

WELCOME TO THE NEW SALES EDGE!

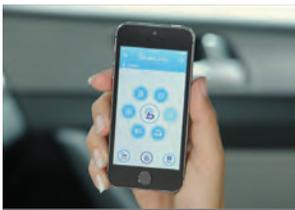
This new enhanced Sales Edge includes all the important Hyundai news that you've come to expect every month, along with your personalized STAR progress as well as great tips and information to help you sell more Hyundai vehicles.



CUT DOWN REJECTION — BOOST YOUR INCOME

Think about how many cars you sold this past year. What would selling 29 percent more have done to your standard of living? Customer satisfaction is a huge contributor in a customer's decision to purchase. Do you know the items you can focus on to deliver the kind of experience that will help you close the deal?

[Click Here to Find Out >](#)



A BETTER CONNECTION

New Blue Link App brings the system's many features to your smartphone.

[Read More >](#)



MAKING CUSTOMERS' WAIT TIME 'MAGIC'

Dealerships can look to Disney for ideas that make it worth the wait for customers.

[Read More >](#)



ONLINE, ON TARGET

Updated Product Pocket Guides will soon take the form of electronic flipbooks.

[Read More >](#)

ALSO IN THIS ISSUE:

- [December Sales](#)
- [Auto Show News](#)
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QUICK LINKS

[HyundaiProductInformation.com](#)

– Hyundai Product Information

[HyundaiSalesTraining.com](#)

– Sales Training Tracking and STAR certification

[HyundaiSalesReward.com](#)

– Sales Person/Manager STAR rewards

[HyundaiNews.com](#)

– Hyundai Media & press releases

[HyundaiDealer.com](#)

– Hyundai Dealer Operations

[HyundaiAdPlanner.com](#)

– Dealership advertising

[HyundaiHopeOnWheels.org](#)

– The latest Hyundai Hope On Wheels pediatric cancer information

[Hyundai.com](#) – Hyundai consumer site: includes “build your own” model information and Bluetooth pairing information

CUT DOWN REJECTION — BOOST YOUR INCOME

DID YOU KNOW most customers are very open about their retail experiences? They share their opinions in the annual J.D. Power Sales Satisfaction Index (SSI) survey. A quick look at some of this year's findings offers great insight into why some customers rejected Hyundai dealers and how you can create experiences that reduce those rejections — and increase your opportunities to sell more cars and make more money.

REASONS FOR REJECTION

Why do potential buyers go elsewhere? Is it inventory? Price? While these may account for some rejections, according to the 2014 SSI survey, 29 percent of new car buyers *rejected a Hyundai dealership because of how they were treated.*

FALLING BEHIND WHILE MAKING IMPROVEMENTS

While Hyundai's total SSI score improved over 2013, other competitors improved even more. This means customers have higher expectations for their sales experience. To compete, the sales experience you deliver to your customers must be consistently excellent.

CUSTOMER TREATMENT ISSUES

Customers who rejected Hyundai because of dealership treatment mentioned the following issues:

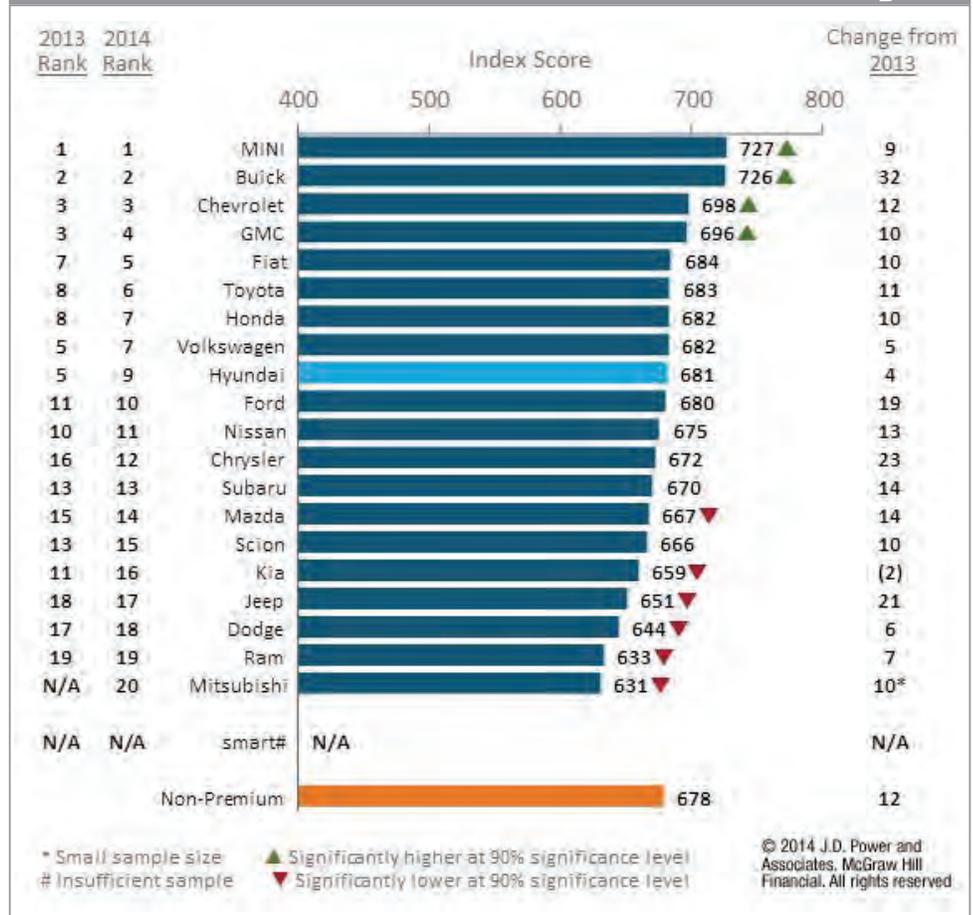
- Wouldn't give a straight answer about price
- Applied too much sales pressure

- Didn't seem knowledgeable
- Didn't focus enough attention
- Was not completely honest
- Was rude/not courteous

Keep in mind that *all those people who rejected a Hyundai dealership ended up buying a vehicle* — some Hyundai, some another brand — and they all bought somewhere else, where they received what they felt was better treatment.

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Non-Premium Sales Satisfaction Index Ranking

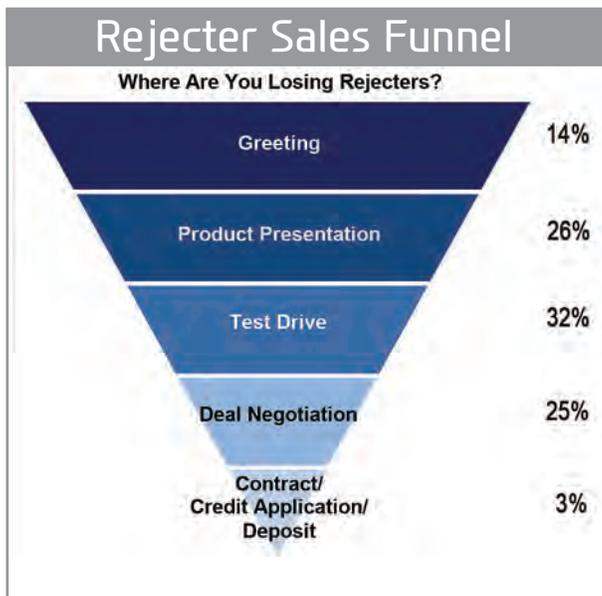


CUT DOWN REJECTION — BOOST YOUR INCOME

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WHEN DO REJECTERS LEAVE?

Rejecters bail out at different points in the sales process, some as early as the greeting. But more than half of them abandon Hyundai at two key steps: the **product presentation** or the **test drive**. That's where you can make the most impact, showing customers how a Hyundai can best meet their needs.



IS A GENERATION GAP HOLDING YOU BACK?

Another finding in the 2014 SSI is that Generation Y — those customers currently age 15–33 — is rapidly replacing the oldest buyers, which means they are becoming increasingly important to your success. More than half of the buyers who rejected Hyundai are from Generation X or Y, so adjusting your approach

to accommodate their needs and expectations might prove to be very rewarding. In fact, if you create an approach that addresses Gen Y needs — one that is supportive and consultative and gets them through the sales process quickly and efficiently — you might just find it improves the experience for all your customers.

GEARING UP FOR 2015

You can upgrade your income in 2015 by cultivating and closing those rejecters. Review your checklist of dealership treatment issues and find ways to improve the customer experience.

Hyundai offers lots of support for you, with online courses, workshops, Hyundai Priority Experience, product Ride & Drives, and publications such as the Product Pocket Guide. And for 2015, look for this monthly newsletter to keep you up to date on sales tips and trends.

Keeping More Customers In 2015

- Provide straight answers about price
- Remove sales pressure
- Know the product
- Keep focus on the customer
- Maintain honesty
- Stay courteous



Use the links below and start retaining your rejecters today.

HyundaiSalesTraining.com

HyundaiProductInformation.com

HyundaiNews.com

GOING MOBILE WITH BLUE LINK

THE NEW BLUE LINK MOBILE APP — which supports all Blue Link-enabled vehicles — now features a simpler user interface and faster navigation, with home-screen shortcuts to access popular Blue Link features.

Some Blue Link features have been enhanced! On select models, Remote Start now includes an engine timer, allowing owners to run

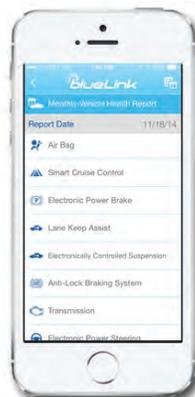


**REMOTE START/
CLIMATE CONTROL
SCREEN**

the engine from 1 to 10 minutes. The app also allows them to stop the engine during a Remote Start, set the in-cabin temperature and turn on the front windshield defroster, so customers can hop into a cool car on a hot day

or a toasty warm car on a frosty cold winter's morning.

Owners can still remotely lock or unlock their doors and activate the horn and lights. And they can keep up to date on their vehicle's condition by accessing key maintenance information, including their Monthly



**MONTHLY VEHICLE
HEALTH REPORT**



Vehicle Health Report. They can even schedule a service appointment if there is an active Diagnostic Trouble Code (DTC), and call roadside assistance if necessary.

An updated map in the new app features Google Points of Interest (POI), including details such as business hours and distance to any specific location. And users can save their favorite POIs for future access.

The new app replaced the previous Blue Link and 2015 Sonata Blue Link apps. Genesis

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GOING MOBILE WITH BLUE LINK

Continued

customers can continue using the Genesis Intelligent Assistant app, which offers additional proactive functionality.

The previous Blue Link will no longer function and will send customers to download the new app. The 2015 Sonata app will either update automatically or customers will need to initiate the update, depending on their phone settings.

Google Android and Apple iOS users can download the new Blue Link app from Google Play or the Apple App Store. As a Sales Consultant, it's a good idea for you to download the app to your smartphone as well. The Demo Mode will let you highlight the convenience of Blue Link's features during your vehicle presentations.

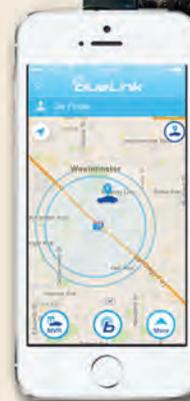
You can learn more about the Blue Link app and how you can promote its advantages to customers by taking the STAR certification course "Blue Link Mobile App."

LOST AND FOUND

You've completed shopping and just want to go home, but there's one problem: You don't remember where you parked your new Sonata.

One of the most helpful features of the new Blue Link Mobile App is Car Finder.

Through a map on the mobile device, the feature can pinpoint the location of a vehicle within a one-mile radius of the phone. For greater assurance that they'll find their car, owners can even tag it on



CAR FINDER

the map before leaving.

And if you leave your Sonata at a parking meter, the Car Finder feature allows you to set a timer so that it can send out an alert when the meter is about to expire. That adds to customers' peace of mind and prevents surprise hits to their wallets.

MAKING CUSTOMERS' WAIT TIME "MAGIC"

WHEN IT COMES TO CROWD control, few companies can match Disney theme parks. What does that have to do with you, an automotive professional? You can learn a lot from a company that has made customer service the foundation of their business.

Although your dealership may not face the long lines of Space Mountain, how do you think your customers feel about waiting at your dealership? Does their perception of the purchase experience get better or worse as time passes? How do you think it affects their Hyundai Purchase Index responses?

The Disney Company recently opened a state-of-the-art, underground nerve center at Walt Disney World that uses video cameras, computer programs, digital park maps and other tools to track traffic and respond before visitors get impatient with long lines. Disney made the investment because shorter lines mean happier customers who will return more often, spend more money, and refer more people.

How does this relate to you and your dealership? As Hyundai shatters sales records and draws more customers from other brands, our

dealerships are busier than ever. This is great news, of course, but it also means customer wait time is even more important than ever.

There's much that you can learn from Disney's ability to manage high traffic and keep its guests happy. Here are just a few examples of how you can turn your dealership into a "Magic Kingdom."

STAFF UP

As soon as Disney team members observe longer wait lines for Pirates of the Caribbean, they alert managers to launch more boats. You can increase your sales/service "fleet" during peak traffic times — such as evenings and weekends — to ensure proper staffing. Some dealerships hire document processors to speed up the F&I transactions — which also frees up the F&I manager to build rapport and sell finance products.

SHOW CUSTOMERS AROUND

When Disney officials notice that crowds are building, they reroute mini-parades to draw visitors away from highly populated areas and toward less busy ones. Have you thought about "parading" your



There's much that can be learned from Disney about managing high traffic and keeping customers happy.

[Continued>](#)

MAKING CUSTOMERS' WAIT TIME "MAGIC"

Continued

customers through your dealership, introducing them to your service department and making their first service appointment? Turn your customers' wait time into an opportunity to build your dealership's brand and value.

MEET THE MANAGER

Disney will send over popular characters to entertain people as they wait. You can send your sales manager to meet customers, thank them for their business and answer any questions. And you'd really exceed customer expectations if the manager also handed out coupons for local restaurants during the visit.

KEEP THEM ENGAGED

Waiting for F&I can be a productive time for your customers if you enroll them in MyHyundai.com or review with them documents such as the Quick Reference Guide. And offer Wi-Fi access for those who want to work or just surf the Net.



Think of other creative ways to reduce the wait time between closing the sale and going into F&I. When you make the most of customer time, you have the opportunity to highlight the value of your dealership, helping you to make a customer for life.

Look for other resources to help you stay connected with your customers at HyundaiSalesTraining.com

IN THE KNOW

THE 2015 ELECTRONIC PRODUCT Pocket Guide flipbooks are now available for each Hyundai model, featuring updated content and competitive information to support you as you review vehicles with your customers.

Much like the printed guides, the electronic guides offer a wealth of helpful information, from key features to trim levels and packages to Hyundai competitive advantages. The guides offer details about vehicle features, along with dimensions/weights/capacities and MSRPs.

There's also competitive information, which shows how each Hyundai model stacks up against three other vehicles in its class, with the Hyundai competitive advantages highlighted by shaded boxes.

The guide concludes with a list of links to important Hyundai resources, including Blue Link, Hyundai Product Information site, STAR Sales Rewards, and various Hyundai social media pages.

There's even a search field in the upper-right corner that can help you find information quickly and easily. Just type in a subject (e.g., wheels) and you can go right to the area that covers it.



These helpful flipbooks will function on desktops, tablets and other mobile devices. You can access them through HyundaiSalesTraining.com. Keep them handy, so you can answer any product question from your customers.



The electronic product guides will highlight key features on the individual models for easy access by sales consultants.

DECEMBER SALES: 64,507 UNITS

725,718 UNITS: NEW SALES RECORD 5TH YEAR IN A ROW!

YOU DID IT! You closed the year on a high note and set yet another sales record. Sales for the month of December were up 2%—breaking the record you set in December 2013. Plus, year-end sales made it five years in a row of sales growth. **Thank you and your entire sales team for making this a reality!**

“We ended the year on a high note,” said Bob Pradzinski, Vice President, National Sales. “And it was evident that the CUV segment was red-hot with our exceptional sales for the year for both Santa Fe and Tucson.”

The Santa Fe and Tucson finished the year with sales of 107,906 and 47,306, up 21.5% and 13%, respectively.

Here are the sales highlights for December:

- **Elantra:** our #1 selling car at 18,860 units
- **Sonata:** our #2 selling car at 17,924 units, up 24%
- **Accent:** 8,566 units, up 20% for December
- **Santa Fe:** 10,395 units, up 26% for December

Now that 2015 is here ... it's time to focus on making it the 6th record-breaking year in a row!

OTD NEWS

JANUARY UPDATE

- MA – Unbuilt vehicles added to the OTD Locator.

The new year also brings new OTD functionality: By mid-January, the Locator tab will provide visibility of other dealers' unbuilt pipeline. This feature will support the newly launched Pipeline Trade functionality, which provides the ability to trade one or more vehicles to a specific dealer.



Using feedback from dealer surveys and dealer focus group meetings, we've attempted to implement as many of your requests as possible and we hope they've been well received. Although the OTD V6 project has ended, we will continue to communicate updates as we continue to add new enhancements to our OTD system.

For information on OTD Training, visit HyundaiDealer.com; from there, click on the **Sales tab**, and then on the **OTD Reference Material tab**. There, you can find OTD training manuals, videos, FAQs and more.

AUTO SHOW NEWS

EXCITING TIMES!

The **2015 North American International Auto Show** opened to the public on January 17 in Detroit; and on January 12, Hyundai held a press conference to reveal some exciting new models:

- The all-new 2016 Sonata Hybrid and Sonata Plug-In

Hybrid (PHEV) were launched.

- A very special concept vehicle was revealed — the convention-shattering Santa Cruz crossover truck.
- The Genesis sedan was one of three finalists for **North American**



Car of the Year.

For updates, be sure to check out the Hyundai Media Site: HyundaiNews.com. If you haven't been to the media site for a while,

you will notice it has been completely updated, making it easier to find the information you need.

TRAINING NEWS

IN THE MIDDLE OF THE IQS PERIOD

JUST A REMINDER: All new 2015 vehicles purchased through the end of February are eligible to receive the J.D. Power and Associates Initial Quality Study survey. We recommend that you ask customers at delivery what features are most important to them, and then focus on those items, like these:

- Navigation, SiriusXM® Radio and iPod® cable, if equipped
- Heating, ventilation and air conditioning system
- Wiper, headlights, interior and dome light controls
- Settings such as memory seats, Blue Link® and Bluetooth® (the following link helps your customers check the compatibility of their cell phone with their new Hyundai: www.hyundaiusa.com/bluetooth/)
- HomeLink® personalized user settings, if equipped

Review the **Quick Reference Guide** with every customer. In addition, it makes sense to:

- **Check inventory for open service campaigns.** Make sure all applicable campaigns are completed before delivery
- **During cold weather months,** check the battery and tire pressure — especially for vehicles that have been in storage for a while

The ideal 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.



TECHNOLOGY NEWS

BLUE LINK ENHANCEMENTS & NEW INFOTAINMENT SYSTEM AT CES

THE ANNUAL CONSUMER ELECTRONICS SHOW (CES) kicked off on January 5 in Las Vegas. Hyundai was in attendance showing off new technology that's bound to be a hit with your customers.

Blue Link® and Smartwatch Integration

Starting early in 2015, Hyundai owners will be able to connect with their cars using a smartwatch and the Hyundai Blue Link® smartwatch app.

- The app is easy to use — the wearer simply taps an icon or uses voice commands to execute remote functions.
- The Blue Link smartwatch app allows Hyundai owners to remote start, lock and unlock doors as well as find their car in a crowded parking lot.
- Pushing the microphone icon on the watch activates the voice function, where the driver can execute commands such as “Start my car,” “Lock my car” or “Find my car.”

The Blue Link smartwatch app must be paired via Bluetooth® to an owner's smartphone that contains the Blue Link mobile app. Remote functions can then be executed from almost anywhere in the United

[Continued>](#)

BLUE LINK ENHANCEMENTS & NEW INFOTAINMENT SYSTEM AT CES

Continued

States as long as the user's smartphone has a Bluetooth and cellular or Internet connection.

- Android Wear users can download the app from Google Play for free starting in the first quarter of 2015.
- The Blue Link smartwatch app works with first- and next-generation Blue Link-equipped Hyundai models.

Next-Generation Blue Link

The next-generation Blue Link system featuring a destination search powered by Google™ continues to add new capabilities and is being applied to additional Hyundai vehicles. Recently introduced features such as maintenance alerts and the Hyundai Assurance Car Care in-vehicle app will debut on the 2016 Elantra GT and Veloster in calendar-year 2015.

Next-Generation Infotainment System

Hyundai is also showing a new Display Audio system with no CD player or embedded navigation system at the CES.

- Display Audio is a high-resolution, 7-inch color touch-screen display that has been optimized specifically for enhanced smartphone integrations and the latest generation Blue Link system.
- iPhone owners can use Apple CarPlay to take the

familiar features from their iPhones and put them right on the touch-screen display while driving.

- Android Auto brings the Android experience into the car by 'projecting' apps and services into the Display Audio system. Android Auto is designed to make driving safer by providing the information drivers need when they're on the road.

TOP BLUE LINK PERFORMING DEALERS*

NATIONAL DECEMBER YTD	Enrollment %	Credit Card Capture %
MA059 Bernardi Hyundai	100	56
PA062 Washington Hyundai	99	42
FL126 Red Hoagland Hyundai	99	43
IL085 AutoNation Hyundai O'Hare	98	50
DE007 Hertrich Hyundai	98	36
MN017 Buerkle Hyundai	98	39
TX158 Ron Carter Hyundai	98	47
NH014 Salem Hyundai	98	69
MA061 Prime Hyundai South	98	38
KS013 Scholfield Hyundai West	98	60

*Top 10 Enrollment & Associated Credit Card Capture
NOTE: Enrollment Objective=80%; Credit Card Capture Objective=35%

Display Audio launches on select 2016 Hyundai models and will quickly become Hyundai's volume head unit. We will eventually bring the new infotainment system to all of our entry-level models in order to provide the best streaming multimedia and ownership experience possible for your customer.

CPO NEWS

95,486 UNITS: BEST YEAR ON RECORD!

THIS DECEMBER we had a CPO sales record of 7,674 units. This represents an increase of 27.3% over December 2013. For all of 2014, 773 Hyundai dealers sold 95,486 CPO units, creating a 25.7% gain over last year.

TOP SELLING CPO DEALERS: DEC '14 YTD

NATIONAL — DECEMBER YTD		SALES
FL108	Hyundai of New Port Richey	1,528
FL005	Rick Case Hyundai	913
GA037	Jim Ellis Hyundai	875
NV023	Planet Hyundai	836
NJ032	Lester Glenn Hyundai	808
TX100	Hyundai of El Paso	789
NV020	Henderson Hyundai Superstore	728
CA293	Hardin Hyundai	671
CA310	Garden Grove Hyundai	588
MN021	Luther Bloomington Hyundai	579



Here are the top 3 winners—from left to right:

1st – Johnathan Drennon,
Ray Skillman Westside Hyundai,
Indianapolis, IN

2nd – Lindsey Wert,
Mark Zimmerman Hyundai,
Cedar Rapids, IA

3rd – Kristine Korb
Broadway Hyundai, Green Bay, WI

DEALER NEWS

REGIONAL WALKAROUND COMPETITION

THE CENTRAL REGION held a walkaround competition in all of the 13 districts this last November. Each district sent its winner to the finals, which were held at the Hyundai plant in Montgomery, Alabama. The 13 finalists were greeted by plant management for a Q&A session, and were provided a VIP tour of the plant. The walkaround presentations were done on-site at the plant.

IN THE NEWS

HOPE ON WHEELS AND HYUNDAI TOURNAMENT OF CHAMPIONS

HYUNDAI HOPE ON WHEELS returned to Hawaii for the third annual *Hyundai Hope On Wheels 5K Run/Walk in Maui* held on Saturday, January 10, benefiting children battling cancer in Hawaii. The event was held in conjunction with the *Hyundai Tournament of Champions* PGA golf tournament. "We are excited to bring our 5K Run/Walk back to Maui for the third year in a row and raise money for pediatric cancer programs in Hawaii," said Mickey Pong, Chairman of Hyundai Hope On Wheels Board of Directors. "As part of this event, Hope On Wheels will award a \$75,000 Young Investigator Clinical Award to Kapi'olani Medical Center."

WARDSAUTO 10 BEST ENGINE AWARD

HYUNDAI'S ZERO-EMISSION fuel cell engine on the 2015 Tucson has been recognized as the first engine of its kind in the annual *Ward's 10 Best Engines* by *WardsAuto World*. "Hyundai engineers did a stunning job of slipping the most advanced automotive technology imaginable into a roomy family vehicle and making it all very consumer friendly," said Drew Winter, editor-in-chief of *WardsAuto World* magazine. "The powertrain is exceptionally quiet and has a range of 265 miles. Plus, it can be refueled in minutes instead of hours like a battery-electric vehicle. The Hyundai Tucson Fuel Cell is a great engineering achievement and a giant leap for zero-emissions vehicles."

GENESIS: AUTOGUIDE CAR OF THE YEAR

THE 2015 GENESIS WAS NAMED the 2015 *AutoGuide.com Car of the Year* for its exceptional value, drive quality and design. "The Genesis impressed us with high-quality interior materials, refined driving dynamics and dramatic exterior styling that elevates the Hyundai brand as a whole," said Luke Vandezande, AutoGuide.com managing editor. "More than a great car, the 2015 Genesis is a great luxury car."

GENESIS & SONATA: GOOD DESIGN

BOTH THE GENESIS AND SONATA earned *GOOD DESIGN™ Awards* for their quality design, function and aesthetics from The Chicago Athenaeum: Museum of Architecture and Design, and The European Centre for Architecture Art Design and Urban Studies.

IIHS SAFETY AWARDS

THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY (IIHS) announced the results from their latest testing and the 2015 Genesis earned the *TOP SAFETY PICK+* designation, despite a tougher standard for front crash prevention. The Elantra Sedan and Sonata also earned *TOP SAFETY PICK* status.

CUSTOMER INSIGHT NEWS

NEW MULLIGAN OPPORTUNITY

A NEW MULLIGAN OPPORTUNITY is available to help dealers remove an occasional new vehicle survey, with the dealer choosing which survey to be removed. This process starts with January surveys. Here's how the Mulligan process will work on HyundaiCustomerInsights.com:

- Dealers will earn 1 mulligan survey removal opportunity for every 50 new vehicle surveys returned.
- Dealers will have the flexibility to remove an unwanted survey of their choice, from the **same month** the Mulligan is earned.
- Dealers manage the process by looking on HyundaiCustomerInsights.com each month under **REPORTS**, and **MULLIGAN SELECTOR**.
- Dealers can easily remove their unwanted survey from the **MULLIGAN SELECTOR** report, selecting from a drop-down menu of surveys and checking the survey to be removed.
- Survey return counts build over time and will carry over into the next month until the next mulligan is earned. Please contact your Hyundai District Sales Manager if you have any questions.

HMF NEWS

JANUARY LEASE PROGRAMS

'15 Elantra GT:	\$199/mo. for 36 mos; \$2,799 at lease signing
'15 Veloster:	\$179/mo. for 36 mos; \$2,499 at lease signing
'15 Sonata Hybrid:	\$239/mo. for 36 mos; \$3,199 at lease signing
'15 Azera:	\$349/mo. for 36 mos; \$3,199 at lease signing
'15 Santa Fe Sport:	\$269/mo. for 36 mos; \$3,199 at lease signing
'15 Santa Fe:	\$299/mo. for 36 mos; \$3,199 at lease signing
'15 Genesis:	\$399/mo. for 36 mos; \$3,999 at lease signing
'15 Equus:	\$739/mo. for 36 mos; \$3,999 at lease signing
'14 Elantra:	\$179/mo. for 36 mos; \$2,299 at lease signing
'14 Sonata:	199/mo. for 36 mos; \$2,199 at lease signing

*Refer to HMF's Marketing announcement for the newest rates.

JANUARY/FEBRUARY AUCTIONS

Adesa Minnesota	Dayton, MN	Jan. 13
Manheim Orlando	Ocoee, FL	Jan. 13
Manheim Riverside	Riverside, CA	Jan. 13
Greensboro Auto Auction	Greensboro, NC	Jan. 14
Manheim Kansas City	Kansas City, MO	Jan. 14
Manheim Dallas	Dallas, TX	Jan. 21
Southern Auto Auction	East Windsor, CT	Jan. 21
Manheim Pennsylvania	Manheim, PA	Jan. 23
Manheim Denver	Denver, CO	Jan. 27
Manheim Orlando	Ocoee, FL	Jan. 27
Manheim Riverside	Riverside, CA	Jan. 27
Manheim Arena	Bolingbrook, IL	Feb. 3
Manheim Georgia	Atlanta, GA	Feb. 3
Manheim Nevada	Las Vegas, NV	Feb. 6
Manheim Pennsylvania	Manheim, PA	Feb. 6

Fastlane Closed Event Sale: January 19

For online sales, log on to:

HyundaiFastLane.com

TOP DEALERS

TOP HPI DEALERS – DECEMBER YTD

NATIONAL – YEAR-TO-DATE (YTD)		HPI SCORE
MA024	Mirak Hyundai	985
KY017	Gates Hyundai	982
LA031	Hyundai of Slidell	982
WA026	Hyundai of Everett	982
AL028	Hyundai of Auburn	982
PA060	Freedom Hyundai	981
WI032	Bergstrom Hyundai	981
OH047	Preston Hyundai	980
TX141	James Wood Hyundai	980
NY107	Hyundai 112	979
AR034	Crain Hyundai of Springdale	979
PA057	Mike Kelly Hyundai	979
WI026	Zimbrick Eastwide Hyundai	979

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

TOP HSI DEALERS – DECEMBER YTD

NATIONAL – YEAR-TO-DATE (YTD)		HSI SCORE
TX170	Texoma Hyundai	980
NC058	Bob Mayberry Hyundai	978
CA349	Winn Hyundai of Santa Maria	977
IN028	Ray Skillman Southside Hyundai	977
OH050	Mathews Hyundai	976
PA068	Lancaster Hyundai	976
FL126	Red Hoagland Hyundai	976
TN034	Gray Epperson Hyundai	975
TX159	Young Hyundai	974
AZ032	Chapman Hyundai	974

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

TOP SELLING DEALERS – DEC.'14 YTD

CENTRAL REGION – YEAR-TO-DATE (YTD)		SALES
IL018	Green Hyundai	1,786
IL063	Family Hyundai	1,617
IL082	Napleton's Valley Hyundai	1,431
IL073	McGrath City Hyundai	1,403
OH053	Ron Marhofer Hyundai	1,373

SOUTHERN REGION		
FL108	Hyundai of New Port Richey	6,800
FL122	Coconut Creek Hyundai	3,900
FL114	Rick Case Hyundai	3,654
FL110	Doral Hyundai	2,912
FL088	O'Brien Hyundai of Fort Myers	2,533

EASTERN REGION		
NJ032	Lester Glenn Hyundai	4,179
NJ029	Brad Benson Hyundai	4,170
NY075	Atlantic Hyundai	3,724
NY110	Advantage Hyundai	2,482
NJ046	Hudson Hyundai	1,591

SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	3,220
TX158	Ron Carter Hyundai	3,154
TX040	Huffines Hyundai Plano	1,898
TX131	Absolute Hyundai of Mesquite	1,534
TX095	Round Rock Hyundai	1,487

WESTERN REGION		
CA293	Hardin Hyundai	3,597
NV023	Planet Hyundai	3,228
CA310	Garden Grove Hyundai	2,790
CA314	Keyes Hyundai	2,392
NV020	Henderson Hyundai Superstore	2,260

COMPETITIVE COMPARISON

2015 AZERA TOPS ITS CLOSEST COMPETITORS

AZERA – WHAT'S NEW FOR 2015

- New 18-in. alloy wheels
- New front and rear fascia
- Hands-Free Smart Trunk Opener – standard
- Illuminated door sill plates – standard
- Blind Spot Detection with Rear Cross-Traffic Alert – standard
- 8-in. screen with Navigation System
- Additional standard features on Azera Limited:
 - Lane Departure Warning (LDW), Forward Collision Warning, Automatic High-Beam Assist, LED fog lights



VS. 2015 TOYOTA AVALON LIMITED:

- Lower MSRP (Base: \$34,000, Limited: \$38,200 vs. \$39,980)
- 9% more horsepower (293 hp vs. 268 hp)
- More torque (254 lb.-ft. vs. 248 lb.-ft.)
- Memory System incl. steering column vs. not available
- Power tilt and telescopic steering column standard vs. manual only
- Hands-Free Smart Trunk Opener standard vs. not available
- 60/40 split folding rear seatbacks vs. not available
- Rear Parking Assist Sensors on Limited vs. not available
- More front leg room (45.5" vs. 42.1")
- More passenger volume (107 cu. ft. vs. 102 cu. ft.)

VS. 2015 LEXUS ES350:

- Lower MSRP (Base: \$34,000 vs. \$37,550)
- 9% more horsepower (293 hp vs. 268 hp)
- More torque (254 lb.-ft. vs. 248 lb.-ft.)
- Leather seat trim standard vs. optional
- Hands-Free Smart Trunk Opener standard vs. not available
- Heated front and rear seats standard vs. optional heated front seats only
- Blind Spot Detection with Rear Cross-Traffic Alert standard vs. optional
- Power tilt and telescopic steering column standard vs. optional
- More front leg room (45.5" vs. 41.9")

VS. 2014 NISSAN MAXIMA 3.5 SV

(2015 model not avail.):

- 6-speed SHIFTRONIC® automatic transmission vs. CVT
- Hands-Free Smart Trunk Opener standard vs. not available
- Blue Link® telematics system standard vs. not available
- Blind Spot Detection with Rear Cross-Traffic Alert standard vs. not available
- Driver's knee airbag standard vs. not available
- 8-way power front passenger seat standard vs. 4-way
- Integrated Memory System standard vs. optional
- Lane Departure Warning standard on Limited vs. not available

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2015 AZERA TOPS ITS CLOSEST COMPETITORS *Continued*

VS. 2015 BUICK LACROSSE PREMIUM I:

- Lower MSRP (Base: \$34,000 vs. \$38,025)
- Driver's knee airbag standard vs. not available
- Blind Spot Detection with Rear Cross-Traffic Alert standard vs. optional
- HID Xenon Headlights standard on Limited vs. optional
- Power tilt and telescopic steering column standard vs. manual
- Hands-Free Smart Trunk Opener standard vs. not available
- Heated rear seats standard vs. not available
- More front leg room (45.5" vs. 41.7")
- More cargo volume (16.3 cu. ft. vs. 13.3 cu. ft.)

VS. 2015 FORD TAURUS LIMITED FWD:

- Lower MSRP (Base: \$34,000 vs. \$34,405)
- More horsepower (293 hp [regular] vs. 288 hp [premium])
- Blind Spot Detection with Rear Cross-Traffic Alert standard vs. optional
- Driver's knee airbag standard vs. not available
- Hands-Free Smart Trunk Opener standard vs. not available
- Manual side window shades optional vs. not available
- Heated rear seats standard vs. optional
- 8-inch navigation system standard vs. optional
- HID Xenon headlights & LED fog lights standard on Limited vs. not available

Azera interior

NOTE: This competitive comparison is based on published 2014 and 2015 model information found on manufacturers' websites or in Owner's Manuals as of December 2014. Information subject to change without notice. No warranty or guarantee is being extended and Hyundai reserves the right to change product specifications and equipment at any time without incurring obligation.