

MAY SALES: 59,214 UNITS

5th Record-breaking Month in a Row

In the process, *your* Sonata sales out-performed Camry and Accord, while *your* Elantra sales out-sold Corolla and Civic! You have started the new year off with a bang – so far, every month in 2011 you have set an all-time monthly sales record – **congratulations!** May sales were up 21% compared with the same record-breaking period last year – and overall for the year, total sales are up 29%, with retail volume rising 40%.

“With high gas prices continuing to alter consumer behavior, car buyers are looking at Hyundai's fuel-efficient line-up, with the all-new Accent, Elantra sedan, and Sonata Hybrid all delivering 40 miles per gallon,” said Dave Zuchowski, Hyundai Motor America's Executive Vice President of National Sales.

“Consumer response to the **Assurance Trade-In Value Guarantee** program has been terrific – it's already driving a much higher level of consideration and brand lift than our original Assurance job-loss program, and is a key factor in our on-going retail sales strength,” added John Krafcik, Hyundai Motor America's President and CEO.

Here are the May sales highlights:

- **Sonata** – #1 overall sales – 22,754 units – *it outsold Camry [18,830 units] and Accord [18,185 units]*
- **Elantra** – #2 overall sales – 20,006 units – *it outsold Civic [18,341 units] and Corolla [16,985 units]*

This is the second month in a row Hyundai has sold more than 20,000 units in the same month for two models!

- **Genesis** – 2,769 units – *23rd consecutive month of year-over-year sales gains!*
- **Equus** – 221 units – 1,171 sales since its launch!

Hyundai continues its industry-leading approach to fuel efficiency data transparency, achieving a corporate average fuel economy level of **35.8 MPG** in May, and **35.6 MPG** for the year-to-date, while selling 20,113 vehicles (Elantra sedan, Sonata Hybrid, and 2012 Accent) with 40 MPG fuel economy ratings, representing **34% of total Hyundai sales for May**. The all-new 2012 Veloster is scheduled to arrive in September and will be the fourth Hyundai model achieving a standard 40 miles per gallon fuel economy rating.

Summer is here and you're already *sizzling* – keep the heat on as the weather heats up!



HOPE ON WHEELS:

Funding Pediatric Cancer Research

In May, Hyundai Motor America, through the **Hope on Wheels** program, donated \$10 million to **Children's Hospital of Orange County (CHOC)**. It was the largest gift in CHOC's history, and it will be used to fund groundbreaking pediatric cancer research. To thank HMA for the gift, CHOC Children's is naming its cancer center the **Hyundai Cancer Institute** at CHOC Children's.

- Thirteen years ago, it started when one Hyundai dealer created the *Jimmy Fund*, which grew into *Hope on Wheels*. With this donation, HMA and *Hope on Wheels* will have committed more than **\$43 million** to find a cure for childhood cancer. This year, for every vehicle sold, the Hyundai dealer donates \$14 to *Hope on Wheels*, which is matched by HMA for a total donation of \$28.
- For more than a decade, the cure rate for pediatric cancer has been stalled at about 80% – this research will focus on discovering cures for the 20% of patients for whom traditional therapy is not working.

“Every one of Hyundai's over 800 dealers are committed to finding a cure,” said Oscar Leeser, Chairman of the *Hyundai Hope on Wheels Foundation* and dealer owner of Hyundai of El Paso in El Paso, Texas. “This significant investment is our unified way of drawing a line in the sand against this terrible disease. No child should have to hear they have cancer.”

TRAINING TOUR UPDATE:

40-City 2012 Accent/BlueLink Tour

The **2012 Accent / Blue Link Launch and STAR Certification Workshops** is underway and should be coming to a city near you soon. If you haven't already, you should plan to attend along with your staff.

Story continues on the next page...



40-City 2012
Accent/Blue Link
Tour continued...

Tour highlights:

- Registration:
9:30 - 10:00
a.m., program

runs: 10:00 – 4:30 p.m. to avoid “rush hour” traffic.

- Sales Managers and Sales Consultants who attend can achieve **2012 Accent and Blue Link Product STAR Certification** during the Workshop.
- Multiple training days per city provide sales floor flexibility for your dealership.
- Training includes interactive walk-around presentations, competitive comparisons, test drive activities, feature presentation learning activities as well as a hands-on technology session for *Blue Link* and a learning session in a new Veloster.
- **Enrollment** – \$150 per attendee; any combination of 10 or more attendees qualifies you for a “*dealership discount*” of \$25 per attendee. A “*no show*” attendee fee will apply if an enrolled person is not canceled with program headquarters 72 hours in advance of the person’s event.
- **Online Registration and More Details** – go to: www.hyundaisalestrainingenroll.com

Go to the site to see when the training will be in your area so your team can take full advantage of this exciting product and technology training!

IN THE NEWS:

Latest Accolades and Awards

- **IIHS “Top Safety Picks”** – both the Elantra and Equus achieved the highest rating of “*Good*” in all crash test categories including front, side, rollover and rear crash protection from the Insurance Institute for Highway Safety (IIHS).
- 2011 **Sonata**, 2011 **Elantra** and the **Genesis sedan** topped their categories in the **2011 AutoPacific Vehicle Satisfaction Awards**: Sonata took home the honor in the “Premium Mid-Size Car” segment; Elantra earned the highest score in the “Compact Car” class and Genesis took the award in the “Aspirational Luxury Car” segment for the third year in a row.
- **ConsumerSearch.com**, a Web site that recommends the best products based on an analysis of expert and consumer product reviews, rated the **2011 Elantra** as its “**Best Reviewed**” economy sedan.

CPO NEWS:

CPO Program Enhancements

When consumers purchase a Hyundai CPO vehicle that is factory-equipped with XM® radio, they will receive a 3-month introductory subscription to XM satellite radio. In addition, here’s how HMA is supporting the CPO program during June:

- The Hyundai CPO program is sponsoring home page advertising on *AutoTrader.com* (ATC)! During June, HMA will be the exclusive OEM sponsor of the certified cars promotional area of the home page of the ATC site, the “*Research and Compare*” section landing page, the “*Certified Car Research - Reviews and Specials*” page and the “*Compare Certified Programs*” page. This means over **15,000,000 impressions** for Hyundai CPO.
- Special APR rates as low as 2.49% through June 30, 2011, which will continue to drive 40,000+ monthly searches nationwide for Hyundai CPO vehicles.
- Launch of www.HyundaiCertified.com with inventory and dealer search capabilities.

This CPO program provides you with these great benefits:

- **An average of 22 days quicker inventory turn** vs. a non-CPO used Hyundai.
- **\$362 increase in average profit** vs. a non-CPO used Hyundai.
- Drives additional traffic to the dealership with **30% of CPO lead senders purchasing a new vehicle**.
- CPO vehicle buyers are **more likely** than used-car buyers **to recommend the dealer**.
- CPO vehicle buyers are **more likely** than used-car buyers **to remain loyal to the dealer when purchasing their next new vehicle**.

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

HMF NEWS:

Special June Lease Programs

- **2011 Genesis Sedan 3.8L V6** for \$399/month for 36 months, \$2,298 due at signing.
- **2011 Tucson GLS FWD GLS A/T** for \$259/month for 36 months, \$2,499 due at signing.
- **2011 Equus Signature** for \$739/month for 36 months, \$4,999 due at signing.
- **2011 Santa Fe GLS A/T** 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 – May 2011 YTD

| NATIONAL | | Sales |
|----------|----------------------------|-------|
| NY075 | Atlantic Hyundai | 2,618 |
| FL108 | Hyundai of New Port Richey | 2,564 |
| NJ029 | Brad Benson Hyundai | 2,295 |
| NJ032 | Lester Glenn Hyundai | 2,140 |
| FL122 | Coconut Creek Hyundai | 1,501 |

| CENTRAL REGION | | | |
|----------------|-----------------------|-----------------|-----|
| IL018 | Green Hyundai | Springfield, IL | 731 |
| IL063 | Family Hyundai | Tinley Park, IL | 729 |
| OH053 | Ron Marhoffer Hyundai | Akron, OH | 691 |
| OH042 | Hatfield Hyundai | Columbus, OH | 640 |
| MO030 | Suntrup Hyundai | Saint Louis, MO | 594 |

| SOUTHERN REGION | | | |
|-----------------|-------------------------|---------------------|-------|
| FL108 | Hyundai New Port Richey | New Port Richey, FL | 2,564 |
| FL122 | Coconut Creek Hyundai | Coconut Creek, FL | 1,501 |
| VA006 | Fairfax Hyundai | Fairfax, VA | 1,162 |
| FL088 | O'Brien Hyundai | Fort Myers, FL | 1,137 |
| FL114 | Rick Case Hyundai | Davie, FL | 1,088 |

| EASTERN REGION | | | |
|----------------|----------------------|-------------------|-------|
| NY075 | Atlantic Hyundai | West Islip, NY | 2,618 |
| NJ029 | Brad Benson Hyundai | Monmouth Jct., NJ | 2,295 |
| NJ032 | Lester Glenn Hyundai | Toms River, NJ | 2,140 |
| NY110 | Advantage Hyundai | Hicksville, NY | 1,189 |
| NY121 | Mid-Island Hyundai | Centereach, NY | 784 |

| SOUTH CENTRAL REGION | | | |
|----------------------|-----------------------|----------------|-------|
| TX100 | Hyundai of El Paso | El Paso, TX | 1,149 |
| TX040 | Huffines Hyundai | Plano, TX | 776 |
| TX139 | South Point Hyundai | Austin, TX | 674 |
| TX104 | North Freeway Hyundai | Houston, TX | 661 |
| TX095 | Round Rock Hyundai | Round Rock, TX | 659 |

| WESTERN REGION | | | |
|----------------|----------------------|------------------|-------|
| CA232 | Hyundai of Roseville | Roseville, CA | 1,147 |
| CA293 | Hardin Hyundai | Anaheim, CA | 1,059 |
| CA314 | Keyes Hyundai | Van Nuys, CA | 938 |
| CA323 | Cerritos Hyundai | Cerritos, CA | 886 |
| CA310 | Garden Grove Hyundai | Garden Grove, CA | 854 |

Top Sales Managers – May 2011 YTD

| CENTRAL REGION | | | Sales |
|------------------|----------------------------|--|-------|
| Jeffrey Kunz | Green Hyundai | | 767 |
| Mersad Smajic | Suntrup Hyundai | | 595 |
| Frederick Ziegel | Taylor Hyundai | | 546 |
| Derek Johnson | Luther Bloomington Hyundai | | 502 |
| David Clikeman | Arrow Hyundai | | 499 |

| SOUTHERN REGION | | | |
|-----------------|-----------------------|--|-------|
| A. Appleby | Coconut Creek Hyundai | | 1,524 |
| Clay King | King Hyundai | | 829 |
| Raul Gomila | Napleton's Hyundai | | 809 |
| Pedro Casal | Doral Hyundai | | 757 |
| Ralph Moser | Keffer Hyundai | | 746 |

| EASTERN REGION | | | |
|-------------------|---------------------|--|-------|
| David Cantin | Brad Benson Hyundai | | 2,238 |
| Percy Urrutia | Atlantic Hyundai | | 1,168 |
| Daniel Toomey | Atlantic Hyundai | | 1,097 |
| Daniel Toomey Jr. | Advantage Hyundai | | 927 |
| Frank Allen | Mid-Island Hyundai | | 791 |

| SOUTH CENTRAL REGION | | |
|----------------------|---------------------|-----|
| Roosevelt May | Huffines Hyundai | 778 |
| Suleiman Ebrahim | South Point Hyundai | 676 |
| Robert Cox | Hub Hyundai | 619 |
| Michael Birmingham | Capitol Hyundai | 534 |
| Hector Barreras | Hyundai of El Paso | 531 |

| 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 – May 2011 YTD

| CENTRAL REGION | | | Sales |
|------------------|--------------------|--|-------|
| Patrick Harrigan | Taylor Hyundai | | 202 |
| Michael Boyle | Preston Hyundai | | 184 |
| Joseph Crement | Rosen Hyundai | | 167 |
| Robert Dinella | Ettleson Hyundai | | 161 |
| Brian Craig | Grossinger Hyundai | | 137 |

| SOUTHERN REGION | | |
|------------------|------------------------|-----|
| Donald Meinhardt | Napleton's Hyundai | 251 |
| Jose Sol | William Lehman Hyundai | 242 |
| Gustavo Rocha | Red Hoagland Hyundai | 201 |
| Jamie Pizzo | Team Hyundai | 198 |
| Daryl Turner | Dave Edwards Hyundai | 186 |

| EASTERN REGION | | |
|---------------------|---------------------------|-----|
| Bryan Calabrese | Sansone's Route 1 Hyundai | 365 |
| Joseph Ippolito Jr. | Towne Hyundai | 355 |
| Sandra Redway | Atlantic Hyundai | 212 |
| Phillip Robinson | Star Hyundai | 181 |
| Mouawia Aljallad | Brad Benson Hyundai | 166 |

| SOUTH CENTRAL REGION | | |
|----------------------|----------------------|-----|
| Earnest Knight | Capitol Hyundai | 245 |
| Paul Workman | Jason Pilger Hyundai | 165 |
| Charles Holladay | Bentley Hyundai | 141 |
| William Landes | Orr Hyundai | 124 |
| Stanley Becker | Eckert Hyundai | 121 |

| WESTERN REGION | | |
|------------------|------------------|-----|
| Chris Lancaster | Hardin Hyundai | 230 |
| Joe Petronis | Hardin Hyundai | 223 |
| Steven Yee | Capitol Hyundai | 208 |
| Ed Papac | Ladin Hyundai | 206 |
| Sulpicio Apusaga | Glendora Hyundai | 202 |

June / July Auction Calendar

| | | |
|------------------------------|-------------------|----------|
| Adesa Kansas City | Belton, MO | June 7 |
| Manheim Georgia Auto Auction | Atlanta, GA | June 7 |
| Columbus Fair Auto Auction | Columbus, OH | June 8 |
| Manheim South Seattle | Kent, WA | June 8 |
| Manheim Arena | Bolingbrook, IL | June 14 |
| Manheim Orlando Auto Auction | Ocoee, FL | June 14 |
| Manheim Dallas | Dallas, TX | June 15 |
| Southern Auto Auction | E. Windsor, CT | June 15 |
| Manheim Auto Auction | Manheim, PA | June 17 |
| Manheim Colorado | Commerce City, CO | June 21 |
| Adesa Phoenix | Chandler, AZ | June 22 |
| Manheim Arena | Bolingbrook, IL | June 28 |
| Manheim Orlando Auto Auction | Ocoee, FL | June 28 |
| Southern Auto Auction | E. Windsor, CT | June 29 |
| Manheim Dallas | Dallas, TX | July 1 |
| Southern Auto Auction | E. Windsor, CT | July 1 |
| Manheim Auto Auction | Las Vegas, NV | July 2-3 |