

## OCTOBER SALES: 50,081 UNITS

### 2015 Genesis Sales Up 53%!

All in all, October was a challenging month, but there were some bright spots, like 2015 Genesis sales were up, and our CUV segment was up 43% for the month.

“While we struggled in a couple of segments, our compact and midsize-CUVs continue to outpace the overall industry,” said Bob Pradzinski, Vice President, National Sales. “Our all-new 2015 Genesis sedan continued its brisk pace, finishing up more than 50% for the month.”

Here are the sales highlights for October:

- **Sonata** – our #1 selling car at 15,563 units
- **Elantra** – our #2 selling car at 12,758 units
- **Accent** – 4,839 units – up 34% over last October
- **Santa Fe** – 8,817 units – up 7% over last October
- **Tucson** – 3,592 units – up 78% over last October

One bright spot: More and more new 2015 models are arriving at your dealership, like the new Santa Fe. *As we’re coming up on the end of the year, now is the time to focus on closing the year strong!*

## TRAINING NEWS:

### Sales Manager’s Tour Wraps Up

To date, 335 Managers have attended the **2014 Fall Sales Manager Workshops**, which end on November 12<sup>th</sup>. Be sure to attend when it’s in your area – the focus is on sales activities for the 4<sup>th</sup> quarter and the 1<sup>st</sup> quarter of 2015.

Register for the remaining meetings today: *Salt Lake City / Las Vegas, NV; Richmond, VA; Charlotte / Smithfield, NC; Phoenix, AZ; Honolulu.*

### Sales Edge Quick Links:

[www.HyundaiProductInformation.com](http://www.HyundaiProductInformation.com) – for Hyundai Product Information

[www.HyundaiSalesTraining.com](http://www.HyundaiSalesTraining.com) – for Sales Training Tracking and STAR certification

[www.HyundaiSalesReward.com](http://www.HyundaiSalesReward.com) – for Sales Person / Manager STAR rewards

[www.HyundaiNews.com](http://www.HyundaiNews.com) – Hyundai Media & press releases

[www.HyundaiDealer.com](http://www.HyundaiDealer.com) – for Hyundai Dealer Operations

[www.HyundaiAdPlanner.com](http://www.HyundaiAdPlanner.com) – for Dealership advertising

[www.HyundaiHopeOnWheels.org](http://www.HyundaiHopeOnWheels.org) – for the latest *Hyundai Hope On Wheels* pediatric cancer information

[www.Hyundai.com](http://www.Hyundai.com) – Hyundai Consumer Site that includes “build your own” model information and Bluetooth pairing information

## OTD NEWS:

### November Update

We are quickly approaching the final release of OTD V6!

Release 4 will include the long awaited and highly requested ability to trade one or more vehicles to a specific dealer.

- Transition from Pipeline Swap to Pipeline Trade

This enhancement will conclude the OTD V6 project. Using feedback from dealer surveys and dealer focus group meetings, we’ve attempted to implement as many of your requests as possible and we hope they’ve been well received. We will continue to communicate updates as we approach our final milestone in enhancing OTD V6. We look forward to the Release 4 launch date in the last week of November.

For more information on OTD Training, please visit **HyundaiDealer.com** → Sales → **OTD Reference Material tab**. There, you can find OTD training manuals, videos, FAQ’s and more.

## SEMA NEWS:

### Five Hyundai cars at SEMA 2014

Hyundai has once again teamed up with some of the biggest names in the automotive tuning community for **SEMA 2014** (Specialty Equipment Market Association).

This year, Hyundai focuses on the performance and tuning capabilities of its newest models, the 2015 Genesis and 2015 Sonata. Also featured in this year’s roster is the most-powerful four-cylinder 2014 Genesis Coupe ever built, and a rally-inspired Hyundai Veloster Turbo wrapped in a custom Hyundai Quaker State livery.



The lineup of Hyundai vehicles at SEMA includes:

- ARK Performance AR550 Genesis Sedan
- Bisimoto Engineering Sonata (*shown above*)
- Blood Type Racing Genesis Coupe
- JP Edition Sonata
- Toca Signature Edition Genesis Sedan



## BLUE LINK® NEWS:

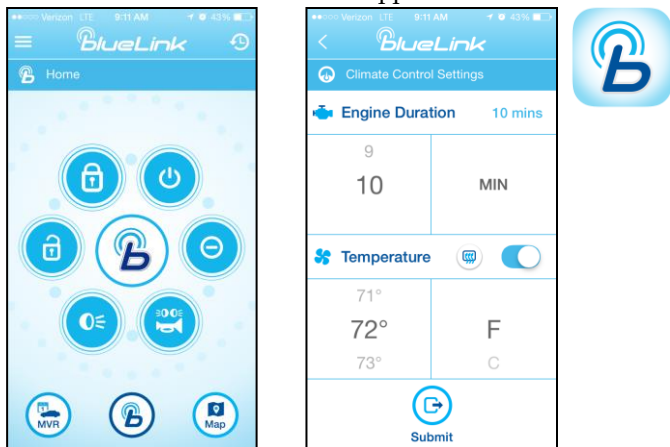
# New Blue Link Mobile App

HMA Connected Car division is pleased to announce the launch of the new **Blue Link Mobile App**, which replaces the current Blue Link and 2015 Sonata Blue Link mobile apps, resulting in a single app to support all Blue Link equipped vehicles.

### Highlights of the new Blue Link Mobile App:

- Simplified user interface and faster navigation
- Remote Start now includes an engine timer (1-10 min.), remote stop, remote climate control and windshield defroster (on equipped models)
- Updated map now includes Google Point of Interest (POI) details – business hours, distance-to-location and ratings, if available

The new app went live at the beginning of November and is available to download from Google Play or the Apple App Store. Have your customers search for “Hyundai Blue Link” to find all Blue Link related apps in the App stores and look for the new Blue Link app icon shown here:



New Blue Link app screen: New home screen on the left and the new remote start with remote climate control settings screen on the right.

Current users of the Blue Link app will receive a notification on their smartphone to download the new app. Depending on the user’s preferences, 2015 Sonata Blue Link app users will receive the update automatically or need to manually update. The complete set of Blue Link mobile app services remain available with a trial or paid Blue Link subscription.

The **Genesis Intelligent Assistant Mobile App** remains available to all 2015 Genesis customers and now offers additional proactive functionality not available on the new Blue Link app. The app combines Blue Link features, data from the vehicle, the owner’s smartphone and the Internet, with multiple layers of intelligence allowing the app to send proactive notifications and recommendations to the Genesis owner in preparation for their drive.

Blue Link customers will enjoy the following enhancements:

- **Calendar access** – provides an estimate of departure times, and reminders for upcoming appointments that require a drive
- **Remote start** – temperature adjustment suggestion in the event the outside temperature is different from the default setting

Share these enhancements with your customers as they will improve their overall Blue Link experience and provide them a powerful tool to access their features.

## Top Blue Link Performing Dealers\*

| NATIONAL<br>OCTOBER YTD |                           | Enrollment<br>% | Credit Card<br>Capture % |
|-------------------------|---------------------------|-----------------|--------------------------|
| MA059                   | Bernardi Hyundai          | 100             | 56                       |
| MA061                   | Prime Hyundai South       | 99              | 38                       |
| PA062                   | Washington Hyundai        | 99              | 43                       |
| NY041                   | Garvey Hyundai            | 99              | 46                       |
| NV023                   | Planet Hyundai            | 99              | 59                       |
| IL085                   | AutoNation Hyundai O'Hare | 98              | 50                       |
| NC046                   | Pinehurst Hyundai         | 98              | 70                       |
| FL126                   | Red Hoagland Hyundai      | 98              | 45                       |
| NH014                   | Salem Hyundai             | 98              | 68                       |
| MN017                   | Buerkle Hyundai           | 98              | 37                       |

\*Top 10 Enrollment & Associated Credit Card Capture

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

## PRODUCT NEWS:

### Updated Monroney Stickers

Please inform your sales force that there has been a change on the Monroney sticker – they have made a separate line for the **SiriusXM® audio 90-day free trial** – it is positioned right below the radio listing.

On vehicles equipped with a navigation system (Elantra, Sonata, Azera, Genesis, Genesis Coupe, Equus, Santa Fe, Santa Fe Sport, Tucson and Veloster), the Monroney *does not* spelled out what is included in SiriusXM Travel Link – it still only reads: **SiriusXM Travel Link 90-day free trial** (except on the Genesis, which comes with a 3-year free trial).

**SiriusXM Travel Link includes: Sports, Stocks, Weather, Traffic, Gas Prices and Movie Times.** Be sure your salespeople review this with their customers – and here is the pricing to extend coverage past the trial period:

#### SiriusXM Audio:

- **SiriusXM Mostly Music** (80+ channels): \$9.99/month or \$119.88/year
- **SiriusXM Select** (165+ channels): \$14.99/month or \$164.89/year
- **SiriusXM All Access** (175+ channels + Internet online listening – this is what Hyundai customers get as a 3-month trial): \$18.99/month or \$199/year

#### Travel Link:

- Additional \$1.99/month as an add-on; or \$21.89/year as a separate subscription

## IQS NEWS:

# 2015 IQS Season is here!

Now is the time to embrace and retain our **1<sup>st</sup> place IQS ranking!** Here are some suggestions on how you can help:

- Show key vehicle features with the QRG, using the back tear-off page of the QRG booklet.
- Pair your customer's phone and provide pairing instructions for any additional phones.
- Show your customers how to enter an address for navigation routing.

## HOPE ON WHEELS NEWS:

# Latest Awards and Accolades

The **4<sup>th</sup> annual Hyundai Hope On Wheels® 5K Run/Walk** benefiting CHOC Children's was held on Sunday, September 28th in honor of **National Childhood Cancer Awareness Month**.



Following the 5K Run/Walk, Harry Han, Chief Executive Coordinator, and Dave Zuchowski, President and CEO, Hyundai Motor America, were joined by city of Fountain Valley Mayor, Michael Vo, to kick off the post-race ceremonies.

More than 500 runners/walkers participated in the 5K. Proceeds from the event totaling \$20,000 were presented to CHOC Children's, with the funds being used to support the Hyundai Cancer Institute at CHOC Children's Hospital.

## IN THE NEWS:

# Latest Awards and Accolades

- Hyundai's flagship **Equus** sedan received its third **Motorist Choice Award** in a row as the **Popular Luxury Lifestyle Vehicle** from automotive industry research firms **AutoPacific** and **IntelliChoice**.
- **Elantra** (also known as Avante in other parts of the world) recently sold its 10 millionth unit globally, making it Hyundai's first model (and one of only 10 cars in the history of the auto industry) to reach 10 million sales. Elantra was launched 24 years ago in 1990 and was able to reach this mark by selling an average of 420,000 per year or approximately 1,100 a day.

## CPO NEWS:

# 8,421 units: Best Oct. on Record!

We have a new October CPO sales record of 8,421 units. This represents an increase of 31.5% over October 2013. Year-to-date, 762 Hyundai dealers sold 79,674 CPO units, creating a 24.9% gain over last year.

## Top Selling CPO Dealers: Oct. '14 YTD

| NATIONAL – OCTOBER YTD |                              | Sales |
|------------------------|------------------------------|-------|
| FL108                  | Hyundai of New Port Richey   | 1,289 |
| FL005                  | Rick Case Hyundai            | 753   |
| GA037                  | Jim Ellis Hyundai            | 751   |
| NJ032                  | Lester Glenn Hyundai         | 679   |
| NV023                  | Planet Hyundai               | 659   |
| TX100                  | Hyundai of El Paso           | 647   |
| NV020                  | Henderson Hyundai Superstore | 588   |
| CA293                  | Hardin Hyundai               | 546   |
| MN021                  | Luther Bloomington Hyundai   | 489   |
| NJ046                  | Hudson Hyundai               | 479   |

**CPO Web-Based Training Courses (WBTs)** – CPO WBTs were included for the first time in the most recent Hyundai STAR certification period. Over 800 Sales Managers completed the "CPO Overview" course and over 6,500 Sales Consultants completed the "Selling CPO" course as part of the training curriculum. As more vehicle shoppers consider CPO vehicles, we hope you found the information presented to be useful in explaining the CPO option and its benefits to your customers.

**Special CPO Low APR Financing Rates Continue in November** – HMA and HMF are pleased to announce the continuation of special low APR rates for well-qualified buyers during November in support of CPO vehicle sales. Special rates are in effect and available from November 1 – December 1, 2014. See the HMF CPO program bulletin for complete details, terms and conditions.

## ACCESSORY NEWS:

# All-Weather Promotion Update

The All-Weather Promotion and incentive program continues until November 30, 2014. All purchases made during this period count toward the discount and are cumulative.

- Spend \$750 and then qualify to get a 5% discount on additional purchases (mix and match)
- Spend \$1,000 and then qualify to get a 10% discount on additional purchases (mix and match)
- Spend \$1,500 and then qualify to get a 15% discount on additional purchases (mix and match)

Your dealership can also earn valuable rewards for total lift amount spent year over year:

- 2 prizes (2 regions will win): 1<sup>st</sup> Place: \$2,000, 2<sup>nd</sup> Place: \$1,000

Don't forget to take advantage of **OnDemand**, the **free Promotional Kit** (floor cling, standee, and flyer), and participate in the **Incentive** and win!

# Sonata Accessory Dealer Kit 2.0

Check with your Parts Department to make sure they received the second edition of the '15 Sonata Accessory Launch Kit for accessories that were not included in the first edition (it was sent to all dealers at the end of October). Then install these

Accessory News continued on the next page...



Accessory News continued...

accessories on your showroom Sonata so you can use them to increase both your sales and customer satisfaction. The accessories included in the kit are available for order now and are listed below. Check the ARC and FlashDrive regularly for any new accessory releases.

| Accessories*                | Part Number |
|-----------------------------|-------------|
| All-Weather Mats (full set) | C1F13AC400  |
| Interior Light Kit          | C2068ADU00  |
| Illuminated Door Sills      | C2045ADU00  |
| Spare Tire Kit              | C2F40AC910  |
| Door Visors                 | C2022ADU00  |

\*Items are non-returnable for 9 (nine) months.

### Best Practices:

1. Install these accessories on your showroom Sonata.
2. Discuss the Sonata accessory sales opportunities with your Sales, Parts and Service teams.
3. Make sure your team is aware of and uses the **Hyundai Accessory Resource Center (ARC)** to help promote accessory sales. To access the ARC, simply go to your Dealership's website and click on the "Service & Parts" drop-down menu, and select "Hyundai Accessories."

### HMF NEWS:

## November Lease Programs

- '15 Sonata Hybrid: \$239/mo. for 36 mos; \$3,199 at lease signing
- '15 Tucson: \$249/mo. for 36 mos; \$2,699 at lease signing
- '15 Santa Fe Sport: \$269/mo. for 36 mos; \$3,199 at lease signing
- '15 Santa Fe: \$299/mo. For 36 mos; \$3,199 at lease signing
- '15 Genesis: \$399/mo. for 36 mos; \$3,999 at lease signing
- '15 Equus: \$739/mo. for 36 mos; \$3,999 at lease signing
- '14 Accent: \$169/mo. for 36 mos; \$1,899 at lease signing
- '14 Elantra: \$179/mo. for 36 mos; \$2,299 at lease signing
- '14 Veloster: \$179/mo. for 36 mos; \$2,299 at lease signing
- '14 Azera: \$329/mo. for 36 mos; \$3,199 at lease signing

\*Refer to HMF's Marketing announcement for the newest rates.

## November / December Auctions

|                      |                 |         |
|----------------------|-----------------|---------|
| Adesa Minnesota      | Dayton, MN      | Nov. 11 |
| Manheim Orlando      | Ocoee, FL       | Nov. 11 |
| Manheim Kansas City  | Kansas City, MO | Nov. 12 |
| Manheim Seattle      | Seattle, WA     | Nov. 12 |
| Manheim Riverside    | Riverside, CA   | Nov. 18 |
| Manheim Dallas       | Dallas, TX      | Nov. 19 |
| Manheim Auto Auction | Manheim, PA     | Nov. 21 |
| Manheim Denver       | Denver, CO      | Nov. 25 |
| Manheim Arena        | Bolingbrook, IL | Dec. 2  |
| Manheim Georgia      | Atlanta, GA     | Dec. 2  |
| Manheim Auto Auction | Manheim, PA     | Dec. 7  |
| Manheim Auto Auction | Las Vegas, NV   | Dec. 7  |

**Fastlane Closed Event Sale: October 14 – 16**

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

## Top HPI Dealers - October YTD\*

| NATIONAL – Year-To-Date (YTD) |                               | HPI Score |
|-------------------------------|-------------------------------|-----------|
| MA024                         | Mirak Hyundai                 | 985       |
| KY017                         | Gates Hyundai                 | 984       |
| AR034                         | Crain Hyundai of Springdale   | 983       |
| WA026                         | Hyundai of Everett            | 983       |
| AL028                         | Hyundai of Auburn             | 980       |
| TN035                         | Friendship Hyundai of Johnson | 980       |
| MS025                         | Mack Grubbs Hyundai           | 980       |
| PA060                         | Freedom Hyundai               | 980       |
| WI032                         | Bergstrom Hyundai             | 980       |
| MO006                         | Northtowne Hyundai            | 979       |
| PA057                         | Mike Kelly Hyundai            | 979       |
| UT013                         | Murdock Hyundai               | 979       |
| OH047                         | Preston Hyundai               | 979       |

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

## Top HSI Dealers - October YTD\*

| NATIONAL – Year-To-Date (YTD) |                                | HSI Score |
|-------------------------------|--------------------------------|-----------|
| TX170                         | Texoma Hyundai                 | 981       |
| NC058                         | Bob Mayberry Hyundai           | 978       |
| IN040                         | Wetzel Hyundai                 | 978       |
| IN028                         | Ray Skillman Southside Hyundai | 977       |
| WV014                         | Hyundai of Beckley             | 976       |
| PA068                         | Lancaster Hyundai              | 976       |
| FL126                         | Red Hoagland Hyundai           | 976       |
| CA349                         | Winn Hyundai of Santa Maria    | 975       |
| OH050                         | Mathews Hyundai                | 975       |
| AZ032                         | Chapman Hyundai                | 973       |

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

## Top Selling Dealers - Oct. '14 MTD

| CENTRAL REGION – Month-To-Date (MTD) |                      | Sales |
|--------------------------------------|----------------------|-------|
| IL018                                | Green Hyundai        | 137   |
| IL073                                | McGrath City Hyundai | 133   |
| IL063                                | Family Hyundai       | 108   |
| IL082                                | Napleton's Hyundai   | 104   |
| IL066                                | Ettleson Hyundai     | 95    |

### SOUTHERN REGION

|       |                               |     |
|-------|-------------------------------|-----|
| FL108 | Hyundai of New Port Richey    | 495 |
| FL122 | Coconut Creek Hyundai         | 323 |
| FL114 | Rick Case Hyundai             | 249 |
| FL088 | O'Brien Hyundai of Fort Myers | 215 |
| FL110 | Doral Hyundai                 | 202 |

### EASTERN REGION

|       |                      |     |
|-------|----------------------|-----|
| NJ032 | Lester Glenn Hyundai | 270 |
| NJ029 | Brad Benson Hyundai  | 250 |
| NY075 | Atlantic Hyundai     | 204 |
| NY110 | Advantage Hyundai    | 152 |
| PA043 | #1 Cochran Hyundai   | 150 |

### SOUTH CENTRAL REGION

|       |                              |     |
|-------|------------------------------|-----|
| TX100 | Hyundai of El Paso           | 241 |
| TX158 | Ron Carter Hyundai           | 227 |
| AL022 | Hyundai of Gadsden           | 205 |
| TX171 | South Point Hyundai          | 183 |
| TX131 | Absolute Hyundai of Mesquite | 131 |

### WESTERN REGION

|       |                              |     |
|-------|------------------------------|-----|
| CA293 | Hardin Hyundai               | 246 |
| NV023 | Planet Hyundai               | 206 |
| CA310 | Garden Grove Hyundai         | 202 |
| NV020 | Henderson Hyundai Superstore | 183 |
| CO034 | Arapahoe Hyundai             | 161 |