

FEBRUARY SALES: 34,004 UNITS

Fabulous Feb.: Up 11% over '09!

February marked the 14th consecutive month of year-over-year market share gains – congratulations to everyone at your dealership for your hard work that helped make this a reality.

“Our sales gains in February were driven by strong consumer response to new products like the Tucson, which was up 102%, and the all-new U.S.-built Sonata, which has already driven a 58% sales increase,” said Dave Zuchowski, Hyundai Motor America’s Vice President of National Sales. “For the Hyundai brand as a whole, retail sales were up 21% for the month. We’re excited about the momentum we’re carrying into March.”

Here are February’s sales highlights:

- **Elantra** – #1 overall – 7,966 units!
- **Santa Fe** – sales were up 53% with 7,964 units
- **Genesis** – sales were up 39% at 1,762 units!
- **Tucson** – sales were up 100% to 2,741 units!
- **Accent** – sales were up 22% to 5,308 units!

Thank you for keeping the sales streak alive – now it’s time for March Madness and St. Patrick’s Day – are you ready for all the excitement?

PRODUCT NEWS:

2011 Sonata Named Top IIHS Pick

The all-new 2011 Sonata joins an elite group of vehicles as a “**Top Safety Pick**” of the *Insurance Institute for Highway Safety* (IIHS).

- This award is only given to vehicles that do a superior job protecting people in front, side, rear & rollover crashes.
- A car’s ability to handle itself in these crashes is determined by how many “GOOD” ratings it receives in each of the IIHS tests.
- The vehicle must have electronic stability control readily available as a standard feature or an option.
- IIHS standards were set higher for 2010, with a roof strength test added to the qualifications.

Because this roof strength test is so demanding, many of the previous “Top Safety Picks” vehicles were dropped from the list in 2010. When designing the new Sonata, Hyundai engineers carefully considered the importance of roof strength and designed the 2011 Sonata to pass this high hurdle set by the IIHS.

ADVERTISING NEWS:

Hyundai’s Oscar Spotlight

Hyundai is the exclusive automotive sponsor of the Academy Awards for the second consecutive year. And because Jeff Bridges, the long-time “voice” of the brand, is up for best actor honors for his role in “Crazy Heart” (Oscar rules limit the use of nominees in advertising during the broadcast), our four minutes of TV spots will feature an accomplished list of celebrities, including:

- Kim Basinger
- Richard Dreyfuss
- David Duchovny
- Catherine Keener
- Michael Madsen
- Mandy Patinkin
- Martin Sheen

“It took seven stars to fill the void, but we’re excited about the cast we’ve lined up for Oscar night and know that viewers will recognize each and every one of them,” said Joel Ewanick, Vice President of Marketing. “The ensemble will bring variety and new energy to our spots, but will align with the approachable, confident tone that we weave through all our marketing elements.” To view all of the Oscar spots, go to:

http://www.hyundainews.com/Media_Kits/Video_Clips/Index.asp

2011 SONATA NEWS:

Sonata Hybrid to Debut in NY

The much-anticipated Sonata Hybrid will be revealed at the 2010 New York Auto Show, April 2 – April 11. The hybrid model will mate the 2.4-liter engine to an electric engine with a lithium-polymer battery pack.

- The Sonata Hybrid will be badged the *Sonata Hybrid Blue Drive*.

EVERYONE’S TALKING:

CBS – Hyundai: Driven to Success

Did you watch the *Sunday Morning* show on CBS? They did a story on Hyundai and how more and more people are coming into dealerships to discover for themselves what the Hyundai value story is all about. Part of the story was shot right on the showroom floor at Atlantic Hyundai. Here’s a link to the print version of the story:

http://www.cbsnews.com/stories/2010/02/28/sunday/mai_n6252476.shtml

TRAINING NEWS:

STAR Payment Update

- The deadline was March 1st for Salespeople and Sales Managers to become 2010 STAR certified.
- If you're a new Manager or Salesperson, you must complete your 2010 STAR certification *before* you can receive your STAR payments.
- If you were 2009 STAR Certified and *have not* completed your 2010 STAR Certification, your STAR payments will be held until 2010 STAR Certification is complete. Once you are 2010 STAR certified, STAR payments will be released.

PARTS NEWS:

HomeLink® available for Tucson & Sonata



An *Auto-Dimming Mirror* with *Compass* and *HomeLink®* is available for the '10 Tucson and '11 Sonata:

- A great opportunity for dealers to add incremental sales dollars to a new vehicle sale.
- Upgrades vehicle content for an edge over the competition.
- Easy upgrade – it only takes about 24 minutes to install.
- \$250 MSRP – great selling price for a product that consumers want.

Order your stock today:

- 2010 Tucson P/N: 2S062-ADU00
- 2011 Sonata P/N: 3S062-ADU00

IN THE NEWS:

More Accolades & Awards

- **GENESIS: BEST DEAL FOR THE BOSS BY CARS.COM:** In the Cars.com *Best Lifestyle Vehicle Awards*, Genesis was recognized as the vehicle best suited to meet the lifestyle needs of “the boss.”
- **GENESIS COUPE: JUST FOR FUN CAR OF THE YEAR BY MOTHERPROOF.COM:** “The Genesis Coupe certainly isn’t built as a typical mom-mobile, but there are plenty of atypical moms in the world looking for their automotive match,” said Kristin Varela, Motherproof.com.
- **ELANTRA TOURING: A TOP FAMILY CAR UNDER \$20,000 BY ABOUT.COM CARS:** “The innovative Elantra Touring is bigger than a hatchback, smaller than a wagon, and perfectly sized for new and growing families. The big cargo bay makes for a great vacationmobile,” said Aaron Gold, About.com Cars.

- **2011 SONATA TOPS COMPETITORS IN ALG RESIDUAL VALUE INDEX:** Right out of the box, the Sonata GLS with automatic transmission received an impressive 36-month residual value of 54% of MSRP from Automotive Lease Guide (ALG). The residual value topped popular competitive 2010 models from Toyota, Nissan, Ford, and Chevrolet, in addition to premium brands such as Lexus, BMW and Mercedes

SERVICE NEWS:

Suggestions for the Service Drive

When all departments at a dealership work together, the end result is a more successful operation. Here’s what some dealers are doing to promote new vehicle sales in their service drive:

- Displaying new model point-of-sale displays and posters
- Offering a free appraisal to encourage trade-ins
- A bulletin board with a list of preferred trade-in models
- Displaying new models adjacent to the service drive

Some dealers are also using *ServiceSmarts Online* to create customer lists of their “active” and “inactive” service owners to use for targeted new car marketing promotions.

HMF NEWS:

Featured March Lease Specials

- Lease a '11 Sonata 2.4L GLS A/T for \$199/month for 36 months; \$2,399 due at lease signing (National)
- Lease a '10 Genesis Sedan 3.8L V6 for \$399/month for 36 months; \$3,499 due at lease signing (National, excluding South Central Region)
- Lease a '10 Veracruz for \$359/month for 36 months; \$2,599 due at lease signing (National)
- Lease a '10 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 '10 Tucson 2.4L FWD GLS A/T for \$239/month for 36 months; \$2,499 due at lease signing (National)

Special Low APR Program

- Special Low APR rates for the all-new '10 Genesis Sedan, Genesis Coupe, Tucson and '11 Sonata of 2.9% for up to 60 months, 3.9% for 72 months

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

Top HMF Dealers – February

NATIONAL		New Contracts
FL108	Hyundai of New Port Richey	170
NY075	Atlantic Hyundai	163
NJ029	Brad Benson Hyundai	114
TX100	Hyundai of El Paso	71
FL 088	O'Brien Hyundai FL	55

2009 STAR Recognition Awards

STAR PERFORMANCE AWARDS

Here are the highlights of the 2009 STAR Awards. Platinum, Gold, Silver and Bronze level winners earn a letter of recognition and appreciation, a custom plaque and a luggage tag. To qualify for STAR Awards, you must achieve these annual sales volumes:

LEVEL	SALES CONSULTANT	SALES MANAGER
Platinum	450+	1300+
Gold	350 – 900	900 – 1299
Silver	250 – 349	600 – 899
Bronze	150 – 249	400 – 599

Top National and Regional Sales Consultants and Sales Managers also receive an additional **\$1,000 cash bonus**. All awards are scheduled to be delivered by approximately April 1.

TOP NATIONAL SALES MANAGERS:

Daniel Toomey	NY075	3,661 sales	Top National
Jeffrey Kunz	IL018	1,263 sales	Top Central Region
Daniel Toomey	NY075	3,661 sales	Top Eastern Region
Roosevelt May	TX040	1,022 sales	Top South Central
A. Appleby	FL122	2,005 sales	Top Southern Region
Danielle Gerbino	CA293	1,000 sales	Top Western Region

TOP NATIONAL SALES CONSULTANTS:

Patrick Amoriello	FL122	570 sales	Top National
Scott Varnum	MO011	484 sales	Top Central Region
Joseph Ippolito, Jr.	NJ005	452 sales	Top Eastern Region
Daniel Ronje	TX081	367 sales	Top South Central
Patrick Amoriello	FL122	570 sales	Top Southern Region
Howard Fleischman	CA020	283 sales	Top Western Region

SALES MANAGERS – PLATINUM

Daniel Toomey	Atlantic Hyundai	3,661
David Cantin	Brad Benson Hyundai	3,269
A. Appleby	Coconut Creek Hyundai	2,005
Thomas Ruppen	Bowser Hyundai	1,441
John Perillo	Lester Glenn Hyundai	1,413
Raul Gomila	Napleton's Hyundai	1,337

SALES MANAGERS – GOLD – Top 10

Matthew Westcott	Fairfax Hyundai	1,299
Ernest McQuaig	Pearson Hyundai	1,267
Jeffrey Kunz	Green Hyundai	1,263
John Ashdale	Colonial Hyundai	1,209
Ismail Whea	Brown's Manassas Hyundai	1,192
Leo Blakeney	Fairfax Hyundai	1,152
Ralph Moser	Keffer Hyundai	1,106
James Blackburn Jr.	Hyundai of New Port Richey	1,095
Michael Morris	Hyundai of New Port Richey	1,091
Michael Streng	McCafferty Hyundai	1,041

SALES MANAGERS – SILVER – Top 10

Anthony Pappas	Coastal Hyundai	884
Thomas Fascetti	Dean Team Hyundai	875
Jon McFarland	Columbia Hyundai	869
Richard Clifford	Herb Chambers Hyundai	846
Michael Pugliese	Sansone's Route 1 Hyundai	832
Julio Vigario	Maxon Hyundai	827
Elaine Corbin	#1 Cochran Hyundai	818
Gordon Hatch	Fitzgerald's Countryside Hyundai	813
Gregory Covino	Freehold Hyundai	804
Jeff Hughes	Great Lakes Hyundai	797

SALES MANAGERS – BRONZE – Top 10

Pedro Casal	Doral Hyundai	593
Tom Ivey	Priority Hyundai Greenbrier	587
James Clemmons	McCarthy Olathe Hyundai	585
Sean Kipp	Towne Hyundai	585
Joseph Ruggiero	First Hyundai	579
Robert Douglass	Piazza Hyundai Of Pottstown	579
Tony Reynolds	AutoMax Hyundai	573
Brian Sobel	Keyes Hyundai	571
Michael Glover	Allen Turner Hyundai	570
John Knight	O'Brien Hyundai	570

SALES ASSOCIATES – PLATINUM

Patrick Amoriello	Coconut Creek Hyundai	570
Scott Varnum	Dean Team Hyundai	484
Joseph Ippolito Jr.	Towne Hyundai	452

SALES ASSOCIATES – GOLD

James Spink	Gurnee Hyundai	398
Chongjian Guo	Fairfax Hyundai	375
Daniel Ronje	Champion Hyundai of Corpus Christy	367

SALES ASSOCIATES – SILVER – Top 10

Donald Barker	Fairfax Hyundai	347
Sandra Redway	Atlantic Hyundai	339
Shane Anthony	Lujack Hyundai	327
Carolyn Davis	Jenkins Hyundai	326
Ali Givehchi	Brad Benson Hyundai	326
Susan DeFalco	Atlantic Hyundai	320
Jason Casale	Global Hyundai	318
Gene Ake	Vision Hyundai	317
Christopher Miller	Dean Team Hyundai	315
Brad Trzeciecki	Transitowne Hyundai	309

SALES ASSOCIATES – BRONZE – Top 10

William Shine	Hyundai of Greensburg	246
Anthony Licari	Carbone Hyundai	244
Rene Narcisse	Fairfax Hyundai	242
Jamie Pizzo	Team Hyundai	240
Tomas Gates	Central Hyundai	238
Mukesh Bharadwaj	Bob Dance Hyundai of Longwood	237
Jasper Cicero	Rosen Hyundai	237
Kimber Nagim	Sterling Hyundai	236
Samlesh Pal	Hyundai of Roseville	235
Sean Cullen	Towne Hyundai	234

STAR COMMITMENT AWARDS

We appreciate the loyalty and commitment of our Sales Managers and Sales Associates to the Hyundai franchise. When you reach a significant number of sales service years, you receive a specially designed longevity award lapel pin inscribed with your length of service as well as a prestigious gift as a token of our thanks for your commitment to Hyundai Motor America and to the customers that you serve so well. Your performance and enthusiasm contribute to the success of Hyundai. Here's the number of 2009 winners:

Award	2009CY Total (As of 1/7/10)
22 years	1 Timothy Tweed, OH042
20 Years	5
18 Years	7
16 Years	6
14 Years	14
12 Years	49
10 Years	101
8 Years	259
6 Years	331
4 Years	432
2 Years	721
TOTAL	1926

After logging on
HyundaiDealer.com,
you can link to a page for a
complete list of all 2009 STAR
Recognition award winners:
<http://www.hyundaidealer.com/SalesTrainingOnline/misc/starRecognitionAward.asp>

March Auction Dates

Manheim Auto Auction	Manheim, PA	Mar 12
Manheim Colorado	Commerce City, CO	Mar 16
Manheim Georgia Auto Auction	Atlanta, GA	Mar 16
Adesa Minneapolis	Minneapolis, MN	Mar 16
Manheim Dallas	Dallas, TX	Mar 17
Southern Auto Auction	E. Windsor, CT	Mar 17
Adesa Nashville	Nashville, TN	Mar 18
Manheim Greater Nevada	Las Vegas, NV	Mar 19
Manheim Auto Auction	Manheim, PA	Mar 19
Manheim Arena	Bolingbrook, IL	Mar 23
Manheim Orlando Auto Auction	Ocoee, FL	Mar 23
Adesa Phoenix	Chandler, AZ	Mar 24
Columbus Fair Auto Auction	Columbus, OH	Mar 24
Adesa Kansas City	Belton, MO	Mar 30