

JUNE SALES TOTAL 37,943:

6th Month: *Market Share Increase*

June was a landmark month for Hyundai! First of all, we have our fantastic IQS rating. Second, Hyundai out-sold Dodge for the first time making Hyundai the #6 best-selling brand in the U.S.!

“Through the first six months, Hyundai has achieved an all-time high market share of about 4.2%, up from 3.1% for the same period last year. That’s a 35% improvement, which we believe to be the single best year-over-year share improvement in the industry,” said Dave Zuchowski, Vice President of Hyundai Motor America.

“Our retail momentum is strong – we’ve grown market share each month this year,” added John Krafcik, President and CEO of HMA. “We’re kicking off the second half of the year with a full tool kit: J. D. Power’s endorsement as the highest ranking non-premium brand in 2009 IQS, improving availability of our award-winning Genesis models, our innovative \$1.49/gallon *Hyundai Assurance Gas Lock* program, and for the CARS program, we thought it was imperative to get funding to our dealers so that they could implement the program right away and satisfy the demand from consumers.”

Hyundai Assurance Gas Lock Program guarantees a year’s worth of gas at \$1.49/gallon on most Hyundai models leased or purchased between July 1 and August 31, 2009, many of which are available with special rebate and financing options. “Our research shows that nearly 40% of potential new car buyers are staying out of the market specifically due to uncertainty around future gas prices,” added Krafcik. “We’re empowering consumers with gas price stability so they can make a confident vehicle choice. And for those buyers driving older gas-guzzlers that qualify for the new government CARS program, our fuel-efficient lineup of award-winning vehicles, combined with *Assurance Gas Lock*, makes Hyundai an unbeatable combination.”

Car Allowance Rebate System (CARS) – Alexandria

Hyundai became the first dealer in the nation to accept a clunker trade-in (’95 Ford Explorer) under the new CARS program for an Elantra Touring. Customers can trade in *any make or model* to buy a new, more fuel efficient Hyundai vehicle. For more info, go to: www.cars.gov

- Hyundai vehicles that qualify for the program: 2009 Accent, Elantra, Elantra Touring, Sonata, Santa Fe, Tucson, Veracruz and Genesis Coupe 2.0.

HYUNDAI OWNERS SPEAK:

Hyundai: Highest Non-Premium in J.D. Power Initial Quality (IQS)



John Krafcik (middle), President and CEO, Hyundai Motor America, Barry Ratzlaff (fourth from the left), Director of Quality, and Frank Ferrara (second from the left), Executive Vice President Service, accepted the J. D. Power and Associates’ award for the Hyundai Elantra. Terry Kourtum (far right), Executive Director of Product Consulting and Kris Tarbet (left), Account Director U. S. Automotive for J. D. Power and Associates, were on hand for the award presentation.

Hyundai has once again accomplished an outstanding quality achievement, with the J.D. Power and Associates Initial Quality Survey (IQS) naming Hyundai the #1 Non-Premium auto maker for quality, finishing ahead of Toyota, Honda and Nissan – first among non-premium nameplates and 4th overall behind only Lexus, Porsche and Cadillac. Here’s a summary of the results:

- **Hyundai #1 Non-Premium Nameplate** – beating Toyota, Honda, Nissan and the rest of our competition
- **Hyundai #4 in Industry** – behind only Lexus, Porsche and Cadillac
- **Genesis #1 “All New/Re-Designed Model”** – ties the Lexus brand
- **Elantra #1 in Compact Car Segment** – beating Prius, Civic and Corolla
- **Elantra also a “Top 10 Industry Leading Model”** – out of 245 models
- **Accent #2 in Sub-Compact Car Segment** – missing #1 by just one point

This is the second time in four years Hyundai has beaten all other non-premium nameplates. HMA is planning a very aggressive public relations and marketing program to get this powerful quality message out to consumers and drive new Hyundai customers to your showrooms. We’ve got a big sales task this year and this great news will help us achieve our goals. Thank you for your help in making these goals a reality!

IN THE NEWS:

Accolades and Awards

AutoPacific's Ideal Vehicle Awards (IVA):

- **Genesis** was top Aspirational Luxury Car – beating out Audi A5 and A4, Volvo XC70 and Cadillac CTS.
- **Elantra** was the Ideal Compact Car – topping Ford Focus, Mazda3 and Kia Spectra.
- **Sonata** was 2nd in Premium Mid-Size Car segment.

Forbes Magazine said it's the "Year of Hyundai."

'09 Santa Fe – least expensive to insure on Insure.com list.

SURVEY NEWS:

New HPI Survey Goes Live July 8

The new HPI survey is designed for ease of completion so it takes a minimal amount of time for consumers to finish. It focuses on high-impact elements of the overall customer experience, with the goal of gaining insight into the sales process areas in need of the greatest improvement.

The survey measures customer handling and satisfaction levels in the five J.D. Power SSI areas: Dealership Facility, Working with Your Salesperson, Paperwork/ Finance Process, Delivery Process and Vehicle Price.

The Hyundai Voice of the Customer (HVOC) phone survey will continue with Sales STAR monies paid based on the HVOC survey results until October 1, 2009. Starting in 4th Quarter, the Sales STAR monies will be paid based on HPI scores with HVOC hot comments continuing only as a tool.

Salespeople who are STAR certified are scored on these 12 key questions from the "Salesperson" and "Delivery" sections of the HPI survey:

| Sales Star Index | 100.00% |
|---|---------|
| Honesty of salesperson | 13.52% |
| Courtesy and friendliness during the delivery | 10.91% |
| Salesperson's knowledge/expertise about vehicles | 9.27% |
| Courtesy and friendliness of salesperson | 8.73% |
| Complete explanation of your vehicle's features | 8.53% |
| Complete explanation of your QRG | 8.53% |
| Level of attention focused on you | 8.15% |
| Cleanliness of your vehicle | 7.86% |
| Condition of your vehicle | 7.38% |
| Appearance of salesperson | 6.15% |
| Made the negotiation process clear and understandable | 5.61% |
| Salesperson's handling of test-drive | 5.35% |

SALES TRAINING NEWS:

STAR Certification Website Update

The Gold and Platinum levels of the STAR Certification website are live. *Gold level* includes Tucson, Santa Fe and Veracruz; *Platinum level* includes Azera, Genesis and Genesis Coupe. You may have experienced some computer glitches. We understand this is frustrating – and most have

STAR News continued...

been fixed and programmers continue working to ensure its smooth operation. If you have any questions, the toll-free help line – 866 828-3811 – has been very helpful.

- **Congratulations** to the 1,900 salespeople who are now **2009 STAR Certified**.
- **2008 STAR Certified salespeople** must **re-register** for the **2009 STAR Test**. Your old Login IDs will not work.
- **New Salespeople** must first be registered within their *Dealership's Personnel Enrollment*. It takes 24 hours for our system to update this new information before they will be able to take the STAR Test. The system also takes 24 hours to recognize newly activated dealer codes.
- **Reminder:** the final cut-off day for 2008 STAR Certified salespeople to take the 2009 STAR test is August 7th.

HMFC NEWS:

Special July Lease Programs

- **2009 Hyundai Genesis Sedan 3.8L:** \$399/month for 36 months, \$2,200 customer cash down plus \$1,000 HMFC origination support. Total of \$2,599 due at lease signing. National, excluding certain dealers – check with HMFC for dealer limitations.
- **2010 Hyundai Genesis Coupe 2.0T M/T** for \$259/month for 36 months, \$1,740 customer cash down plus \$1,000 HMFC origination support. Total of \$1,999 due at lease signing. National, excluding South Central Region.
- **2009 Hyundai Elantra Touring 2.0 M/T** for \$239/month for 36 months, \$2,260 customer cash down plus \$1,000 HMFC origination support. Total \$2,499 due at lease signing. National.

Refer to HMFC's Marketing Bulletins for complete program details.

| June Top HMFC Dealers | | |
|-----------------------|----------------------------|---------------|
| NATIONAL | | New Contracts |
| NY075 | Atlantic Hyundai | 172 |
| FL108 | Hyundai of New Port Richey | 105 |
| FL122 | Coconut Creek Hyundai | 88 |
| NV015 | Planet Hyundai | 82 |
| NY110 | Advantage Hyundai | 77 |

Top Selling Dealers – June YTD

| NATIONAL | | Sales |
|----------------|----------------------------|---------------------|
| NY075 | Atlantic Hyundai | 1,601 |
| FL108 | Hyundai of New Port Richey | 1,440 |
| NJ032 | Lester Glenn Hyundai | 1,318 |
| NY029 | Brad Benson Hyundai | 1,283 |
| VA006 | Fairfax Hyundai | 1,042 |
| CENTRAL REGION | | |
| IL063 | Family Hyundai | Tinley Park, IL 671 |
| OH042 | Hatfield Hyundai | Columbus, OH 575 |
| OH001 | Superior Hyundai North | Fairfield, OH 506 |
| OH018 | Columbia Hyundai | Cincinnati, OH 503 |
| IL061 | Rosen Hyundai | Algonquin, IL 503 |

Continued on next page...

Top Dealers continued from previous page...

| SOUTHERN REGION | | | Sales |
|-----------------|-------------------------|---------------------|-------|
| FL108 | Hyundai New Port Richey | New Port Richey, FL | 1,507 |
| VA006 | Fairfax Hyundai | Fairfax, VA | 1,127 |
| FL122 | Coconut Creek Hyundai | Coconut Creek, FL | 821 |
| FL088 | O'Brien Hyundai | Fort Myers, FL | 789 |
| FL120 | Jenkins Hyundai | Leesburg, FL | 703 |

| EASTERN REGION | | | Sales |
|----------------|----------------------|-------------------|-------|
| NY075 | Atlantic Hyundai | West Islip, NY | 1,637 |
| N J032 | Lester Glenn Hyundai | Toms River, NJ | 1,388 |
| NJ029 | Brad Benson Hyundai | So. Brunswick, NJ | 1,358 |
| NY086 | Fuccillo Hyundai | Syracuse, NY | 987 |
| NY110 | Advantage Hyundai | Hicksville, NY | 974 |

| SOUTH CENTRAL REGION | | | Sales |
|----------------------|-----------------------|----------------|-------|
| TX100 | Hyundai of El Paso | El Paso, TX | 651 |
| TX040 | Huffines Hyundai | Plano, TX | 607 |
| TX095 | Round Rock Hyundai | Round Rock, TX | 499 |
| TX068 | Allen Samuels Hyundai | Fort Worth, TX | 477 |
| OK018 | Edmond Hyundai | Edmond, OK | 401 |

| WESTERN REGION | | | Sales |
|----------------|----------------------|----------------|-------|
| NV015 | Planet Hyundai | Las Vegas, NV | 732 |
| CA232 | Hyundai of Roseville | Roseville, CA | 574 |
| CO034 | Arapahoe Hyundai | Centennial, CO | 563 |
| CA293 | Hardin Hyundai | Anaheim, CA | 449 |
| UT013 | Murdock Hyundai | Orem, UT | 407 |

Top Sales Managers – June YTD

| CENTRAL REGION | | Sales |
|-----------------|---------------------|-------|
| Jeffrey Kunz | Green Hyundai | 484 |
| David Klikeman | Arrow Hyundai | 456 |
| Thomas Fascetti | Dean Team Hyundai | 452 |
| Jeff Roberts | St. Charles Hyundai | 449 |
| Jeff Hughes | Great Lakes Hyundai | 433 |

| SOUTHERN REGION | | Sales |
|------------------|----------------------------|-------|
| A. Appleby | Coconut Creek Hyundai | 808 |
| Ernest McQuaig | Pearson Hyundai | 646 |
| Raul Gomila | Napleton's Hyundai | 626 |
| Matthew Westcott | Fairfax Hyundai | 615 |
| Michael Morris | Hyundai of New Port Richey | 538 |

| EASTERN REGION | | Sales |
|----------------|----------------------|-------|
| Daniel Toomey | Atlantic Hyundai | 1,644 |
| David Cantin | Brad Benson Hyundai | 1,343 |
| John Perillo | Lester Glenn Hyundai | 687 |
| Thomas Ruppen | Bowser Hyundai | 683 |
| John Ashdale | Colonial Downingtown | 497 |

| SOUTH CENTRAL REGION | | Sales |
|----------------------|-----------------------|-------|
| Peter Cafferata | Allen Samuels Hyundai | 469 |
| Roosevelt May | Huffines Hyundai | 367 |
| Phillip Wartley | Edmond Hyundai | 362 |
| Robert Cox | Hub Hyundai | 319 |
| Michael Birmingham | Capitol Hyundai | 303 |

| WESTERN REGION | | Sales |
|-------------------|-------------------|-------|
| Danielle Gerbino | Hardin Hyundai | 384 |
| Frank Maione | Henderson Hyundai | 355 |
| Mohamed Hussein | Planet Hyundai | 293 |
| John Staluppi Jr. | Planet Hyundai | 291 |
| Brian Sobel | Keyes Hyundai | 280 |

Top Sales Associates – June YTD

| CENTRAL REGION | | Sales |
|--------------------|--------------------------|-------|
| Scott Varnum | Dean Team Hyundai | 263 |
| James Spink | Gurnee Hyundai | 250 |
| Christopher Miller | Dean Team Hyundai | 189 |
| Adel Elgawli | Gartner Hyundai | 141 |
| Paul Jenne | Dennis Hyundai of Dublin | 128 |

| SOUTHERN REGION | | Sales |
|-------------------|-----------------------|-------|
| Patrick Amoriello | Coconut Creek Hyundai | 194 |
| Chongjian Guo | Fairfax Hyundai | 167 |
| Carolyn Davis | Jenkins Hyundai | 163 |
| Donald Barker | Fairfax Hyundai | 161 |
| Nimrod Mesch | Coconut Creek Hyundai | 142 |

| EASTERN REGION | | Sales |
|---------------------|---------------------|-------|
| Joseph Ippolito Jr. | Towne Hyundai | 216 |
| Robert Durante | Conicelli Hyundai | 171 |
| Sandra Redway | Atlantic Hyundai | 168 |
| Ali Givehchi | Brad Benson Hyundai | 165 |
| Brad Trzeciecki | Transitowne Hyundai | 158 |

| SOUTH CENTRAL REGION | | Sales |
|----------------------|---------------------------------|-------|
| Daniel Ronje | Champion Hyundai Corpus Christi | 193 |
| Earnest Knight | Capitol Hyundai | 108 |
| Gerald Michalak | Absolute Hyundai of Mesquite | 106 |
| Deroyce Lusher | Round Rock Hyundai | 101 |
| Stanley Becker | Eckert Hyundai | 96 |

| WESTERN REGION | | Sales |
|-------------------|---------------------------|-------|
| Keri Cornelius | Hardin Hyundai | 136 |
| Kevin Kuang | Cammisa Motorcars Hyundai | 133 |
| Samesh Pal | Hyundai of Roseville | 112 |
| Howard Fleischman | Frank Motors Hyundai | 111 |
| Gary Cloward | Hardin Hyundai | 105 |

AUCTIONS:

July / August Auction Dates

| | | |
|---|-------------------|---------|
| Manheim Texas Hobby | Houston, TX | July 16 |
| Manheim Colorado | Commerce City, CO | July 21 |
| Adesa Minn | Minn., MN | July 21 |
| Adesa Phoenix | Chandler, AZ | July 22 |
| Columbus Fair AA | Columbus, OH | July 22 |
| Greensboro AA | Greensboro, NC | July 22 |
| Manheim Greater Nevada | Las Vegas, NV | July 24 |
| Manheim Auto Auction | Manheim, PA | July 24 |
| Manheim Arena | Bolingbrook, IL | July 28 |
| Manheim Florida Auto Auction of Orlando | Ocoee, FL | July 28 |
| Southern AA | E. Windsor, CT | July 29 |
| Manheim Auto Auction | Manheim, PA | July 31 |
| Adesa Kansas City | Belton, MO | Aug 04 |
| Manheim Georgia Auto Auction | Atlanta, GA | Aug 04 |
| Manheim Dallas | Dallas, TX | Aug 05 |
| Southern AA | E. Windsor, CT | Aug 05 |
| Manheim Greater Nevada | Las Vegas, NV | Aug 06 |
| Manheim Greater Nevada | Las Vegas, NV | Aug 07 |
| Manheim Auto Auction | Manheim, PA | Aug 07 |
| Manheim Arena | Bolingbrook, IL | Aug 11 |
| Manheim Florida Auto Auction of Orlando | Ocoee, FL | Aug 11 |
| Manheim South Seattle | Kent, WA | Aug 12 |
| Greensboro AA | Greensboro, NC | Aug 12 |
| Manheim Auto Auction | Manheim, PA | Aug 14 |