

SEPTEMBER SALES: 46,556 UNITS

## Sales Up 48% Over 2009!

**You're on a roll!** Congratulations on your hard work – you not only had a fantastic September – it was incredible. For the year, total cumulative sales are at 410,047 units – that's up 20% over the same period in 2009.

"We're building momentum as we exit the third quarter selling season and enter the fourth quarter under a full head of steam," said Dave Zuchowski, Executive Vice President of Sales, Hyundai Motor America. "September's growth was led by a 161% sales increase by our 2011 Sonata and an all-time sales record for Genesis. In the fourth quarter, we expect continued growth as our 2011 Georgia-built Santa Fe reaches dealerships along with our all-new Alabama-built Sonata turbo producing 274 horsepower (more power than any V6 in the segment), while retaining 4-cylinder fuel-economy of 33 miles per gallon – on regular fuel."

Here are the September sales highlights:

- **Sonata** – #1 overall sales – 20,639 units – up 161%
- **Tucson** – 2,730 units – up 72%
- **Genesis** – 3,230 units – up 93% + an all-time monthly sales record = 15<sup>th</sup> consecutive month of year-over-year sales gains!

And with more vehicles arriving at your dealership daily, it should be a real *Rocktober!*

PRODUCT NEWS:

## Genesis: Top 10 Most Searched

MSN Autos named the Genesis Sedan one of the Top 10 most searched luxury cars, adding: "Shoppers researching on MSN Autos can't help but notice that the Hyundai lacks for nothing – in features, engines, safety, technology – yet undercuts rivals' prices by roughly \$5,000 to \$15,000 [and Genesis runs on regular fuel]."

## Sonata: 5 Stars in new NHTSA Tests

On October 5<sup>th</sup>, NHTSA unveiled their enhanced **5-Star Safety Ratings System**. *Automotive News* reported the Sonata and BMW 5 Series "were the only vehicles in the first batch rated to receive five stars, the top overall safety score in the new NHTSA crash tests. Both vehicles scored five stars on side-crashes and rollovers and four stars in frontal crashes." By comparison, the 2011 Camry scored three stars on side-crashes and frontal crashes, four stars in rollovers. For more information, go to: [www.SaferCar.gov](http://www.SaferCar.gov).

IN THE NEWS:

## Fall Manager's Workshop Preview

Hyundai continues its 24/7 rollout of new products with the introduction of the exciting **Sonata Turbo 2.0T**, the efficient **Sonata Hybrid** and the All-New **Elantra**. To support these new vehicles, we're hosting a series of **Fall Sales Manager Workshops** for all dealership managers – sales, service and parts – as well as dealers. The Workshops run from October 26<sup>th</sup> to November 18<sup>th</sup>.

**Workshop Topics include:**

- Sales review
- Connected Car
- 2011 STAR requirements
- Fall IQS and SSI survey
- Advertising and marketing support
- Introduce the exciting **Sonata Turbo 2.0T**, the efficient **Sonata Hybrid** and the All-New **Elantra**
- Discuss future products, programs and launches

You'll want to enroll right away:

- Go to: [www.hyundaisalestrainingenroll.com](http://www.hyundaisalestrainingenroll.com)
- Select the Enrollment tab, then select Location
- Complete the enrollment information and click "Enroll" button at the bottom of the page when done
- Print a copy for your records

This is an exciting time for Hyundai – at the Workshops, you'll get the latest product materials to keep you up-to-speed and ahead of the competition. See you at the workshops.

SURVEY UPDATE:

## IQS Period Almost Here

The 2011 IQS season is rapidly approaching. Owners of 2011 vehicles registered between November 1, 2010 and February 28, 2011 may receive an *Initial Quality Study* (IQS) survey from J.D. Power and Associates. Hyundai dropped back a little in the 2010 IQS study compared to 2009 – to regain momentum and achieve better results, it is critical to focus on the following fundamental 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, and *regularly check for open campaigns*.

CONTINUED ON THE NEXT PAGE...

## SURVEY UPDATE CONTINUED:

- **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 / New Owner Clinic** – after the sale, follow-up via phone or email. Contact customers to answer any questions or clear up confusion. And remember, everyone appreciates a *Thank You card*. Consider staging a **New Owner Clinic** to invite new customers back to the dealership.

The key to IQS success is not skipping a step. If you have questions, go to [www.hyundaidealer.com](http://www.hyundaidealer.com) / Sales Training Online for videos and other reference material.

## STAR NEWS:

### Increase in Minimum HPI Qualifier

Effective October 1, HMA adjusted the *Sales STAR minimum HPI qualifier* to a score of 900 (up from 875). This adjustment supports the higher level of customer handling that Hyundai buyers expect, and it mirrors HMA's company-wide objective of improving Hyundai's position in the annual J.D. Power *Sales Satisfaction Index* (SSI).

- Better customer handling will result in greater customer retention and higher dealer profitability.

Hyundai has never been stronger in the industry, and we now have the opportunity to provide customers with the sales experience that parallels our exceptional products.

## ACCESSORY NEWS:

### 2011 Accessories on *The Tube*

To help spread the word and to help you sell more accessories, *The Tube* now has accessory updates for the 2011 Azera, Sonata, Genesis Coupe and the Elantra Touring.

## IN THE NEWS:

### Hyundai Brand Continues to Rise

Every year, *InterBrand* conducts their global brand survey and for 2010, Hyundai has risen four spots to No. 65.

- Hyundai Motor Company is the fastest-growing auto company by brand, with its brand value increasing by 9.3%, outperforming the industry's average growth rate.
- Hyundai ranks higher than Porsche (72) and Ferrari (91).

## CPO NEWS:

### CPO Sales Up 42% 2010 YTD

Car buyers recognize the value of Hyundai Certified Pre-Owned (CPO) vehicles. September's record of 2,195 units is the second best month ever – and it represents an increase of 50.2% over Sept. '09 and a 42.7% gain YTD.

- Dealers report strong showroom traffic from expanded online merchandising and low-APR financing through Hyundai Motor Finance for all Hyundai CPO vehicles.
- Special APR rates will continue through January 4, 2011.

The Hyundai CPO program provides customers with peace-of-mind, an excellent warranty and great value:

- Comprehensive **150-point vehicle inspection**
- **10-year /100,000 mile Powertrain Limited Warranty**
- **10-year /Unlimited mile Roadside Assistance**
- Free **CARFAX Vehicle History Report**
- **Rental car coverage & travel breakdown protection**

With over 50,000 monthly searches nationwide for Hyundai CPO vehicles on AutoTrader.com and Cars.com, now is the time to be a Hyundai CPO dealer! Contact your Hyundai District Sales Manager for more information.

## EQUUS CUSTOMER CONNECT CENTER:

### Addressing EQUUS Customer Needs

The *EQUUS Customer Connect Center* goes live on Oct. 18<sup>th</sup> for Sales Champions, and on Oct. 25<sup>th</sup> for prospects and owners; it will provide a first class resource to assist with scheduling and coordinating personalized demonstration appointments, locating a dealer, answering questions about features and functionality of the EQUUS and much more. Sales Champions can connect with an EQUUS Customer Connect Center Specialist by calling 877-EQUUS-23 (877-378-8723) or emailing [DealerSupport@HyundaiEquus.com](mailto:DealerSupport@HyundaiEquus.com).

## HMF NEWS:

### Special October Lease Programs

- Lease a **2011 Sonata 2.4L GLS A/T** for **\$199/month for 36 months**. \$2,399 due at lease signing (National).
- Lease a **2010 Genesis Sedan 3.8L V6** for **\$399/month for 36 months**. \$2,298 due at lease signing (National).
- Lease a **2010 Genesis Coupe 2.0T M/T** for **\$259/month for 36 months**. \$2,199 due at lease signing (National, ex. So. Central Region).
- Lease a **2010 Tucson 2.4L FWD GLS A/T** for **\$239/ month for 36 months**. \$2,499 due at lease signing (National).
- Lease a **2011 Veracruz 3.8L V6 GLS A/T** for **\$359/month for 36 months**. \$2,599 due at lease signing (National).
- Lease a **2011 Elantra Touring 2.0L GLS A/T** for **\$199/month for 24 months**. \$1,999 due at lease signing (National).

Refer to HMF's Marketing announcements for details & other offers.

## Top Selling Dealers – September 2010 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	4,389
NY029	Brad Benson Hyundai	3,662
FL108	Hyundai of New Port Richey	3,388
NJ032	Lester Glenn Hyundai	3,161
VA006	Fairfax Hyundai	2,331

CENTRAL REGION			
IL018	Green Hyundai	Springfield, IL	1,345
IL063	Family Hyundai	Tinley Park, IL	1,185
OH053	Ron Marhoffer Hyundai	Akron, OH	1,016
OH042	Hatfield Hyundai	Columbus, OH	988
OH018	Columbia Hyundai	Cincinnati, OH	963

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	3,388
VA006	Fairfax Hyundai	Fairfax, VA	2,331
FL122	Coconut Creek Hyundai	Coconut Creek, FL	2,153
MD028	Antwerpen Hyundai	Baltimore, MD	1,516
FL088	O'Brien Hyundai	Fort Myers, FL	1,507

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	4,389
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	3,662
NJ032	Lester Glenn Hyundai	Toms River, NJ	3,161
NY110	Advantage Hyundai	Hicksville, NY	1,806
NY086	Fuccillo Hyundai	Syracuse, NY	1,721

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	1,368
TX095	Round Rock Hyundai	Round Rock, TX	1,081
TX040	Huffines Hyundai	Plano, TX	1,054
TX139	South Point Hyundai	Austin, TX	877
TX104	North Freeway Hyundai	Houston, TX	822

WESTERN REGION			
CA314	Keyes Hyundai	Van Nuys, CA	1,360
CA232	Hyundai of Roseville	Roseville, CA	1,119
NV023	Planet Hyundai	Las Vegas, NV	1,104
CO034	Arapahoe Hyundai	Centennial, CO	1,098
CA310	Garden Grove Hyundai	Garden Grove, CA	1,097

## Top Sales Managers – September 2010 YTD

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	1,329
David Clikeman	Arrow Hyundai	844
Frederick Ziegel	Taylor Hyundai	844
Jeff Roberts	St. Charles Hyundai	797
Jon McFarland	Columbia Hyundai	763

SOUTHERN REGION		
A. Appleby	Coconut Creek Hyundai	2,164
Clay King	King Hyundai	1,377
Matthew Westcott	Fairfax Hyundai	1,217
Ralph Moser	Keffer Hyundai	1,164
Leo Blakeney	Fairfax Hyundai	1,131

EASTERN REGION		
David Cantin	Brad Benson Hyundai	3,722
Percy Urrutia	Atlantic Hyundai	1,837
John Perillo	Lester Glenn Hyundai	1,519
Christopher Mooney	Atlantic Hyundai	1,336
Thomas Ruppen	Browser Hyundai	1,259

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	1,052
Suleiman Ebrahim	South Point Hyundai	805
Robert Cox	Hub Hyundai	801
Peter Cafferata	Allen Samuels Hyundai	791
Cesar Martinez	Hyundai of El Paso	778

WESTERN REGION		
Danielle Gerbino	Hardin Hyundai	1,105
Frank Maione	Henderson Hyundai	839
Chris Smith	Harbor Hyundai	782
Brian Sobel	Keyes Hyundai	726
Thomas Scheurn	San Tan Hyundai	683

## Top Sales Associates – September 2010 YTD

CENTRAL REGION		Sales
Jasper Cicero	Rosen Hyundai	281
Robert Miller	Dean Team Hyundai	266
Patrick Harrigan	Taylor Hyundai	261
Randy Peters	Todd Archer Hyundai	254
Arturo Moreno	Gartner Hyundai	247

SOUTHERN REGION		
Patrick Amoriello	Coconut Creek Hyundai	608
Andrew Getchell	West Broad Hyundai	331
Chongjian Guo	Fairfax Hyundai	314
Jose Sol	William Lehman Hyundai	294
Jamie Pizzo	Team Hyundai	288

EASTERN REGION		
Joseph Ippolito Jr.	Towne Hyundai	606
Sandra Redway	Atlantic Hyundai	363
Ronnie Thompson	Sansone's Route 1 Hyundai	351
Jonathan Pelc	Atlantic Hyundai	303
Mark DeSantis	Vision Hyundai	287

SOUTH CENTRAL REGION		
Earnest Knight	Capitol Hyundai	306
Amparo Whitis	AutoMax Hyundai	277
Timothy Everhart	Serra Hyundai	248
Nicole Bssaeso	Round Rock Hyundai	232
Jared Bence	Manuel Hyundai	211

WESTERN REGION		
Jae Park	Keyes Hyundai	339
Kevin Kuang	Cammisa Motorcars Hyundai	305
Thomas Toscas	Hardin Hyundai	258
Youngki Jeong	Puente Hills Hyundai	239
Dong Jin Kim	Garden Grove Hyundai	231

## October / November Auction Calendar

Manheim Auto Auction	Manheim, PA	Oct 08
Adesa Kansas City	Belton, MO	Oct 12
Manheim Orlando Auto Auction	Ocoee, FL	Oct 12
Manheim South Seattle	Kent, WA	Oct 13
Greensboro Auto Auction	Greensboro, NC	Oct 13
Manheim Auto Auction	Manheim, PA	Oct 15
Manheim Arena	Bolingbrook, IL	Oct 19
Adesa Minnesota	Dayton, MN	Oct 19
Manheim Dallas	Dallas, TX	Oct 20
Southern Auto Auction	E. Windsor, CT	Oct 20
Manheim Colorado	Commerce City, CO	Oct 26
Manheim Orlando Auto Auction	Ocoee, FL	Oct 26
Adesa Phoenix	Chandler, AZ	Oct 27
Columbus Fair Auto Auction	Columbus, OH	Oct 27
Manheim Auto Auction	Manheim, PA	Oct 29
Manheim Georgia Auto Auction	Atlanta, GA	Nov 02
Manheim Arena	Bolingbrook, IL	Nov 02
Southern Auto Auction	E. Windsor, CT	Nov 03
Manheim Dallas	Dallas, TX	Nov 03
Manheim Greater Nevada	Las Vegas, NV	Nov 04