

JUNE SALES: 59,209 UNITS

All-time Record for First 6 Months!

Your hard work pays off – again! June makes it six months in a row that you've set another sales record – and it was the best first half of the year in Hyundai's history, with retail volume rising 38%! June sales were up 16% over last June, and 40% of all vehicles sold in June achieved 40 mpg – an all-time record for the brand.

“With the recent launch of our all-new Accent, Hyundai now has the freshest and most fuel-efficient sedan lineup in the industry with Sonata Hybrid and Elantra sedan rounding out our current trio of 40 mpg vehicles, with the 40 mpg Veloster around the corner,” said Dave Zuchowski, Hyundai Motor America's Executive Vice President of National Sales. “We're confident going into the third quarter that Hyundai is on track for its best year ever.”

Here are the June sales highlights:

- **Elantra** – #1 overall sales – 19,992 units – *it outsold Corolla [18,872 units] and Civic [17,485 units]*
- **Sonata** – #2 overall sales – 18,644 units – *out selling Accord [17,107 units]*
- **Genesis** – 3,149 units – *24th consecutive month of year-over-year sales gains!*
- **Equus** – 221 units – 1,392 sales since its launch!

“The best way to reduce America's fuel consumption is to put more fuel-efficient vehicles in American driveways,” said John Krafcik, Hyundai Motor America's President and CEO. “The best way to do that is to mass produce the most efficient technologies, like direct-injected engines and 6-speed transmissions, and deploy them as standard equipment, not expensive options. That's why we're leading the industry in fuel efficiency and 40 mpg vehicle sales, and it's a big driver of our sales growth this year.”

Keep up the good work and keep the sales sizzling all summer long!

J.D. POWER NEWS:

Initial Quality Study (IQS) Results

In the new *J.D. Power and Associates' 2011 Initial Quality StudySM*, Hyundai finished fifth among non-premium brands, and finished ahead of BMW, Chevrolet, Volvo, Chrysler, Lincoln, Audi, Jaguar, Ford, Nissan, Jeep, Land Rover, Scion and Volkswagen. For more info. – go to: <http://www.jdpower.com/news/pressRelease.aspx?ID=2011089>



IN THE NEWS:

Hyundai Sets Record at Pikes Peak

On June 28th, legendary racer Rod Millen drove the RMR **Genesis Coupe** to a new world record time of 11:04.9 in the *Time Attack 2-Wheel Drive* class at the annual Pikes Peak Hillclimb, beating a factory-modified Porsche 911 GT2 RS. In addition, Rhys Millen (Rod's son) also had an incredible run with an Unlimited Class time of 10:09.24 – nearly breaking the elusive 10-minute barrier, while beating his former personal best by nearly one minute and coming in second only to “Monster” Tajima. And Rhys is already thinking about enhanced strategies for next year. Congratulations Rod and Rhys!

TRAINING TOUR UPDATE:

Accent/BlueLink Tour Continues

The **2012 Accent / Blue Link Launch and STAR Certification Workshops** continue during July and August – if you haven't already, you should plan to attend along with your staff. For online registration, go to: www.hyundaisalestrainingenroll.com Check to see when the training will be in your area so your team can take advantage of this exciting product and technology training!

BLUE LINK LAUNCH:

It's GO Time – Are You Ready?

Hyundai's world class telematic technology – **Blue Link** – is now “live” and comes standard on the 2012 Sonata.

- **Blue Link** has already received two awards: “Best Cloud Based In-Car Application” and “Industry Newcomer Award.”
- **Blue Link** attracts shoppers to your dealership and will help connect owners back to your dealership for service.

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Blue Link continued from previous page...

When selling 2012 Sonatas, enrolling the customer in **Blue Link** as part of the sales process is critical to make sure that new owners have a chance to experience this great system during the free trial period. There are three **Blue Link** packages: **Assurance**, **Essentials** and **Guidance**:

Blue Link Packages	Complimentary Blue Link Service Period	Complimentary Blue Link with Automatic Renewal *
Assurance	6 months	12 months
Essentials	3 months	6 months
Guidance	3 months	6 months

*When New Owners enroll their credit card in the system within the first 30 days of ownership for automatic renewal, their complimentary service period is doubled.

After the complimentary introductory period, customers have three attractive pricing options:

Blue Link Package	1-Year Service Agreement	2-Year Service Agreement	3-Year Service Agreement
Assurance	\$79	\$139	\$198
Assurance & Essentials	\$179	\$315	\$448
Assurance, Essentials & Guidance	\$279	\$491	\$699

Additional **Blue Link** highlights:

- Agent-assisted advanced voice recognition system provides a new approach to performing POI searches.
- **Blue Link** will ultimately be phased in on all new Hyundai models.

See more details at www.HyundaiBlueLink.com

VELOSTER TECHNOLOGY:

New Dual Clutch Transmission

The all-new Veloster will feature a Hyundai first – a 6-speed EcoShift Dual Clutch Transmission (DCT), which is a type of automated manual transmission:

- The DCT is *lighter* than a traditional automatic (for one reason, it does not need a torque converter), and it has the *efficiency* of a manual transmission combined with the *ease of operation* of an automatic.
- Paddle shifters located behind the steering wheel allow for *more control* and a *sporty feel* for the driver.
- The DCT uses two separate dry clutches for odd and even gears. It can be described as two separate manual transmissions with their respective clutches contained within one housing and working as one unit, controlled by a transmission computer.
- The DCT is normally operated in automatic mode, but also allows the driver to manually shift gears.
- The *Active ECO* setting improves fuel economy by 7%.

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- When the transmission is energized – like when starting the vehicle – you may hear the clutches synchronizing. When the vehicle is turned off, you may also hear them. During shifts, particularly downshifts, you may hear them activating as one clutch releases and the other engages – all of these sounds are all normal.

CPO NEWS:

Maximizing Your Turn Rate

Here are some recommendations from AutoTrader.com and CARFAX to help you maximize your turn rate for your Hyundai CPO vehicles:

AutoTrader.com (ATC):

- **Having a single photo** *doubles* your click-thru rate; each additional photo increases your click-thru rate by 5%.
- **Create a photo studio** – a place at your dealership to take pictures of vehicles and use overlay graphics to brand your dealership, showcase special offers and highlight incentives.
- **Listings with price** are 580% more likely to convert from Search Results Pages to the Vehicle Details Page.
- **Use video** – 72% of shoppers are more likely to buy if a video is used.
- **Offer “Special Offers”** – 74% of shoppers considered “Special Offers” when choosing a vehicle from a dealer.

CARFAX®

CARFAX recently launched their CARFAX Advantage Dealer Program, offering participating dealers unlimited CARFAX Vehicle History Reports™ (VHR) and unlimited CARFAX Auction Quick Check™.

- As a CARFAX Advantage dealer, offering CPO prospects a free VHR with your online listing generates more vehicle detail page views (13 vs. 3.5).
- Hyundai CPO dealers offering CPO prospects a free VHR sell their cars on average 8 days faster.

Contact your Hyundai District Sales Manager (DSM) for more information on selling Hyundai CPO vehicles.

HMF NEWS:

Special July Lease Programs

- **2012 Sonata GLS** Automatic Transmission for \$199/month for 36 months; \$2,599 due at signing.
- **2011 Genesis Sedan 3.8L V6** for \$399/month for 36 months; \$1,500 due at signing.
- **2011 Santa Fe GLS** Automatic Transmission for \$269/month for 36 months; \$2,699 due at signing.
- **2011 Veracruz GLS** Automatic Transmission FWD for \$299/month for 36 months; \$2,699 due at signing.

Refer to HMF's Marketing announcements for details and other offers.

Top Selling Dealers – June 2011 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	3,250
FL108	Hyundai of New Port Richey	3,084
NJ029	Brad Benson Hyundai	2,782
NJ032	Lester Glenn Hyundai	2,587
FL122	Coconut Creek Hyundai	1,780

CENTRAL REGION			
IL063	Family Hyundai	Tinley Park, IL	926
IL018	Green Hyundai	Springfield, IL	903
OH053	Ron Marhoffer Hyundai	Akron, OH	893
OH042	Hatfield Hyundai	Columbus, OH	794
IL052	Pugi Hyundai	Downers Grove, IL	724

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	3,084
FL122	Coconut Creek Hyundai	Coconut Creek, FL	1,780
VA006	Fairfax Hyundai	Fairfax, VA	1,413
FL088	O'Brien Hyundai	Fort Myers, FL	1,368
FL114	Rick Case Hyundai	Davie, FL	1,346

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	3,250
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	2,782
NJ032	Lester Glenn Hyundai	Toms River, NJ	2,587
NY110	Advantage Hyundai	Hicksville, NY	1,440
NY121	Mid-Island Hyundai	Centereach, NY	939

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	1,457
TX040	Huffines Hyundai	Plano, TX	959
TX095	Round Rock Hyundai	Round Rock, TX	793
TX139	South Point Hyundai	Austin, TX	789
TX104	North Freeway Hyundai	Houston, TX	775

WESTERN REGION			
CA232	Hyundai of Roseville	Roseville, CA	1,368
CA293	Hardin Hyundai	Anaheim, CA	1,279
CA314	Keyes Hyundai	Van Nuys, CA	1,137
CA310	Garden Grove Hyundai	Garden Grove, CA	1,054
CA323	Cerritos Hyundai	Cerritos, CA	1,053

Top Sales Managers – June 2011 YTD

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		942
Mersad Smajic	Suntrup Hyundai		726
Frederick Ziegel	Taylor Hyundai		661
Derek Johnson	Luther Bloomington Hyundai		629
David Clikeman	Arrow Hyundai		601

SOUTHERN REGION			
A. Appleby	Coconut Creek Hyundai		1,805
Clay King	King Hyundai		1,000
Ralph Moser	Keffer Hyundai		921
Raul Gomila	Napleton's Hyundai		918
Pedro Casal	Doral Hyundai		895

EASTERN REGION			
David Cantin	Brad Benson Hyundai		2,668
Daniel Toomey	Atlantic Hyundai		1,723
Percy Urrutia	Atlantic Hyundai		1,165
Daniel Toomey Jr.	Advantage Hyundai		1,162
Frank Allen	Mid-Island Hyundai		952

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	961
Suleiman Ebrahim	South Point Hyundai	792
Robert Cox	Hub Hyundai	755
Hector Barreras	Hyundai of El Paso	680
Cesar Martinez	Hyundai of El Paso	667

WESTERN REGION			
Danielle Gerbino	Hardin Hyundai		1,096
Frank Maione	Henderson Hyundai		634
Chris Smith	Harbor Hyundai		602
Eddy Kim	Garden Grove Hyundai		567
Javed Rasheed	Cerritos Hyundai		480

Top Sales Associates – June 2011 YTD

CENTRAL REGION			Sales
Patrick Harrigan	Taylor Hyundai		242
Robert Dinella	Ettleson Hyundai		199
Michael Boyle	Preston Hyundai		185
Joseph Crement	Rosen Hyundai		171
Jon Muehl	Pugi Hyundai		166

SOUTHERN REGION			
Donald Meinhardt	Napleton's Hyundai		289
Jose Sol	William Lehman Hyundai		289
Gustavo Rocha	Red Hoagland Hyundai		241
Jamie Pizzo	Team Hyundai		235
Daryl Turner	Dave Edwards Hyundai		228

EASTERN REGION			
Bryan Calabrese	Sansone's Route 1 Hyundai		400
Joseph Ippolito Jr.	Towne Hyundai		399
Sandra Redway	Atlantic Hyundai		255
Phillip Robinson	Star Hyundai		213
Mouawia Aljallad	Brad Benson Hyundai		197

SOUTH CENTRAL REGION			
Earnest Knight	Capitol Hyundai		269
Paul Workman	Jason Pilger Hyundai		207
Charles Holladay	Bentley Hyundai		172
Richard Alvarado	Champion Hyundai of Corpus Christi		146
Stanley Becker	Eckert Hyundai		145

WESTERN REGION			
Chris Lancaster	Hardin Hyundai		305
Sulpicio Apusaga	Glendora Hyundai		249
Steven Yee	Capitol Hyundai		236
Ed Papac	Ladin Hyundai		227
Joe Petronis	Hardin Hyundai		223

July / August Auction Calendar

Manheim Orlando Auto Auction	Ocoee, FL	July 12
Manheim Arena	Bolingbrook, IL	July 12
Columbus Fair Auto Auction	Columbus, OH	July 13
Manheim South Seattle	Kent, WA	July 13
Manheim Georgia Auto Auction	Atlanta, GA	July 19
Manheim Denver	Aurora, CO	July 19
Southern Auto Auction	E. Windsor, CT	July 20
Manheim Dallas	Dallas, TX	July 20
Manheim Auto Auction	Manheim, PA	July 22
Manheim Nevada	Las Vegas, NV	July 22
Manheim Arena	Bolingbrook, IL	July 26
Manheim Orlando Auto Auction	Ocoee, FL	July 26
Adesa Phoenix	Chandler, AZ	July 27
Greensboro Auto Auction	Greensboro, NC	July 27
Adesa Kansas City	Belton, MO	Aug. 2
Southern Auto Auction	E. Windsor, CT	Aug. 3
Manheim Dallas	Dallas, TX	Aug. 3
Manheim Nevada	Las Vegas, NV	Aug. 4