

OCTOBER SALES: 31,005 UNITS

Leading in Market Share Growth!

Financial Times summed it up best saying, "The US auto industry showed signs of recovering strongly from its worst downturn in decades in October, led by South Korea's Hyundai Motor which has been gaining market share. Last month, Hyundai's sales jumped 49 percent compared with the same period a year ago, following a 1.3 percent increase in the first nine months."

This marks the 10th consecutive month of year-over-year gains in retail market share. Hyundai leads all automotive brands in absolute market share growth, up 1.2% points (from 3.1% to 4.3%) for the first ten months.

"You've done a good job of selling down your '09 model year inventory as about two-thirds of Hyundai car sales in October were fresh, 2010 model year vehicles," said Dave Zuchowski, Vice President of Sales. "With the recent encouraging economic news of a 3.5% GDP growth during the third quarter – the best in two years – we're looking forward to the final two months of the year with the launch of the all-new Tucson to be followed by the 2011 Sonata early next year."

Here are the vehicle sales highlights for October:

- **Elantra** – #1 overall – sales were up 225% over '08!
- **Santa Fe** – #1 SUV: sales were 6,448 units
- **Genesis** sales totaled 1,850 units – 65% increase!

We'd like to thank you, our dealers, and your sales force because you are the ones making this possible.

IN THE NEWS:

Global Brand Awareness Increases

One of the reasons for our sales success is that more and more people are becoming familiar with the Hyundai name and our vehicles. Every year, *Interbrand* and *BusinessWeek* conduct a brand awareness study. In the **2009 Global Brands** survey, Hyundai moved up three positions to 69th in the world. To put that in perspective, the top automotive brand is Toyota (8th), then BMW (15th), Honda (18th), Ford (49th), VW (55th), Audi (65th), **Hyundai** (69th) – we were ranked higher than Porsche (74th), Ferrari (88th) and Lexus (96th). Coca-Cola is the #1 worldwide brand, with IBM #2, Microsoft 3rd... and Harley-Davidson? Below us at 73rd. Clearly, Hyundai is on the move!

TRAINING NEWS:

Fall Manager Workshop Update

The **2009 Fall Sales Manager Workshops** kicked off the first week of November and the initial response is impressive. Here are some of the topics we'll cover, which are designed to help you increase sales:

- The all-new Tucson
- New Incentives / Driving Traffic / Best Practices
- New 24/7 Promise *Plus*
- Spring Ride & Drive and New Dealer Orientation

To enroll, go to www.hyundaisalestrainingenroll.com, click on the city nearest you and complete the enrollment information. If you have any questions, contact Program Headquarters at 866-500-7982. We look forward to seeing you at the Workshops!

Sales Training Online Update

We have updated Sales Training Online to include new resources and training for both Hyundai Products *and* STAR Practices. Take a minute to explore the updated site: it allows you to navigate to the STAR Product Information site and the all-new STAR Practices resource site. Log-on at www.hyundaidealer.com then go to Sales Training.

- There are no sales training courses @ TACS at this time.

STAR Certification Update

Beginning with the 2010 model year, Sales Consultants *AND* Sales Managers will be required to take two sets of courses to become STAR Certified: STAR Product courses and the all-new STAR Practices. Once you have completed the courses and passed the required test within each course, you will be Hyundai STAR Certified and eligible to earn STAR money from Hyundai. The 2010 model year product courses will be available by the second week of December. A DCS message will be sent to all dealers to officially announce when the 2010 STAR courses become active. In the meantime, a little clarification:

- If a salesperson is 2009 STAR Certified, they can take the STAR Practices Test when it's available, then complete the 2010 Product Test at a later date.
 - If a salesperson has *never* been STAR Certified, they **must** pass the 2010 Product Test **first** before they can take the STAR Practices Certification Test.
- Good luck and good selling.

SURVEY NEWS:

Prepping for 2010 IQS

The new IQS sales period started November 1 and every customer is a potential survey respondent. To help ensure that your customers have a positive experience at the dealership, please remember these important tips:

- **Customer service** – it’s the #1 thing today’s shoppers are looking for from your dealership!
- **Be prepared** – know where to turn to find the information you need for your customers.
- **Strive to be the best** – demonstrate that you know your products, know your dealership and know what you’re talking about.
- **Courtesy** – always be polite, courteous and cooperative.
- **Listen closely** – to your customers’ needs and problems, then respond to all of their questions.
- **Watch the walkarounds** on Sales Training Online.
- **Respect for customer’s time**—be competent, thorough and reliable—don’t waste their time and don’t interrupt when they are talking.
- **Honesty** – tell the whole truth and nothing but the truth.

Remember that the *tear-off page* of the *Quick Reference Guide* is your **Customer Delivery checklist**. It contains these sections:

- **Before Delivery:** check battery, tire pressure, vehicle condition, etc.
- **Key Delivery Features:** demonstrate potential *Difficult to Understand* items for customers.
- **During Delivery:** review how to set radio stations, clock and NAV address with a hands-on customer activity – a best practice is to help the customer “Pair their Phone” for vehicles equipped with Bluetooth®.

Be sure to get three signatures on the page: the customer’s, the salesperson and yours, the Sales Manager. This is the ideal time to ask the customer for their email address so you can stay in contact with them throughout their ownership.

PRODUCT NEWS:

2010 Genesis Coupe R-Spec

The Genesis Coupe R-Spec is now available – *are your coupe customers aware of this new model?* It’s unique in that it is a “blank canvas for tuners.” The R-Spec represents maximum performance at the lowest possible cost and weight – it’s priced \$3,000 less than the 2.0T Track model, leaving extra cash for aftermarket performance upgrades. Product highlights:

- R-Spec comes with a 6-speed manual transmission only
- Track-tuned suspension
- Brembo® braking system

R-Spec continued from previous column...

- 19-in. gunmetal-finish alloy wheels/performance tires
- Torsen® limited-slip differential

Go to www.hyundaidealer.com Sales Training Online for a complete list of features and deletions on the R-Spec Coupe.

Hyundai @ SEMA

At SEMA this year, we showed six distinctive vehicles:

- GReddy X-Gen Street Genesis Coupe
- Rhys Millen Racing RM460 Genesis Coupe with a mid-mounted V8
- Hennessey Genesis Carbon Coupe
- Street Concepts Hyundai Genesis sedan that was painted live in the Hyundai booth
- RIDES/LUX Motorwerks Hyundai Genesis Coupe
- Production Genesis Coupe 2.0T R-Spec



HMF NEWS:

Special November Programs

Special Lease Programs:

- Lease a 2010 Genesis Sedan 3.8L V6 for \$399/month for 36 months, \$3,400 customer cash down plus \$1,000 HMF origination support. Total of \$3,799 due at lease signing. National, excluding South Central Region.
- Lease a ‘09 Genesis Sedan 3.8L V6 for \$399/month for 36 months, \$2,600 customer cash down plus \$1,000 HMF origination support. Total of \$2,999 due at lease signing. Central, Eastern and Western Regions.
- Lease a 2010 Genesis Coupe 2.0T M/T for \$259/month for 36 months, \$1,940 customer cash down plus \$1,000 HMF origination support. Total of \$2,199 due at lease signing. National, excluding South Central Region.

Special Low APR Program:

- 2010 Genesis Sedan has a **Low APR of 0.90%** up to 24 months for customers with FICO Score 680+: South Central Region.
- 2010 Sonata has a **Low APR of 0.00%** up to 60 months for customers with FICO Score 720+. Plus 90 Days to First Payment option (up to 60 Months for Tiers 1-3): National.

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

Top HMF Dealers – October		
NATIONAL		New Contracts
FL108	Hyundai of New Port Richey	77
NY075	Atlantic Hyundai	76
NJ032	Lester Glenn Hyundai	45
NJ029	Brad Benson Hyundai	44
Tie: FL122 Coconut Creek Hyundai & VA006 Fairfax Hyundai		39

Top Selling Dealers – October YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	3,478
FL108	Hyundai of New Port Richey	2,847
NY029	Brad Benson Hyundai	2,706
NJ032	Lester Glenn Hyundai	2,430
VA006	Fairfax Hyundai	2,093

Top Selling Dealers continued from previous page...

CENTRAL REGION			Sales
IL063	Family Hyundai	Tinley Park, IL	1,246
IL018	Green Hyundai	Springfield, IL	1,017
OH042	Hatfield Hyundai	Columbus, OH	1,001
OH018	Columbia Hyundai	Cincinnati, OH	993
OH001	Superior Hyundai North	Fairfield, OH	955

SOUTHERN REGION			Sales
FL108	Hyundai New Port Richey	New Port Richey, FL	2,847
VA006	Fairfax Hyundai	Fairfax, VA	2,093
FL122	Coconut Creek Hyundai	Coconut Creek, FL	1,718
FL088	O'Brien Hyundai	Fort Myers, FL	1,417
FL120	Jenkins Hyundai	Leesburg, FL	1,187

EASTERN REGION			Sales
NY075	Atlantic Hyundai	West Islip, NY	3,478
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	2,706
NJ032	Lester Glenn Hyundai	Toms River, NJ	2,430
NY110	Advantage Hyundai	Hicksville, NY	1,731
NY061	Fuccillo Hyundai	Schenectady, NY	1,526

SOUTH CENTRAL REGION			Sales
TX100	Hyundai of El Paso	El Paso, TX	1,288
TX040	Huffines Hyundai	Plano, TX	1,081
TX095	Round Rock Hyundai	Round Rock, TX	971
OK018	Edmond Hyundai	Edmond, OK	860
TX068	Allen Samuels Hyundai	Fort Worth, TX	824

WESTERN REGION			Sales
NV015	Planet Hyundai	Las Vegas, NV	1,237
CA232	Hyundai of Roseville	Roseville, CA	1,155
CO034	Arapahoe Hyundai	Centennial, CO	1,143
CA293	Hardin Hyundai	Anaheim, CA	905
UT013	Murdock Hyundai	Orem, UT	765

Top Sales Managers – October YTD

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	1,049
David Clikeman	Arrow Hyundai	832
Jeff Roberts	St. Charles Hyundai	791
Thomas Fascetti	Dean Team Hyundai	767
Jon McFarland	Columbia Hyundai	746

SOUTHERN REGION		Sales
A. Appleby	Coconut Creek Hyundai	1,719
Raul Gomila	Napleton's Hyundai	1,132
Matthew Westcott	Fairfax Hyundai	1,116
Ernest McQuaig	Pearson Hyundai	1,113
Ismail Whea	Brown's Manassas Hyundai	1,024

EASTERN REGION		Sales
Daniel Toomey	Atlantic Hyundai	3,481
David Cantin	Brad Benson Hyundai	2,738
Thomas Ruppen	Bowser Hyundai	1,257
John Perillo	Lester Glenn Hyundai	1,228
John Ashdale	Colonial Hyundai of Downingtown	1,055

SOUTH CENTRAL REGION		Sales
Roosevelt May	Huffines Hyundai	845
Phillip Wartley	Edmond Hyundai	829
Peter Cafferata	Allen Samuels Hyundai	813
Robert Cox	Hub Hyundai	624
Michael Birmingham	Capitol Hyundai	579

WESTERN REGION			Sales
Danielle Gerbino	Hardin Hyundai		831
John Staluppi Jr.	Planet Hyundai		675
Frank Maione	Henderson Hyundai		659
David Zinsmeister	Arapahoe Hyundai		555
David Withnell	Withnell Hyundai		549

Top Sales Associates – October YTD

CENTRAL REGION		Sales
Scott Varnum	Dean Team Hyundai	447
James Spink	Gurnee Hyundai	396
Shane Anthony	Lujack Hyundai	297
Christopher Miller	Dean Team Hyundai	280
James Clemmons	McCarthy Olathe Hyundai	279

SOUTHERN REGION		Sales
Patrick Amoriello	Coconut Creek Hyundai	452
Chongjian Guo	Fairfax Hyundai	324
Donald Barker	Fairfax Hyundai	291
Carolyn Davis	Jenkins Hyundai	267
Michael Girken	Jones Bel Air Hyundai	251

EASTERN REGION		Sales
Joseph Ippolito Jr.	Towne Hyundai	386
Sandra Redway	Atlantic Hyundai	333
Susan DeFalco	Atlantic Hyundai	293
Brad Trzeciecki	Transitowne Hyundai	287
Jason Casale	Global Hyundai	281

SOUTH CENTRAL REGION		Sales
Daniel Ronje	Champion Hyundai Corpus Christi	314
Earnest Knight	Capitol Hyundai	206
Gerald Michalak	Absolute Hyundai of Mesquite	193
Kimber Nagim	Sterling Hyundai	190
Stanley Becker	Eckert Hyundai	177

WESTERN REGION		Sales
Howard Fleischman	Frank Motors Hyundai	243
Keri Cornelius	Hardin Hyundai	227
Dong Jin Kim	Garden Grove Hyundai	222
Gary Cloward	Hardin Hyundai	207
Samlesh Pal	Hyundai of Roseville	205

November / December Auction Dates

Auction Name	Location	Date
Manheim Orlando Auto Auction	Winter Garden, FL	Nov 10
Adesa Minneapolis	Dayton, MN	Nov 10
Adesa Kansas City	Belton, MO	Nov 10
Greensboro Auto Auction	Greensboro, NC	Nov 11
Columbus Fair Auto Auction	Columbus, OH	Nov 11
Manheim South Seattle	Kent, WA	Nov 11
Manheim Auto Auction	Manheim, PA	Nov 13
Manheim Georgia Auto Auction	Atlanta, GA	Nov 17
Manheim Arena	Bolingbrook, IL	Nov 17
Manheim Colorado	Commerce City, CO	Nov 17
Southern Auto Auction	E. Windsor, CT	Nov 18
Manheim Dallas	Dallas, TX	Nov 18
Adesa Phoenix	Chandler, AZ	Nov 18
Manheim Houston Hobby	Houston, TX	Nov 19
Manheim Auto Auction	Manheim, PA	Nov 20
Manheim Greater Nevada	Las Vegas, NV	Nov 20
Manheim Orlando Auto Auction	Winter Garden, FL	Nov 24
Manheim Georgia Auto Auction	Atlanta, GA	Dec 01
Manheim Dallas	Dallas, TX	Dec 02
Southern Auto Auction	E. Windsor, CT	Dec 02
Manheim Greater Nevada	Las Vegas, NV	Dec 03
Manheim Greater Nevada	Las Vegas, NV	Dec 04
Manheim Auto Auction	Manheim, PA	Dec 04