

SALES UP 9% OVER APRIL:

5th Month – Market Share Increase

While companies like Toyota and Honda are posting sales declines of over 40%, for the 5th straight month, Hyundai has been able to *increase* market share in the United States – that’s quite an accomplishment!

"Record sales of our new Genesis and Elantra Touring models, and continued strength of core models like the Alabama-built Sonata and Santa Fe has lifted our retail market share to its highest level of the year," said Dave Zuchowski, Hyundai Motor America Vice President of National Sales. "What's even more heartening for us is that May marks the 5th consecutive month of year-over-year monthly retail share gains, even as we've been steadily reducing our incentive spending."

We realize all this would not be possible without your hard work and exceptional commitment to the brand – thank you for your dedication!

REWARDS & RECOGNITION RECAP:

2009 STAR Certification Update

The *first phase* of the all-new '09 STAR Certification website will go live the morning of June 8th. Phase One certification courses include: Hyundai History and Awareness, Understanding Your Dealership and Hyundai Warranty, Salesperson Basics, Technology – Audio and Rear Seat Entertainment, Bluetooth, Navigation, Lights, Wipers and Remotes, and Safety (ABS, TCS, EBD, ESC).

- STAR certification is accessed through the Sales Training Online home page on HyundaiDealer.com.
- The traditional 45-day grace period for 2008 STAR members to re-certify will start on June 19 (45 days from that date, or by August 3).
- As before, current STAR certified salespeople will continue to receive their STAR payments during the 45-day certification grace period.
- New salespeople will have all RDR'd sales paid retroactively once they become STAR certified, as long as their first established customer satisfaction score is at or above qualifying levels.

Also, the **2008 Top National and Regional STAR Recognition Sales Performance Award Checks** were shipped to the Regional Sales Managers, who will present them to the top performers in their region. Here is a list of the top 2008 Sales Managers and Salespeople:

Continued from the previous column...

2008 STAR Top Sales Managers

National & Eastern	Daniel Toomey, NY075
Central	Jeffrey Kunz, IL018
South Central	Ahmad Zabihian, TX077
Southern	Leo Blakeney, VA006
Western	Mohammed Hussein, NV015
California	Christopher Shaffer, CA232

2008 STAR Top Salespeople

National & Central	Jon Muel, IL061
Eastern	Joseph Ippolito, NJ005
South Central	Daniel Ronje, TX081
Southern	Carolyn Davis, FL089
Western	Anthony Fisher, NV015
California	Kevin Kuang, CA285

Congratulations for your hard work in 2008!

SPRING WORKSHOP FEEDBACK:

Expanded Monroney Label Info.

Suggestions from Sales Managers, like you, have led to the following changes on the Monroney label:

- The warranty was moved from the right column to the left column above "Included Features."
- MSRP, package pricing, freight and handling have all been moved to the right-hand column.
- Feature descriptions have been abbreviated.

These changes will make the Monroney label a better reference point for customers and salespeople. Thank you for the suggestions. Additional refinements are in the works. Check with your Parts Dept. if you haven't received your *Spring Sales Manager Workshop Kit*. These kits include additional materials, like new model flip tags.

SSI INFORMATION:

Focus on the Customer Update

E-Mail Addresses – email is a great way to stay in touch with customers. Salespeople can ask for an email address when filling out a credit application; or if it's not obtained then, F&I should get it when closing the deal.

Mystery Shoppers – not every customer is a real customer as HMA has mystery shoppers visiting Hyundai, Honda and Lexus dealers to see, first hand, how customers are being treated. This information will be shared with the dealerships when complete.

J.D. Power '09 Sales Satisfaction Survey (SSI) – people buying a new 2009 or 2010 Hyundai between May and June will receive a survey to evaluate their satisfaction with their sales experience at your dealership. To ensure high marks, remain focused on delivering an exceptional customer sales experience.

IN THE NEWS:

Motor Trend's Veracruz review

- "It goes down the road expensively. It shifts expensively. It rides expensively."
- "Maybe they should've called it the Genesis Crossover."

SERVICE NEWS:

New HSI Program Provides Insight

The new *HSI Customer Satisfaction* tracking program has been launched and in April alone, we heard from over 25,000 service customers. Here are some of the insights we learned:

- 5 out of 10 service customers are "definitely" likely to purchase or lease another Hyundai in the future, so there are 5 who aren't on-board. Those 5 customers are critical for Hyundai and your business – we need to reach out to them and change their perceptions.
- 7 out of 10 service customers "definitely" recommend Hyundai – what about the 3 customers who won't budge? How can we sway them to talk up the brand and your dealership when talking with other prospective customers? This is a good topic of discussion inside your dealership.

Get pointers on what your Service customers are looking for when they visit your store by checking out the comments on <http://powerkatalyst.jdpa.com/>, specifically their answers to the question: "How can we exceed your expectations in the future?" This will give you insight on how to improve the entire customer experience while increasing the likelihood that these customers will "definitely" purchase from and "definitely" recommend your dealership.

Service sells cars... Sales sells service

It's no secret that fixed operations are generating more profit these days than new car sales – and it's also no secret that many new car buyers *never* return to their selling dealerships for service.

- **Here's a suggestion:** Work with your dealership's Service Department to communicate to your customers the benefits of having maintenance and service performed at your dealership. This will greatly increase the odds of those customers referring others to you and buying their next vehicle from you!

Here's another successful practice used in some dealerships:

- The Service Manager or a Service Advisor is introduced to every new car buyer, then offers to make the customer's first service appointment, based on how many miles the customer expects to average each month. At a minimum, share each buyer's e-mail address with your Service Manager.

PARTS AND ACCESSORY NEWS:

Let customers see what you've got

The 2nd **HMA Showroom Accessory Vehicle (SAV)** Program is here for Sonata and Santa Fe. The SAV Program allows you to order "Customized" Display Vehicles that will boost customer awareness, create excitement and increase Dealer Accessory Profits. Ask your District Sales or Parts & Service Manager for more information.

Top Selling Dealers – May YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	1,309
FL108	Hyundai of New Port Richey	1,171
NJ032	Lester Glenn Hyundai	1,081
NY029	Brad Benson Hyundai	1,055
VA006	Fairfax Hyundai	835

CENTRAL REGION

IL063	Family Hyundai	Tinley Park, IL	500
OH042	Hatfield Hyundai	Columbus, OH	459
OH018	Columbia Hyundai	Cincinnati, OH	410
OH001	Superior Hyundai North	Fairfield, OH	409
IL061	Rosen Hyundai	Algonquin, IL	405

SOUTHERN REGION

FL108	Hyundai New Port Richey	New Port Richey, FL	1,171
VA006	Fairfax Hyundai	Fairfax, VA	835
FL088	O'Brien Hyundai	Fort Myers, FL	643
FL122	Coconut Creek Hyundai	Coconut Creek, FL	590
FL120	Jenkins Hyundai	Leesburg, FL	558

EASTERN REGION

NY075	Atlantic Hyundai	West Islip, NY	1,309
NJ032	Lester Glenn Hyundai	Toms River, NJ	1,081
NJ029	Brad Benson Hyundai	So. Brunswick, NJ	1,055
NY110	Advantage Hyundai	Hicksville, NY	791
NJ005	Towne Hyundai	Denville, NJ	563

SOUTH CENTRAL REGION

TX100	Hyundai of El Paso	El Paso, TX	517
TX040	Huffines Hyundai	Plano, TX	470
TX095	Round Rock Hyundai	Round Rock, TX	408
TX068	Allen Samuels Hyundai	Fort Worth, TX	365
OK018	Edmond Hyundai	Edmond, OK	322

WESTERN REGION

NV015	Planet Hyundai	Las Vegas, NV	564
CO034	Arapahoe Hyundai	Centennial, CO	440
CA232	Hyundai of Roseville	Roseville, CA	436
CA293	Hardin Hyundai	Anaheim, CA	360
CA076	Lamar Hyundai	Cerritos, CA	342

Top Sales Managers & Sales Associates on next page...

Top Sales Managers – May YTD

CENTRAL REGION

		Sales
Jeffrey Kunz	Green Hyundai	385
David Clikeman	Arrow Hyundai	376
Thomas Fascetti	Dean Team Hyundai	374
Jeff Hughes	Great Lakes Hyundai	362
Jeff Roberts	St. Charles Hyundai	351

SOUTHERN REGION

A. Appleby	Coconut Creek Hyundai	606
Ernest McQuaig	Pearson Hyundai	516
Raul Gomila	Napleton's Hyundai	480
Matthew Westcott	Fairfax Hyundai	445
Michael Morris	Hyundai of New Port Richey	418

EASTERN REGION

Daniel Toomey	Atlantic Hyundai	1,354
David Cantin	Brad Benson Hyundai	1,065
John Perillo	Lester Glenn Hyundai	538
Thomas Ruppen	Bowser Hyundai	517
John Ashdale	Colonial Downingtown	390

SOUTH CENTRAL REGION

Peter Cafferata	Allen Samuels Hyundai	368
Roosevelt May	Huffines Hyundai	301
Phillip Wartley	Edmond Hyundai	288
Robert Cox	Hub Hyundai	252
Michael Birmingham	Capitol Hyundai	241

WESTERN REGION

Danielle Gerbino	Hardin Hyundai	298
Frank Maione	Henderson Hyundai	267
Mohamed Hussein	Planet Hyundai	265
Paul Tew	Murdock Hyundai	261
Robert Armstrong	Hillsboro Hyundai	232

Top Sales Associates – May YTD

CENTRAL REGION

		Sales
Scott Varnum	Dean Team Hyundai	220
James Spink	Gurnee Hyundai	191
Christopher Miller	Dean Team Hyundai	154
Paul Jenne	Dennis Hyundai of Dublin	116
Adel Elgawli	Gartner Hyundai	115

SOUTHERN REGION

Patrick Amoriello	Coconut Creek Hyundai	132
Nimrod Mesch	Coconut Creek Hyundai	128
Donald Barker	Fairfax Hyundai	125
Carolyn Davis	Jenkins Hyundai	124
Chongjian Guo	Fairfax Hyundai	117

Top Sales Associates, continued...

EASTERN REGION

Joseph Ippolito Jr.	Towne Hyundai	169
Sandra Redway	Atlantic Hyundai	143
Ali Givehchi	Brad Benson Hyundai	136
Susan DeFalco	Atlantic Hyundai	133
Brad Trzeciecki	Transitowne Hyundai	126

SOUTH CENTRAL REGION

Daniel Ronje	Champion Hyundai Corpus Christi	147
Earnest Knight	Capitol Hyundai	88
Deroyce Lusher	Round Rock Hyundai	84
Stanley Becker	Eckert Hyundai	81
Gerald Michalak	Absolute Hyundai of Mesquite	80

WESTERN REGION

Keri Cornelius	Hardin Hyundai	115
Kevin Kuang	Cammisa Motorcars Hyundai	110
Howard Fleischman	Frank Motors Hyundai	93
Gary Cloward	Hardin Hyundai	92
Johnny Chu	Garden Grove Hyundai	92

HMFC News

Look for a separate DCS message with HMFC's Marketing Bulletin with information on the latest programs for June, as well as the list of top dealers for May.

AUCTIONS:

June / July Auction Dates

Manheim Auto Auction	Manheim, PA	June 12
Manheim Arena	Bolingbrook, IL	June 16
Manheim Georgia Auto Auction	Atlanta, GA	June 16
Manheim Dallas	Dallas, TX	June 17
Southern Auto Auction	E. Windsor, CT	June 17
Manheim Texas Hobby	Houston, TX	June 18
Manheim Greater Nevada	Las Vegas, NV	June 19
Manheim Auto Auction	Manheim, PA	June 19
Manheim Colorado	Commerce City, CO	June 23
Manheim Florida Auto Auction	Ocoee, FL	June 23
Adesa Minn AA	Minn/ St Paul, MN	June 23
Adesa Phoenix	Chandler, AZ	June 24
Columbus Fair AA	Columbus, OH	June 24
Manheim Georgia Auto Auction	Atlanta, GA	July 07
Manheim South Seattle	Kent, WA	July 08
Greensboro AA	Greensboro, NC	July 08
Columbus Fair AA	Columbus, OH	July 08
Manheim Greater Nevada	Las Vegas, NV	July 09
Manheim Greater Nevada	Las Vegas, NV	July 10
Manheim Auto Auction	Manheim, PA	July 10
Manheim Arena	Bolingbrook, IL	July 14
Manheim Florida Auto Auction of Orlando	Ocoee, FL	July 14
Manheim Dallas	Dallas, TX	July 15
Southern AA	E. Windsor, CT	July 15
Manheim San Francisco	Hayward, CA	July 15
Manheim Texas Hobby	Houston, TX	July 16