

APRIL SALES: 44,023 UNITS

## Best Ever April: All-New Record!

The all-new Tucson and Sonata are making waves and consumers are speaking with their wallets as Hyundai sales for April were up 30% over last year. Check it out:

- It was the **16<sup>th</sup> consecutive month** of year-over-year retail market share gains for Hyundai.
- Total sales through the first four months of 2010 also represent an **all-time record for Hyundai**.
- For the second straight month, Sonata has emerged as one the **best-selling mid-size sedans**, gaining ground on Camry and Accord, while topping Altima, Fusion and Malibu!

“Despite an overall industry increase in the level of sales to fleet accounts, Hyundai remains extremely focused on reducing our fleet mix, improving the quality of our market share, and driving more retail volume through Hyundai dealerships,” said Dave Zuchowski, Hyundai Motor America’s Vice Present of National Sales.

Here are the April sales highlights:

- **Sonata** – #1 overall – 18,536 units – *up 56.8%*
- **Santa Fe** – #1 SUV – 5,917 units – *up 58.8%*
- **Tucson** – 3,871 units – *up 171%*
- **Genesis** – 2,265 units – *up 9%* – 10<sup>th</sup> consecutive month of year-over-year sales gain for Genesis

That’s what we mean by **Spring ahead!** Thank you for your hard work and continued success.

IN THE NEWS:

## Sonata Tops the Competition

Here are the latest Hyundai headlines:

- **USA Today** conducted a **\$25,000 Family Sedan Shootout** and Sonata came out #1 – beating Camry, Accord, Fusion, Mazda6, Altima, Malibu and Kizashi!
- **Motor Trend** ranked the 2011 Sonata as the 3<sup>rd</sup> best mid-sized sedan behind Camry and Fusion.
- **Forbes magazine** ranked Hyundai Motor Company the **188<sup>th</sup> leading company in the world**, climbing eight spots, and **third among automakers**. Hyundai rose from 245 in 2008 and 196 in 2009. Ford (58) and Honda (86) are the only automakers ahead of Hyundai.



TRAINING NEWS:

## Sonata Tour: Be Sure to Attend

Are you and your staff signed up to attend the *2011 Sonata Launch Certification and Model Line Workshop* when it comes to your area? If not, don’t wait too long, as these are filling up quickly. This is one of the most intensive training programs ever offered by Hyundai and the key to its success – **it’s interactive!** This is a roll-your-sleeves-up, get in and drive day of training:

- The driving session let’s you **feel the difference** between the Sonata SE and the Limited – it’s dramatic.
- You also get to **experience ABS engaging** and feel the Electronic Stability Control system at work.
- In the Technology session, the simulations have you **pairing a phone** using Bluetooth® and you learn how to **operate the navigation system**.
- In the **Dare To Compare** Competitive Comparison session, you “crawl” around the competitors to find out where the Sonata is superior.

Enrollment is \$150 per attendee. If you enroll 10 or more attendees *in any session*, you get a “dealership discount” of \$25 per attendee. 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](http://www.hyundaisalestrainingenroll.com)

DEALER MEETING RECAP:

## Standing Ovation in Montgomery

This year’s dealer meeting was full of excitement and information, with the highlight being the introduction of the **all-new 2011 Elantra**. It brought the dealers to their feet, which has only happened one time before, when the first Santa Fe was introduced.

## PRODUCT NEWS:

### Understanding Navigation Systems

Do you know how to operate all of the different navigation systems that Hyundai offers – that includes Autonet®, LG® and the Harman/Lexicon® system that's available on the Genesis. Each one is different and...

- The navigation system is often a source of customer questions – so you and your staff should be prepared and ready to answer their navigation-related questions.
- That can take hours of research in each vehicle... or...
- Go online at [www.HyundaiDealer.com](http://www.HyundaiDealer.com) / Sales Training Online – there, you'll find print *and* video resources that will help you learn how to operate each system.

**Better yet** – attend the *2011 Sonata Launch Certification and Model Line Workshop* – there, you'll get hands-on experience and our instructors can answer all of your questions. This information will prove invaluable with your customers, and that will ultimately have a positive impact on our customer satisfaction levels.

## SERVICE NEWS:

### Service Customers: Repeat Buyers?

Winter is over and spring will soon catapult us into the busy summer season. Summer isn't only a busy time in the showroom – it's also the busiest season on your dealership's service drive. Many of those customers bringing their vehicles in for service may be ready for a new Hyundai. That's why it's a great time for enterprising salespeople to combine prospecting with helping your Service Department colleagues. Here are some ideas:

- Volunteer to serve as an **early-morning greeter** when customers arrive – check with your Service Manager to see if and when help is needed.
- **Stop by the service waiting room** and re-introduce yourself to customers. Serving them coffee is a great way to establish rapport – and invite them to check out our new cars while they're waiting.
- Contact owners **after their service visit** to remind them of Hyundai's award-winning product line and our promotions that take the worry out of buying a new car in these uncertain times.

## IN THE NEWS:

### More Customers Shopping Hyundai

The 2011 Sonata has been the **most considered vehicle on Edmunds.com** for five weeks in a row – a first ever for Hyundai. And the all-new Tucson jumped all the way up to

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number two on the most recent list. Sonata widened its lead over the Honda Accord and Civic, while the Tucson jumped from fourth to second, giving Hyundai ownership of the top two positions in the weekly analysis.

The Sonata midsize sedan was also **AutoTrader.com's most-viewed vehicle in its class** during the month of March. For the first time, Sonata surpassed competitors that include Honda Accord, Toyota Camry and Nissan Altima.

### 2010 Hope on Wheels Program

The 2010 **Hyundai Hope on Wheels** tour will visit more than 40 children's hospitals across the country and this year's tour will donate \$2.1 million to support childhood cancer research. Remember, for every new Hyundai you sell, \$5 is donated to *Hope on Wheels*.



## PARTS AND ACCESSORY NEWS:

### New Selection Guides & Merch Catalog

For the 2010 model year, we're producing **Accessory Selection Guides** for each model – they're 2-sided, full color, contain images, part numbers and a write-in area for dealers to price each item.

- Accessory Selection Guides were designed to make offering and selling accessories easier during the sales process. Dealers were shipped a complimentary package of 25 sheets per model. Additional copies can be ordered from our **Print on Demand** website.

There is also a new **Dealer Merchandise Collection** catalog that is available on [www.HyundaiDealer.com](http://www.HyundaiDealer.com) from the Parts screen – it is the ideal source for all of your Hyundai branded clothing and accessories – check it out and order today.

## HMF NEWS:

### Special May 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 Bulletins for details and other offers.

Top dealer rankings not available and will return for the June issue.