

OCTOBER SALES: 50,271 UNITS

## Elantra and Santa Fe Sales Are Up!

October was a challenging month – even so, sales are up 8.2% through the first ten months of 2012 compared to 2011, and sales of the new Santa Fe were up 16% while Elantra sales were up 12% compared to last year.

“October was a somewhat challenging month for us and the industry,” said Dave Zuchowski, Executive Vice President of Sales, Hyundai Motor America. “It appears industry volume may have temporarily stalled due to a blend of an extremely tight and undecided Presidential race, and the devastating impact Hurricane Sandy had on our dealers and millions of residents on the Eastern seaboard.”

### October sales highlights:

- **Sonata:** our #1 selling car at 16,773 units
- **Elantra:** our #2 selling car – 14,512 units – up 12%
- **Santa Fe:** our #1 selling SUV – 6,022 units – up 16%
- **Azera:** 840 units – up 1,949% over last October

“The good news heading into the last two months of the year is that you will have improved availability of our three best-selling models – Sonata, Elantra and Santa Fe – thanks to the hard work of our U.S. manufacturing team,” said John Krafcik, President / CEO. “We’ll also work with our dealers in areas impacted by Sandy to ensure vehicles lost to the storm are replaced as quickly as possible.”

The goal now is to finish the year on a strong note – and with improved availability, you will have the vehicles you need to be a sales success in November and December!

### EPA FUEL ECONOMY NEWS:

## Adjusted Fuel Economy Ratings

As you know, the Environmental Protection Agency and Hyundai have recently published press releases announcing a voluntary program to adjust fuel economy ratings on selected Hyundai vehicles.

A total of approximately 600,000 Hyundai vehicles, which represents about a third of the vehicles sold for model years 2011 through 2013, as of October 31<sup>st</sup>, are involved in this voluntary adjustment.

It’s also important to note that Hyundai remains the most fuel efficient car company in the industry even after adjusting the EPA ratings.

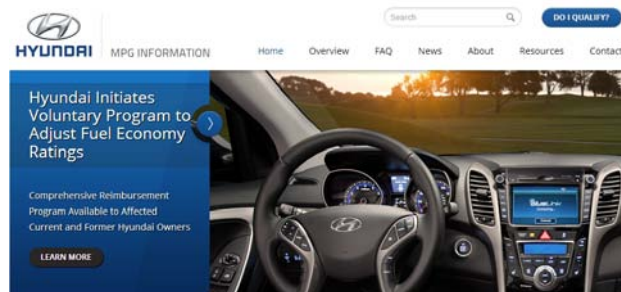
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EPA Fuel Economy story continued from previous column...

“We can all take pride in the measures we are taking to ensure we make this right for our customers,” said John Krafcik. “We’ll be providing full reimbursement, via a debit card, for the incremental fuel cost associated with the difference between the original fuel economy value and the adjusted rating, based on each owners’ actual mileage driven and area gas prices. On top of that, we’re adding a 15% bonus to help offset the inconvenience this may cause our valued owners. And we’ll be taking care of them for as long as they own their Hyundai vehicles.”

“There are several key actions that we have begun – some of which we’ll need your help with,” added Dave Zuchowski. “The first priority is to remove all existing window labels on affected units and replace them with new Monroney’s to reflect adjusted fuel economy ratings.”

All communications materials will be updated to reflect the revised fuel economy numbers, so we also need you to immediately destroy existing model brochures, disposing of everything except: 2013MY Sonata, and 2012MY and 2013MY Genesis Coupe and Equus brochures. Any point-of-sale materials and direct marketing materials with incorrect fuel economy ratings also need to be immediately destroyed.



“Now is our chance to demonstrate our customer focus, exceed expectations, and deliver on our continued promise that ‘Hyundai has your back,’” said Steve Shannon, Vice President of Marketing. “We set up a microsite for the program: [www.HyundaiMPGinfo.com](http://www.HyundaiMPGinfo.com). The site provides program details, an FAQ section, and a way for owners to check if their vehicle is affected, and if it is, they can also calculate their estimated reimbursement amount.”

“As far as your part, we have tried to minimize the workload for you, our dealers. When a customer comes in to your dealership, you’ll need to verify that the VIN qualifies, create an RO, record the customer’s mileage on the RO,

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EPA Fuel Economy story continued from previous page...

and submit a *Select Car Care* claim,” said Frank Ferrara, Executive Vice President of Customer Satisfaction. “HMA will then confirm the customer’s information, process their claim, and notify them of the exact amount of their reimbursement via email.”

Be sure to:

- Immediately identify all affected VINs in dealer stock
- Replace existing window labels with new Monroneys
- All old labels should be destroyed

Compliance with this process is mandatory – failure to remove and replace old labels will place your dealership in violation of several federal regulations and at immediate risk with the EPA, the Department of Justice, and the FTC.

“We are acting very aggressively to make this right for all and to fully reimburse our customers for the additional fuel costs they may incur over the life of their ownership,” added Dave Zuchowski.

Product News continued from previous column...

Elantra GT concept at this year’s SEMA show in Las Vegas.



**Veloster RE:MIX** (shown above) – key features include a body kit, 18-in. dark alloy wheels w/P215/40/R18 tires, projection headlights with LED headlight accents, rear LED taillights, an 8-speaker 450-watt Dimension® premium audio system, proximity key/push button start and much more!

## Elantra GT Touch and Go Package

The 2013MY Elantra GT is available with a new **Touch & Go** option package that includes a proximity key with push-button start and immobilizer, 17-in. alloy wheels, sport-tuned suspension, alloy pedals and much more – all for \$950, and it is available with a manual or automatic transmission.

IQS NEWS:

## IQS Survey Time: Are You Ready?

The IQS period started November 1<sup>st</sup> and runs through February. During that time, *every* new 2013 buyer is a potential survey recipient for the 2013 *J.D. Power and Associates’ Initial Quality Study*<sup>SM</sup>.

Our 2013 vehicles are packed with new technologies and features that may be confusing to the consumer. Vehicle features that are “*Difficult to Understand*” (DTU) can have as much impact on their perceptions of quality as an actual defect or problem. Your dealership has incredible power to influence the outcome – so make every customer contact a positive experience. Here are some delivery guidelines:

- Demonstrate and then have customers show you how to operate features like the headlights, interior lights, wipers, heating and air conditioning system, audio controls and navigation controls, if equipped.
- Double-check remotes / proximity key (if equipped) – both sets – *before* delivery
- Demonstrate pairing using customer’s phone and add salesperson’s cell phone number into owner’s phone so owner can call if any questions arise
- Set AM, FM and XM® stations

In addition, we would like to stress the importance of dealer stock campaign completion. This is critical to the quality of our vehicles. Please use WEBDCS *daily* to check open campaigns on dealer stock, dealer trades, Service Demo, etc.

### SALES TRAINING NEWS:

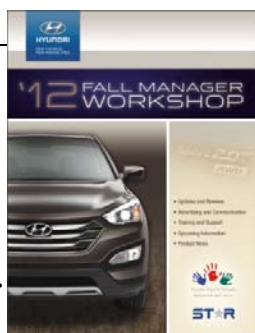
## Fall Sales Manager Workshops

In support of the all-new Santa Fe Sport and Santa Fe 3<sup>rd</sup> Row, we are happy to announce the **2012 Fall Sales Manager Workshops**. These manager workshops will focus on 4<sup>th</sup> Qtr. 2012 and 1<sup>st</sup> Qtr. 2013 activities and:

- EPA Fuel Economy program
- Monroney label changes
- 2012 Sales Report , Sales Dashboard and the new Hyundaiadealer.com site
- IQS/APEAL, SSI, HPI review and update
- Advertising and market support
- 2013 STAR Certification Requirements, Elite Status
- Website and mobile support
- Future products, programs, launches and support
- Open to all **Sales Managers, General Managers and Dealers** (Parts, Service, F&I Mgrs. – optional)
- **No** salespeople please
- Event registration begins at 10:00 a.m. with Continental Breakfast

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

We encourage you to attend so you can get your team ready to make 2013 the best year ever for your dealership.



### PRODUCT NEWS:

## Veloster RE:MIX Debuts at SEMA

Hyundai debuted the new Veloster RE:MIX Limited Edition as well as other Velosters, Genesis Coupe concepts and an

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## BLUE LINK NEWS:

### How to Sell Blue Link

There are so many features that are part of Blue Link, that sometimes it can be overwhelming for Sales Consultants. Tell your sales force that they do not have to “sell” every feature to the customer. Instead, they should focus on selling one or two of the features, such as *POI download* or *SOS Emergency Services*. It’s important that they talk to their customer and find out their needs and pain points.

- Demonstrating a feature that resolves a customer’s pain point builds value for Blue Link and increases the likelihood of a customer signing up for Blue Link services.
- Remember that Blue Link is a vehicle feature, not an accessory.

**Customer Demos** – each Blue Link-equipped vehicle on your lot is capable of *downloading a POI without enrolling the vehicle*. There are two main demo modes, Dealer Demo & Sales Demo:

- **Dealer Demo** requires vehicle enrollment and is available in pre-RDR mode. All dealers are eligible for the *Dealer Demo* program and you may enroll up to three vehicles. *Dealer Demo* mode allows a demonstration of all Blue Link services.
- **Sales Demo** does not require vehicle enrollment and is available in pre-RDR mode. The *Sales Demo* allows you to download only a POI for your customers; not all services are available. To use this feature, simply press the Blue Link button and when prompted say, “*Navigation Demo*.” All Blue Link equipped vehicles can utilize this feature without enrollment to the *Dealer Demo* program.

We recommend that all dealers take advantage of the *Dealer Demo* program and enroll three vehicles for full Blue Link access. If enrollment in the *Dealer Demo* is not possible for your dealership, please utilize the *Sale Demo* for your customers.

### Top Blue Link Dealers – Oct. YTD

NATIONAL		DA Enrollment/DA Auto Renewal	
IN038	Webb Hyundai	98.2	53.9
MN024	Dondelinger Hyundai	98.1	57.5
KS013	Scholfield Hyundai West	96.7	51.6
VA044	Hall Hyundai Chesapeake	96.6	51.5
CO025	Phil Long Hyundai of Chapel Hills	96.1	56.1
RI009	Hyundai of Newport	96.1	57.7
OH044	Ganley Westside Hyundai	96.0	61.8
MI028	Elhart Hyundai	94.9	55.4
WI010	Ken Vance Hyundai	94.4	59.2
CA173	Selma Hyundai	94.1	84.3

\*Top 10 Enrollment and Associated Dealer Assist Auto Renewal  
Note: Enrollment Objective = 85%; D/A Auto Renewal Objective = 50%

## HMF NEWS:

### Special November Lease Programs

There are four “**\$0 Down Payment**” lease programs plus five other great lease programs for November:

- **2013 Azera:** \$369/month for 36 months; \$3,299 at lease signing
- **2013 Elantra:** \$179/month for 36 months; \$1,999 at lease signing
- **2013 Elantra:** \$239/month for 36 months; \$0 at lease signing
- **2013 Sonata:** \$199/month for 36 months; \$1,999 at lease signing
- **2013 Sonata:** \$259/month for 36 months; \$0 at lease signing
- **2013 Equus:** \$739/month for 36 months; \$3,999 at lease signing
- **2013 Equus:** \$739/month for 48 months; \$0 at lease signing
- **2013 Tucson:** \$239/month for 36 months; \$2,399 at lease signing
- **2013 Tucson:** \$309/month for 36 months; \$0 at lease signing

Refer to HMF’s Marketing announcements for more details.

## CPO NEWS:

### CPO Sales: 6,069 – October Record

Sales of 6,069 Certified Pre-Owned units set an October CPO sales record. This represents an increase of 25.5% over October 2011 and a 50.8% gain year-to-date. October year-to-date, Hyundai dealers have sold 58,024 CPO units.

Here are a few highlights from a recently published **J. D. Power Q3 2012 CPO Market Study**:

- At 39 days, Hyundai CPOs “days-to-turn” performance ranked 2<sup>nd</sup> amongst non-premium nameplates in Q3, behind only Honda at 38.4 days
- At 51%, Hyundai CPO sales drew more women buyers than any other nameplate in industry in Q3
- Hyundai CPO units were the youngest and lowest mileage CPO units sold in Q3 ’12 (ranking 1<sup>st</sup> in both mileage and vehicle age)

To support a strong finish to Q4, special low APR rates of 0.9% for 36 months and 1.9% for 37 – 48 months continue for Hyundai CPO through November 30, 2012. These rates and the **2012 IntelliChoice** award for *Best Certified Pre-Owned Program – Popular Category* are currently promoted through advertising on AutoTrader.com, Cars.com and Edmunds.com.

### Top Selling CPO Dealers – Oct. ’12 YTD:

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	744
FL108	Hyundai of New Port Richey	603
NY075	Atlantic Hyundai	529
NJ032	Lester Glenn Hyundai	501
NJ029	Brad Benson Hyundai	478
FL124	Orlando Hyundai	466
FL088	O’Brien Hyundai	456
NC038	Keffer Hyundai	441
FL049	Coastal Hyundai	408
FL122	Coconut Creek Hyundai	391

ACCESSORY NEWS:

## Profit Opportunity...

Did you know that if a dealership sold 50% of Hyundai's existing DIO accessories on every vehicle – it would generate an extra **\$8,000 – \$19,000** gross profit per month?

That's a gross profit of **\$100,000 – \$220,000** per year for a dealership! And that's over and above what's put on as PIO. What are the keys to this?

The **2012 All-Weather Protection Promotion** is one key! This promotion run through November 30<sup>th</sup> and it includes the **top-selling accessories** of our top-selling dealers:

1. All-weather mats
2. Splash guards
3. Cargo trays

These accessories are available for most 2011, 2012 and 2013 models. Of course, there are other items that can be added to a new car for gross, but don't forget that Hyundai offers the 5-year / 60,000-mile warranty on our accessories. Plus, this is the type of assurance that will have your customers coming back to you when they want to add more accessories to their vehicle or buy a new vehicle. Don't miss out on the opportunity to support your customers during the wet, winter season! Good luck and happy selling!

## Top HPI Dealers – October YTD\*

NATIONAL	HPI Score
TX141 James Wood Hyundai	986
KY009 Jim Johnson Hyundai	981
WV014 Hyundai of Beckley	978
LA031 Hyundai of Slidell	978
IN032 Goshen Hyundai	976
AZ031 Jim Click Hyundai of Green Valley	974
WI029 Scaffidi Hyundai	974
PA054 Preston Hyundai of Sharon	973
MA024 Mirak Hyundai	972
MA034 Gary Rome Hyundai	971
PA075 Sunbury Motors Hyundai	971
MI051 Hyundai of Lansing	971
MA053 Balise Hyundai	971

\*Minimum of 5 surveys a month to qualify for Top Dealer Rankings

## Top HSI Dealers – October YTD\*

NATIONAL	HSI Score
IN028 Ray Skillman Southside Hyundai	968
OH050 Mathews Hyundai	968
CA203 Hyundai of Santa Maria	963
TX076 Texoma Hyundai	959
NY106 Curry Hyundai	956
AZ034 Hyundai of Cottonwood	953
AR025 Superior Hyundai	951
AR024 Hyundai of Bentonville	950
NC058 Bob Mayberry Hyundai	949
KY009 Jim Johnson Hyundai	948

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

## Top Selling Dealers – October 2012

CENTRAL REGION – Month-To-Date sales (MTD)		
IL018 Green Hyundai		239
IL069 Patrick Hyundai		210
IL063 Family Hyundai		160
IL052 Pugi Hyundai		126
MN021 Luther Bloomington Hyundai		122

SOUTHERN REGION		
FL108 Hyundai of New Port Richey		440
FL122 Coconut Creek Hyundai		319
FL110 Doral Hyundai		247
FL114 Rick Case Hyundai		241
FL008 Potamkin Hyundai		206

EASTERN REGION		
NY075 Atlantic Hyundai		381
NJ029 Brad Benson Hyundai		313
NJ032 Lester Glenn Hyundai		242
NY110 Advantage Hyundai		135
NJ033 Paramus Hyundai		125

SOUTH CENTRAL REGION		
TX100 Hyundai of El Paso		319
TX158 Ron Carter Hyundai		200
TX040 Huffines Hyundai Plano		188
TX139 South Point Hyundai		173
TX131 Absolute Hyundai of Mesquite		142

WESTERN REGION		
CA293 Hardin Hyundai		300
CA310 Garden Grove Hyundai		217
CA314 Keyes Hyundai		196
CA232 Hyundai of Roseville		181
NV020 Henderson Hyundai Superstore		169

## STAR and Product Quick Links:

- [www.spi1986.com](http://www.spi1986.com) – STAR Product Information
- [http://hyundai.hstarsandy.com/practices\\_resources/](http://hyundai.hstarsandy.com/practices_resources/) – STAR Best Practices
- [www.hstarsandy.com](http://www.hstarsandy.com) – STAR Certification
- [www.HyundaiNews.com](http://www.HyundaiNews.com) – Hyundai Media site
- [www.HyundaiDealer.com](http://www.HyundaiDealer.com) – Hyundai Dealer site
- [www.Hyundai.com](http://www.Hyundai.com) – Hyundai Consumer & Smartphone site

## November / December Auctions

Manheim South Seattle	Kent, WA	Nov. 7
Manheim Arena	Bolingbrook, IL	Nov. 13
Manheim Orlando	Ocoee, FL	Nov. 13
Manheim Riverside	Riverside, CA	Nov. 13
Manheim Kansas	Kansas City, MO	Nov. 14
Manheim Denver	Denver, CO	Nov. 20
Manheim Dallas	Dallas, TX	Nov. 21
Manheim South Seattle	Kent, WA	Nov. 28
Adesa Minnesota	Dayton, MN	Dec. 4
Southern Auto Auction	E. Windsor, CT	Dec. 5
Manheim Auto Auction	Manheim, PA	Dec. 7
Manheim Arena	Bolingbrook, IL	Dec. 11
Manheim Georgia	Atlanta, GA	Dec. 11
Manheim Kansas	Kansas City, MO	Dec. 12
Manheim South Seattle	Kent, WA	Dec. 12
Manheim Auto Auction	Manheim, PA	Dec. 14

For online sales, log onto [www.hyundaifastlane.com](http://www.hyundaifastlane.com)