantic Hyundai	3,661
David Cantin	Brad Benson Hyundai	3,269
Thomas Ruppen	Bowser Hyundai	1,441
John Perillo	Lester Glenn Hyundai	1,413
John Ashdale	Colonial Hyundai of Downingtown	1,209

SOUTH CENTRAL REGION		Sales
Roosevelt May	Huffines Hyundai	1,022
Peter Cafferata	Allen Samuels Hyundai	934
Phillip Wartley	Edmond Hyundai	914
Robert Cox	Hub Hyundai	716
Michael Birmingham	Capitol Hyundai	664

WESTERN REGION			Sales
Danielle Gerbino	Hardin Hyundai		1,000
John Staluppi Jr.	Planet Hyundai		788
Frank Maione	Henderson Hyundai		752
Thomas Scheurn	San Tan Hyundai		650
David Zinsmeister	Arapahoe Hyundai		625

Top Sales Associates – 2009 Year End

CENTRAL REGION		Sales
Scott Varnum	Dean Team Hyundai	484
James Spink	Gurnee Hyundai	398
Shane Anthony	Lujack Hyundai	327
Christopher Miller	Dean Team Hyundai	315
Adel Elgawli	Gartner Hyundai	298

SOUTHERN REGION		Sales
Patrick Amoriello	Coconut Creek Hyundai	570
Chongjian Guo	Fairfax Hyundai	375
Donald Barker	Fairfax Hyundai	347
Carolyn Davis	Jenkins Hyundai	326
Andrew Getchell	West Broad Hyundai	297

EASTERN REGION		Sales
Joseph Ippolito Jr.	Towne Hyundai	452
Sandra Redway	Atlantic Hyundai	339
Ali Givehchi	Brad Benson Hyundai	326
Susan DeFalco	Atlantic Hyundai	320
Jason Casale	Global Hyundai	318

SOUTH CENTRAL REGION		Sales
Daniel Ronje	Champion Hyundai Corpus Christi	367
Kimber Nagim	Sterling Hyundai	236
Gerald Michalak	Absolute Hyundai of Mesquite	229
Earnest Knight	Capitol Hyundai	228
Stanley Becker	Eckert Hyundai	202

WESTERN REGION		Sales
Howard Fleischman	Frank Motors Hyundai	283
Keri Cornelius	Hardin Hyundai	272
Dong Jin Kim	Garden Grove Hyundai	261
Samlesh Pal	Hyundai of Roseville	235
Kevin Kuang	Cammissa Motorcars Hyundai	226

January / February Auction Dates

Auction Name	Location	Date
Manheim Orlando Auto Auction	Ocoee, FL	Jan 12
Manheim Arena	Bolingbrook, IL	Jan 12
Greensboro Auto Auction	Greensboro, NC	Jan 13
Manheim South Seattle	Kent, WA	Jan 13
Manheim Auto Auction	Manheim, PA	Jan 15
Manheim Georgia Auto Auction	Atlanta, GA	Jan 19
Manheim Colorado	Commerce City, CO	Jan 19
Southern Auto Auction	E. Windsor, CT	Jan 20
Manheim Dallas	Dallas, TX	Jan 20
Manheim Auto Auction	Manheim, PA	Jan 22
Manheim Greater Nevada	Las Vegas, NV	Jan 22
Manheim Orlando Auto Auction	Ocoee, FL	Jan 26
Manheim Arena	Bolingbrook, IL	Jan 26
Columbus Fair Auto Auction	Columbus, OH	Jan 27
Adesa Phoenix	Chandler, AZ	Jan 27
Adesa Kansas City	Belton, MO	Feb 02
Manheim Georgia Auto Auction	Atlanta, GA	Feb 02
Manheim Dallas	Dallas, TX	Feb 03
Southern Auto Auction	E. Windsor, CT	Feb 03
Manheim Greater Nevada	Las Vegas, NV	Feb 04
Manheim Greater Nevada	Las Vegas, NV	Feb 05
Manheim Auto Auction	Manheim, PA	Feb 05
Manheim Arena	Bolingbrook, IL	Feb 09