

APRIL SALES: 62,264 units!

All-Time Record April Sales

It's hard enough to hit a home run – you and your sales staff have hit it out of the park every month this year! April retail sales were up 1% over last year's all-time April record. Plus, 39% of all cars sold have 40 mpg highway EPA labels, making Hyundai the most fuel efficient automaker in the U.S.

"We definitely felt some pullback from an overheated March sales pace but really picked up some momentum at the tail end of the month and finished with a flurry to set another all-time volume record," said Dave Zuchowski, Hyundai Motor America's Executive Vice President, National Sales. "Vehicle availability continues to improve and our announcement of the assembly plant expansion in Alabama will provide much needed production increases for our highly fuel efficient Sonata and Elantra sedans, while generating nearly 900 new jobs for the local economy."

April sales highlights:

- **23,632 vehicles** sold with an EPA estimated 40 mpg highway fuel economy rating – *39% of all vehicles sold!*
- **Sonata:** #1 selling vehicle at 20,521 units
- **Elantra:** #2 at 16,836 units
- **Accent:** 6,160 units – up 40%
- **Azera:** In its first month of sales, the all-new Azera is off to a torrid start with sales up 399% over last April
- **Genesis:** 3,548 units – up 33%
- **Equus:** 351 units – up 58%

Thank you and your sales staff for your hard work in breaking yet another record in April!

IN THE NEWS:

Third Shift to Boost Production

Hyundai Motor Manufacturing Alabama will add a third shift at its Montgomery facility in September. This will add 877 positions, while increasing capacity by approximately 20,000 units. "Low availability of our 40-mpg highway Accent, Veloster, and Elantra has impacted our sales," said John Krafcik, President and CEO of HMA. "Actions like the addition of a third shift will help feed unmet demand for Elantra and Sonata."

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IN THE NEWS continued from the previous column...

SSI Period – Targets May Buyers

Hyundai is hoping to improve our J.D. Power & Associates *Sales Satisfaction Index*SM score this year. This survey targets vehicles that are registered in the month of May – these buyers are then sent a survey in August. So please give serious thought to conducting a second delivery in July to be sure these customers are completely satisfied. We recommend making sure that your customers understand how to operate key features like:

- XM[®] Radio and the iPod[®] cable
- Heating/air conditioning/ventilation system
- Wiper, headlight and interior and dome light controls
- Settings like memory seats, Blue Link[®], Bluetooth [we've added a new web page so customers can check the compatibility of their cell phone with their new Hyundai on: www.hyundaiusa.com/BlueTooth/], HomeLink[®] and the personalized user settings, if equipped

Awards and Accolades:

- **WardAuto.com** editors named the 2012 **Accent** and **Azera** to this year's "**Ward's 10 Best Interiors**" list. In addition, remember that the Accent also won a *Ward's 10 Best Engines* award just a few months ago for the subcompact's 1.6L Gamma engine.
- **Cars.com** named the **Azera** a 2012 "**Best Bet**" in the Full Size Sedan category. Azera joins five other Hyundai models selected to Cars.com's 2012 list: **Elantra** (Compact Sedan), **Sonata** (Midsize Sedan), **Genesis** (Luxury Car), **Genesis Coupe** (Sports Car), and **Tucson** (Compact SUV/Crossover).
- **Kelley Blue Book's kbb.com:** The 2012 **Elantra** has been named one of the **10 Best Green Cars for 2012** by Kelley Blue Book's kbb.com for the second consecutive year. In this annual list, especially timely this year due to rising gas prices and just in time for Earth Day 2012, the kbb.com editors present a variety of fuel-efficient vehicles worthy of buyers' consideration.

COMING NEXT MONTH:

- 2013 Veloster Turbo update
- Do's, Don'ts & Care of Veloster Turbo's Gray Matte Paint
- 2013 Elantra Coupe update
- 2013 Elantra GT update

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- **2012 Genesis** was named **“Most Dependable Midsize Premium Car”** by J.D. Power and Associates in their latest **Vehicle Dependability StudySM (VDS)**, which measures problems experienced during the past 12 months by original owners of three-year-old (2009 model-year) vehicles. In addition, in-dealership materials are being produced to support this impressive award.
- In addition, remember to share with your customers that the **2012 Elantra** was named the **North American Car of the Year**.

Sign-Up Now: 40-City Ride & Drive Tour

Our **2013 Spring Product Launch and STAR Certification Workshop Tour** kicked off in San Diego on May 2nd, with events running through August. Training includes hands-on, interactive activities that focus on the launch of the exciting 2013 Elantra Sedan, Elantra Coupe, Elantra GT, Genesis Coupe, Veloster Turbo and Azera, plus Blue Link Apps and more. Be sure to register your staff now to take advantage of this training opportunity.



- **Multiple Training Days in Each City** allows for complete dealership attendance.

For more details, go to www.hyundaisalestrainingenroll.com. It has additional information on the enrollment procedures, cities, venues, maps and event content.

FLEET / REMARKETING NEWS:

Are You In The Fastlane?

Need quality used Hyundai vehicles? Log on to www.hyundaifastlane.com to search and buy. Vehicles are available 24/7 at a **“Buy Now”** price.



In addition, don't forget to participate in our next online sales event on May 18 – 21. Over 300 vehicles will be offered in a competitive “bidding” environment, including company cars, lease returns, rental returns and dealer consignments. Our online sales events take place the third weekend of every month. For assistance, please call Manheim Customer Care at 1-866-626-4346.

HMF NEWS:

Special May Programs

- **2012 Equus Signature: Lease** – \$739/month for 36 months; \$3,999 due at signing.
- **2012 Veracruz GLS AT: Lease** – \$299/month for 36 months; \$3,199 due at signing.
- **2012 Sonata Hybrid: Lease** – \$269/month for 36 months; \$2,699 due at signing.
- **2012 Genesis Sedan 3.8L V6: Lease** – \$399/month for 36 months; \$2,999 due at signing.
- **2012 Sonata: Low APR** – 1.9% for 60 months, 2.9% for 72 months + \$500 Bonus Cash.
- **2012 Santa Fe: Low APR** – 1.9% for 60 months, 2.9% for 72 months + \$500 Bonus Cash.
- **2013 Elantra GLS AT: Lease** – \$179/month for 36 months; \$2,299 due at signing.
- **2013 Genesis Coupe 2.0T MT Std Pkg.: Lease** – \$289/month; \$2,699 due at signing.

Refer to HMF's Marketing announcements for more details.

CPO / HPP NEWS:

CPO Sales: 4,693 – New April Record

April sales of 4,693 Certified Pre-Owned units represents an increase of 43.6% over April 2011 and a 74.9% gain year-to-date. April year-to-date, Hyundai dealers have sold 21,133 CPO units.

Top Selling CPO Dealers for April 2012:

NATIONAL	Sales
FL094 Bob Dance Hyundai of Longwood	239
FL049 Coastal Hyundai	202
NY075 Atlantic Hyundai	186
FL108 Hyundai of New Port Richey	180
NJ029 Brad Benson Hyundai	168
FL103 Universal Hyundai	161
GA002 Rick Case Hyundai	159
NC038 Keffer Hyundai	158
NJ032 Lester Glenn Hyundai	153
FL088 O'Brien Hyundai	153

Hyundai CPO Video and Benefits Now Displayed on

“The Tube” – The Hyundai CPO consumer video and a summary of program features are now available for viewing on “The Tube.” Take advantage of this aid when explaining and presenting Hyundai CPO to your customers or use it as a sales training refresher. Access to the CPO section is from the main navigation menu by choosing “CPO” on the bottom, left of the screen. There are three sections:

- Overview (where the CPO video resides)
- Coverage
- Benefits

PRIORITY EXPERIENCE NEWS:

Enter Hyundai Sales Heroes Contest

The *Hyundai Sales Heroes Contest* is your opportunity to win cash and prizes for delivering on the Hyundai brand promise. All you have to do to register for the contest is go to www.hyundaisalesheroes.com, then write a brief 300-word true story about how you defied convention, designed clever, relevant solutions, and delighted your customer.

Focus groups and satisfaction studies all point to the same five customer core values as key ingredients for getting and keeping a customer and HMA is looking for the best dealership stories that demonstrate those values. To help your Sales Consultants get started on their own story submission, here's a short primer on each of our *Customer Core Values*:



Time: Make the best use of it at every touchpoint. Consider what you can do to reduce the perception of wait time, whether it's offering them an iPad to surf the internet while waiting for finance, or starting the *Owner Orientation Process*. Your acknowledgement that their time is important will go a long way toward building their loyalty to you and the dealership.

Respect: Focus on addressing each customer's unique requirements. Take the time to complete a proper needs assessment and you'll have the

information you need to build interest in the Hyundai brand, be responsive to their questions, and acknowledge their unique buying needs.

Honesty: Provide information that is true and reliable. Stay up-to-date with your product knowledge by using the online and dealership resources you have available to you, and take advantage of any down-time to learn as much as you can about Hyundai vehicles. If a customer needs some information and you don't have it, ask them to wait a few minutes while you find the right answer. They'll appreciate your honesty.

Integrity: Say what you mean and mean what you say. As the adage says: *under promise and over deliver*. If you have to adjust the promises you make, or soften them a little bit, it may well be worth it. Customer trust is directly related to how much money they spend on goods and services.

Appreciation: Value your customer and their business. Every customer likes to be appreciated for their patronage,

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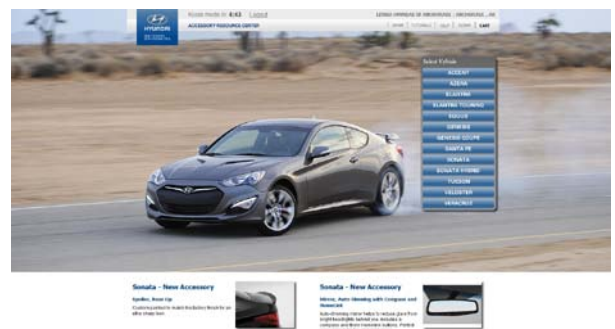
and this can take many forms. You want customers who purchase from you to drive away feeling like they had an exciting experience, not an expensive one. Unique and genuine demonstrations of appreciation can increase the likelihood customers will mention you and your dealership to friends and family.

Now that you know what it takes to win, do you think you have a story worth \$20,000? To register, visit: www.hyundaisalesheroes.com and enter today! But you may want to hurry; the program ends May 31, 2012.

PARTS & ACCESSORY NEWS:

Hyundai Accessory Resource Center

Selling *Hyundai Genuine Accessories* will be faster, easier and more profitable for your dealership than ever before thanks to the *Hyundai Accessory Resource Center*.



This website has many features, including:

- It provides you with a complete list of accessories, by model, for current and two previous model years.
- Provides an online accessory shopping experience for your customers, along with the ability to print a personal brochure of accessories for every Hyundai model.
- You can tailor the site with pricing from each department in your dealership: Service, Sales, and Parts.
- KIOSK Mode: interactive for your salespeople and customers to use on the showroom floor.
- Print *Addendum Labels* from the site using the available Hyundai Addendum Label blanks.
- In-depth reporting for: usage, accessories selected, prints, views and more.
- Easy-to-use online tutorials plus 24/7 tech support.
- Access the site from www.HyundaiDealer.com

With a couple of clicks, you will be up and running on the Accessory Resource Center, and on your way to increased accessory sales and profits. The Hyundai Accessory Resource Center is found on the left hand side of the Sales, Service and Parts pages in Hyundaidealer.com, it is the "Accessory Resource Center" button. Log on to set up your dealership profile and start using the Accessory Resource Center with your team and customers right away!

PRODUCT NEWS:

Throttle Override Technology

Beginning with May 2012 production, 100% of all U.S. Hyundai models will provide the assuring safeguard of brake pedal throttle override capability. Focusing on safety, this is another example of Hyundai providing critical technologies to its customers well before government mandates come into effect.

BLUE LINK NEWS:

The Latest on Optimizing Blue Link®

Blue Link How-to-Videos – one key to customer acceptance and satisfaction is to provide them with information so they know how to operate Blue Link. To help that happen, we have created 12 new videos that are accessible from three places: www.HyundaiBlueLink.com and www.Hyundai.com – under the *FAQs* and *How-To* section, and on Hyundai's YouTube page. These videos cover the enrollment process, searching for a POI, preferences, Voice Text Messaging, Blue Link App and more. Here's a link to the videos:

<http://www.hyundaiusa.com/technology/bluelink/faq.aspx>

Blue Link-Equipped Vehicle Update – Blue Link is now available on the 2012 and 2013 Sonata and Sonata Hybrid, 2012 Veloster, 2012 Azera, 2013 Genesis Coupe (only on Navigation-equipped models), and coming this summer, it will also be on the all-new 2013 Elantra GT!

Sales Incentives – You will now receive an additional ten (10) **Blue Link Star Points** when helping a customer Auto Renew (i.e., enroll with Credit Card) with their Blue Link subscription. Start helping customers Auto Renew with their subscription and start earning more!

THANK YOU ALL for your efforts in Blue Link Dealer Assisted Enrollments. Based on our Blue Link Early Buyer Study, customers are reporting enrollment is only taking 10-15 minutes, and 97% of customers find this an acceptable amount of time for enrollment.

Top HPI Dealers: April '12 YTD*

NATIONAL		HPI Score
CA337	Hanford Hyundai	999
VA031	Robert Woodall Hyundai	997
WI025	Dahl Hyundai	992
TX141	James Wood Hyundai	991
KY009	Jim Johnson Hyundai	990
MA053	Balise Hyundai	990
TN028	Alan Vines Hyundai	990
TX153	Hyundai of Brenham	989
AR024	Hyundai of Bentonville	988
NM014	Roswell Hyundai	988

*Minimum of 5 surveys for Top Dealer Rankings

Top Selling Dealers – April 2012

CENTRAL REGION – month-to-date sales (MTD)		
IL018	Green Hyundai	246
IL063	Family Hyundai	230
IL069	Patrick Hyundai	204
MO030	Suntrup Hyundai	168
IL042	Gartner Hyundai	159
SOUTHERN REGION		
FL108	Hyundai New Port Richey	580
FL122	Coconut Creek Hyundai	362
FL114	Rick Case Hyundai	259
VA006	Fairfax Hyundai	258
FL088	O'Brien Hyundai	235
EASTERN REGION		
NY075	Atlantic Hyundai	553
NJ029	Brad Benson Hyundai	529
NJ032	Lester Glenn Hyundai	415
NY110	Advantage Hyundai	221
NJ005	Towne Hyundai	194
SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	290
TX040	Huffines Hyundai Plano	205
TX139	South Point Hyundai	197
TX158	Ron Carter Hyundai	165
TX095	Round Rock Hyundai	153
WESTERN REGION		
CA293	Hardin Hyundai	277
CA314	Keyes Hyundai	256
CA232	Hyundai of Roseville	245
CA310	Garden Grove Hyundai	208
CA323	Cerritos Hyundai	201

Product and STAR Quick Links:

- www.spi1986.com – STAR Product Information
- www.hstarsandy.com/practices_resources – STAR Best Practices
- www.hstarsandy.com – STAR Certification
- www.HyundaiNews.com – Hyundai Media site
- www.HyundaiDealer.com – Hyundai Dealer site
- www.Hyundai.com – Hyundai Consumer site

May / June Auctions

Manheim Auto Auction	Manheim, PA	May 11
Manheim Arena	Bolingbrook, IL	May 15
Manheim Dallas	Dallas, TX	May 16
Southern Auto Auction	E. Windsor, CT	May 16
Manheim Auto Auction	Manheim, PA	May 18
Manheim Denver	Denver, CO	May 22
Manheim Orlando	Ocoee, FL	May 22
Manheim Arena	Bolingbrook, IL	May 29
Manheim Auto Auction	Manheim, PA	June 1
Manheim Nevada	Las Vegas, NV	June 1
Adesa Minnesota	Dayton, MN	June 5
Manheim Dallas	Dallas, TX	June 6
Southern Auto Auction	E. Windsor, CT	June 6
Manheim Auto Auction	Manheim, PA	June 8