

APRIL SALES: 66,107 UNITS

Our Best April Ever - *Thank You!*

Well, the weather got better in most parts of the country and customers started visiting dealers and buying Hyundais. Thank you and your sales team for making this a record-breaking April, with three vehicles up 30% or more!

“With consumer confidence continuing on an upward swing and the economy improving across the nation, customers appear to have put cars back on their shopping lists,” said Bob Pradzinski, Vice President, National Sales. “With our award-winning lineup of vehicles, including our recently introduced all-new 2015 Genesis sedan that nabbed top honors – *Car of Texas* – at the *Texas Auto Writers Association's Annual Texas Auto Roundup*, we look forward to the spring selling season.”

Here are the sales highlights for April:

- **Sonata** – our #1 selling car at 20,495 – up 30%
- **Elantra** – our #2 selling car at 20,225 units!
- **Accent** – 6,419 units – up 36% over last April
- **Santa Fe** – 8,997 units – up 30% over last April
- **Equus** – 285 units – up 9.2% over last April

By now, the all-new 2015 Genesis sedan has been arriving at your dealership – and it's already getting great reviews in the press! We expect the economy and the weather to improve – *here's to making May a memorable month!*

Sales Edge Quick Links:

www.HyundaiProductInformation.com – for Hyundai Product Information

www.HyundaiSalesTraining.com – for Sales Training Tracking and STAR certification

www.HyundaiSalesReward.com – for Sales Person / Manager STAR rewards

www.HyundaiNews.com – Hyundai Media & press releases

www.HyundaiDealer.com – for all things related to Hyundai Dealer Operations

www.HyundaiAdPlanner.com – for things to assist in Dealership advertising

www.HyundaiHopeOnWheels.org – for the latest Hyundai Hope On Wheels pediatric cancer information

www.Hyundai.com – Hyundai Consumer Site that includes “build your own” model information and Bluetooth pairing information

OTD/ALLOCATION NEWS: OTD May Update

As previously mentioned, we are releasing enhancements to OTD Version 6 in three phases this year. The first phase was launched mid-March and included:

- More flexible vehicle searches in OTD inventory / locator tabs with the addition of multi-select filters.
- Inclusion of dealer's own inventory in locator results (with highlighting).
- The addition of a generic color description column to the inventory detail screen.

We encourage you to take advantage of the online training to better familiarize yourself with the enhancements. The training video is on www.Hyundaidealer.com (Sales → OTD Reference Material → OTD V6 Release 1 Video).

The second enhancement release is closely approaching and is tentatively scheduled to include:

- Ideal Mix Stock Bank
- Order Bank Summary Screen Highlights
- Vehicle ETA's
- Visual OTD Enhancements

These enhancements are all based off feedback from dealer surveys and dealer focus group meetings.

We will continue to communicate updates as we approach each milestone in enhancing OTD Version 6. You can expect to see the upcoming enhancements for Release 2 this July, and Release 3 in September.

For more information on OTD Training please visit the Videos on www.HyundaiDealer.com → Sales → OTD Reference Material. In this OTD Reference Material link, you can also view a list of already implemented enhancements as well as the most current vehicle information we have for each series. For your convenience we will be adding additional training videos on new enhancements for your use, please stay tuned!

It's J.D. Power SSI Survey Time

During April and May, J.D. Power & Associates is sending out their *Sales Satisfaction Surveys (SSI)* to customers who are buying new 2014 and 2015 model year vehicles. Now more than ever it is important that each customer receive a priority experience, which is the key to receiving a high SSI score. So be sure your sales staff goes the extra mile to make every customer feel special when they buy a Hyundai.



TRAINING ANNOUNCEMENT NEWS:

36-City Tour Launched May 6th

The Hyundai Sales Training 36-city **2014 Product Support and STAR Certification Workshop Tour** kicked off on May 6th and continues through August 27th.

Be sure to sign up your Sales Team today for this exciting hands-on product event day! For more details on event content, enrollment procedures, cities, venues and maps, go to www.HyundaiSalesTraining.com: roll over the “Enroll” tab, then click on the link to the Tour.



- **Workshop Cities:** *May* – Garden Grove & San Diego, CA; Minneapolis, MN; Detroit, MI; Kansas City, MO; Phoenix, AZ. *First week in June* – El Paso, TX; Chicago, IL; Cincinnati, OH. Training starts at 10:00 a.m. and ends at 4:30 p.m. to help you avoid “rush hour” traffic.
- **STAR Certification:** Sales Team Members and Sales Managers who attend can achieve 2014 Elantra, 2014 Tucson & 2015 Genesis Product STAR Certification.
- **Training Content:** The training day includes:
 - ▷ **Walkaround:** Interactive session with a ‘15 Genesis 3.8 HTRAC® (AWD model), including a comparison with the Mercedes-Benz E350 4MATIC AWD; this session also covers Blue Link enhancements.
 - ▷ **Dare to Compare:** Elantra Limited side-by-side with Civic, Focus and Corolla.
 - ▷ **Technology:** Interactive session includes Genesis Driver Information System, steering wheel personal settings and new Genesis technology.
 - ▷ **Driving Experience:** Side-by-side and head-to-head driving exercises with Tucson, Escape and RAV4.
 - ▷ **New Model Product Preview & STAR Testing:** Takes place in the Closing Session.

Enrollment and “No Show” Fee: Enrollment is \$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 cancelled with program headquarters 48 hours in advance of the enrolled event.

May 16: STAR Certification Deadline

As a reminder, the **2014 STAR Certification Test period** will close on **May 16, 2014**. This is for all **STAR Certification Tests** for all 2014 models – and EQUUS for Premium Dealer personnel. **Remember:** To be currently STAR Certified, you must pass all the 2014 STAR Product Certification courses plus the Premium Advantage, Blue Link Gen 2 and Live! Gen 2 certification courses.

PRODUCT NEWS:

Care Tips for PVD Finish Wheels

The new Veloster **RE:FLEX Edition** is the first Hyundai vehicle to feature alloy wheels with a PVD chrome finish.



- **What is a PVD finish?** PVD stands for *Physical Vapor Deposition* – this finish is very corrosion resistant and it looks better than chrome!

Wheel Cleaning Tips for PVD Finish Wheels:

Cleaning a PVD finish wheel is very different than cleaning a typical chrome wheel. Done wrong, it can damage the finish and create an unhappy customer. Here are some tips on the best way to maintain the PVD finish on these wheels:

- Allow the wheels to cool before cleaning.
- Never spray cold water on extremely hot wheels.
- Use a soft sponge, water and either a mild dish soap or an automotive soap that is safe for painted finishes.
- Dry the wheels with a soft cloth.
- **DO NOT** use abrasive cleaners, acid based chrome or wire wheel cleaners, steel wool or bristly brushes.

HOPE ON WHEELS NEWS:

16 Years Fighting Pediatric Cancer

Hyundai Hope On Wheels® launched its 2014 nationwide grant program to fund pediatric cancer research. The launch event took place at the Jacob Javits Center in New York City in conjunction with the New York International Auto Show. The winners of 49 *Hope On Wheels* pediatric cancer research grants were announced and a nationwide tour will be conducted later this year to present these research grants to each of the children’s hospitals.



Hyundai Hope On Wheels® rang the NASDAQ Stock Market Opening Bell on April 16th at the NASDAQ MarketSite in New York’s Times Square.

- *Hope On Wheels* introduced its two new National Youth Ambassadors, Ashley Burnette and Kenny Thomas.
- More than \$86 million in grants has been awarded since HOW’s inception.

BLUE LINK® NEWS:

Sunsetting of Guidance Features

The current *Blue Link Guidance* package is being simplified to better align with the next generation Blue Link system that is being offered in the new Genesis. Six features will be removed and deletions from various customer touch points will occur in multiple phases. The following features will be removed from the *Guidance Package*:

- Restaurant Ratings
- Traffic
- Daily Route Guide
- Gas Prices
- Weather
- Eco-Coach

On May 22nd, the above features will no longer be available on MyHyundai.com, which means customers will be unable to see or access their preferences for these features. Beginning June 19th, access to the features in-vehicle via the voice commands will no longer be available.

Currently, the features have been removed from HyundaiBlueLink.com and Blue Link enrollment pages to stop promoting these features as part of the *Blue Link Guidance Package* going forward.

Remember that the *Guidance Package* will continue to provide access to improved Destination Search powered by Google, POI Search and download via Blue Link mobile app and MyHyundai.com, as well as access to Turn-by-Turn Navigation for customers without factory-installed Navigation. Be sure to take the time to demonstrate Destination Search powered by Google during test drives using “Navigation Demo.”

Top Blue Link Performing Dealers*

NATIONAL – APRIL YTD		Enrollment	Credit Card Capture
PA073	Bowser Hyundai	100	59
OK019	Billingsley, Lawton	100	59
KY025	Hyundai of Nicholasville	100	39
AZ038	Fisher Hyundai	100	35
PA062	Washington Hyundai	99	50
WI030	Broadway Hyundai	99	37
NC046	Pinehurst Hyundai	99	76
NH014	Salem Hyundai	99	62
NV024	Centennial Hyundai	99	82
NY121	Mid-Island Hyundai	99	38

*Top 10 Enrollment & Associated Credit Card Capture

NOTE: Enrollment Objective = 80%; Credit Card Capture Objective = 35%

IN THE NEWS:

Awards and Accolades

- The **2015 Genesis** is the first and only rear-wheel drive vehicle in its class to receive the *Insurance Institute for Highway Safety's* (IIHS) highest honor as a **2014 TOP SAFETY PICK+** when equipped with the optional front

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crash prevention. Genesis is also the first rear-wheel drive luxury sedan to earn a Good rating in the small overlap crash test.

- Hyundai earned the No. 1 (tied) spot in the automotive category in the *Brand Keys 2014 Customer Loyalty Engagement Index*®. 2014 marks the 4th year in a row that Hyundai took the top spot in the automotive category.
- The **2015 Genesis** was named **Top Family Choice** by the *Greater Atlanta Automotive Media Association* (GAAMA) during their *Family Choice Challenge* event.
- The **2014 Equus** was named to this year's "**Ward's 10 Best Interiors**" list by the editors of *WardsAuto.com*. The 2013 Santa Fe Sport, 2012 Azera and 2012 Accent have also won this prestigious award.
- Hyundai's "*Dad's Sixth Sense*" TV ad was recognized by **Ace Metrix** as the *second most effective advertisement in the year's first quarter*. "*Dad's Sixth Sense*" earned 706 points on the Ace Metrix scale, making it the **third highest scoring ad of all time!**
- According to *DealerRater's Consumer Rating Index* for automotive manufacturers, Hyundai dealerships *ranked highest in customer sentiment and satisfaction*, besting competitors such as Buick, Honda, Kia and Subaru.

CPO NEWS:

CPO Sales: 7,930 - Best April Ever!

After setting the all-time CPO sales records in March, a strong follow up of 7,930 units marked a new April sales record for CPO. This represents an increase of 27.5% over April 2013. Year-to-date, 707 Hyundai dealers sold 30,278 CPO units, creating a 26.4% gain over last year.

Top Selling CPO Dealers: April '14

NATIONAL – MARCH YTD		Sales
FL108	Hyundai of New Port Richey	500
GA037	Jim Ellis Hyundai	312
FL005	Rick Case Hyundai	293
NJ032	Lester Glenn Hyundai	273
CA310	Garden Grove Hyundai	245
NV020	Henderson Hyundai Superstore	220
FL088	O'Brien Hyundai of Fort Myers	197
MN021	Luther Bloomington Hyundai	195
FL110	Doral Hyundai	195
NH009	Autofair Hyundai	192

Special CPO Low APR Financing Rates Continue in

May '14: HMA and HMF are pleased to announce the continuation of special low APR rates for well-qualified buyers during May 2014 in support of CPO vehicle sales. Special rates will be in effect and available from May 1, 2014 – June 2, 2014. See the HMF CPO program bulletin for complete details, terms and conditions.

ACCESSORY NEWS:

'15 Genesis Accessory Launch Kit

To support the launch of the new 2015 Genesis Sedan, each dealership has been sent the **2015 Genesis Sedan Accessory Launch Kit**, which should have arrived near the end of April. This accessory kit contains some of the most popular installed accessories:

- Ashtray / Coin Holder Cup
- Rear Bumper Applique
- Cargo Mat, Reversible
- All Weather Mats, 2-Wheel Drive
- All Weather Mats, All-Wheel Drive
- Front Mud Guard Set (available in June)
- Rear Mud Guard Set (available in June)



Be sure to use the **Accessory Resource Center (ARC)** to find information about all of these 2015 accessories. To access the ARC, simply click on the “*Service & Parts*” drop-down menu from your Dealership’s website, and then select “*Hyundai Accessories.*”

HMF NEWS:

Special May Lease Programs

- ‘14 **Sonata**: \$199/mo. for 36 mos.; \$2,199 at lease signing
- ‘14 **Elantra**: \$179/mo. for 36 mos.; \$2,299 at lease signing
- ‘14 **Azera**: \$329/mo. for 36 mos.; \$3,199 at lease signing
- ‘14 **Genesis**: \$349/mo. for 36 mos.; \$3,499 at lease signing
- ‘14 **Tucson**: \$249/mo. for 36 mos.; \$2,499 at lease signing
- ‘14 **Santa Fe Sport**: \$269/month for 36 months; \$3,199 at lease signing
- ‘14 **Equus low mileage lease**: \$689/mo. for 36 mos.; \$4,999 at lease signing
- ‘14 **Equus**: \$739/mo. for 36 mos.; \$3,999 at lease signing
- ‘13 **Sonata Hybrid**: \$239/month for 36 months; \$2,999 at lease signing

Refer to HMF’s Marketing announcements for more details.

May / June Auctions

Manheim South Seattle	Kent, WA	May 7
Manheim Arena	Bolingbrook, IL	May 13
Manheim Orlando	Ocoee, FL	May 13
Manheim Kansas City	Kansas City, MO	May 14
Manheim Auto Auction	Manheim, PA	May 16
Manheim Denver	Denver, CO	May 20
Manheim Riverside	Riverside, CA	May 20
Manheim Dallas	Dallas, TX	May 21
Southern Auto Auction	E. Windsor, CT	May 21
Manheim Riverside	Riverside, CA	May 27
Adesa Minnesota	Dayton, MN	June 3
Manheim Georgia	Atlanta, GA	June 3
Manheim Auto Auction	Las Vegas, NV	June 6
Manheim Auto Auction	Manheim, PA	June 6

Fastlane Closed Event Sale: May 12

For online sales, log onto www.hyundaifastlane.com

Top HPI Dealers - April YTD*

NATIONAL - Year-To-Date Sales (YTD)		HPI Score
OH047	Preston Hyundai	990
LA030	Sterling Hyundai	989
KY017	Gates Hyundai	989
WI032	Bergstrom Hyundai	987
AL028	Hyundai of Auburn	987
TX141	James Wood Hyundai	986
WA026	Hyundai of Everett	986
PA060	Freedom Hyundai	985
GA068	Milledgeville Hyundai	985
PA057	Mike Kelly Hyundai	985

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

Top HSI Dealers - April YTD*

NATIONAL - Year-To-Date Sales (YTD)		HSI Score
WV014	Hyundai of Beckley	982
IN040	Wetzel Hyundai	981
TX076	Texoma Hyundai	981
CA349	Winn Hyundai of Santa Maria	979
IN028	Ray Skillman Southside Hyundai	979
AZ019	Larry H. Miller Hyundai Peoria	976
AZ032	Chapman Hyundai	976
AR025	Superior Hyundai	976
PA068	Lancaster Hyundai	975
NC058	Bob Mayberry Hyundai	975

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

Top Selling Dealers - April '14 MTD

CENTRAL REGION - Month-To-Date (MTD)		Sales
IL018	Green Hyundai	164
IL063	Family Hyundai	148
IL082	Napleton's Hyundai	141
IL072	World Hyundai Matteson	131
OH053	Ron Marhofer Hyundai	129

SOUTHERN REGION

FL108	Hyundai of New Port Richey	570
FL122	Coconut Creek Hyundai	355
FL114	Rick Case Hyundai	290
FL110	Doral Hyundai	247
FL088	O'Brien Hyundai of Fort Myers	209

EASTERN REGION

NJ029	Brad Benson Hyundai	486
NY075	Atlantic Hyundai	417
NJ032	Lester Glenn Hyundai	381
NY110	Advantage Hyundai	229
NY116	Long Island City Hyundai	170

SOUTH CENTRAL REGION

TX158	Ron Carter Hyundai	290
TX100	Hyundai of El Paso	275
TX139	South Point Hyundai	230
TX040	Huffines Hyundai Plano	200
TX131	Absolute Hyundai of Mesquite	161

WESTERN REGION

CA314	Keyes Hyundai	402
CA293	Hardin Hyundai	277
NV023	Planet Hyundai	248
CA310	Garden Grove Hyundai	239
NV020	Henderson Hyundai Superstore	213