

JUNE SALES: 67,407 UNITS

Best-Ever First Half of the Year!

You did it! One month after our best month ever, you and your team posted the best June ever and the best opening six months in Hyundai Motor America's 28-year history – 364,434 units! *Thank you and your sales team for your hard work!*

“As we settle into the summer selling season, we are well-positioned with our full model line-up, including the all-new 2015 Genesis sedan and Sonata, both of which experienced gains for the month, up 9% and 30%, respectively,” said Bob Pradzinski, Vice President, National Sales.

Here are the sales highlights for June:

- **Sonata** – our #1 selling car at 25,195 units – up 30%!
- **Elantra** – our #2 selling car at 17,168 units!
- **Accent** – 5,720 units – up 9% over last June
- **Santa Fe** – 8,930 units – up 17% over last June
- **Equus** – 250 units – up 28% over last June

GREAT IQS NEWS: *J.D. Power & Associates* announced their **2014 Initial Quality StudySM** results and Hyundai was 4th behind Porsche, Jaguar and Lexus, making us the highest-ranked non-premium brand; and the **2014 Genesis, Elantra** and **Accent** received the **highest IQS award** in their segments, while Santa Fe and Sonata finished second, and Equus was third in its segment. “Receiving IQS awards in multiple vehicle segments acknowledges Hyundai’s commitment to quality and customer satisfaction across our entire product lineup,” said Dave Zuchowski, President and CEO, Hyundai Motor America. *Summer is here – and this is great news for the summer selling season!*

Sales Edge Quick Links:

www.HyundaiProductInformation.com – for Hyundai Product Information

www.HyundaiSalesTraining.com – for Sales Training Tracking and STAR certification

www.HyundaiSalesReward.com – for Sales Person / Manager STAR rewards

www.HyundaiNews.com – Hyundai Media & press releases

www.HyundaiDealer.com – for all things related to Hyundai Dealer Operations

www.HyundaiAdPlanner.com – for things to assist in Dealership advertising

www.HyundaiHopeOnWheels.org – for the latest Hyundai Hope On Wheels pediatric cancer information

www.Hyundai.com – Hyundai Consumer Site that includes “build your own” model information and Bluetooth pairing information



TOP STAR AWARD WINNER: Here is William Parente (right), Hyundai of New Port Richey, Florida, receiving his Top National and Top Southern Region Salesperson awards from Sam Brnovich, HMA Southern Region GM.

OTD NEWS:

OTD June '14 Update

As we continue our staggered release plan for OTD enhancements, we are excited to move ever closer to the launch of OTD Version 6 Release 2.

OTD Version 6 Release 1 was launched in mid-March and included the following:

- More flexible vehicle searches in OTD inventory / locator tabs with the addition of multi-select filters
- Inclusion of dealer's own inventory in locator results (with highlighting)
- The addition of a generic color description column to the inventory detail screen

OTD Version 6 Release 2 will launch at the end of July and will tentatively include:

- Transition from Stock Bank to Ideal Mix
- Enhanced navigation options for the Priority Order Bank
- Transition from Events Tab to Dashboard
- Enhanced vehicle management capability with new vehicle ETA dates and ETA reporting
- OTD availability of PDF Monroney labels

OTD Version 6 Release 3 will launch in September and will tentatively include:

- Dashboard Updates / Alerts of vehicle model line changes
- Enhanced export functionality
- Update of ETA information in Google Maps
- OTD DSM dealer management tools

These enhancements are based off feedback from dealer surveys and dealer focus group meetings. We will continue to communicate updates as we approach each milestone in enhancing OTD Version 6.

For more information on OTD Training, please visit the Videos on HyundaiDealer.com → Sales → OTD Reference Material. For your convenience we will be adding additional training videos on new enhancements for your use, please stay tuned!



TRAINING ANNOUNCEMENT NEWS:

Get Your *Sonata Strategies LIVE!*

Join us for *Hyundai LIVE! Sonata Strategies* to learn about the all-new 2015 Sonata. This 90-minute online interactive webcast will include:

- An in-depth walkaround of the all-new 2015 Sonata pointing out the exciting new features and their benefits to your customers.
- An exclusive behind-the-scenes look at the quality built into every Sonata at the assembly plant in Montgomery, Alabama, providing you with Hyundai quality stories you will be able to share with your customers.
- You will also be provided with an update on the latest evolution of Blue Link, including tips on how best to explain and demonstrate this important feature.

The *Hyundai LIVE! Sonata Strategies* webcast airs **Thursday, July 17th**, beginning at 7:00 a.m. and 10:00 a.m. Pacific time. Go to www.hyundaisalestraining.com to register your dealership now. The program will be available on the same website after the webcast.

2014 Ride & Drive Tour continues through July – August

The Hyundai Sales Training *2014 Product Support and STAR Certification Workshop Tour* continues through August 27th. Be sure to sign up your Sales Team today for this exciting hands-on product event day!

- **July Cities:** Birmingham, AL; Boston, MA; Denver, CO; Kenner, LA; Mahwah, NJ; Salt Lake City, UT
- **August Cities:** Cromwell, CT; Orlando, FL; Seattle, WA; Ft. Lauderdale, FL; Portland, OR; Rochester, NY; Sacramento, CA
- Registration runs from 9:00 a.m. – 10:00 a.m.; the program begins at 10:00 a.m. and ends at 4:30 p.m.

For more details on content, enrollment procedures, cities, venues and maps, go to www.HyundaiSalesTraining.com: roll over the “Enroll” tab, then click on the link to the Tour.

BLUE LINK NEWS:

Assurance Car Care In-Vehicle App

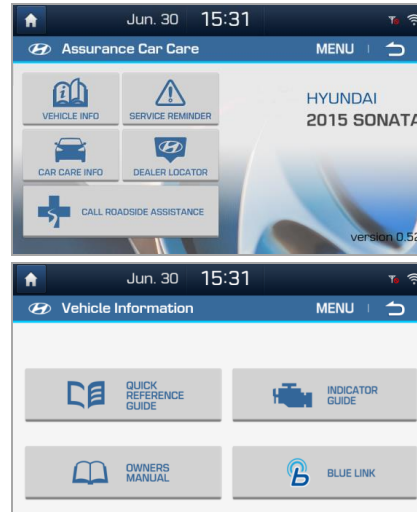
The 2015 Hyundai Sonata with navigation has launched with Next Generation Blue Link, including access to the all-new Assurance Car Care in-vehicle app, which has been developed in parallel with the existing mobile app putting your customer’s vehicle information at their fingertips. The Car Care app will keep customers in tune with their vehicles by providing them with in-app resources and stay

Story continues at the top of the next column...

Blue Link continued from previous column...

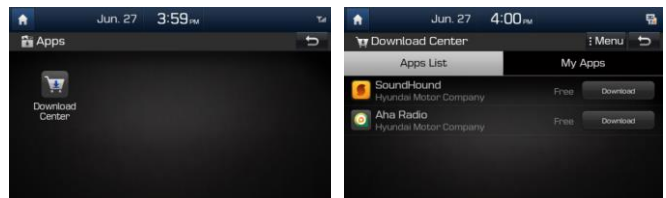
connected with their preferred dealership with ability to schedule car care appointments all from the vehicle navigation screen. The Assurance Car Care in-vehicle app will become available in the next coming weeks for customers to download.

Assurance Car Care In-Vehicle App:



The Car Care app features include:

- **Vehicle Information**
 - Quick Reference Guide
 - Owner’s Manual
 - Indicator Light Overview*
 - Blue Link Information, including FAQs
- **Service Reminders**
 - Maintenance Reminders
 - Recall Notifications
- **Car Care Info**
 - Warranty Information
 - Schedule Car Care
 - Maintenance Information*
 - Car Care FAQs
- **Hyundai Dealer Locator**
- **Contact Roadside Assistance**



Customers with an active Blue Link account can download the Assurance Car Care In-vehicle app by checking the download center for any available apps. The available apps will appear as a list (shown above). Share this exciting Blue Link enhancement with all of your 2015 Sonata customers with factory-installed navigation.

*In the coming weeks, the in-vehicle Car Care app will include an indicator guide and maintenance schedule

Top Blue Link Dealers on next page...

Top Blue Link Performing Dealers*

NATIONAL JUNE YTD		Enrollment	Credit Card Capture
AZ038	Fisher Hyundai	102	36
MI028	Elhart Hyundai	100	58
PA073	Bowser Hyundai	100	53
MI052	Crest Hyundai	100	42
TN031	Gossett Hyundai South	100	37
NV023	Planet Hyundai	99	55
PA062	Washington Hyundai	99	47
NY121	Mid-Island Hyundai	99	38
PA079	Faulkner Hyundai	99	48
NC046	Pinehurst Hyundai	99	73

*Top 10 Enrollment & Associated Credit Card Capture

NOTE: Enrollment Objective = 80%; Credit Card Capture Objective = 35%

ACCESSORY NEWS:

'15 Sonata Accessory Launch Kit

To support the launch of the exceptional 2015 Sonata, each dealership has been sent a **2015 Sonata Accessory Launch Kit** (which should have already arrived at your dealership). The Accessory Kit contains 6 of the available 13 dealer-installed (DIO) accessories:

- Rear Bumper Applique
- Cargo Net
- Reversible Cargo Tray
- Electrochromic Mirror with Compass/HL/BL Wired
- Front Mud Guard Set
- Rear Mud Guard Set
- Trunk Hook

What you should do:

1. Install the accessories in your showroom 2015 Sonata
2. Order additional accessories
3. Show and sell to your customers
4. Use the *Accessory Resource Center* to help promote accessory sales



Remember to use the *Accessory Resource Center* (ARC) to find information for all 2015 accessories. To access the ARC, simply click on the "Service & Parts" drop-down menu from your Dealership's website, and select "Hyundai Accessories."

CPO NEWS:

CPO Sales: 7,324 - Best June Ever!

CPO sales of 7,324 units marked a new June sales record for CPO. This new June record represents an increase of 8.1% over June 2013. Year-to-date, 730 Hyundai dealers sold 45,852 CPO units, creating a 22.5% gain over last year.

Top Selling CPO Dealers: June '14 YTD

NATIONAL - JUNE YTD		Sales
FL108	Hyundai of New Port Richey	771
GA037	Jim Ellis Hyundai	453
FL005	Rick Case Hyundai	433
NJ032	Lester Glenn Hyundai	400
NC023	Planet Hyundai	356
TX100	Hyundai of El Paso	343
NV020	Henderson Hyundai Superstore	325
CA310	Garden Grove Hyundai	303
MN021	Luther Bloomington Hyundai	297
NH009	Autofair Hyundai	285

HPP VSC Sales: 4,291 - Increase of 27.6% Year-over-year

Nationally, 422 producing Hyundai dealers sold 4,291 Vehicle Service Contracts in June. This number puts Q2 2014 HPP VSC sales at 13,149 - a 19.1% increase over Q1 2014.

Top Selling HPP VSC Dealers: June '14 YTD

NATIONAL - JUNE YTD		Sales
TX100	Hyundai of El Paso	791
NV023	Planet Hyundai	690
CA293	Hardin Hyundai	500
CA232	Hyundai of Roseville	415
TX040	Huffines Hyundai Plano	389
FL127	Hyundai of St. Augustine	338
CA197	Riverside Hyundai	337
TX095	Round Rock Hyundai	325
TX104	North Freeway Hyundai	301
FL049	Coastal Hyundai	276

Special CPO Low APR Financing Rates Continue:

HMA and HMF are pleased to announce the continuation of special low APR rates for well-qualified buyers during July 2014 in support of CPO vehicle sales. Special rates will be in effect and available from July 1, 2014 - July 31, 2014. See the HMF CPO program bulletin for complete details, terms and conditions.

PRODUCT NEWS:

The Latest Updates & Information

2015 GENESIS & SONATA (w/navigation): Now include Apple's Siri "*Eyes Free*" feature - using a long press of the voice command button on the steering wheel, a driver with a connected iPhone can ask Siri questions or use the "voice to text" feature (i.e., sending a message like, "I'm running a little late") without taking their eyes off the road.

2015 ELANTRA: SE is available with a new *Style Package* that includes a power sunroof, leather-wrapped steering wheel and shift knob, aluminum entrance sills, projector headlights with LED accents, chrome belt line molding and exclusive black cloth seats. At an M.S.R.P. of \$750, the new '15 Style Package provides an attractive \$400 value savings to the consumer.

Story continues at the top of the next page...

Product News continued from previous page...

2014 TUCSON WALKING DEAD™ SPECIAL

EDITION: Offers vehicle decals for the four factions featured in the series: Hilltop, Kingdom, Saviors, and Survivors, so owners can display their allegiances. A custom *Quick Reference Guide* and decals are shipped directly to the customer, along with a special, limited-run *The Walking Dead™* comic.

2014 SANTA FE: GLS Premium and base **Limited** are now equipped with 19-in. alloy wheels replacing the 18-in. alloy wheels. Additional changes include:

- GLS and Limited Technology Packages have been renamed **Ultimate Package** and are now equipped with a cargo cover and unique Ultimate badging. The new **GLS Ultimate Package** M.S.R.P. is \$3,900; the new **Limited Ultimate Package** M.S.R.P. is \$4,750.
- **GLS Premium Package** M.S.R.P. is now \$3,750 and includes the new 19-in. alloy wheels.
- **Limited trim** M.S.R.P. is now \$34,000 and includes the new 19-in. alloy wheels.

HMF NEWS:

Special July* Lease Programs

- '15 **Sonata**: \$209/mo. for 36 mos.; \$2,499 at lease signing
- '15 **Genesis**: \$429/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
- '14 **Sonata Hybrid**: \$239/mo. for 36 mos.; \$3,199 at lease signing
- '14 **Azera**: \$329/mo. for 36 mos.; \$3,199 at lease signing
- '14 **Genesis**: \$349/mo. for 36 mos.; \$3,499 at lease signing
- '14 **Santa Fe Sport**: \$249/month for 36 months; \$3,199 at lease signing
- '14 **Equus low mileage lease**: \$689/mo. for 36 mos.; \$4,999 at lease signing
- '14 **Equus**: \$739/mo. for 36 mos.; \$3,999 at lease signing

*Rates valid until July 7, 2014; refer to HMF's Marketing announcement for the newest rates.

July / August Auctions

Adesa Minnesota	Dayton, MN	July 15
Manheim Georgia	Atlanta, GA	July 15
Manheim Kansas City	Kansas City, MO	July 16
Southern Auto Auction	E. Windsor, CT	July 16
Manheim Orlando	Ocoee, FL	July 22
Manheim Riverside	Riverside, CA	July 22
Manheim Dallas	Dallas, TX	July 23
Manheim Auto Auction	Manheim, PA	July 25
Manheim Denver	Denver, CO	July 29
Manheim Riverside	Riverside, CA	July 29
Manheim Arena	Bolingbrook, IL	Aug. 5
Manheim Georgia	Atlanta, GA	Aug. 5
Manheim Auto Auction	Manheim, PA	Aug. 8

Fastlane Closed Event Sale: July 18 – 20

For online sales, log onto www.hyundaifastlane.com

Top HPI Dealers - June YTD*

NATIONAL - Year-To-Date Sales (YTD)		HPI Score
KY017	Gates Hyundai	989
MA024	Mirak Hyundai	985
OH047	Preston Hyundai	984
AL028	Hyundai of Auburn	984
TX141	James Wood Hyundai	984
AR034	Crain Hyundai of Springdale	984
PA057	Mike Kelley Hyundai	984
WA026	Hyundai of Everett	983
NY107	Hyundai 112	983
UT013	Murdock Hyundai	983

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

Top HSI Dealers - June YTD*

NATIONAL - Year-To-Date Sales (YTD)		HSI Score
TX076	Texoma Hyundai	982
IN028	Ray Skillman Southside Hyundai	980
CA349	Winn Hyundai of Santa Maria	979
OH050	Matthews Hyundai	978
IN040	Wetzel Hyundai	977
AZ019	Larry H. Miller Hyundai Peoria	976
WV014	Hyundai of Beckley	976
AZ032	Chapman Hyundai	976
KY017	Gates Hyundai	976
PA068	Lancaster Hyundai	975

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

Top Selling Dealers - June '14 MTD

CENTRAL REGION - Month-To-Date (MTD)		Sales
IL018	Green Hyundai	162
IL063	Family Hyundai	144
OH053	Ron Marhofer Hyundai	138
IL072	World Hyundai Matteson	127
IL082	Napleton's Valley Hyundai	127

SOUTHERN REGION

FL108	Hyundai of New Port Richey	580
FL122	Coconut Creek Hyundai	319
FL114	Rick Case Hyundai	283
FL099	O'Brien Hyundai of Fort Myers	226
FL110	Doral Hyundai	213

EASTERN REGION

NJ029	Brad Benson Hyundai	400
NJ032	Lester Glenn Hyundai	364
NY075	Atlantic Hyundai	278
NY110	Advantage Hyundai	193
NJ046	Hudson Hyundai	152

SOUTH CENTRAL REGION

TX100	Hyundai of El Paso	303
TX158	Ron Carter Hyundai	298
TX139	South Point Hyundai	193
TX040	Huffines Hyundai Plano	158
TX095	Round Rock Hyundai	150

WESTERN REGION

CA293	Hardin Hyundai	301
NV023	Planet Hyundai	274
CA310	Garden Grove Hyundai	249
CA325	Tustin Hyundai	210
CO034	Arapahoe Hyundai	184

2015 ELANTRA SE & Limited 4-Door Sedan

Dare to Compare Advantages:

2015 ELANTRA SE & LIMITED SEDANS – New for 2015:

- SE Preferred Equipment Package now called the **SE Popular Equipment Package**
- SE is available with a new **Style Package** that provides \$400 value savings for consumers (requires SE Popular Equipment Package) – it includes power tilt-and-slide sunroof, leather-wrapped steering wheel and shift knob, projector headlights with LED accents, chrome beltline molding, aluminum front door sill covers, black cloth interior
- Limited Tech Package now called **Limited Ultimate Package**
- Elantra Coupe – dropped

vs. 2014 Toyota Corolla LE:

- Lower MSRP (\$18,250 vs. \$18,300)
- More horsepower (145 hp vs. 132 hp)
- More torque (130 lb.-ft. vs. 128 lb.-ft.)
- 6-speed SHIFTRONIC[®] automatic transmission vs. CVT
- Hillstart Assist Control standard vs. not available
- Driver Selectable Steering Modes standard vs. not available
- 4-wheel disc brakes standard vs. front disc/rear drum brakes
- More cargo volume (14.8 cu. ft. vs. 13.0 cu. ft.)

vs. 2014 Honda Civic LX:

- Lower MSRP (\$18,250 vs. \$19,190)
- More powerful and sophisticated engine (145 hp, D-CVTT DOHC vs. 143 hp, SOHC)
- 6-speed SHIFTRONIC[®] automatic transmission vs. CVT
- Hillstart Assist Control standard vs. not available
- Driver Selectable Steering Modes standard vs. not available
- 4-wheel disc brakes standard vs. front disc/rear drum brakes
- 60/40 split folding rear seat standard vs. not available
- More cargo volume (14.8 cu. ft. vs. 12.5 cu. ft.)

vs. 2014 Chevrolet Cruze 1LT:

- Lower MSRP (\$18,250 vs. \$19,910)
- More horsepower (145 hp vs. 138 hp)
- Hillstart Assist Control standard vs. not available
- Driver Selectable Steering Modes vs. not available
- 4-wheel disc brakes standard vs. front disc/rear drum brakes
- Heated outside mirrors standard vs. optional
- Limited: Projector headlights w/LED accents standard vs. not available
- More front leg room (43.6" vs. 42.3")
- More front and rear shoulder room (55.9" / 54.8" vs. 54.7" / 53.9")

vs. 2014 Ford Focus SE:

- Lower MSRP (\$18,250 vs. \$19,220)
- Hillstart Assist Control standard vs. not available
- Driver Selectable Steering Modes standard vs. not available
- Anti-lock Brakes with 4-wheel disc brakes (ABS) standard vs. optional
- 60/40 split folding rear seat standard vs. optional
- SiriusXM[®] Satellite Radio standard vs. optional
- More cargo volume (14.8 cu. ft. vs. 13.2 cu. ft.)
- Better city/combined/hwy fuel economy (AT: 28/32/38 vs. 27/31/37)

vs. 2014 Nissan Sentra SR:

- Lower MSRP (\$18,250 vs. \$18,740)
- More horsepower (145 hp vs. 130 hp)
- 6-speed SHIFTRONIC[®] automatic transmission vs. Xtronic CVT[®]
- Hillstart Assist Control standard vs. not available
- Driver Selectable Steering Modes standard vs. not available
- 4-wheel disc brakes standard vs. optional
- SiriusXM[®] Satellite Radio standard vs. optional
- USB port standard vs. optional

NOTE: The above competitive comparison is based on published 2015 and 2014 model information found on manufacturers' websites or in Owner's Manuals as of June 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.