

FEBRUARY ALL-TIME SALES RECORD: 51,151 units

## Retail Sales Jump an Amazing 29%

**Congratulations:** February was an all-time record-breaking month. Overall sales were up 18% – and your hard work pushed retail sales up 29% – thank you!

“February business was surprisingly strong for Hyundai,” said Dave Zuchowski, Hyundai Motor America's Executive Vice President, National Sales. “Although we continue to deal with tight vehicle supply across the country, our core vehicles – Sonata, Elantra and Accent – all saw healthy double digit sales increases for the month. Additionally, combined sales of our premium Genesis/ Equus models were up 5% over last year, setting all-time records in premium segment retail market share.”

Here are the highlights for February:

- **20,302 vehicles** sold with an estimated 40 mpg highway fuel economy rating – that's 40% of all vehicles sold
- **Sonata:** #1 selling vehicle at 17,425 units – up 11%
- **Elantra:** #2 at 13,820 units – up 12%
- **Accent:** 5,806 units – up 29%
- **Veloster:** 3,240 units – nearly double January sales!

“Our marketing investments in the Super Bowl and Academy Awards have once again delivered strong consumer demand across our lineup,” said John Krafcik, Hyundai Motor America's President and CEO. “With fuel prices over \$4/gallon in much of the country, consumers continue to find a lot to like across Hyundai's industry-leading fuel-efficient lineup. Our plants are hard at work doing all they can to meet the extraordinary demand we're seeing, especially for Accent, Veloster, Elantra and Sonata.”

Once again, we'd like to thank you for your continued hard work as 2012 is on track to be another record-breaking year!

PRODUCT NEWS:

## 2012 Print Kits on the Way

The **2012 Product Support Kit** is on its way to your dealership and will arrive soon. The kit contains the **2012 Model Guide** with a tab for each model, including the all-new *Azera*, plus separate tabs for *Blue Link*, *Warranty* and *Miscellaneous*. Our goal is to provide you with reference material that you can put into any 3-ring binder of your choice – either dealership or personal binder. Your kit

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2012 Print Materials continued from previous column...

includes enough copies so you and every salesperson in your dealership receives a copy. If there are any additional copies, you may want to distribute them to your Service Advisors.

- The kit includes three posters: Blue Link, Sonata Hybrid and Veloster – display them prominently
- When new models are introduced, like the 2013 Elantra GT and Coupe, you will be shipped the new sections, which will go on top of the 2012 section in your binder

We believe these information-rich sections will help you answer the vast majority of customer product questions, which will help improve customer satisfaction.

HOPE ON WHEELS:

## 2012 Program Kicks-Off

Fourteen years ago, Hyundai dealer Tom O'Brien had an idea that grew into our *Hope on Wheels* (HOW) program to find a cure for childhood cancer – 2012 highlights include:

- You donate \$14 for each new Hyundai sold, and HMA matches that amount
- **5K Race/Walk** fundraisers expanding to Washington DC, Denver, Chicago, Houston as well as Orange County, CA
- \$10M *HOW* donation to Children's Hospital of Orange County (CHOC) – the new cancer wing is now open
- Our 2012 goal: surpass \$57 million to pediatric cancer research
- We have a new National Youth Ambassador – he's C.J. George from Hollywood, Florida – he said, “*I didn't have a choice to fight cancer... you (Hyundai and its dealers) did.*”



INTERNET NEWS:

## Everyone Likes Hyundai.com

Our [www.Hyundai.com](http://www.Hyundai.com) website has been ranked the #3 OEM website in the industry by *J.D. Power's Manufacturer Website Evaluation Study*, and we're the #2 Non-Premium site behind Honda. Other web highlights include:

- Upgraded homepage that's simpler and more impactful
- Vehicle pages are more informative
- New section called “*New Thinking*” helps communicate the Hyundai story to customers
- The website also provides information about Blue Link as well as a list of mobile app supported devices

FLEET / REMARKETING NEWS:

## Fastlane Remarketing Website

HMA's Fleet and Remarketing Department launched *Hyundai Fastlane* – [www.hyundaifastlane.com](http://www.hyundaifastlane.com) – to allow you to find quality used Hyundai vehicles without having to travel to physical auctions or search through multiple websites. Developed in concert with Manheim Auto Auctions, *Hyundai Fastlane* looks and operates similar to Manheim's OVE website. Only Hyundai dealers are allowed to participate, search and buy vehicles on *Hyundai Fastlane*.



The first “Closed” National Sales Event was held on February 20<sup>th</sup> and we sold over 200 vehicles. We will hold closed events on the 3<sup>rd</sup> weekend of every month, with the next one scheduled for March 16-19.

In addition, vehicles will be available for purchase at a “Buy Now” price every day of the year. Our auction locations will post fresh inventory each week so make sure you check out the site when you need to find a quality used Hyundai vehicle any time, any place.

CPO / HPP NEWS:

## CPO Sales: Up 89% in February

February sales of 5,186 Certified Pre-Owned units set an all-time February CPO record and second best single month CPO Sales. It represents an increase of 89% over February 2011 and a 94% gain year-to-date. February year-to-date, Hyundai dealers have sold 9,806 CPO units.

### Top Selling CPO Dealers for February 2012:

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	132
FL049	Coastal Hyundai	106
GA002	Rick Case Hyundai	86
NJ029	Brad Benson Hyundai	83
FL103	Universal Hyundai	83
NV023	Planet Hyundai	80
NY075	Atlantic Hyundai	80
NC038	Keffer Hyundai	79
FL108	Hyundai of New Port Richey	78
FL088	O'Brien Hyundai	78

HMF NEWS:

## Special March Lease Programs

- **2012 Sonata GLS** Automatic Transmission for \$199/month for 36 months; \$2,599 due at signing.
- **2012 Sonata Hybrid** for \$269/month for 36 months; \$2,699 due at signing.
- **2012 Elantra GLS** Automatic Transmission for \$179/month for 36 months; \$1,999 due at signing.
- **2012 Genesis Sedan 3.8L V6** for \$399/month for 36 months; \$2,999 due at signing.
- **2012 Santa Fe GLS** Automatic Transmission for \$269/month for 36 months; \$2,999 due at signing.
- **2012 Veracruz GLS** Automatic Transmission for \$299/month for 36 months; \$3,199 due at signing.
- **2012 Equus Signature** for \$739/month for 36 months; \$4,999 due at signing.

Refer to HMF's Marketing announcements for more details.

AWARDS & ACCOLADES:

## Across the Board: Hyundai is #1

- *Consumer Guide* editors gave Sonata, Tucson and Accent “**Best Buy**” awards in midsize car, compact crossover/SUV and subcompact car categories, respectively; while Genesis and Elantra received a “**Recommended**” stamp of approval in the large car and compact car categories.
- *WardsAuto* named our 1.6-liter 4-cylinder engine to their “**Ward's 10 Best Engines**” list; that engine is used in the new Accent, Veloster and Elantra.
- *Kelley Blue Book's* [www.KBB.com](http://www.KBB.com) named the Santa Fe and Sonata recipients of the **2012 Total Cost of Ownership Awards**.
- *The Car Book* – three Hyundai models: Accent, Sonata and Tucson – earned the distinction of “**BEST BETS**” from author, Jack Gillis and the *Center for Auto Safety*, the nation's leading auto safety advocacy group.

BLUE LINK NEWS:

## Blue Link® Gaining Traction

Blue Link is rapidly gaining in popularity:

- There are approx. 100,000 Hyundai owners enrolled
- Customers are pushing the Blue Link button at peaks of 12,000 times per day
- Blue Link has sent 315,000 monthly vehicle reports to owners, helping them have the information they need to maintain their vehicle, with the support of a dealer
- 2,745 owners have used the emergency support
- Dealer service staff are now receiving advanced service information in the DCS in-box from the “Automatic

Story continues on the next page...

Blue Link news continued from page 2:

Diagnostic Notification” feature to save techs time in finding the right fix

- 5, 300+ customers have already made appointments from their cars

Blue Link also comes on the new Azera and Genesis Coupe (Blue Link is only on navigation equipped Genesis Coupes); then next up will be the new Elantra GT and Santa Fe.

## Utilize the Blue Link Dealer Demo

The *Dealer Demo* process helps you demonstrate Blue Link to your customers. Your dealership can enroll in the Dealer Demo process, which you will be able to demo [www.MyHyundai.com](http://www.MyHyundai.com) website and have a fully functional Blue Link Vehicle. For more information, please visit [www.HyundaiDealer.com](http://www.HyundaiDealer.com) and download the FAQs or the Program Rules.

- The other option to demo Blue Link is to use the *Navigation Demo* feature. The Navigation Demo feature is available on all Pre-RDR Blue Link equipped vehicles, by pressing the Blue Link button and when prompted say, “Navigation Demo.” This will provide your dealership the ability to demo Turn-by-Turn and POI Search and Download feature.
- When demoing Blue Link to customers at your dealership, please avoid using the SOS button during the demo. Be sure to tell customers about the feature, but never press the SOS button to demo the feature to a customer.

There are 10 new videos on [www.HyundaiBlueLink.com](http://www.HyundaiBlueLink.com) and the Tube that illustrate Blue Link features to your customers. Please familiarize yourselves with the videos and direct customers to [www.HyundaiBlueLink.com](http://www.HyundaiBlueLink.com) for more information.

## Top HPI Dealers – Feb. 2012 YTD\*

NATIONAL	HPI Score
NJ037 Quality Hyundai	1000
ID009 Rob Green Hyundai	1000
OH059 Tom Ahl Hyundai	998
AL009 Tuscaloosa Hyundai	996
IA013 Lujack Hyundai	994
IN032 Goshen Hyundai	993
MA044 Empire Hyundai	992
AL008 Hyundai of Dothan	992
IL057 Brown & Brown Hyundai	990
SD004 McKie Hyundai	989

\*Minimum of 5 surveys for Top Dealer Rankings

## Top Selling Dealers – Feb. 2012

CENTRAL REGION – month to date sales (MTD)		
IL063	Family Hyundai	153
IL018	Green Hyundai	143
MO030	Suntrup Hyundai	136
IL069	Patrick Hyundai	133
OH053	Ron Marhofer Hyundai	120
SOUTHERN REGION		
FL108	Hyundai New Port Richey	477
FL122	Coconut Creek Hyundai	347
FL114	Rick Case Hyundai	289
FL088	O'Brien Hyundai	228
VA006	Fairfax Hyundai	220
EASTERN REGION		
NY075	Atlantic Hyundai	492
NJ029	Brad Benson Hyundai	472
NJ032	Lester Glenn Hyundai	440
NY110	Advantage Hyundai	250
MA056	First Hyundai	169
SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	262
TX139	South Point Hyundai	196
TX158	Ron Carter Hyundai	163
TX040	Huffines Hyundai Plano	159
TX095	Round Rock Hyundai	145
WESTERN REGION		
CA232	Hyundai of Roseville	238
CA293	Hardin Hyundai	233
CA314	Keyes Hyundai	229
CA323	Cerritos Hyundai	190
CA304	Capitol Hyundai	173

## Product and STAR Quick Links:

[www.spi1986.com](http://www.spi1986.com) – **NOTE new URL:** STAR Product Information  
[www.hstarsandy.com/practices\\_resources](http://www.hstarsandy.com/practices_resources) – STAR Best Practices  
[www.hstarsandy.com](http://www.hstarsandy.com) – STAR Certification  
[www.HyundaiNews.com](http://www.HyundaiNews.com) – Hyundai Media site  
[www.HyundaiDealer.com](http://www.HyundaiDealer.com) – Hyundai Dealer site  
[www.Hyundai.com](http://www.Hyundai.com) – Hyundai Consumer site

## March / April Auctions

Manheim Auto Auction	Manheim, PA	Mar. 9
Adesa Minnesota	Dayton, MN	Mar. 13
Manheim Orlando	Ocoee, FL	Mar. 13
Manheim Kansas	Kansas City, MO	Mar. 14
Columbus Fair Auto Auction	Columbus, OH	Mar. 14
Manheim South Seattle	Kent, WA	Mar. 14
Manheim Auto Auction	Manheim, PA	Mar. 16
Manheim Arena	Bolingbrook, IL	Mar. 20
Manheim Dallas	Dallas, TX	Mar. 21
Southern Auto Auction	E. Windsor, CT	Mar. 21
Manheim Denver	Denver, CO	Mar. 27
Manheim Orlando	Ocoee, FL	Mar. 27
Manheim Auto Auction	Manheim, PA	Mar. 30
Manheim Arena	Bolingbrook, IL	April 3
Manheim Georgia	Atlanta, GA	April 3
Manheim Dallas	Dallas, TX	April 4
Southern Auto Auction	E. Windsor, CT	April 4
Manheim Nevada	Las Vegas, NV	April 6
Adesa Minnesota	Dayton, MN	April 10

# EPA Monroney Economy and Environmental Sticker Changes

In the world of car sales, the Monroney sticker plays a vital role as customers look to them to discover product information as they shop for a new car. The Monroney stickers you're used to are about to change:

- **2012 model year vehicles** now come with the Monroney sticker shown below. Notice how this format highlights the "city" and "highway" fuel economy figures – while the "combined" fuel economy total is quite small. This sticker also has a separate box for "Environmental Performance" and "Government 5-Star Safety Rating" – these have been added to provide customers with more information so they can make an informed buying decision.

**PARTS CONTENT INFORMATION**  
 FOR VEHICLES IN THIS CARLINE: U.S./CANADIAN PARTS CONTENT: 35%  
 MAJOR SOURCES OF FOREIGN PARTS CONTENT: KOREA: 65%  
 Note: Parts content does not include final assembly, distribution, or other non-parts costs.  
 FOR THIS VEHICLE:  
 FINAL ASSEMBLY POINT: MONTGOMERY, ALABAMA U.S.A.  
 COUNTRY OF ORIGIN: ENGINE: U.S.A. TRANSMISSION PARTS: KOREA

**EPA Fuel Economy Estimates**  
 These estimates reflect new EPA methods beginning with 2008 models.  
 CITY MPG: **18** (Expected range for most drivers 15 to 21 MPG)  
 Highway MPG: **25** (Expected range for most drivers 21 to 29 MPG)  
 Estimated Annual Fuel Cost: **\$2,039** (based on 15,000 miles at \$2.80 per gallon)  
 Combined Fuel Economy: **21** (This Vehicle) vs. 31 (All SUVs)  
 Your actual mileage will vary depending on how you drive and maintain your vehicle.

**Environmental Performance**  
 Protect the environment, choose vehicles with higher scores:  
 Global Warming Score: 7 (Average new vehicle: 5)  
 Smog Score: 6 (Average new vehicle: 5)  
 Vehicle emissions are a primary contributor to global warming and smog. Scores are determined by the California Air Resources Board based on this vehicle's measured emissions. Please visit [www.DriveClean.ca.gov](http://www.DriveClean.ca.gov) for more information. AIR RESOURCES BOARD

**GOVERNMENT 5-STAR SAFETY RATINGS**  
 Overall Vehicle Score: **Not Rated**  
 Based on the combined ratings of frontal, side and rollover. (Should ONLY be compared to other vehicles of similar size and weight.)  
 Safety concern: Visit [www.safercar.gov](http://www.safercar.gov) or call 1-888-327-4236 for more details.  
 Frontal Crash: Driver Passenger **★★★★**  
 Side Crash: Front seat Rear seat **★★★ Not Rated**  
 Rollover: **★★★★**  
 Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest. Source: National Highway Traffic Safety Administration (NHTSA). [www.safercar.gov](http://www.safercar.gov) or 1-888-327-4236

Manufacturer's Suggested Retail Price: \$25,945.00  
 Total Manufacturer's Suggested Retail Price: \$28,980.00  
 Premium Package includes: Power Sunroof w/tilt & Slide \$395.00  
 Inland Freight & Handling: \$670.00

## NEW MONRONEY DESIGN FOR 2013 MODEL YEAR VEHICLES:

- **2013 model year vehicles** will come with the Monroney sticker shown below. The first Hyundai to come with this sticker will be the 2013 Genesis Coupe. Notice that now the combined EPA MPG rating is highlighted as well as the potential savings, which is measured versus the average models in its class. This style Monroney still has separate "Environmental Performance" and "5-Star Safety Ratings" boxes – but their positions have been switched.

**EPA Fuel Economy and Environment**  
 Fuel Economy: **26** MPG (combined city/highway) vs. 3.8 gallons per 100 miles. Small SUVs range from 16 to 32 MPG. The best vehicle rates 99 MPG.  
 You save **\$1,850** in fuel costs over 5 years compared to the average new vehicle.  
 Annual fuel cost: **\$2,150**  
 Fuel Economy & Greenhouse Gas Rating (tailpipe only): 7 (Best)  
 Smog Rating (tailpipe only): 6 (Best)  
 Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$12,600 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.70 per gallon. MDCA is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

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 Safety concern: Visit [www.safercar.gov](http://www.safercar.gov) or call 1-888-327-4236 for more details.  
 Frontal Crash: Driver Passenger **★★★★**  
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Full Tank of Gas: \$720.00 (\$23,700.00 total price)  
 061 A MA1201003 1  
 fuel economy.gov  
 Calculate personalized estimates and compare vehicles

These new labels are the most dramatic overhaul since the program began more than 30 years ago, and will provide more comprehensive fuel efficiency information, including estimated annual fuel costs, savings, as well as information on each vehicle's environmental impact.

- The new 2013 stickers will have a QR Code® so smartphone users can access online information about how models compare on fuel economy, environmental and energy factors.
- The National Highway Traffic Safety Administration revised its New Car Assessment Program (NCAP), also known as the *Five-Star Safety Rating System*, which are included on the sticker to make it easier for consumers to assess a new vehicle's safety at a glance.
- The revised NCAP label now includes an Overall Vehicle Score.