

MAY SALES RECORD: 49,045 UNITS

Hyundai: Hot with Customers

You did it again – for 17 consecutive months, you achieved year-over-year retail market share gains. Plus, this May represented a 33% increase over May '09! Sonata and Tucson led the way as sales soared 92% and 227%, respectively. And year-to-date, Hyundai sales are up 23% compared with 2009.

“As new models are introduced, the sale numbers indicate that we’re attracting new customers to your dealerships,” said Dave Zuchowski, Hyundai Motor America’s Vice Present of National Sales. “For the third straight month, our Sonata is the third-best selling mid-size car in the country in retail sales, well ahead of strong rivals such as Altima, Malibu and Fusion. Sonata is the number one researched car at Edmunds.com for the 11th straight week and consumers love Sonata’s breakthrough design, 35 mile-per-gallon fuel economy, and lower depreciation than Honda Accord.”

Here are the May sales highlights:

- **Sonata** – #1 overall – 21,195 units – up 92%
- **Elantra** – #2 overall – 9,781 units – up 41%
- **Tucson** – 4,395 units – up 227%
- **Genesis** – 2,480 units – 11th consecutive month of year-over-year sales gain for Genesis

As we move into June, let’s keep the heat on the competition as Hyundai sales continue to sizzle!

IN THE NEWS:

Latest on Elantra, Genesis & Tucson

Here are the latest Hyundai headlines:

- **Kelly Blue Book’s** www.kbb.com named the 2010 Elantra Touring one of its **2010 Top 10 Coolest New Cars Under \$18,000**.
- Both the **2010 Genesis** sedan and the **2010 Tucson** CUV received a **“TOP SAFETY PICK”** rating from the **Insurance Institute for Highway Safety** (IIHS). The award recognizes vehicles that earn the top rating of “good” for front, side, rollover, and rear crash protection. Additionally, to earn a “TOP SAFETY PICK,” the vehicle must have Electronic Stability Control (ESC), a standard feature on both vehicles.



Congratulations!

Dan Toomey (center), Atlantic Hyundai, accepts his award for being the #1 Sales Manager in the Eastern Region as well as being #1 in the country. He receives the award from Dave O’Brien – EA RMM Manager and Paul Bonner, DSM Long Island.

TRAINING NEWS:

Sonata Tour Still Going Strong

The *2011 Sonata Launch Certification and Model Line Workshop* is touring the country through **July 23**. Go to www.HyundaiDealer.com to see when it will be in your area. Those who have attended this workshop are calling it, **“The best training event they have ever attended.”** Here’s a glimpse of what it has to offer:

- **Feel the difference** between the Sonata SE and the Limited in the driving session – it’s dramatic.
- **Experience ABS engaging** and feel the Electronic Stability Control system at work so you can describe the sensation to your customers.
- **Technology session** helps you **pair a phone** using Bluetooth® and how to **operate a navigation system**.
- **Dare To Compare** Competitive Comparison session, you “crawl” around the competitors to find out where the Sonata is superior.

If you haven’t enrolled yet, go to the online home page for more details on event content, enrollment procedures, cities, venues, dates and maps – here is the enrollment link: www.hyundaisalestrainingenroll.com

MARKETING NEWS:

A new Dawn for Internet Leads

Over the last several years, third-party internet leads have significantly decreased in quality. Lead generators seeking to increase volume and profits have become more and more creative in their efforts to entice internet browsers to submit price quotes, whether they have a

Story continued on the next page...

A NEW DAWN FOR INTERNET LEADS, continued...

genuine intent to purchase or not. As a result, closing ratios have fallen to only 5%, while total lead costs have increased dramatically. Moreover, employee morale has fallen, Internet Department turnover has increased, and prospect follow-up processes have suffered as a result. We believe it's time for a change!

Over the next few weeks Hyundai is launching the **Trilogy SmartLeads program** to help you obtain the highest quality leads possible. Here are the highlights:

- Trilogy has partnered with the industry's premium lead providers and uses its **patented scoring technology** to accept and distribute only high-scoring leads (from shoppers with **genuine purchase intent**).
- SmartLeads will **identify and flag shoppers** who are **most likely to purchase today** so your team can follow-up on those first.
- SmartLeads **identifies the source of every lead** so you can track performance by lead source.

Watch for program details, and talk to your Hyundai representative to opt-in for this exciting new program.

TECHNOLOGY NEWS:

NAVTEQ Navigation Training

Did you know that your clients can save time, money and gas when they have a navigation system in their Hyundai? It makes sense, as the navigation system helps drivers find the "shortest" or "fastest" routes – and that's important. So the question is:

- How do you present the features and benefits of a navigation system to your customers?
- How many customers go ahead and opt for a vehicle with a navigation system?

NAVTEQ – the company that creates the maps that run on the navigation system recognized the challenges you face and has responded by launching an online navigation training program. This program shows you and your sales force how to promote the overall value of a vehicle equipped with a navigation system. And once you and your people enroll, review the training materials and take the online quiz, then you're eligible for an incentive award that will be drawn after June 30th:

- | | |
|-----------------------------|----------------------------|
| 1st Place | \$1,500 Gift Card |
| 2nd Place | iPad® (Retail Value \$499) |
| 3rd Place | 1 Of 4 \$250 Gift Cards |

Go to <http://www.navteqvt.com/> to learn how to increase your sales of vehicles with navigation systems. For assistance signing up for the online training, **please call 1-800-292-9220**.

MORE AFFORDABLE TO DRIVE

Award for Santa Fe and Tucson

Tucson and Santa Fe received **Insure.com's "Low Cost Car Insurance Award,"** extending Hyundai's value story beyond purchase price and into the overall cost of ownership.

Insure.com surveyed average rates for more than 2,400 vehicles for the 2010 model year, awarding the 10 least expensive vehicles to insure in four categories: cars, SUVs, trucks and vans.

- Tucson and Santa Fe came in at 4th and 6th respectively as the cheapest vehicles to insure in the SUV category.
- This was Santa Fe's second appearance on the list.

You can see the full list of award winners at Insure.com.

VEHICLE SATISFACTION:

Genesis & Tucson Take Top Awards

The Genesis sedan and '10 Tucson topped their categories in the **2010 AutoPacific Vehicle Satisfaction Awards:**

- Genesis, a repeat winner, took home the honor in the **"Aspirational Luxury Car Class"** which includes strong competitors from brands like Mercedes, BMW and Lexus among others.
- Tucson topped the **"Compact Crossover SUV Class."**

"Hyundai customers are taking notice that we are revamping our entire line with exciting products like Genesis and Tucson leading a wave of new model introductions," said Scott Margason, Director of Product Planning, Hyundai Motor America. "The AutoPacific Vehicle Satisfaction Awards are an important indicator that we've hit the mark when it comes to pleasing our buyers – a very encouraging sign as we bring new models like the all-new 2011 Sonata to market this year, and prepare for more to come."

HMF NEWS:

Special June Lease Programs

- Lease a **2011 Sonata 2.4L GLS A/T** for **\$199/month for 36 months**. \$2,399 due at lease signing (National).
- Lease a **2010 Genesis Sedan 3.8L V6** for **\$399/month for 36 months**. \$2,999 due at lease signing (National, excluding South Central Region).
- Lease a **2010 Veracruz** for **\$359/month for 36 months**. \$2,599 due at lease signing (National).
- Lease a **2010 Genesis Coupe 2.0T M/T** for **\$259/month for 36 months**. \$2,199 due at lease signing (National, excluding South Central Region).
- Lease a **2010 Tucson 2.4L FWD GLS A/T** for **\$239/month for 36 months**. \$2,499 due at lease signing (National).

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

DARE TO COMPARE:

2011 Sonata has more to offer than Camry

With monthly sales gains, the 2011 Sonata is making the other car companies nervous. Recently, the Hyundai Sales Training Department intercepted a copy of the *Toyota Edge Comparison** between the Camry and Sonata. First, they did not do an “apples-to-apples” comparison with the correct trim levels. Second, it was curious which features they used in the comparison. Third, some of their information was incorrect. The purpose of this sheet is to give you the real facts about the two vehicles, as well as to demonstrate the areas where the Sonata flat beats the Toyota Camry.



** Information presented in the University of Toyota Edge Comparison, April 2010*

Product Advantages: Sonata vs. Camry

	Sonata GLS	Camry Base	Sonata GLS w/Popular Equip. Pkg	Camry LE
M.S.R.P. [auto. trans.]	\$20,195	\$20,645	\$20,945	\$22,100
Highway fuel economy	35 mpg	32 mpg	35 mpg	32 mpg
Horsepower	198 hp	169 hp	198 hp	169 hp
Bluetooth® handsfree phone	S	—	S	O
XM® Satellite Radio	S	A	S	O
HD Radio®	—	—	S	—
Navigation system	O	—	O	—
Advanced trip computer w/personalized settings	S	—	S	—
Speed-sensitive wipers	S	—	S	—
Keyless entry & alarm	S	—	S	S
Active front head restraints	S	—	S	—
Automatic headlights	—	S	S	S
Alloy wheels	—	—	S	—
Rear door map pockets	S	—	S	—
Heated & bi-folding side mirrors	S	—	S	—
Auto up/down windows	Driver only	S	Driver only	S
Driver lumbar support	—	—	S	S
Service interval indicator	—	S	—	S

S = Standard O = Optional A = Accessory — = Not available □ = Hyundai advantage

Sonata GDI Powerplant Advantages:

At this moment, Camry has an edge in the area of powerplants in that they offer a 4-cylinder engine, V6 and a hybrid. That will change soon with the addition of the Sonata 2.0 Turbo and Hybrid models. In the meantime, consider this:

- ✓ Sonata delivers **better highway fuel economy** than Camry: 35 mpg vs. 32 mpg
- ✓ Sonata delivers **more horsepower** than the 4-cylinder Camry: **198 hp** vs. 169 hp
- ✓ Sonata is **1st vehicle** with standard Gasoline Direct Injection (GDI) technology in its class
- ✓ GDI measures conditions and then precisely delivers the optimum amount of fuel for all driving situations – dry, humid, city driving, high altitude
- ✓ GDI **improves fuel efficiency** and **performance**
- ✓ GDI also helps **reduce emissions**
- ✓ Sonata runs on **regular unleaded fuel**
- ✓ Sonata has the **most powerful** naturally-aspirated 4-cyl. engine in the segment

The question is: *Do drivers really need a V6?*

Sonata has the real advantages that count with customers

If you read the *Toyota Edge Comparison**, they list Camry advantages as having a larger glovebox and LED taillights – are those important to your clients? Here are some Sonata advantages to share with your customers:

- ✓ The 2011 Camry has a driver’s knee airbag – but the 2011 Sonata received IIHS **Top Safety Pick**; Camry, even with the knee airbag, did not!
- ✓ Toyota says Camry has 3.7” more *rear seat legroom* – truth is, Sonata has **3.8” more front seat legroom** and total legroom (front and rear) is similar for both vehicles
- ✓ Sonata gets an **EPA estimated 35 mpg highway** – **the same** as the Camry Hybrid – why pay extra?
- ✓ **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 Limited** includes features that are not available or optional on the top-of-the-line Camry XLE: 17-in. alloy wheels (Camry has 16-in.), turn signal indicators on the outside mirrors, standard leather seating (optional on Camry XLE), and heated front and rear seats (optional front only on XLE)

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 – May 2010 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	2,165
NY029	Brad Benson Hyundai	1,740
FL108	Hyundai of New Port Richey	1,646
NJ032	Lester Glenn Hyundai	1,602
VA006	Fairfax Hyundai	1,160

CENTRAL REGION			
IL018	Green Hyundai	Springfield, IL	645
IL063	Family Hyundai	Tinley Park, IL	581
OH042	Hatfield Hyundai	Columbus, OH	518
OH053	Ron Marhoffer Hyundai	Akron, OH	491
OH018	Columbia Hyundai	Cincinnati, OH	482

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	1,646
VA006	Fairfax Hyundai	Fairfax, VA	1,160
FL122	Coconut Creek Hyundai	Coconut Creek, FL	1,122
FL088	O'Brien Hyundai	Fort Myers, FL	834
MD028	Antwerpen Hyundai	Baltimore, MD	709

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	2,165
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	1,740
NJ032	Lester Glenn Hyundai	Toms River, NJ	1,602
NY110	Advantage Hyundai	Hicksville, NY	903
NY086	Fuccillo Hyundai	Syracuse, NY	707

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	611
TX040	Huffines Hyundai	Plano, TX	541
TX095	Round Rock Hyundai	Round Rock, TX	540
TX104	North Freeway Hyundai	Houston, TX	431
TX068	Allen Samuels Hyundai	North Richland Island	409

WESTERN REGION			
CA314	Keyes Hyundai	Van Nuys, CA	816
CA232	Hyundai of Roseville	Roseville, CA	574
CO034	Arapahoe Hyundai	Centennial, CO	542
CA310	Garden Grove Hyundai	Garden Grove, CA	525
CA293	Hardin Hyundai	Anaheim, CA	519

Top Sales Managers – May 2010 YTD

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		671
David Clikeman	Arrow Hyundai		471
Jeff Roberts	St. Charles Hyundai		451
Frederick Ziegel	Taylor Hyundai		402
Jon McFarland	Columbia Hyundai		387

SOUTHERN REGION			
A. Appleby	Coconut Creek Hyundai		1,124
Clay King	King Hyundai		691
Andy Kim	Alexandria Hyundai		627
Leo Blakeney	Fairfax Hyundai		624
Matthew Westcott	Fairfax Hyundai		570

EASTERN REGION			
David Cantin	Brad Benson Hyundai		1,805
Christopher Mooney	Atlantic Hyundai		859
John Perillo	Lester Glenn Hyundai		831
Thomas Ruppen	Browser Hyundai		621
Frank Allen	Mid-Island Hyundai		597

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	549
Peter Cafferata	Allen Samuels Hyundai	424
Robert Cook	Hub Hyundai	422
Suleiman Ebrahim	South Point Hyundai	384
Cesar Martinez	Hyundai of El Paso	379

WESTERN REGION		
Danielle Gerbino	Hardin Hyundai	549
Frank Maione	Henderson Hyundai	443
Brian Sobel	Keyes Hyundai	431
John Brown	Keyes Hyundai	419
Chris Smith	Harbor Hyundai	393

Top Sales Associates – May 2010 YTD

CENTRAL REGION		Sales
Arturo Moreno	Gartner Hyundai	193
Robert Miller	Dean Team Hyundai	156
Otha Childress	McCarthy Olathe Hyundai	155
Orlando McConnell	McCarthy Olathe Hyundai	150
Scott Varnum	Dean Team Hyundai	146

SOUTHERN REGION		
Patrick Amoriello	Coconut Creek Hyundai	412
Chongjian Guo	Fairfax Hyundai	176
Mukesh Bharadwaj	Bob Dance Hyundai of Longwood	165
Edeline Fils-Aime	Coconut Creek Hyundai	157
Andrew Getchell	West Broad Hyundai	153

EASTERN REGION		
Joseph Ippolito Jr.	Towne Hyundai	312
Sandra Redway	Atlantic Hyundai	225
Mark DeSantis	Vision Hyundai	176
Larry Farina	Manfredi Hyundai	164
Gene Ake	Vision Hyundai	159

SOUTH CENTRAL REGION		
Timothy Everhart	Serra Hyundai	153
Earnest Knight	Capitol Hyundai	151
Nicole Bssaeso	Round Rock Hyundai	123
William Landes	Orr Hyundai	112
Jared Bence	Manuel Hyundai	111

WESTERN REGION		
Jae Park	Keyes Hyundai	320
Kevin Kuang	Cammisa Motorcars Hyundai	185
Thomas Toscas	Hardin Hyundai	164
Dong Jin Kim	Garden Grove Hyundai	134
Pierce Caine	Glendora Hyundai	127

June / July Auction Dates

Manheim Orlando Auto Auction	Ocoee, FL	June 08
Adesa Kansas City	Belton, MO	June 08
Manheim South Seattle	Kent, WA	June 09
Greensboro Auto Auction	Greensboro, NC	June 09
Manheim Auto Auction	Manheim, PA	June 11
Manheim Georgia Auto Auction	Atlanta, GA	June 15
Adesa Minn.	Minn., MN	June 15
Manheim Arena	Bolingbrook, IL	June 15
Southern Auto Auction	E. Windsor, CT	June 16
Manheim Dallas	Dallas, TX	June 16
Manheim Auto Auction	Manheim, PA	June 18
Manheim Greater Nevada	Las Vegas, NV	June 18
Manheim Orlando Auto Auction	Ocoee, FL	June 22
Manheim Colorado	Commerce City, CO	June 22
Columbus Fair Auto Auction	Columbus, OH	June 23
Adesa Phoenix	Chandler, AZ	June 23
Greensboro Auto Auction	Greensboro, NC	June 30
Manheim Georgia Auto Auction	Atlanta, GA	July 06
Southern Auto Auction	E. Windsor, GA	July 07
Manheim Dallas	Dallas, TX	July 07
Manheim Greater Nevada	Las Vegas, NV	July 08