

YOUR HARD WORK PAYS OFF AGAIN:

New All-Time Sales Record: 703,007 units

Congratulations – the hard work of you and your sales team set a new sales record of 703,007 units for 2012! That's quite an accomplishment and reflects the commitment of everyone at your dealership – in sales, service and parts – and for that, **we thank you!** December sales totaled 59,435 vehicles, up 17% compared with the same record-setting period a year ago. In addition, sales to fleet accounts were just 10% of total sales for all of 2012, which is among the lowest in the industry!

“The sales momentum of our dealers over the last several months, paired with improved inventory levels, positions us for continued growth in the new year,” said Dave Zuchowski, Executive Vice President of Sales, Hyundai Motor America. “In addition, with the new 7-passenger version of the new Santa Fe arriving at your dealership within the next few weeks, that will help with dealership inventory levels.”

December sales highlights:

- **Sonata:** a “Top 10” retail vehicle in 2012 and our #1 selling car – Sonata sales set a new full-year record at 230,605 units – up 2% over 2011!
- **Elantra:** our other “Top 10” retail vehicle and our #2 selling car – 202,034 units for the year – up 8%!
- **Sonata Hybrid:** sales were up 74% for the year.
- **Veloster:** sales were up an impressive 276% with a strong showing of 34,862 units.
- **Accent:** sales were up 10% for the year.
- **Azera:** continues to sell at a quick pace and saw sales gains of 453% for the year!

“With strong consumer demand in both the volume and premium segments, you set all-time sales records for December and the full year,” said John Krafcik, President/CEO. “Throughout the year, you should see improved inventory levels at your dealership as 2013 marks our first full year of three-shift U.S. production for Sonata, Elantra and Santa Fe. This inventory will help you meet the strong demand of your customers for our three most popular vehicles”

Again, thank you for all your efforts – and here's to strong sales throughout 2013!

AUTO SHOW NEWS:

New Rear-Wheel Drive Concept Car

The **2013 North American International Auto Show**

opens on January 19th in Detroit and on January 14th, Hyundai will have a press conference to reveal a new

design direction for our premium rear-wheel drive lineup.

For updates, be sure to check out the Hyundai Media Site: <http://www.hyundai.com>.



MARKETING NEWS:

Hyundai in New York's Times Square

Over the holidays, Hyundai presented its new billboard content for New York's Times Square, dubbed the “Live Image Show.” A camera captured people in Times Square,



the billboard then displayed an image of those people in a Hyundai vehicle traveling through an animated version of New York.

The “Live Image Show” is Hyundai's second project with its interactive billboard and it showcases Hyundai's **Big Voices in Big Places** strategy. Approximately 1.5 million people are estimated to pass by **on a daily basis**, while 550 million visit on an annual basis.

INTERNET NEWS:

New Search Tool

To enhance the Internet experience for our 3 million visitors per month, www.HyundaiUSA.com unveiled a new, user-friendly shopping tool called **Inventory Search**:

HYUNDAI
VEHICLES SHOPPING TOOLS WHY HYUNDAI ASSURANCE
English | Cars Search | FIND A DEALER

SEARCH DEALER INVENTORY

SANTA FE

67 VEHICLES MATCH YOUR SEARCH CRITERIA

YOUR ZIP CODE: 92602

VEHICLE OPTIONS: SANTA FE, 2013, SPORT 2.0T 4-CYL. 6-SPEED, MARLIN BLUE, GRAY, LEATHER PREMIUM EQUIPM

MODEL	TRIM	PACKAGE	DEALERSHIP	MSRP
2013 SANTA FE	SPORT	Standard Package	1.84 mile Tustin Hyundai 18 Auto Center Drive Tustin, CA 92702 714-647-2000 Get Directions	\$24,800*
2013 SANTA FE	SPORT	Standard Package	1.84 mile Tustin Hyundai 18 Auto Center Drive Tustin, CA 92702 714-647-2000 Get Directions	\$24,900*

The new tool expands search results to include vehicles in transit to dealerships, not just the vehicles that are already on dealer lots. This extended view of inventory gives customers a much broader selection, helping them find the exact car for which they are looking.

The new tool includes a user-friendly purchase inquiry feature called **“Find My Vehicle For Me.”** This allows customers the option of having you, their local Hyundai dealer, locate the car of their choosing on their behalf.

“By bridging the gap between the online and in-dealership shopping experiences, Hyundai hopes to make the car-buying experience simpler and more transparent, thereby making it easier for customers to find the Hyundai of their choice,” said Steve Shannon, Vice President, Marketing, and Hyundai Motor America.

TRAINING NEWS:

IQS Period continues through Feb.

All new vehicles purchased through the end of February are eligible to receive the **J.D. Power and Associates’ Initial Quality Study** survey. We recommend taking time to ensure your customers understand how to operate key features like:

- **XM® Radio** and the **iPod® cable** (if equipped)
- **Heating/air conditioning/ventilation system**
- **Wiper, headlight, interior and dome light** controls
- Settings like **memory seats, Blue Link®, Bluetooth®** (this page helps your customers check the compatibility of their cell phone with their new Hyundai – it’s at: www.hyundaiusa.com/BlueTooth/), **HomeLink®** and the personalized user settings, if equipped

Story continues on top of the next column...

Training News continued from previous column...

- **Check inventory for any open service campaigns** – make sure all applicable campaigns are completed
- **During cold weather months** – check batteries and tire pressure, especially for vehicles that have been in storage for a while
- Review the **Quick Reference Guide** with every customer

The best scenario is to be sure every customer is comfortable with the controls of their new Hyundai *before* they leave your dealership. Also, encourage customers to call or come back to the dealership if they have any questions so you can ensure they are enjoying their new Hyundai to the fullest.

IN THE NEWS:

Tournament of Champions

The **Hyundai Tournament of Champions**, the **PGA TOUR’s** traditional season-opening event, was played last weekend on The Plantation Course, Kapalua Resort in Maui, Hawaii. The winners-only tournament features 30



champions from the 2012 PGA Tour season. Hyundai’s title sponsorship of the tournament is a pillar of our sports marketing strategy and another example of **Big Voices in Big Places**, positioning the Hyundai brand in the highest profile venues, including advertising during the NFL’s Super Bowl, a global sponsorship of the FIFA World Cup™ and an expansive, multi-pronged college football marketing program.

Enhanced In-Vehicle Search Info.

Google Maps application programming interfaces (APIs) are being integrated into the **Blue Link®** telematics platform, helping drivers quickly and easily find their destination. New features supported by the integration of Google Maps APIs include Send to Car, Point of Interest Search and Local Search by Voice. These services will help drivers easily find points of interest and get to destinations more accurately and reliably using Google’s continuously updated Places database.

Three Strategic Vision Awards

Elantra Sedan, Sonata and **Equus** each took first place in their respective categories in the **16th annual Strategic Vision Total Value Awards**. Elantra Sedan won in the small car category, Sonata scored top marks for medium cars, and the Equus beat out competitors like BMW and Mercedes to take first place in the luxury car segment.

1099 REPORTING:

Personnel Information Up-to-Date?

It's time for you and your sales staff to make sure that your **Mailing Address** and **Tax Information** is correct so you will receive your **1099** on time! Please check to make sure your name, address and Social Security number are filed correctly in the Personnel Enrollment screen. The deadline for submitting updated information is **January 11, 2013**.

BLUE LINK NEWS:

Easier Blue Link® Enrollment

A new **Blue Link enrollment system** will be introduced in the near future via *MyHyundai.com*. This new process decreases the enrollment steps from seven to three. The new simplified steps are:

1. **Primary Driver Information**
2. **Package Selection**
3. **Summary**

We have included a new visual indicator to show graphically what the length of services your clients have subscribed to, including a breakdown of which package is being purchased.

- Customers will still be able to choose if they want a **Basic Free Trial** or to double their free trial from enrolling with a credit card.
- Customers will still have the opportunity to purchase additional years of service at a discount (up to 3 years), same as what is being offered currently.
- Customers will receive an automatic email when they have been enrolled in Blue Link.
- Dealers still have the ability to print the confirmation out for the customer and include it in the Deal Jacket.

HMA will provide the appropriate training materials needed to instruct the field and dealers for this change to enrollment.

Stay tuned for more details about the rollout of the new Simplified Enrollment process.

Top Blue Link Dealers – Dec. YTD

NATIONAL		DA Enrollment/DA Auto Renewal	
MN024	Dondelinger Hyundai	97.6	56.4
OH044	Ganley Westside Hyundai	96.1	60.5
WI010	Ken Vance Hyundai	95.8	57.0
RI009	Hyundai of Newport	94.5	61.0
IN038	Webb Hyundai	94.4	54.5
MI028	Elhart Hyundai	94.4	56.9
AK003	Lithia Hyundai of Anchorage	93.8	52.2
CA173	Selma Hyundai	93.5	81.4
MO023	Joe Machens Hyundai	93.4	50.1
MI031	Fox Hyundai	93.2	52.4

*Top 10 Enrollment and Associated Dealer Assist Auto Renewal
Note: Enrollment Objective = 85%; D/A Auto Renewal Objective = 50%

HMF NEWS:

Special January Lease Programs

New for Q1, we have special HMF 24-Month Luxury Leases:

- **'13 Genesis:** \$549/mo. for 24 months; \$3,499 at lease signing
- **'13 Equus:** \$939/mo. for 24 months; \$3,999 at lease signing

In addition, there are four "**\$0 Down Payment**" lease programs plus five other great lease programs for January:

- **'13 Elantra:** \$179/mo. for 36 months; \$1,999 at lease signing
- **'13 Elantra:** \$239/mo. for 36 months; \$0 at lease signing
- **'13 Sonata:** \$199/mo. for 36 months; \$1,999 at lease signing
- **'13 Sonata:** \$245/mo. for 36 months; \$0 at lease signing
- **'13 Azera:** \$369/mo. for 36 months; \$3,299 at lease signing
- **'13 Equus:** \$739/mo. for 36 months; \$3,999 at lease signing
- **'13 Equus:** \$739/mo. for 48 months; \$0 at lease signing
- **'13 Tucson:** \$239/mo. for 36 months; \$2,399 at lease signing
- **'13 Tucson:** \$309/mo. for 36 months; \$0 at lease signing

Refer to HMF's Marketing announcements for more details.

CPO NEWS:

CPO December Sales Record

Sales of 6,239 Certified Pre-Owned units set a December CPO sales record. This represents an increase of 12.3% over December 2011 and a 43.3% gain year-to-date. December year-to-date, Hyundai dealers have sold 70,049 CPO units.

- **CPO Program Changes** – coming January 11, 2013, many CPO processes are being changed, including enhanced vehicle inventory management and sales reporting, plus all-new point-of-purchase materials. We're keeping the same great warranty and improving roadside assistance and other benefits.

Changes like these helped Hyundai receive the **IntelliChoice Certified Pre-Owned Program Award** for two consecutive years. Contact your Hyundai DSM with any questions regarding this very exciting program transformation.

Top Selling CPO Dealers – 2012 YTD:

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	826
FL108	Hyundai of New Port Richey	794
NY075	Atlantic Hyundai	646
NJ032	Lester Glenn Hyundai	619
NJ029	Brad Benson Hyundai	572
FL088	O'Brien Hyundai	562
FL124	Orlando Hyundai	562
NC038	Keffer Hyundai	551
NV023	Planet Hyundai	493
FL049	Coastal Hyundai	479

ACCESSORY NEWS:

New Accessories for Elantra

Your customers will love the new accessories for the Elantra. HMA is excited to feature a new alloy wheel, a custom-painted body kit, and a new rear spoiler that will make your customers' new car not only sporty, but stylish and refined.



NEW ELANTRA ALLOY WHEEL

Dress up any Elantra with these stylish, sporty 16-in., 10-spoke alloy wheels. Part #3YF40 AB000



NEW ELANTRA BODY KIT

Stand out from the crowd with this new body kit.

Front body skirt Part #3XF30 AB100 xxx*
Rear body kit Part #3XF30 AB200 xxx*
Side body skirts Part #3XF30 AB300 xxx*



NEW ELANTRA REAR SPOILER

It comes custom painted to match your customer's new Elantra.

Part #3YF34 AB200 xxx*

* xxx refers to three digit color code

To find out more about these new accessories, go to the Accessory Resource Center (ARC) through www.HyundaiDealer.com.

Top HPI Dealers – December YTD*

NATIONAL	HPI Score
TX141 James Wood Hyundai	984
WV014 Hyundai of Beckley	981
LA031 Hyundai of Slidell	978
IN032 Goshen Hyundai	975
MA024 Mirak Hyundai	975
KY009 Jim Johnson Hyundai	975
MA034 Gary Rome Hyundai	973
KY020 Linwood Hyundai	972
MI053 Betten Hyundai	971
WI029 Scaffidi Hyundai	971
MA053 Balise Hyundai	971
MI039 Randy Wise Hyundai	971

*Minimum of 5 surveys a month to qualify for Top Dealer Rankings

Top HSI Dealers – December YTD*

NATIONAL	HSI Score
IN028 Ray Skillman Southside Hyundai	969
OH050 Mathews Hyundai	967
CA203 Hyundai of Santa Maria	963
TX076 Texoma Hyundai	961
NY106 Curry Hyundai	956
AR025 Superior Hyundai	951
AR024 Hyundai of Bentonville	950
TX155 Texan Hyundai	949
NC058 Bob Mayberry Hyundai	949
AZ034 Hyundai of Cottonwood	949

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

Top Selling Dealers – Dec. 2012 YTD

CENTRAL REGION – Year-To-Date sales (YTD)		
IL069 Patrick Hyundai		2,458
IL018 Green Hyundai		2,345
IL063 Family Hyundai		2,203
OH053 Ron Marhofer Hyundai		1,642
MO003 Suntrup Hyundai		1,615

SOUTHERN REGION		
FL108 Hyundai of New Port Richey		6,350
FL122 Coconut Creek Hyundai		4,348
FL114 Rick Case Hyundai		3,435
VA006 Fairfax Hyundai		2,986
FL110 Doral Hyundai		2,809

EASTERN REGION		
NY075 Atlantic Hyundai		6,453
NJ029 Brad Benson Hyundai		5,747
NJ032 Lester Glenn Hyundai		5,073
NY110 Advantage Hyundai		2,762
NY058 Plaza Hyundai		2,502

SOUTH CENTRAL REGION		
TX100 Hyundai of El Paso		3,396
TX139 South Point Hyundai		2,445
TX158 Ron Carter Hyundai		2,290
TX040 Huffines Hyundai Plano		2,202
TX095 Round Rock Hyundai		1,760

WESTERN REGION		
CA293 Hardin Hyundai		3,571
CA314 Keyes Hyundai		2,956
CA232 Hyundai of Roseville		2,795
CA310 Garden Grove Hyundai		2,520
CA304 Capitol Hyundai		2,379

STAR and Product Quick Links:

- www.spi1986.com – STAR Product Information
- http://hyundai.hstarsandy.com/practices_resources/ – STAR Best Practices
- www.hstarsandy.com – STAR Certification
- www.HyundaiNews.com – Hyundai Media site
- www.HyundaiDealer.com – Hyundai Dealer site
- www.Hyundai.com – Hyundai Consumer & Smartphone site

January / February Auctions

Adesa Minnesota	Dayton, MN	Jan. 15
Manheim Georgia	Atlanta, GA	Jan. 15
Manheim Riverside	Riverside, CA	Jan. 15
Southern Auto Auction	E. Windsor, CT	Jan. 16
Manheim Auto Auction	Manheim, PA	Jan. 18
Manheim Orlando	Ocoee, FL	Jan. 22
Manheim South Seattle	Kent, WA	Jan. 23
Manheim Denver	Denver, CO	Jan. 29
Manheim Dallas	Dallas, TX	Jan. 30
Manheim Auto Auction	Manheim, PA	Feb. 1
Manheim Arena	Bolingbrook, IL	Feb. 5
Manheim Georgia	Atlanta, GA	Feb. 5
Manheim Kansas	Kansas City, MO	Feb. 6
Manheim South Seattle	Kent, WA	Feb. 6

For online sales, log onto www.hyundaifastlane.com