

ALL-TIME JUNE RECORD: 51,205 VEHICLES

Record Sales for First 6 Months!

Wow – another record! For 18 consecutive months, you have achieved year-over-year retail market share gains, while also setting an all-time total market share record! Year-to-date, Hyundai sales are up 25% compared with 2009 and are on target to eclipse 500,000 units for the year – which would be a first!

- June's sales were up 35% over last year, which is an all-time sales record for both the month of June and the entire first half of the year for Hyundai.
- Sonata is selling as fast as the Montgomery plant can produce them.

"Hyundai continues to outperform the market and the strength of our new products has driven a 45% pure retail sales increase. This is having a positive impact on residual values and bodes well for the second half of the year," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales.

Here are the June sales highlights:

- **Sonata** – #1 overall – 17,771 units – up 49%
- **Elantra** – #2 overall – 14,245 units – up 119%
- **Tucson** – 3,382 units – up 207%
- **Genesis** – 2,569 units – 12th consecutive month of year-over-year sales gain for Genesis

Keep the fireworks going and let's make this the best summer ever for Hyundai and for your dealership!

ON THE INTERNET:

Sonata: Most Searched Vehicle

Sonata was the most-shopped vehicle in May according to [Compete](#), a Kantar Media company. Sonata was on more shopping lists (130,000) than *any vehicle in the industry*, topping perennial leaders like Camry, Accord, Civic and Fusion, according to Compete's analysis of website traffic patterns. Demand for Hyundai hit an all-time high of 324,000 shoppers on the strength of Sonata and Tucson. This drove Hyundai's share of market interest to 11.6%, up from 7.4% in Dec. 2009. That growth put Hyundai past Nissan (11.2%) and closer to Honda (12.9%) and Toyota (14.2%). Industry-wide, May 2010 shopper volume (2.8 million) was the strongest since February 2008.

TRAINING NEWS:

Sonata Tour Wraps Up July 23

It's not too late – the *2011 Sonata Launch Certification and Model Line Workshops* have eight more venues that it will visit before it wraps up on July 23. If you haven't enrolled, go to www.hyundaisalestrainingenroll.com for more details on event content, enrollment procedures, cities, venues, dates and maps.

IQS UPDATE:

Accent #1 in Initial Quality

The results are in from J.D. Power and Associates' *2010 Initial Quality Survey* (IQS) and Hyundai did well again this year. Here are the highlights:

- **Accent** won the trophy for being *the best Sub-compact car* in initial quality. Congratulations!
- Hyundai was *3rd among non-premium brands* (behind Ford and Honda); 7th place overall. This is a decline from last year when we were the #1 non-premium brand.
- **Elantra** was *#3 in the Compact Car segment*
- **Genesis Sedan** and **Sonata** were the best-scoring models, achieving *4th place* in their respective segments.
- The data also showed that customers who received a **Quick Reference Guide** (QRG) at delivery had better scores than those who did not receive one.
 - That's why it's important to review the QRG at the time of delivery with each customer.
- Bluetooth® and Navigation can be hard to understand and require a clear explanation during the presentation and a review at the time of delivery:
 - Consider doing a *hands-on presentation* where the customer actually **pairs their phone**, and you coach them on how it's done.
 - For **Navigation systems**, help customers set a destination, cancel a route, use the POI feature, and know how to mute the guidance directions.
 - **Voice Activation** is invaluable for making a call or setting a route. But it can be confusing. Be sure your customers know if they have problems they can say "Help" and the system will help them.

Story continued on the next page...

Accent #1 in Initial Quality continued...

Research has also shown that shortcuts taken during the product presentation and delivery often lead to low IQS scores. In some instances, that is due to the salesperson being unfamiliar with a feature – and therefore, not being confident when presenting it to a customer.

- That's why all of the key features are thoroughly explained on the Sales Training online / STAR Product Information section of www.hyundaidealer.com. You will find video demonstrations plus printable PDFs to help you explain how features function – you can print them out and give them to your customer, too, if you wish.

Thank you to everyone who helped us achieve this great result. We're hoping that further improvements of product and processes will improve our results for 2011!

ADVERTISING NEWS:

Hyundai Uncensored: New Ads

Hyundai has launched a new ad campaign that uses hidden cameras to find out what people say during a test drive of a new Hyundai. This 3rd party endorsement uses our outstanding vehicles, along with our customer's uncensored quotes, to tell the Hyundai story in a compelling way that is sure to drive traffic to your dealership during the key selling months of July and August. The *Hyundai Uncensored* campaign began on July 5th and it will continue through to August 31st – it includes:

- National and dealer television commercials and radio
- Hyundai.com and online digital banners
- Point-Of-Sale kit
- Social media (YouTube/Hyundai and Facebook)
- CRM direct mail and email blasts
- Multi-city experiential ride and drive events

SERVICE NEWS:

Summer Selling Season for Service

As sales pick up during the summer months, typically, so does your dealership's service business. Here are some tips to make the most of this opportunity:

- Work with your Service Manager and Service Advisors so they are “on the lookout” for vehicles that have good trade-in potential. Then go to the Service Department when that customer comes in so you can explain the value of their vehicle to the dealership, and make them aware of the new Hyundai models. You can offer them a brochure on a new vehicle, make a product presentation or offer a test drive.

Story continued on the next column...

- Ask your Service Manager and Service Advisors if they need assistance greeting customers in the morning. Then, you can help gather information while also learning more about that customer.
 - This is an ideal time to ask if the customer has any family members or friends who might be interested in the value of owning a Hyundai.
 - This is a good time to bring up the fact that Hyundai has the best corporate CAFÉ fuel economy ratings – even without a hybrid model in the line.

The goal is to be of service to dealership customers, which will help you begin a relationship that could lead to them purchasing their next new Hyundai.

IN THE NEWS:

The Latest Accolades and Awards

- **Sonata** has reached cumulative worldwide sales of **5,000,000 units** as of May 2010, making it the third Hyundai model to reach that landmark sales figure (Accent and Elantra are the other two).
- **Edmunds.com** named the **Elantra** and **Azera** to its list of **Used Car Best Bets for 2010**. The model years 2003 to 2008 Elantra topped the Compact Sedan category, and the model years 2006 to 2008 Azera won out in the Large Sedan segment.
- **Edmunds.com** named the **2010 Genesis** and **2011 Sonata** to its **Top 10 Best Dark-Horse Cars of 2010** list – cars that fly just below the radar when it comes to consumer awareness, but have a lot to offer shoppers. “Although they may not have the same level of recognition as say the Ford Explorer, Honda Civic or Toyota Camry, these cars offer great value and quality, and definitely should be on more consumers’ shopping lists,” said Karl Brauer, Senior Analyst and Editor at Large for Edmunds.com.
- **Kelley Blue Book’s kbb.com** named **Hyundai** as the **No. 1 “upward-climbing” brand** in share of market interest in May. These results come from the latest *Kelley Blue Book Market Intelligence analysis* of recent kbb.com Web traffic patterns.
- **Tucson** was named a **“Best New Crossover”** in the “Small Crossovers” category by **Kiplinger’s Personal Finance**. The magazine named the top new models in eleven categories, and the Tucson topped competitors such as the Volvo XC60 and Mitsubishi Outlander.

HMF NEWS: Look for a separate DCS message containing HMF's Marketing announcement about the latest programs for July, as well as the list of top dealers for June.

DARE TO COMPARE:

2011 Sonata: More to offer than '10 Accord

For years, the Honda Accord has been one of the more popular family sedans. That trend has started to change with the introduction of the all-new 2011 Sonata. Consider this post from AutoBlog.com: *“I saw a piece of Honda sales training literature for selling the Accord against the 2011 Sonata. It was several pages of sadness for Honda. The conclusion could be summed up this way: ‘Hey, please take a look at the Accord. It’s still a pretty nice car even though the new Sonata beats it in almost every way.’”* This page will give you all of the reasons why they came to that conclusion:



Product Advantages: Sonata vs. Accord

	Sonata GLS	Accord LX	Sonata Limited	Accord EL-X with Nav.
M.S.R.P. [auto. trans.]	\$20,195	\$21,855	\$25,295	\$28,830
Highway fuel economy ¹	35 mpg	Ⓜ 31 mpg	35 mpg	Ⓜ 31 mpg
Horsepower	198 hp	Ⓜ 177 hp	198 hp	Ⓜ 190 hp
Torque	184 lb-ft	Ⓜ 161 lb-ft	184 lb-ft	Ⓜ 162 lb-ft
Automatic transmission	6-speed	Ⓜ 5-spd	6-speed	Ⓜ 5-spd
SHIFTRONIC® Auto. Transmission	O	Ⓜ —	S	Ⓜ —
Bluetooth® handsfree phone	S	Ⓜ —	S	S
XM® Satellite Radio	S	Ⓜ —	S	S
HD Radio®	—	Ⓜ —	S	Ⓜ —
USB audio input jack	S	Ⓜ —	S	Ⓜ —
Navigation system	O	Ⓜ —	O	S
Advanced trip computer w/personalized settings	S	Ⓜ —	S	Ⓜ —
60/40 Split folding rear seat	S	Ⓜ —	S	Ⓜ —
Solar glass	S	Ⓜ —	S	Ⓜ —
Heated & bi-folding side mirrors	S	Ⓜ —	S	Ⓜ —

1 = Auto. Trans. S = Standard O = Optional — = Not available Ⓜ = Hyundai advantage

Sonata GDI Powerplant Advantages:

Honda likes to position themselves as an “engineering-based” company, yet Hyundai was the first to offer a Gasoline Direct Injection system (GDI) in this segment. And while Honda offers two 4-cylinder engines and a V6, Hyundai has a stronger 4-cylinder engine that meets most driver’s needs – plus, in the near future, Sonata will add the 2.0 Turbo and Hybrid models. In the meantime, here are the facts:

- ✓ Sonata delivers **better highway fuel economy** than Accord: 35 mpg vs. 31 mpg
- ✓ Sonata delivers **more horsepower** than both 4-cylinder Accord engines: **198 hp** vs. 177 hp and 190 hp
- ✓ Sonata delivers **more torque** than both 4-cylinder Accord engines: **184 lb-ft** vs. 161 lb-ft and 162 lb-ft
- ✓ Sonata has the **most powerful** naturally-aspirated 4-cyl. engine in the segment
- ✓ Sonata is **1st vehicle** with standard GDI technology in its class for **improved fuel efficiency** and **performance** and **reduced emissions**
- ✓ Sonata runs on **regular unleaded fuel**

Sonata has the real advantages that count with customers

Honda relies heavily on their reputation to sell vehicles. Truth is, in the latest J.D. Power and Associates’ IQS Survey, Hyundai finished right behind Honda and well ahead of Toyota and premium brands like Infiniti, Audi, Cadillac and BMW. Here are some additional Sonata advantages to share with your customers:

- ✓ 2011 Sonata received IIHS **Top Safety Pick**; Accord did not because it only had an “acceptable” roof rating!
- ✓ Honda says Accord has 2.6” more **rear seat legroom** – truth is, Sonata has **3” more front seat legroom** and total legroom (front and rear) is similar for both vehicles
- ✓ Sonata gets an **EPA estimated 35 mpg highway** – which is better than both Accord 4-cylinder models.
- ✓ **Three Sonata models:** fully-equipped GLS, sporty SE and luxurious Limited – each one has its own distinct personality so customers can choose the one that’s right for them
- ✓ **Sonata SE** – Honda *does not offer* a “Sport Edition” with 18-inch Hyper Silver alloy wheels, 225/45R18 performance tires, Sport-tuned suspension, steering wheel-mounted paddle shifters and dual exhaust

For more info: Go to **Sales Training Online** on www.HyundaiDealer.com where you will find in-depth **Dare to Compare** charts, access to the **Comparison Tool** by Polk, **walkaround videos** and much more to help you be a Sonata expert.

Top Selling Dealers – June 2010 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	2,543
NY029	Brad Benson Hyundai	2,194
FL108	Hyundai of New Port Richey	2,012
NJ032	Lester Glenn Hyundai	1,967
VA006	Fairfax Hyundai	1,426

CENTRAL REGION			
IL018	Green Hyundai	Springfield, IL	813
IL063	Family Hyundai	Tinley Park, IL	709
OH053	Ron Marhoffer Hyundai	Akron, OH	642
OH042	Hatfield Hyundai	Columbus, OH	636
OH018	Columbia Hyundai	Cincinnati, OH	603

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	2,012
VA006	Fairfax Hyundai	Fairfax, VA	1,426
FL122	Coconut Creek Hyundai	Coconut Creek, FL	1,340
FL088	O'Brien Hyundai	Fort Myers, FL	995
MD028	Antwerpen Hyundai	Baltimore, MD	935

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	2,543
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	2,194
NJ032	Lester Glenn Hyundai	Toms River, NJ	1,967
NY086	Fuccillo Hyundai	Syracuse, NY	1,332
NY110	Advantage Hyundai	Hicksville, NY	1,133

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	755
TX095	Round Rock Hyundai	Round Rock, TX	669
TX040	Huffines Hyundai	Plano, TX	648
TX104	North Freeway Hyundai	Houston, TX	510
TX060	Hub Hyundai	Houston, TX	502

WESTERN REGION			
CA314	Keyes Hyundai	Van Nuys, CA	917
CA232	Hyundai of Roseville	Roseville, CA	674
CO034	Arapahoe Hyundai	Centennial, CO	670
CA310	Garden Grove Hyundai	Garden Grove, CA	646
CA293	Hardin Hyundai	Anaheim, CA	633

Top Sales Managers – June 2010 YTD

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		838
David Klikeman	Arrow Hyundai		566
Jeff Roberts	St. Charles Hyundai		529
Frederick Ziegel	Taylor Hyundai		522
Jon McFarland	Columbia Hyundai		495

SOUTHERN REGION			
A. Appleby	Coconut Creek Hyundai		1,360
Clay King	King Hyundai		861
Leo Blakeney	Fairfax Hyundai		737
Andy Kim	Alexandria Hyundai		737
Matthew Westcott	Fairfax Hyundai		723

EASTERN REGION			
David Cantin	Brad Benson Hyundai		2,276
John Perillo	Lester Glenn Hyundai		1,006
Christopher Mooney	Atlantic Hyundai		857
Thomas Ruppen	Browser Hyundai		791
Frank Allen	Mid-Island Hyundai		718

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	662
Peter Cafferata	Allen Samuels Hyundai	515
Robert Cox	Hub Hyundai	510
Suleiman Ebrahim	South Point Hyundai	484
Michael Birmingham	Capitol Hyundai	455

WESTERN REGION		
Danielle Gerbino	Hardin Hyundai	665
Frank Maione	Henderson Hyundai	530
Brian Sobel	Keyes Hyundai	485
Chris Smith	Harbor Hyundai	478
Casey Bingham	Murdock Hyundai	472

Top Sales Associates – June 2010 YTD

CENTRAL REGION			Sales
Arturo Moreno	Gartner Hyundai		213
Otha Childress	McCarthy Olathe Hyundai		187
Robert Miller	Dean Team Hyundai		186
Orlando McConnell	McCarthy Olathe Hyundai		182
Jasper Cicero	Rosen Hyundai		168

SOUTHERN REGION		
Patrick Amoriello	Coconut Creek Hyundai	465
Chongjian Guo	Fairfax Hyundai	210
Andrew Getchell	West Broad Hyundai	197
Mukesh Bharadwaj	Bob Dance Hyundai of Longwood	194
Donald Barker	Fairfax Hyundai	177

EASTERN REGION		
Joseph Ippolito Jr.	Towne Hyundai	385
Sandra Redway	Atlantic Hyundai	261
Mark DeSantis	Vision Hyundai	201
Larry Farina	Manfredi Hyundai	194
Gene Ake	Vision Hyundai	187

SOUTH CENTRAL REGION		
Timothy Everhart	Serra Hyundai	201
Earnest Knight	Capitol Hyundai	180
Nicole Bssaeso	Round Rock Hyundai	142
Jared Bence	Manuel Hyundai	139
William Landes	Orr Hyundai	134

WESTERN REGION		
Jae Park	Keyes Hyundai	318
Kevin Kuang	Cammisa Motorcars Hyundai	209
Thomas Toscas	Hardin Hyundai	181
Dong Jin Kim	Garden Grove Hyundai	163
Eddy Kim	Garden Grove Hyundai	141

July / August Auction Dates

Auction Name	Location	Date
Manheim Orlando Auto Auction	Ocoee, FL	July 13
Manheim Arena	Bolingbrook, IL	July 13
Greensboro Auto Auction	Greensboro, NC	July 14
Manheim South Seattle	Kent, WA	July 14
Manheim Auto Auction	Manheim, PA	July 16
Manheim Georgia Auto Auction	Atlanta, GA	July 20
Adesa Minnesota	MINN, MN	July 20
Manheim Colorado	Commerce City, CO	July 20
Southern Auto Auction	E. Windsor, CT	July 21
Manheim Dallas	Dallas, TX	July 21
Adesa Nashville	Old Hickory, TN	July 22
Manheim Auto Auction	Manheim, PA	July 23
Manheim Orlando Auto Auction	Ocoee, FL	July 27
Manheim Arena	Bolingbrook, IL	July 27
Columbus Fair Auto Auction	Columbus, OH	July 28
Adesa Phoenix	Chandler, AZ	July 28
Manheim Auto Auction	Manheim, PA	July 30
Manheim Georgia Auto Auction	Atlanta, GA	Aug 03
Adesa Kansas City	Belton, MO	Aug 03
Southern Auto Auction	E. Windsor, CT	Aug 04
Manheim Dallas	Dallas, TX	Aug 04