

YOUR HARD WORK PAYS OFF:

## All-Time Sales Record: 645,691 units – up 20%!

**Congratulations – you and your sales staff made 2011 a record-breaking year!** December sales of 50,765 vehicles represented an 18% increase in retail sales compared with the same record-setting period a year ago! And for the year, overall sales were up 20% versus 2010, with retail sales up 29% – **that's incredible!**

“December was another record-setting month and 2011 a record-setting year for Hyundai,” said John Krafcik, Hyundai Motor America's President and CEO. “Hyundai sold a record 645,691 units this year, built over 420,000 cars right here in the U.S., and achieved an industry-leading 36.1 miles per gallon CAFÉ level doing it.

“Sonata's retail sales performance in 2011 was a real highlight for us. Along with Camry, Accord, Civic and possibly Altima, the Sonata was one of only five cars in the entire industry with retail sales (excluding fleet) over 200,000 units. Consumers tell us they have segment-leading levels of satisfaction with the bold design and real-world fuel economy of the Sonata – this recipe has been extremely successful for all of our new Hyundai products.” Here are the highlights for the year:

- For the first time, Hyundai has **5.1% market share!**
- In December, **18,920 vehicles** were sold with 40 mpg fuel economy rating – Year-To-Date, Hyundai has sold 214,132 40 mpg vehicles
- The Alabama-built **Sonata** set a full-year sales record with sales of 225,961 units – up 15%
- **North American Car of the Year** – Elantra (see page 2) set a yearly sales record of 186,361 units – up 41%!
- Accent had an incredible year-over-year sales increase of 91% for December and finished up 7% over 2010
- **Genesis** sales increased 13% over 2010 to 32,998 units
- **Equus** – 325 units – 3,193 sales since its launch!

And to help improve customer satisfaction in 2012, Dave Zuchowski, Executive Vice President of National Sales, announced there will be a new HPI Sales survey with 59 questions with 1 verbatim comment section to assist dealers in evaluating and improving the customer sales experience. More information is @ [www.HyundaiDealer.com](http://www.HyundaiDealer.com)

*All of these historic “firsts” would not be possible without your hard work – thank you and here's to a fantastic 2012!*

### AUTO SHOW NEWS:

## Genesis Coupe & Veloster Turbo

The **2012 North American International Auto Show**

opens on January 14<sup>th</sup> in Detroit and on January 9<sup>th</sup>, Hyundai will have a press conference to introduce:

- The significantly redesigned **2013 Genesis Coupe**
- The fun-packed **201-hp Veloster Turbo**

These two vehicles will create a lot of excitement for the brand, while bringing performance buyers into your dealership. Check out the Hyundai Media Site for updates:

<http://www.hyundainews.com>.

- Look for special 1-page product sheets on both of these new models later this week!



### PRODUCT TRAINING NEWS:

## STAR Product Enhancement

Managers at our *Fall Sales Managers Workshops* asked for a new “Experienced STAR Certification” – so in response to that input, we’re changing the STAR Certification Process:

- If a Sales Associate or Sales Manager has been STAR Certified at the same dealership for two or more years with a Sales Satisfaction Index score of 950 or better, to maintain **2013 STAR Product Certification**, they need only pass a “What’s New” module plus any new models that have been introduced.
- If someone is new to the dealership, or has not been STAR Certified with an SSI score of 950 or better for two or more years, they must pass all of the STAR Product Modules to be certified.

We’re making this change in STAR Certification to acknowledge the commitment of our experienced Sales Managers and Sales Associates to their customers, their dealership and to the Hyundai brand.

## Print Materials Coming Soon...

Your dealership will soon be receiving a shipment of 2012 product print support materials to help you in your training and marketing of the newest Hyundai models. A DCS message plus an email will go out to let you know when the package has been shipped.



IN THE NEWS:

## New Hyundai HQ in Full Swing

Hyundai Motor America's new U.S. headquarters is being built in Fountain Valley, California. The new building represents more than a \$150 million investment, the largest amount ever committed to an office building in the U.S. by Hyundai Motor Company.

- The new headquarters will be approx. 419,000 sq. ft.
  - It includes a 50,000 sq. ft. technical services facility
- Construction of the building is projected to generate approximately 1,530 direct and indirect jobs, with the building is slated for completion by the fall of 2013.

## Hyundai on YouTube.com

To reach your digital audience and to "send-off" the old HQ building, this entertaining video was made before final demolition: <http://tinyurl.com/6vq5oaz>



## Christopher Chapman: Chief Designer

Christopher Chapman is the new Chief Designer of the Hyundai Design Center in Irvine, Calif., where he will be responsible for new vehicle and concept design. An Art Center graduate and Pasadena native, Chris worked at the BMW Group at DesignworksUSA where he penned the exteriors of the X5 Sport Activity Vehicle and X Coupe concept car, and while in Germany, he designed the CS1 concept shown at the Geneva Auto Salon in 2002, followed by the 1 Series production Coupe and its derivatives.

AWARDS & ACCOLADES:

## Elantra: Named 2012 Car of the Year

- A jury of 50 independent North American automotive journalists evaluated each of the new cars introduced last year and chose the **2012 Elantra** as the **Car of the Year**.
- Hyundai's media website, [www.hyundainews.com](http://www.hyundainews.com), won a prestigious EPPY™ Award from *Editor & Publisher* magazine.
- Veloster earned the title of "**Best Economy Car**" in Bloomberg's recent "**Best Drives of 2011**."
- Veloster earned a **GOOD DESIGN™** Award in the Transportation category for its innovative, unique 3-door design, presented by The Chicago Athenaeum: Museum of Architecture and Design.

PRODUCT NEWS:

## Six Models Earn IIHS Safety Award

**Elantra, Sonata, Genesis, Equus, Tucson and Santa Fe** achieved the **2012 Top Safety Pick** honor from the Insurance Institute for Highway Safety (IIHS). Winners must have available Electronic Stability Control (ESC), which comes standard on all Hyundai models.

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 that your customers understand how to operate key features like:

- XM® Radio and the iPod® cable
- Heating/air conditioning/ventilation system
- Wiper, headlight and interior and dome light controls
- Settings like memory seats, Blue Link®, Bluetooth [here's the new page that helps your customers check out the compatibility of their cell phone with their new Hyundai – it's at: [www.hyundaiusa.com/BlueTooth/](http://www.hyundaiusa.com/BlueTooth/) ], HomeLink® and the personalized user settings, if equipped
- **Check inventory for any open service campaigns** – make sure all applicable campaigns are completed
- **During the cold weather months** – check batteries and tire pressure, especially for vehicles with long storage time
- Review the **Quick Reference Guide** with your customer

Today's new vehicles are very sophisticated and come with state-of-the-art technology that can confuse customers if they don't know how it functions. The best scenario is to be sure the customer is comfortable with the controls *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.

PRODUCT NEWS:

# Monroney Sticker Changes

In the world of car sales, the Monroney sticker plays a vital role as customers look to them to discover product information as they shop for a new car. The Monroney stickers you're used to are about to change:

- **2012 model year vehicles** now come with the Monroney sticker shown below. Notice how this format highlights the "city" and "highway" fuel economy figures – while the "combined" fuel economy total is quite small. This sticker also has a separate box for "Environmental Performance" and "Government 5-Star Safety Rating" – these have been added to provide customers with more information so they can make an informed buying decision.

**PARTS CONTENT INFORMATION**  
 FOR VEHICLES IN THIS CARLINE: U.S./CANADIAN PARTS CONTENT: 35%  
 MAJOR SOURCES OF FOREIGN PARTS CONTENT: KOREA: 65%  
 Note: Parts content does not include final assembly, distribution, or other non-parts costs.  
 FOR THIS VEHICLE:  
 FINAL ASSEMBLY POINT: MONTGOMERY, ALABAMA U.S.A.  
 COUNTRY OF ORIGIN: ENGINE: U.S.A. TRANSMISSION PARTS: KOREA

**EPA Fuel Economy Estimates**  
 These estimates reflect new EPA methods beginning with 2008 models.  
 CITY MPG: **18**  
 Expected range for most drivers: 15 to 21 MPG  
 Highway MPG: **25**  
 Expected range for most drivers: 21 to 29 MPG  
 Estimated Annual Fuel Cost: **\$2,039**  
 based on 15,000 miles at \$2.80 per gallon  
 Combined Fuel Economy: **21**  
 This Vehicle  
 10 31  
 All SUVs  
 Your actual mileage will vary depending on how you drive and maintain your vehicle.

**Environmental Performance**  
 Protect the environment, choose vehicles with higher scores:  
 Global Warming Score: 7  
 Smog Score: 6  
 Vehicle emissions are a primary contributor to global warming and smog. Scores are determined by the California Air Resources Board based on this vehicle's measured emissions. Please visit [www.DriveClean.ca.gov](http://www.DriveClean.ca.gov) for more information. AIR RESOURCES BOARD

**GOVERNMENT 5-STAR SAFETY RATINGS**  
 Overall Vehicle Score: **Not Rated**  
 Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar size and weight.  
 Safety concern: Visit [www.safercar.gov](http://www.safercar.gov) or call 1-888-327-4236 for more details.  
 Frontal Crash: Driver: ★★★★★, Passenger: ★★★★★  
 Side Crash: Front seat: ★★▲, Rear seat: Not Rated  
 Rollover: ★★★★★  
 Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest. Source: National Highway Traffic Safety Administration (NHTSA). [www.safercar.gov](http://www.safercar.gov) or 1-888-327-4236

Manufacturer's Suggested Retail Price: \$25,945.00  
 Premium Package Includes: Power Sunroof w/IR & Slide \$395.00  
 Inland Freight & Handling: \$670.00  
 Total Manufacturer's Suggested Retail Price: \$28,980.00

## NEW MONRONEY DESIGN FOR 2013 MODEL YEAR VEHICLES:

- **2013 model year vehicles** will come with the Monroney sticker shown below. The first Hyundai to come with this sticker will be the 2013 Genesis Coupe. Notice that now the combined EPA MPG rating is highlighted as well as the potential savings, which is measured versus the average models in its class. This style Monroney still has separate "Environmental Performance" and "5-Star Safety Ratings" boxes – but their positions have been switched.

Note: Parts content does not include final assembly, distribution, or other non-parts costs.  
 FOR THIS VEHICLE: FINAL ASSEMBLY POINT: Montgomery, Alabama U.S.A.  
 COUNTRY OF ORIGIN: ENGINE: U.S.A. TRANSMISSION: Korea

**EPA Fuel Economy and Environment**  
 Fuel Economy: **26** MPG  
 Small SUVs range from 16 to 32 MPG. The best vehicle rates 99 MPG.  
 22 city 32 highway  
 3.8 gallons per 100 miles  
 You save **\$1,850** in fuel costs over 5 years compared to the average new vehicle.

**GOVERNMENT 5-STAR SAFETY RATINGS**  
 Overall Vehicle Score: **Not Rated**  
 Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar weight class.  
 Safety concern: Visit [www.safercar.gov](http://www.safercar.gov) or call 1-888-327-4236 for more details.  
 Frontal Crash: Driver: ★★★★★, Passenger: ★★★★★  
 Side Crash: Front seat: ★★▲, Rear seat: Not Rated  
 Rollover: ★★★★★  
 Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest. Source: National Highway Traffic Safety Administration (NHTSA). [www.safercar.gov](http://www.safercar.gov) or 1-888-327-4236

**Environmental Performance**  
 Protect the environment, choose vehicles with higher scores:  
 Global Warming Score: 7  
 Smog Score: 5  
 Vehicle emissions are a primary contributor to global warming and smog. Scores are determined by the California Air Resources Board based on this vehicle's measured emissions. Please visit [www.DriveClean.ca.gov](http://www.DriveClean.ca.gov) for more information. AIR RESOURCES BOARD

Annual fuel cost: **\$2,150**  
 Fuel Economy & Greenhouse Gas Rating (tailpipe only): 7  
 Smog Rating (tailpipe only): 5  
 Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$12,600 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.70 per gallon. MDCA is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.  
[fuelconomy.gov](http://fuelconomy.gov)  
 Calculate personalized estimates and compare vehicles

These new labels are the most dramatic overhaul since the program began more than 30 years ago, and will provide more comprehensive fuel efficiency information, including estimated annual fuel costs, savings, as well as information on each vehicle's environmental impact.

- The new 2013 stickers will have a QR Code® so smartphone users can access online information about how models compare on fuel economy, environmental and energy factors.
- The National Highway Traffic Safety Administration revised its New Car Assessment Program (NCAAP), also known as the *Five-Star Safety Rating System*, which are included on the sticker to make it easier for consumers to assess a new vehicle's safety at a glance.

## Top Dealers for 2011

NATIONAL		Sales
NY075	Atlantic Hyundai	6,432
FL108	Hyundai of New Port Richey	6,293
NJ029	Brad Benson Hyundai	5,734
NJ032	Lester Glenn Hyundai	5,148
FL122	Coconut Creek Hyundai	3,657

CENTRAL REGION		Sales
IL018	Green Hyundai	2,007
IL063	Family Hyundai	1,997
OH053	Ron Marhoffer Hyundai	1,702
IL069	Patrick Hyundai	1,598
OH042	Hatfield Hyundai	1,561

SOUTHERN REGION		Sales
FL108	Hyundai New Port Richey	6,293
FL122	Coconut Creek Hyundai	3,657
VA006	Fairfax Hyundai	3,015
FL114	Rick Case Hyundai	2,794
FL088	O'Brien Hyundai	2,673

EASTERN REGION		Sales
NY075	Atlantic Hyundai	6,432
NJ029	Brad Benson Hyundai	5,734
NJ032	Lester Glenn Hyundai	5,148
NY110	Advantage Hyundai	2,734
MA046	Route 44 Hyundai	1,891

SOUTH CENTRAL REGION		Sales
TX100	Hyundai of El Paso	2,902
TX040	Huffines Hyundai Plano	2,053
TX139	South Point Hyundai	1,839
TX095	Round Rock Hyundai	1,732
TX104	North Freeway Hyundai	1,495

WESTERN REGION		Sales
CA232	Hyundai of Roseville	2,766
CA293	Hardin Hyundai	2,695
CA314	Keyes Hyundai	2,378
CA323	Cerritos Hyundai	2,247
CA310	Garden Grove Hyundai	2,173

### CPO NEWS:

## CPO Sales: Up 144% in December

December sales of 5,556 Certified Pre-Owned units set a single-month, all-time CPO sales record and represents an increase of 144% over December 2010 and a 115% gain for 2011. For the full-year ending December 2011, Hyundai dealers sold 48,867 CPO units.

### Top Selling CPO Dealers – December YTD

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	829
NC038	Keffer Hyundai	553
NJ032	Lester Glenn Hyundai	548
NJ029	Brad Benson Hyundai	496
NY075	Atlantic Hyundai	410
FL088	O'Brien Hyundai	387
FL120	Jenkins Hyundai of Leesburg	357
GA062	Thornton Road Hyundai	335
FL089	Jenkins Hyundai	332
OH001	Superior Hyundai North	328

## Blue Link® News

Blue Link User's Manuals have been split into a *Navigation version* and an *Audio version*, depending on the system installed in the vehicle. In addition, a Voice Command card is included as a tear-out card in the back of each new manual. The Voice Command card lists the voice commands to use when operating Blue Link system as well as a Quick Tips section to help customers to better operate features such as: How to Download a Point of Interest to Your Vehicle and How to Set-up and Use Voice Text Messaging. These new manuals are available on [www.HyundaiDealer.com](http://www.HyundaiDealer.com) under the Blue Link/Telematics link and in Docs & Resources.

### HMF NEWS:

## Special January Lease Programs

- **2012 Sonata GLS** Automatic Transmission for \$199/month for 36 months; *\$2,599 due at signing.*
- **2012 Elantra GLS** Automatic Transmission for \$179/month for 36 months; *\$1,999 due at signing.*
- **2012 Genesis Sedan 3.8L V6** for \$399/month for 36 months; *\$2,999 due at signing.*
- **2012 Genesis Coupe 2.0T** Manual Transmission Std. Pkg. for \$259/month for 36 months; *\$2,699 due at signing.*
- **2012 Santa Fe GLS** Automatic Transmission for \$269/month for 36 months; *\$2,999 due at signing.*

Refer to HMF's Marketing announcements for more details.

## January / February Auctions

Manheim Arena	Bolingbrook, IL	Jan. 10
Manheim Orlando	Ocoee, FL	Jan. 10
Columbus Fair Auto Auction	Columbus, OH	Jan. 11
Manheim South Seattle	Kent, WA	Jan. 11
Manheim Auto Auction	Manheim, PA	Jan. 13
Manheim Denver	Denver, CO	Jan. 17
Manheim Georgia	Atlanta, GA	Jan. 17
Manheim Dallas	Dallas, TX	Jan. 18
Southern Auto Auction	E. Windsor, CT	Jan. 18
Manheim Nevada	Las Vegas, NV	Jan. 20
Manheim Auto Auction	Manheim, PA	Jan. 20
Manheim Arena	Bolingbrook, IL	Jan. 24
Manheim Orlando	Ocoee, FL	Jan. 24
Adesa Phoenix	Chandler, AZ	Jan. 25
Manheim Dallas	Dallas, TX	Feb. 1
Southern Auto Auction	E. Windsor, CT	Feb. 1
Manheim Nevada	Las Vegas, NV	Feb. 2
Manheim Auto Auction	Manheim, PA	Feb. 3
Manheim Arena	Bolingbrook, IL	Feb. 7
Manheim Georgia	Atlanta, GA	Feb. 7
Manheim South Seattle	Kent, WA	Feb. 8