

OCTOBER SALES: 53,555 UNITS

All-Time Record October Sales!

What a treat – October sales were up 7% compared to last year, making it the best October in company history – **thank you and your staff for all of your hard work!**

“October was a bit of a roller coaster ride for the entire automotive sector, so we feel pretty good about exceeding prior year sales results and posting our best-ever October performance,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President, National Sales. “We expect continued economic and political stabilization throughout the final two months of 2013, which should ease uncertainty, boost consumer confidence and restore a robust growth curve for new vehicle sales.”

Here are the October sales highlights:

- **Sonata** sales: 19,872 units – our best-selling model and up 18% over last October!
- **Elantra** sales: 14,876 units – our #2 selling vehicle
- **Santa Fe** sales: 8,194 units – up 36% over last October
- **Equus** sales: 361 units – up 13% over last October
- **Accent** sales: 3,605 units – up 7% over last October

“Consumers sidelined during the government shutdown took to showroom floors later in the month, with Hyundai sales pacing well over prior year levels in the last two weeks,” said John Krafcik, President and CEO of HMA. “While we continue to rebuild your dealer inventories on core models like Sonata and Santa Fe, we’re also looking forward to the *Los Angeles International Auto Show* in a few weeks where we will be introducing a refreshed 2014 Elantra line-up and our take on the next generation of electric vehicles.”

There are only two months left – and new 2014 models are arriving daily – **here’s to finishing the year off strong!**

Sales Edge Quick Links:

- www.spi1986.com – STAR Product Information
- www.HyundaiSalesTraining.com – new Sales Training site for STAR certification and best practices
- www.HyundaiNews.com – Hyundai Media site
- www.HyundaiDealer.com – Hyundai Dealer site
- www.HyundaiAdPlanner.com – Dealership ad planner site
- www.HyundaiHopeOnWheels.org – Hyundai Hope On Wheels site
- www.Hyundai.com – Hyundai Consumer & Smartphone site

OTD/ALLOCATION NEWS: OTD Dealer Tours

The OTD Project Team has started their Regional Dealer tours. The purpose of these tours is to get your input and opinions for future enhancements to the OTD System. The tour began in the Western Region on October 29th, and continues in the Eastern Region on November 12th, Central Region on November 13th and the South Central Region on November 14th.

A big shout out to all of the dealers who participated in the OTD Dealer Survey – thank you. Over 365 (44%) of our dealer body took the time to participate and provided valuable feedback. Our survey results showed that nearly 74% of dealers are satisfied with the new OTD system! As a reminder, we have brought back the OTD Dealer Suggestion Box and continue to encourage your suggestions on enhancements or any new ideas that you may have.

We hope you are taking advantage of the recently re-released functions within OTD:

- In your “Inventory” tab, you have the ability to mark any of your outstanding production “Open” for any other dealer to take. Please be careful with this option because once a car is marked “Open,” any dealer can take it immediately and once it’s gone, it’s gone!
- In your “Locator” tab, you can search for any cars that other dealers may have marked “Open,” and you can take them for your inventory. Once you take a car, it is yours and the transfer happens immediately. There is no paperwork involved, as this only works for pre-production vehicles.
- The “Pipeline Swap” function has been improved – you can use it to swap any car(s) you have for cars you may need. It’s like an automatic dealer trade that occurs on cars still in your pipeline/pre-production.

For the functions addressed above, refer to Chapters 5 and 6 of the *OTD User Manual*, or the *OTD Training Videos* on **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 that we have for each series. For your convenience, we will be adding additional training videos on new enhancements as they are produced, so please stay tuned!



PRODUCT TRAINING ANNOUNCEMENT NEWS: Fall Sales Manager Workshops

The **2013 Fall Sales Manager Workshops** started on November 6th and continue until December 19th. The workshops focus on 4th Quarter 2013 and 1st Quarter 2014 sales activities and product launches. Topics include:

- HyundaiDealer.com website update
- Order-To-Delivery/Allocation System additions
- IQS/APEAL, SSI, HPI Review and Update
- Advertising, Merchandising and Marketing Support
- Auctions, Lease Returns and CPO
- STAR Product and Practices Testing
- Upcoming products

These workshops are open to all **Sales Managers, General Managers** and **Dealer Principals** (Parts, Service, F&I Managers – optional) – **No Salespeople**.

- Workshops begin at 10:30 a.m., end at 2:30 p.m.
- Your Parts Account will be charged \$100 per attendee

Enroll today: www.hyundaisalestrainingenroll.com. For additional information – consult the DCS message on www.HyundaiDealer.com.

DEALER NEWS:

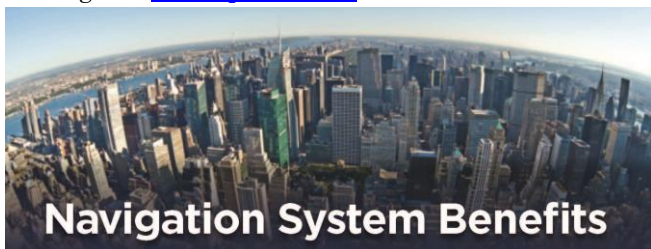
New Cell Phone Regulations

An amendment to the *Telephone Customer Protection Act* went into effect on October 16, 2013. If you use auto-dialers or pre-recorded messages to contact customers via their cell phone for marketing purposes, you must now have written consent before contacting them.

- Transactional messages are acceptable without consent, like communicating service information

New Navigation Benefits Guide

A new **Dealer Navigation Benefits Guide** is now available. This guide focuses on the benefits of vehicles equipped with navigation. For example, drivers with a navigation system tend to drive fewer miles, get lost less often, and use less fuel. Having a navigation system also makes it easier to find points of interest. This 2-page printable document can be found on the Hyundai Product Training site: www.spi1986.com



The Rewards Program Is Here

Loyalty is everyone's goal, which is why the **Hyundai Rewards** program was created. Hyundai owners and prospects can now earn points via their online mall purchases at thousands of online stores, such as Target and Best Buy, through www.MyHyundai.com. They can earn points by servicing their vehicle at participating Hyundai dealers (beginning in 2014) – this is an additional opportunity for customers to earn reward points on the Service Drive. This program is free for owners/prospects to join. There are three simple steps for your customers:

- Enroll in the program at www.MyHyundai.com
- Earn points by shopping on the online mall through www.MyHyundai.com or by servicing their vehicle at a participating dealer (beginning in 2014)
- Customers can then use their Hyundai Reward points on customer pay service or towards the purchase of a new Hyundai vehicle

This Rewards Program is sure to boost your customer loyalty by increasing return visits and routine service, re-activating lapsed customers, keeping Hyundai top-of-mind for customers, and so much more!

If your dealership is interested in participating, call your Owner Marketing Consultant today at (866) 575-8734 and start promoting loyalty.

CUSTOMER SATISFACTION NEWS:

IQS Survey Time: Are You Ready?

The IQS period started November 1st and runs through February. During that time, *every* new 2014 buyer is a potential survey recipient for the 2014 *J.D. Power and Associates' Initial Quality Study*SM. 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:

- 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 SiriusXM[®] stations

In addition, be sure to check for dealer stock campaign completion – use WEBDCS **daily** to check for open campaigns on dealer stock, dealer trades, Service Demo, etc.

BLUE LINK® NEWS:

Blue Link Customer Stories

Blue Link Stories are now available for you and your customers. These testimonial videos are posted on the Tube, www.YouTube.com/Hyundai and HyundaiBlueLink.com, and are a great way to demonstrate the value of all packages, namely Essentials and Guidance. These short videos are testimonials of satisfied Hyundai customers who use Blue Link regularly and love the convenience and peace of mind it provides. Whether it's knowing that Blue Link is able to locate and immobilize a vehicle if it were stolen, or providing turn-by-turn directions to a unfamiliar location, Blue Link is enhancing the Hyundai experience and our customers are making Blue Link part of their everyday lives. The ten videos available are:

- Overview
- Enhanced Roadside & SOS Emergency Assistance
- Car Care
- Remote Access
- POI Search
- Turn-by-Turn Navigation
- Daily Route Guidance with Traffic
- Stolen Vehicle Recovery
- Geo-fence, Curfew and Speed Alert
- Eco-Coach

Allowing your customers to hear the voices of our satisfied owners will help relate our product and services to their everyday needs. Blue Link Stories were created to show the benefits and features of Essentials and Guidance while creating a personal connection between Hyundai and your customers.

Top Blue Link Performing Dealers*

NATIONAL – OCT. YTD	Enrollment	Credit Card Capture
AR031 Smart Hyundai	100	44
PA072 Stoltz Hyundai of DuBois	100	32
PA062 Washington Hyundai	99	25
NV023 Planet Hyundai	99	35
WI024 Gentile Hyundai	99	65
IL082 Napleton's Valley Hyundai	99	30
IL066 Ettleson Hyundai	99	21
WI030 Broadway Hyundai	99	23
NY121 Mid-Island Hyundai	99	22
KS014 G&G Hyundai	98	32

*Top 10 Enrollment and Associated Dealer Assist Auto Renewal
NOTE: Enrollment Objective = 95%; Credit Card Capture Objective = 20%

HOPE ON WHEELS NEWS:

Update on the Latest Efforts

Hyundai Dealer and *Hope On Wheels* Board Member, Dave Cantin, reported, "In my 15 years as a New Jersey

Hope On Wheels continues at the top of the next column...

Hope On Wheels continued...

Hyundai dealer involved in the cause, I have never before seen such an incredible amount of support in the fight against childhood cancer. From the 2,652 folks that left beautiful messages on the ['Map of Hope'](#) during September, to the hundreds who attended any one of our grant presentations, 5K run/walks, or special events this year, you made a difference. You helped us make the voices of the children we are fighting for louder. You helped expand awareness for pediatric cancer – and for that, we cannot thank you enough."

IN THE NEWS:

Latest Headlines & Accolades

- **2013 Santa Fe** was named the **2013 "CUV of Texas"** by the Texas Auto Writers Association (TAWA)
- **Hyundai at SEMA** – a variety of Hyundai models, from the Veloster Turbo to Genesis Coupe, are on display at the annual SEMA show in Las Vegas.

CPO NEWS:

6,405 units: Best Ever October!

Sales of 6,405 Certified Pre-Owned units set an October CPO sales record. This represents an increase of 5.5% over October 2012 and a 10% gain year-to-date. October year-to-date, Hyundai dealers have sold 63,794 CPO units.

Top Selling CPO Dealers: Oct. '13 YTD

NATIONAL	Sales
FL108 Hyundai of New Port Richey	1,105
GA037 Jim Ellis Hyundai	672
NJ032 Lester Glenn Hyundai	671
FL122 Coconut Creek Hyundai	564
FL088 O'Brien Hyundai of Fort Myers	529
NV023 Planet Hyundai	513
NC038 Keffer Hyundai	510
FL103 Universal Hyundai	495
CA293 Hardin Hyundai	487
NY075 Atlantic Hyundai	485

CPO Sales Reward Program for Salespeople and Sales Managers Continues through December '13 –

Salespeople can earn 20 HSR points and Sales Managers can earn 5 HSR points for each Hyundai CPO vehicle sold once the dealer-level sales qualifier is met. Ask your Hyundai DSM for program details.

Low APR Financing Rates Continue in November

'13 for CPO Vehicles – HMA and HMF continue to offer special low APR rates for well-qualified buyers during November 2013 in support of CPO vehicle sales. Special rates are in effect from November 1 – December 2, 2013. See the HMF CPO Program Bulletin for complete details, terms and conditions.

ACCESSORY NEWS:

Elantra/Veloster Accessory Promo

A special Elantra and Veloster accessory promotion runs through November 30th. This promotion includes all of the accessories that are available for the '11 – '13 Elantra Sedan, as well as the '12 – '13 Elantra Coupe, Elantra GT and the Veloster. See your Regional Parts manager for additional details.

Make Elantra Bodies Rock For Less

Until November 30th, you can add a Body Kit to a 2013 Elantra 4-Door Sedan and get 50% off! This allows you to make the Elantra stand out from the crowd by adding that aggressive, sporty “don’t mess with me” look. Be sure to take advantage of this 50% off special and give your customers that “wide body” look they love.



HMF NEWS:

Special November Lease Programs

- **'13 Elantra:** \$159/mo. for 36 mos.; \$2,199 at lease signing
- **'13 Elantra Coupe:** \$169/month for 36 months; \$2,499 at lease signing
- **'13 Elantra GT:** \$179/month for 36 months; \$2,699 at lease signing
- **'13 Genesis:** \$399/mo. for 36 mos.; \$3,499 at lease signing
- **'13 Sonata Hybrid:** \$239/month for 36 months; \$2,999 at lease signing
- **'14 Sonata:** \$199/mo. for 36 mos.; \$2,399 at lease signing
- **'14 Tucson:** \$249/mo. for 36 mos.; \$2,499 at lease signing
- **'14 Equus:** \$739/mo. for 36 mos.; \$4,999 at lease signing
- **'14 Santa Fe Sport:** \$269/month for 36 months; \$3,199 at lease signing

Refer to HMF’s Marketing announcements for more details.

November / December Auctions

Manheim South Seattle	Kent, WA	Nov. 6
Adesa Minnesota	Dayton, MN	Nov. 12
Manheim Orlando	Ocoee, FL	Nov. 12
Manheim Riverside	Riverside, CA	Nov. 12
Manheim Kansas City	Kansas City, MO	Nov. 13
Manheim Auto Auction	Manheim, PA	Nov. 15
Manheim Dallas	Dallas, TX	Nov. 20
Southern Auto Auction	E. Windsor, CT	Nov. 20
Manheim Denver	Denver, CO	Nov. 26
Manheim Riverside	Riverside, CA	Nov. 26
Manheim Arena	Bolingbrook, IL	Dec. 3
Manheim Georgia	Atlanta, GA	Dec. 3
Manheim Auto Auction	Manheim, PA	Dec. 6

Fastlane Highline Closed Event Sale: November 15 – 18

For online sales, log onto www.hyundaiastlane.com

Top HPI Dealers - October YTD*

NATIONAL – Year-To-Date sales (YTD)		HPI Score
WI010	Ken Vance Hyundai	982
LA031	Hyundai of Slidell	979
TX141	James Wood Hyundai	978
MN024	Dondelinger Hyundai	977
PA060	Freedom Hyundai	977
MA024	Mirak Hyundai	977
IA013	Lujack Hyundai	977
PA080	Hyundai of Greensburg	976
AL028	Hyundai of Auburn	975
UT013	Murdock Hyundai	975
MA034	Gary Rome Hyundai	975
NY122	Simmons Rockwell Hyundai	975
OH047	Preston Hyundai	975
NY107	Hyundai 112	975
PA030	Carousel Hyundai	975
VA024	West Broad Hyundai	975

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

Top HSI Dealers - October YTD*

NATIONAL – Year-To-Date sales (YTD)		HSI Score
TX076	Texoma Hyundai	982
IN028	Ray Skillman Southside Hyundai	979
KY009	Jim Johnson Hyundai	978
OH050	Mathews Hyundai	975
AR025	Superior Hyundai	975
NY106	Curry Hyundai	973
MA043	Route 2 Hyundai	972
TN045	Wilson County Hyundai	971
IN040	Wetzel Hyundai	970
PA068	Lancaster Hyundai	969

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

Top Selling Dealers - Oct. '13 MTD

CENTRAL REGION – Month-To-Date (MTD)		Sales
IL018	Green Hyundai	167
IL069	Patrick Hyundai	138
IL063	Family Hyundai	134
IL073	McGrath City Hyundai	123
IL082	Napleton’s Valley Hyundai	120

SOUTHERN REGION		Sales
FL108	Hyundai of New Port Richey	460
FL122	Coconut Creek Hyundai	319
FL114	Rick Case Hyundai	301
FL110	Doral Hyundai	263
FL103	Universal Hyundai	202

EASTERN REGION		Sales
NJ029	Brad Benson Hyundai	335
NJ032	Lester Glenn Hyundai	304
NY075	Atlantic Hyundai	284
NY110	Advantage Hyundai	190
NJ011	Freehold Hyundai	140

SOUTH CENTRAL REGION		Sales
TX100	Hyundai of El Paso	274
TX158	Ron Carter Hyundai	212
TX139	South Point Hyundai	206
TX040	Huffines Hyundai Plano	156
TX027	Frank Smith Hyundai	123

WESTERN REGION		Sales
CA293	Hardin Hyundai	247
CA310	Garden Grove Hyundai	228
NV020	Henderson Hyundai Superstore	200
NV023	Planet Hyundai	198
CA314	Keyes Hyundai	174