Copy & distribute to:	\square General Manager	\square Sales Manager	\square Sales Consultant
		☐ Service Manage	er 🗆 Parts Manager

Any comments, questions or input? Fax your comments to (714) 965-3149

Issue 121



SEPTEMBER SALES: 31,511 UNITS

Your Sales Momentum Continues!

While many automakers posted some of the sharpest sales declines in September in the aftermath of the cashfor-clunkers program (GM and Chrysler were down more than 40%, Honda was off 20%, and Toyota dropped 13%), our sales were 27% higher compared to September 2008! And calendar year to-date, sales are up 1.4% compared to last year, marking the 9th consecutive month of year-over-year gains in retail market share.

 Congratulations to our dealers and your sales force as you made it possible for Hyundai to lead all automotive brands in market share growth this year!

Here are the vehicle sales highlights for September:

- Sonata #1 overall: sales at 7,898 units
- Santa Fe -#1 SUV: sales were 7,010 units
- Genesis sales totaled 1,665 units

"We are encouraged with our continued growth through the first nine months of the year," said Dave Zuchowski, Vice President of Sales. "With our solid marketing plans going into the fourth quarter, along with the release of the upcoming R-Spec Genesis Coupe and the launch of the exciting, all-new Tucson and Sonata, we are optimistic."

IN THE NEWS:

Fall Manager Workshop Preview

A DCS message outlining the November **2009 Fall Sales Manager's Workshops** will be sent out soon to provide program details, the URL for the enrollment site as well as the dates, cities and venues. The agenda will include:

- Complete review of the 2010 Santa Fe and Tucson and their sales materials, plus a preview of the 2011 Sonata.
- Review all of the new in-dealer training materials.
- Review new 2010 STAR Certification Test procedures, which includes STAR Products and Best Practices tests for Salespeople as well as for Sales Managers.

Be sure to enroll for the workshop in your area.

Sales Training Online Update

To keep up-to-date with 2010 product information, go to www.hyundaidealer.com / Sales Training online – all the new 2010 models, except Santa Fe and Tucson, are posted online, including the new 2010 Pocket Guide, Source Booklet, Fast Facts and much more.

Marketer of the Year Award

Brandweek, one of the leading marketing magazines, named Joel Ewanick, Vice President of Marketing at HMA, the "Grand Marketer of the Year" for 2009. "This award is a true indication that our marketing and advertising efforts are paying off." said Mr. Ewanick.

Genesis Coupe: Kelley Blue Book

Kelley Blue Book's www.kbb.com named the 2010 Genesis Coupe to its list of "10 Most Fun Clunker Replacements" along with the Audi TT, BMW 128i and BMW 335d – the list helped car shoppers get more excitement out of the CARS program.

MONRONEY LABEL CHANGES:

Manager Input Makes Them Better

At the *Spring Manager Workshops*, we received input from over 600 Sales Managers, which helped us refine the layout of the Monroney label, making it easier to demonstrate to customers what standard features are on a vehicle, to point out options, and to show the bottom line MSRP. Here are the highlights of the changes:

- There are now five main categories under **Standard Features**:
 - 1. AMERICA'S BEST WARRANTY
 - 2. ADVANCED SAFETY TECHNOLOGY
 - 3. POWERTRAIN TECHNOLOGY
 - 4. COMFORT & CONVENIENCE
 - 5. Full Tank of Gas
- We have reduced mention of XM® Radio to one line.
- The base MSRP is now at the top, while the price at the bottom includes all packages and options.

These new Monroney labels will start appearing on the new 2010 models. Thank you for your input, as this design is more logical and it makes it easier for your staff to present this data to your customers.

SURVEY UPDATE:

IQS Period Almost Here

The 2010 IQS season is rapidly approaching as owners of 2010 vehicles registered between November 1, 2009 and January 31, 2010 may receive a survey from J.D.

Continued on the next page...

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IQS continued...

Power and Associates for the *Initial Quality Study* (IQS) after 90 days of ownership. The 2009 IQS was very successful for Hyundai – we were the *best non-luxury brand* and 4th overall behind Lexus, Porsche and Cadillac. Plus, Elantra was the best Compact Car, and Genesis was the best all-new model in the study. In order to maintain this momentum and achieve even better results this year, it is critical to focus on the following areas:

- **Pre-Delivery Inspection (PDI)** ensure every vehicle receives a complete and thorough PDI (no shortcuts).
- Inventory Maintenance battery levels, tire condition and vehicle damage is monitored and maintained.
- Delivery Condition every vehicle is clean inside and outside, free of dings and dents, and fuel levels and tire pressures are checked.
- Quick Reference Guide (QRG) ensure that your deliveries involve reviewing key operational features found in the delivery section of each vehicles' QRG – critical items include Bluetooth® pairing, audio/ navigation, wiper/washer functionality and the Tire Pressure Monitoring System (TPMS).
- Follow-up after the sale, contact customers to answer any questions or clear up confusion. And if you have questions, go to www.hyundaidealer.com / Sales
 Training Online for videos and other reference material.

SERVICE & PARTS NEWS:

Service Sells Cars

Want more buyers in your showroom? One way is to introduce your customers to the Service Department – here are some ideas:

- Have sales personnel rotate through the service drive on a regular basis – they can talk with customers and work with the service staff to identify owners who may be ready to step up to a new car rather than pay for extensive repairs to their existing vehicle.
- 2. Install a bulletin board in the service drive or customer lounge requesting customers with a particular vehicle to consider trading up to a new model that will bring "top dollar" as a trade-in also display the current HMF finance offers (customer cash), as well as offer customers a free appraisal of their Hyundai.
- 3. Display new models in the service drive:
 - Invite customers to sit in the car.
 - If the customer shows an interest, have a salesperson conduct a walkaround.
 - Create a survey to get customer opinions as an incentive to complete the survey, after the customer provides their name, phone number and e-mail addresses, they are entered into a monthly raffle.

- 5. Use the *Hyundai Service Rental Car Program* as a silent salesperson after a customer rents a car, use the survey (like above) to capture their contact information.
- 6. Use *ServiceSmarts Online* to create customer lists from "active" service owners for targeted new car marketing.
- 7. After a salesperson conducts a test drive, park near the service department then, after their debrief, take the customer on a brief tour of the dealership, showing them the service drive, introduce them to the Service Manager, if available, show them the cashier, customer lounge and the parts department show the customers all of the features that are there for them.

Buy – Sell – Play Tire Program

When your dealership purchases 20 *Hyundai Preferred Tire Program Kumho* tires <u>AND</u> sells those 20 tires to retail customers, both Parts and Service Managers will be eligible to each receive an Apple® 8GB iPod nano®. See program materials for complete details.

HMF NEWS:

Special October Lease Programs

- Lease a **2010** Genesis Sedan 3.8L V6 for \$399/month for 36 months, \$3,100 customer cash down plus \$1,000 HMF origination support. Total of \$3,499 due at lease signing. National, excluding South Central Region.
- Lease a **2009 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, \$1,740 customer cash down plus \$1,000 HMF origination support. Total of \$1,999 due at lease signing. National excluding South Central Region.
- Lease a 2009 Elantra Touring 2.0 M/T for \$239/month for 36 months, \$2,560 customer cash down plus \$1,000 HMF origination support. Total of \$2,799 due at lease signing. National.
- Customer Choice Program 2009 Santa Fe: Low APR of 0.0% up to 36 months for customers with FICO Score 680+ (National). Central, South Central and Western regions qualify for \$500 HMF Bonus Cash effective until 11/2/09.

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

Top Selling Dealers – September YTD

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NATIO	NAL	Sales
NY075	Atlantic Hyundai	3,235
FL108	Hyundai of New Port Richey	2,588
NY029	Brad Benson Hyundai	2,437
NJ032	Lester Glenn Hyundai	2,252
VA006	Fairfax Hyundai	1,938

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CENTRA	AL REGION		previous page	Sales	WESTERN REGION		
					Danielle Gerbino	Hardin Hyundai	760
L063	Family Hyur		Tinley Park, IL	1,164	John Staluppi Jr.	Planet Hyundai	622
)H042	Hatfield Hyu		Columbus, OH	941	Frank Maione	Henderson Hyundai	619
)H018	Columbia Hy		Cincinnati, OH	926	David Withnell	Withnell Hyundai	523
L018	Green Hyund		Springfield, IL	910	David Zinsmeister	Arapahoe Hyundai	509
OH001	Superior Hyu		Fairfield, OH	895	Top Sales Ass	sociates – September	YTD
OUTH	ERN REGION				CENTRAL REGION		Sales
FL108			New Port Richey, FL		Scott Varnum	Dean Team Hyundai	430
VA006	Fairfax Hyui		Fairfax, VA	1,938	James Spink	Gurnee Hyundai	396
FL122	Coconut Cree		Coconut Creek, FL	1,557	James Clemmons	McCarthy Olathe Hyundai	281
FL088	O'Brien Hyu		Fort Myers, FL	1,317	Shane Anthony	Lujack Hyundai	272
FL120	Jenkins Hyu	ndai	Leesburg, FL	1,062	Christopher Miller	Dean Team Hyundai	256
EASTER	RN REGION				SOUTHERN REGION		
NY075	Atlantic Hyu	ndai	West Islip, NY	3,235	Patrick Amoriello	Coconut Creek Hyundai	401
NJ029	Brad Benson	Hyundai	Monmouth Jct., NJ	2,473	Chongjian Guo	Fairfax Hyundai	302
NJ032	Lester Glenn	Hyundai	Toms River, NJ	2,252	Donald Barker	Fairfax Hyundai	266
NY110	Advantage H	lyundai	Hicksville, NY	1,597	Carolyn Davis	Jenkins Hyundai	245
NY061	Fuccillo Hyu	ndai	Schenectady, NY	1,447	Michael Girken	Jones Bel Air Hyundai	239
SOUTH	CENTRAL RE	GION			EASTERN REGION		
ГХ100	Hyundai of E	l Paso	El Paso, TX	1,203	Joseph Ippolito Jr.	Towne Hyundai	349
ГХ040	Huffines Hyu	ındai	Plano, TX	997	Sandra Redway	Atlantic Hyundai	327
ГХ095	Round Rock	Hyundai	Round Rock, TX	898	Gene Ake	Vision Hyundai	275
OK018	Edmond Hyu	ındai	Edmond, OK	777	Brad Trzecieski	Transitowne Hyundai	267
ГХ068	Allen Samue	ls Hyundai	Fort Worth, TX	759	Jason Casale	Global Hyundai	261
WESTE	RN REGION				SOUTH CENTRAL RI		
NV015	Planet Hyun	dai	Las Vegas, NV	1,147	Daniel Ronje	Champion Hyundai Corpus Christi	289
CA232	Hyundai of F	Roseville	Roseville, CA	1,071	Earnest Knight Gerald Michalak	Capitol Hyundai Absolute Hyundai of Mesquite	189 183
CO034	Arapahoe Hy	vundai	Centennial, CO	1,028	Stanley Becker	Eckert Hyundai	165
CA293	Hardin Hyur	ndai	Anaheim, CA	824	Kimber Nagim	Sterling Hyundai	155
UT013	Murdock Hy	undai	Orem, UT	708	WESTERN REGION	Sterring Hydriada	100
Ton 9							
	Sales Ma	nagers	- Sept. YTD			Frank Motors Hyundai	230
		anagers	– Sept. YTD	Sales	Howard Fleischman	Frank Motors Hyundai Hardin Hyundai	230 215
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