

APRIL SALES: 61,754 UNITS

## Best April / 2<sup>nd</sup> Best All-Time Month

**Another outstanding month – thanks to you!** Your sales momentum keeps rolling – and after setting an all-time record in March, you just missed setting another sales record by just 120 vehicles. Plus, you were 40% ahead of last April and 34% of the vehicles sold in April achieved 40 mpg fuel economy rating!

“Our unwavering commitment as the industry leader in fuel efficiency with four vehicles achieving 40 MPG standard this year has helped overcome escalating fuel prices and drive our continued growth,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President of National Sales.

In addition, the all-new 40 mpg **2012 Accent** (4-door and 5-door) was a hit at the *New York Auto Show* and is part of our “**4 x 40 mpg**” line-up: 2012 Accent 4-Door and 5-Door, 2011 Elantra and the 2011 Sonata Hybrid.

Here are the April sales highlights:

- **Elantra** – #1 overall sales – 22,100 units – *up 129%*
- **Sonata** – #2 overall sales – 21,738 units – *up 17%*

This marks the first time Hyundai has sold more than 20,000 units in the same month of two different models!

- **Genesis** – 2,648 units – *22<sup>nd</sup> consecutive month* of year-over-year sales gains!
- **Equus** – 222 units – over 1,000 sales since its launch!

Congratulations on a record-breaking April – now your challenge is to keep your sales sizzling into summer!

IN THE NEWS:

## Hyundai Assurance Guarantee

The all-new *Hyundai Assurance Trade-in Value Guarantee* (TIVG) program was announced to the public at the *New York Auto Show*. Your customers started receiving this benefit May 1<sup>st</sup> for the purchase (non-lease) of a new Hyundai vehicle (2011 models). “We believe our innovative *Assurance Trade-In Value Guarantee* program will take the uncertainty out of future resale values and bolster consumer confidence in our brand,” Zuchowski added. The TIVG materials are posted on [www.Hyundai.com](http://www.Hyundai.com) under the *Hyundai Assurance* section. And since customers will be asking questions, make sure you and your staff are up-to-speed and ready with answers.

IN THE NEWS:

## May is J.D. Power SSI Month

After May 1<sup>st</sup> and throughout the month, all new vehicle buyers could receive the **2011 J.D. Power & Associates Sales Satisfaction Index Study** (“SSI”) – so it’s time to rally your sales teams to ensure they are providing the ultimate sales experience. In 2010, Hyundai was 17<sup>th</sup> overall and 7<sup>th</sup> non-premium – for 2011, our goal is to be ranked in the **Top 5** for Non-Premium vehicles.

Sales Satisfaction starts with an understanding of the features of the vehicle – buyers don’t always learn how to operate features at the time of purchase, so here are some suggestions to help engage your customers:

- **Owner’s Clinic** – invite new buyers back to the dealership for an informal clinic to help them learn how to operate the features on their new Hyundai.
- **Follow-up Calls** – have your Sales Consultants call buyers to ask how they like their new Hyundai and if they can operate all of the features. Something as simple as the lights or wipers can lead to a low score.
- **Make an Appointment** – if a customer is having a problem, your Sales Consultants can invite them back to the dealership to help show them how everything works.
- **Focus on Fundamentals** – from the time of arrival and greeting, to negotiation and F&I, through delivery and follow-up provide a smooth, comfortable sales experience.
- **Wait time between negotiation and F&I** – use this time as an “*Owner Orientation*” – use the *Quick Reference Guide* to present information to the customer and alleviate the waiting that results in negative SSI results.

Thank you for your help in this “**Top 5 Non-Premium**” challenge!

**FYI:** XM<sup>®</sup> Satellite Radio changed all their station settings. See Page 3 for the new station designations; also, you may want to offer to help re-program your customers’ radios.

TRAINING TOUR UPDATE:

## 40-City 2012 Accent/BlueLink Tour

The **2012 Accent/Blue Link Launch and STAR Certification Workshops** kick off in Chicago, Oklahoma City and San Antonio, and you should plan to attend along with your staff [everyone from your dealership is welcome].

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40-City 2012 Accent/Blue Link Tour continued...

Here are the highlights of the Tour:

- **Workshop Hours** – registration: 9:30 - 10:00 a.m., program: 10:00 – 4:30 p.m. to avoid “rush hour” traffic.
- **STAR Certification** – all Sales Managers and Sales Consultants are invited to attend; each attendee can achieve **2012 Accent and Blue Link STAR Certification** during the Workshop.
- **Days and Cities** – there are multiple training days per city to provide sales floor flexibility for your dealership.
- **Workshops and Training** – includes walk-around presentations, competitive comparisons, test drive activities, feature presentation learning activities as well as a technology session for *Blue Link* and a hands-on *Blue Link* session in a new Veloster.
- **Enrollment** – \$150 per attendee; any combination of 10 or more attendees qualifies you for a “*dealership discount*” of \$25 per attendee. A “*no show*” attendee fee will apply if an enrolled person is not canceled with program headquarters 72 hours in advance of the person’s event.
- **Online Registration** – the website contains more details on event content, enrollment procedures, cities, venues and maps:

[www.hyundaisalestrainingenroll.com](http://www.hyundaisalestrainingenroll.com)

Sign up your sales teams today so they can learn all about the all-new Accent and the new technology that’s coming from Hyundai. The momentum is building – make sure your team is prepared to take full advantage of this exciting product and technology training!

AUCTION NEWS:

## Manheim Pennsylvania: Top Auction

HMA recently named *Manheim Pennsylvania* as its **2010 Auction of the Year**. Manheim Pennsylvania, one of 17 Hyundai affiliated auctions, was recognized for providing the highest residual values, quality and customer service throughout the entire auction process. The auction sold nearly 4,500 fleet, company and buyback vehicles for Hyundai Motor America in 2010.

“Manheim Pennsylvania and its staff showed outstanding performance ranging from administration and reconditioning to marketing and servicing its dealer body,” said George Koditek, Fleet Remarketing Manager, Hyundai Motor America. “The competition was close between Hyundai’s 17 auction partners; congratulations to Manheim Pennsylvania and its staff.”

SALES NEWS:

## CRM Certification Program Update

HMA has now certified 20 different lead management tools – if you’re using one of these tools, you can receive your leads automatically without logging into

[www.HyundaiDealer.com](http://www.HyundaiDealer.com):

- ADP
- Autobase
- Automate
- AVV Webcontrol
- Car Research
- NetTrak/BuzzTrack
- Dealer Peak
- Dealer Socket
- Dealer.com
- DealerUps
- eLead CRM
- Higher Gear
- iMagic Lab
- IzmoCars
- Cobalt
- Promax Online
- ResponseLogix
- Sales Edge EFG
- VIN Solutions
- Votenza

To use any one of these tools, go to “*Contact Us*” in [www.HyundaiDealer.com](http://www.HyundaiDealer.com), click on “New Feedback” – then: “Category = Internet Leads”, complete the form and submit.

WARRANTY NEWS:

## New Labor Time Standard (LTS)

On April 15, HMA’s Warranty Department launched their new **Labor Time Standard** (LTS) format – now known as WEBLTS. The new WEBLTS provides these benefits:

- No charge to dealer
- Current LTS information (updates each night)
- Passenger and SUV/Van LTS OP Code information is all one screen which includes: Op to Causal Part, Nature Codes and Cause Codes
- Access the Part Catalog with just a click of a button
- Web-based so you can view anywhere with internet access
- No need to go to *Document/Resources* to view/download VIN decoders, manuals, etc. – just go to the Reference tab.

WEBLTS Passenger and SUV/VAN Labor Time Standard (LTS) is available on WEBDCS/HyundaiDealer.com.

HMF NEWS:

## Special May Lease Programs

- **2011 Genesis Sedan 3.8L V6** for \$399/month for 36 months \$2,298 due at signing
- **2011 Tucson GLS FWD GLS A/T** for \$259/month for 36 months \$2,499 due at signing
- **2011 Equus Signature** for \$739/month for 36 months \$4,999 due at signing
- **2011 Santa Fe GLS A/T** for \$299/month for 36 months \$2,699 due at signing

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