

APRIL SALES: 63,315 UNITS

New All-Time April Sales Record!

Déjà-vu all over again as another record falls!

Congratulations to you and your sales staff as you set a new record for the month of April – **thank you!**

“April is always a transitional month going into our peak selling season and we were pleased with the strength that our vehicles exhibited,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President, National Sales. “Through the first four months of this year, HMA has shattered its all-time volume mark, and with strong economic signals, improving availability and a strong selling season directly in front of us, we fully expect to continue this record-setting trend for the first six months of the year.”

April sales highlights:

- **Elantra** sales were 24,445 units – up 45% over last April and up 29% year-to-date
- **Azera** sales were 1,409 units – up 48% over last year
- **Santa Fe** sales were 6,940 units – up 10% over last April and up 27% for the year

“While we did a decent job matching production levels with strong demand for Elantra, Azera and Santa Fe, our U.S.-built Sonata inventories remain among the lowest in the segment, and we continue to work to meet demand for all variants of our fast-turning mid-size sedan,” said John Krafcik, President and CEO of HMA. “Our new Sonata Hybrid has been a focus model for us though, and we’ve been able to support a 40% year-over-year sales increase with additional production and high consumer interest in our upgraded hybrid powertrain with its industry-leading Lifetime Hybrid Battery Warranty.”

Genesis and Equus inventories remained extremely tight due to model year ramp up, with the freshened 2014 Equus on its way to your showrooms later this month.

Now let’s make May another record-breaking month!

KEY DATES & STORIES IN THIS ISSUE:

MAY 7TH – 2013 Product Support Ride & Drive and STAR Certification Workshop Tour launches in Orange County, CA; Page 2

MAY 16TH – Assurance Connected Care launches; Page 2

JUNE 17TH – Order To Delivery System goes live; Page 1

NEW ALLOCATION SYSTEM:

A True Order-To-Delivery System

Hyundai is evolving and we’re ready to transition you, our dealers, an all-new allocation system – a true **Order-to-Delivery** (OTD) system – and it goes live on June 17th! The new OTD is designed to put the ordering in the hands of each dealer to ensure you get the right car... at the right place... at the right time. Get prepared for the launch by attending one of our *Dealer Training Sessions* and by becoming familiar with the OTD system and reference materials.

DEALER WEBINAR TRAINING SESSIONS

Join any or all training sessions to ensure you understand our new OTD system:

REGION	DATE	START TIME
WE	Wednesday, May 22	8:00 a.m. – 11:00 a.m.
EA	Tuesday, June 4	8:00 a.m. – 11:00 a.m.
CE	Thursday, June 6	8:00 a.m. – 11:00 a.m.
SO	Tuesday, June 11	8:00 a.m. – 11:00 a.m.
SC	Thursday, June 13	8:00 a.m. – 11:00 a.m.

OTD TEST SYSTEM RELEASE (*Late May/Early June*)

It is our goal to ensure all dealers have a thorough understanding of the new OTD screens, navigation and terminology prior to Go-Live, so we plan to release a Test system version sometime in late May/early June. This controlled test environment allows you to safely perform functions and view results.

OTD REFERENCE MATERIALS (*Early June*)

To supplement the training, the following reference materials will be available on HyundaiDealer.com. Our goal is to ensure every dealership understands and is comfortable running our new OTD system.

- FAQ (Frequently Asked Questions)
- OTD User Training Manual
- Pre-recorded Webinar Training Session
- Self-Guided OTD Training Videos
- Business Policies and Procedures
- Dealer Support Escalation Process
- Model Code Decoder

Look for training dates and more information on the www.HyundaiDealer.com calendar soon!

BLUE LINK NEWS:

Hyundai Assurance Connected Care



On May 16th, Hyundai will introduce *Assurance Connected Care*, powered by Blue Link. With this launch, the Blue Link program will have several changes and enhancements that are designed to improve customer value and simplify the product offering. Put simply, we added those features that the customers told us they wanted, and removed those that were not being used.

We are supporting the launch with a national TV media ad buy that will last for 2 weeks in late May and 2 weeks in June, and a digital in-market and lifestyle campaign that will start in mid-May and last through December. In addition, there will be a new dedicated POS Kit that will arrive in time for the May 16th launch. You will also see new banners and creative available for dealer websites.

Here are the highlights of Assurance Connected Care:

- **Assurance Package** will now be standard on all Blue Link-equipped vehicles for 3 years:
 - 3-year period starts with vehicle in-service date (date of first-use)
 - It's important to enroll buyers at your dealership so each customer gets full benefit term
 - Transferrable to subsequent owners within the 3-year period – requires prior account to be cancelled and new enrollment for subsequent owner(s)
- **Car Care Features** moving from *Essentials Package* to *Assurance Package*:
 - Maintenance Alert, DTC Notification, Recall Advisor, Web Diagnostics and Service Link.
 - **Assurance Package** maintains \$79-per-year after the free periods
- **Essentials & Guidance Packages** will now offer one risk-free trial period of 3 months
 - Credit card on file will be required for risk-free trial period
 - For auto-renewal enrollment, customer will not be charged until the end of the trial period
 - For customers pre-purchasing years of service, customer is charged at time of enrollment and amount is fully reimbursable during the 3-month trial period
- **Essentials Package Pricing** will now be \$99 per year (Assurance Package required)
- **Guidance Package** pricing will now be \$99 per year (Assurance & Essentials Package required)

To support these enhancements to Blue Link and the launch of *Assurance Connected Care*, we are removing three features for all customers, effective the evening of May 15, 2013:

- **Location Sharing**

Assurance Connected Care continues at the top of the next column...

Assurance Connected Care continued from the previous column...

- **Voice Text Messaging**
- **Quick Tips**

All customers enrolled prior to May 16th will no longer be able to access the features from MyHyundai.com or from the in-vehicle Blue Link voice command menu. All active Essentials customers are being notified of the change via email and mail, which started April 22nd. Please discontinue highlighting these features as part of your demonstration of Blue Link features and capabilities.

Top Blue Link Dealers* – April YTD

NATIONAL		DA Enrollment/DA Auto Renewal	
CA203	Hyundai of Santa Maria	133.3	100.0
TN042	Royston Hyundai	100.0	50.0
IL003	Loren Hyundai	98.0	52.3
VA045	Priority Hyundai Greenbrier	97.9	61.7
WI024	Gentile Hyundai	96.8	60.0
RI009	Hyundai of Newport	96.6	51.0
IL044	Gregory Hyundai	96.2	67.9
VT004	Midstate Hyundai of Vermont	95.7	50.0
MI052	Crest Hyundai	95.6	57.1
IL083	Green Family Hyundai	95.5	67.1

*Top 10 Enrollment and Associated Dealer Assist Auto Renewal

NOTE: Enrollment Objective = 85%; D/A Auto Renewal Objective = 50%

PRODUCT SALES TRAINING NEWS:

Ride & Drive Events Kick Off May 7th

On May 7th in Orange County, California, our 35-city/88-event **2013 Product Support Ride & Drive and STAR Certification Workshop Tour** begins. These hands-on, interactive events run through August 24th and focus on the 2013 Santa Fe, Genesis, Sonata Hybrid, Blue Link, Bluetooth®, the new Mobis Driver Information System (DIS), and more.

- **Hours** – Registration 9:00 – 10:00 a.m., includes a continental breakfast; Starts 10:00 a.m., Ends 4:30 p.m.
- **Attendance** – All Sales Managers, Sales Team Members and Dealer Personnel are invited to attend.
- **STAR Certification** – Santa Fe, Sonata Hybrid, Mobis DIS and Product Assurance Connected Care.
- **Enrollment** – \$150 per attendee. Any combination of 10 or more attendees (all attending on the same day, or on different days) qualifies for a “dealership discount” of \$25 per attendee.
- **Registration** – www.hyundaisalestrainingenroll.com for more information and to enroll.
- **“No Show” Fee** – Will apply if an enrolled person is not cancelled with program headquarters 48 hours in advance of the enrolled event.

Be sure to enroll today!

STAR NEWS:

Top Performers Receive Awards



Jeff Kuntz and Jaran McClellan, Green Hyundai, Springfield, IL, receive their awards.

As reported last month, the **2012CY STAR Recognition Awards** for Sales Performance and Longevity have been shipped to all award-winning Sales Managers and Salespeople.

IN THE NEWS:

Awards and Accolades

Here are the latest headlines:

- **WardsAuto** named Santa Fe to their **10 Best Interiors** list – this recognition follows the 2012 Accent and 2012 Azera being named to the list last year.
- The *Northwest Automotive Press Association* (NWAPA) named the 2013 Santa Fe Sport **“Best Compact CUV.”**



HMF NEWS:

Special May Lease Programs

Here are the HMF lease programs for May:

- **'13 Elantra:** \$169/mo. for 24 months; \$2,199 at lease signing
- **'13 Elantra Coupe:** \$179/mo. for 24 months; \$2,499 at lease signing
- **'13 Elantra GT:** \$189/mo. for 24 months; \$2,699 at lease signing
- **'13 Genesis:** \$399/mo. for 36 months; \$3,499 at lease signing
- **'13 Equus:** \$739/mo. for 36 months; \$3,999 at lease signing
- **'13 Sonata:** \$199/mo. for 36 months; \$2,199 at lease signing
- **'13 Sonata Hybrid:** \$239/mo. for 36 months; \$2,999 at lease signing

Refer to HMF's Marketing announcements for more details.

Sales Edge Quick Links:

- www.spi1986.com – STAR Product Information
- http://hyundai.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 & Smartphone site

SALES SATISFACTION NEWS:

Goal – Top 7 Non-Premium SSI

Hyundai has an ambitious goal this year – to score in the Top 7 Non-Premium ranking for the **2013 JCPA Sales Satisfaction Index** (SSI) survey. As in everything Hyundai does, our success depends on you. The greatest opportunity for improvement is with the Rejecter portion of the survey (50% of the weighting), which measures customers who shopped at a Hyundai dealer but bought from a different Hyundai dealer or a completely different brand. We are relying on you to focus on the key issues driving “Rejection,” with the goal of minimizing rejecters and their impact on SSI, as well as increased customer satisfaction, higher customer retention and greater owner loyalty.

In 2012, the 5 biggest Rejecter reasons were:

1. Salesperson wouldn't give a straight answer about price
2. Salesperson was rude/not courteous
3. Salesperson was not completely honest
4. Salesperson did not focus enough attention to me
5. Salesperson applied too much sales pressure

Fortunately, these are simple-to-remedy customer treatment issues, all within your control. To keep these issues top-of-mind with every Hyundai Sales Consultant, we have developed a fun and interactive tool – a puzzle cube. The pieces of this soft-sided cube fit together like a puzzle, creating a 3-dimensional reminder of the importance of customer service. When customers see it on your desk, they'll know these principles are important to you.

So, look for yours at your dealership, along with the companion brochure, *“Top 5 BEhaviors for Creating Exceptional Customer Experiences.”* And keep customer service as the most important piece of your sales process. We appreciate all of your efforts in delivering an ideal customer experience, including your focus on minimizing the impact of rejecters.

CPO NEWS:

CPO Sales 6,218: New April Record!

Sales of 6,218 Certified Pre-Owned units set an April CPO sales record. This represents an increase of 32.5% over April 2012 and a 13.3% gain year-to-date. April year-to-date, Hyundai dealers have sold 23,952 CPO units.

Top Selling CPO Dealers – April '13 YTD

NATIONAL		Sales
FL108	Hyundai of New Port Richey	370
FL122	Coconut Creek Hyundai	236
NJ032	Lester Glenn Hyundai	212
NY075	Atlantic Hyundai	210
GA037	Jim Ellis Hyundai	209
NC038	Keffer Hyundai	198
FL127	Hyundai of St. Augustine	196
TX100	Hyundai of El Paso	192
FL088	O'Brien Hyundai of Fort Myers	186
FL125	Holler Hyundai	182

SATELLITE RADIO NEWS:

SiriusXM®: All-Access Free Trial

In a press release dated April 22nd, HMA announced that all new Hyundai buyers receive a 3-month subscription to SiriusXM's *All-Access Package* that includes SiriusXM NFL Radio, SiriusXM NASCAR Radio, exclusive talk programming and more. In addition, new Hyundai owners can also enjoy *SiriusXM Internet Radio* for the same three-month trial period, allowing them to access SiriusXM programming throughout the day. *SiriusXM Internet Radio* can be accessed at home, office or on the go on an Apple iPad®, iPhone®, iPod Touch®, Android® smartphones and other connected devices, as well as at www.siriusxm.com.

ACCESSORY NEWS:

Bongiovi Acoustics Availability

Hyundai Accessories is now offering the patented **Bongiovi Acoustics Digital Power Station™** (DPS) that takes the current audio system and elevates the audio output to a whole new level of performance. **NOTE:** The Bongiovi DPS radio enhancer is only compatible with *base radios* for the following models:

VEHICLE	MODEL YEAR	PIO	DIO
Accent	2012-13		•
Elantra	2011-13		•
Elantra Coupe	2012-13		•
Elantra GT	2012-13		•
Veloster	2012-13	•	•

The Bongiovi Acoustics DPS System represents an excellent opportunity to increase accessory sales while helping your customers enjoy their Hyundai! For more information on the Bongiovi system and other Hyundai Genuine accessories, go to www.HyundaiDealer.com, navigate to one of the Sales, Service or Parts pages and select *Accessory Resource Center* from the left side menu.

May / June Auctions

Manheim South Seattle	Kent, WA	May 8
Manheim Arena	Bolingbrook, IL	May 14
Manheim Georgia	Atlanta, GA	May 14
Manheim Riverside	Riverside, CA	May 14
Manheim Kansas City	Kansas City, MO	May 15
Southern Auto Auction	E. Windsor, CT	May 15
Manheim Auto Auction	Manheim, PA	May 17
Manheim Denver	Denver, CO	May 21
Manheim Orlando	Ocoee, FL	May 21
Manheim Dallas	Dallas, TX	May 22
Manheim South Seattle	Kent, WA	May 22
Manheim Riverside	Riverside, CA	May 28
Adesa Minnesota	Dayton, MN	June 4
Manheim Georgia	Atlanta, GA	June 4
Manheim Pennsylvania	Manheim, PA	June 7

Fastlane Highline Closed Event Sale: May 18 – 20

For online sales, log onto www.hyundaifastlane.com

Top HPI Dealers – April YTD*

NATIONAL – Year-To-Date sales (YTD)		HPI Score
UT013	Murdock Hyundai	987
KY005	Glenn Hyundai	985
PA080	Hyundai of Greensburg	983
WI010	Ken Vance Hyundai	982
NC061	Lee Hyundai of Goldsboro	982
MN005	Adamson Hyundai	981
RI009	Hyundai of Newport	981
PA073	Bowser Hyundai	981
NY115	Transitowne Hyundai	981
NY122	Simmons Rockwell Hyundai	981

*Minimum of 10 surveys a month to qualify for Top Dealer Rankings

Top HSI Dealers – April YTD*

NATIONAL – Year-To-Date sales (YTD)		HSI Score
KY017	Gates Hyundai	985
KY009	Jim Johnson Hyundai	985
IN028	Ray Skillman Southside Hyundai	978
WA048	Jack Carroll's Skagit Hyundai	978
TX076	Texoma Hyundai	977
NY096	Garvey Hyundai North	974
NY106	Curry Hyundai	974
ME008	Bill Dodge Hyundai	974
MA043	Route 2 Hyundai	974
RI009	Hyundai of Newport	974

*Minimum of 25 HSI surveys a month to qualify for Top HSI Ranking

Top Selling Dealers – April '13 MTD

CENTRAL REGION – Month-To-Date sales (MTD)		
IL018	Green Hyundai	198
IL069	Patrick Hyundai	196
IL082	Napleton's Valley Hyundai	153
OH042	Hatfield Hyundai	149
IL063	Family Hyundai	146

SOUTHERN REGION		
FL108	Hyundai of New Port Richey	525
FL122	Coconut Creek Hyundai	385
FL110	Doral Hyundai	299
FL114	Rick Case Hyundai	286
FL088	O'Brien Hyundai of Fort Myers	266

EASTERN REGION		
NJ029	Brad Benson Hyundai	452
NY075	Atlantic Hyundai	451
NJ032	Lester Glenn Hyundai	387
NY110	Advantage Hyundai	244
NY058	Plaza Hyundai	215

SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	260
TX158	Ron Carter Hyundai	255
TX139	South Point Hyundai	217
TX040	Huffines Hyundai Plano	180
TX027	Frank Smith Hyundai	142

WESTERN REGION		
CA293	Hardin Hyundai	307
CA314	Keyes Hyundai	246
CA310	Garden Grove Hyundai	226
CA304	Capitol Hyundai	198
NV020	Henderson Hyundai Superstore	180