

SEPTEMBER SALES: 55,102 UNITS Second-Best September Ever!

The calendar caught up to us in September – with *two fewer selling days*, sales were down 8% compared to 2012... but on a selling-day adjusted basis, September sales were up 1% versus last year, representing the second-best September in company history.

“After consistently experiencing year-over-year sales gains in 2013, we felt a market pull-back in September,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President, National Sales. “A shorter selling month contributed to this softening, as well as waning consumer confidence which was influenced by concerns about the government shutdown and uncertainty over out-of-pocket health care costs associated with the Affordable Care Act.” Here are the September sales highlights:

- **Elantra** sales: 19,691 units – best-ever September sales
- **Azera** sales: 1,487 units – up 67% over last September
- **Equus** sales: 371 units – up 16% over last September
- **Genesis** sales: 2,926 units – up 10% over last September

“We’re getting our inventories back in shape and that helped us at the top and bottom of our lineup,” said John Krafcik, President and CEO of HMA. “Elantra had its best-ever September, Accent was up 16% for its best September since 2002, and atop our lineup, Azera had a 67% sales increase. Plus, updated 2014 Tucson, Santa Fe and Sonata models will be arriving at your dealership this week, which will help you meet consumer demand for these key models.”

- Santa Fe is a contender for the *North American Car and Truck/Utility of the Year Competition*, so availability of Limited and Tech Package models will be an asset.

Halloween is coming at the end of the month, so rally your team to rack up solid sales to scare the competition!

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 Survey



Now is the time to share your opinions as the *OTD Dealer Survey* is available from **October 1st – 11th**. We encourage all dealers who have access to OTD to participate and provide suggestions on enhancements or any new ideas you may have! You can find the survey on www.HyundaiDealer.com – it is under the Sales tab.

In addition, we would like to thank you for the feedback we have received via the OTD Dealer Suggestion Box. Over 85 dealers have taken the time to share their comments. In fact, many of your suggestions are being used as we continue to refine the OTD system.

Regarding enhancements, we have added some very important functions within OTD that you can begin using immediately:

- **“Inventory” tab** – you have the ability to mark any of your outstanding production as “Open” for any other dealer to take. Please be careful when using this option because once a car is marked “Open,” any dealer can take it immediately, and once it’s gone, it’s gone!
- **“Locator” tab** – you can search for any cars that other dealers may have marked “Open,” and you can take them for your inventory. Again, once you take a car, it’s yours and the transfer happens immediately. There is no paperwork involved because this only works for pre-production vehicles.
- **“Pipeline Swap” function** – this feature 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.
 - *Congratulations to Danbury Hyundai in Connecticut and Lakeland Hyundai in Florida for completing our first pipeline swap! These dealers were able to adjust their inventories – they swapped an All-Wheel Drive Santa Fe (from Florida to Connecticut), and a Front-Wheel Drive Santa Fe (vice-versa) to better suit their markets.*

To learn more about these functions, check out Chapters 5 and 6 of the *OTD User Manual*, or the *OTD Training Videos* on www.HyundaiDealer.com>Sales>OTD Reference Material. Once there, you can also view the whole list of enhancements that have been implemented as well as

Order-To-Delivery continues on the next page...

Order-To-Delivery continued...

the future enhancements that will be released soon.

We understand how valuable your time is and appreciate your effort in providing us with feedback. The **OTD Dealer Survey** is on www.HyundaiDealer.com until October 11th. And be sure to keep an eye out for the summary results, which will be shared on HyundaiDealer.com in Q1 2014.

PRODUCT TRAINING ANNOUNCEMENT NEWS: Fall Sales Manager Workshops

The **2013 Fall Sales Manager Workshops** will kick off on November 6th. 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, plus upcoming products.

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

Dealer Employee Purchase Program

The Hyundai Circle Team is pleased to announce an entirely new purchase program created specifically to recognize and reward employees of Hyundai dealers. The Dealership Employee Purchase Plan (DEPP) is designed to provide employees of Hyundai dealers with the ability to purchase a new 2013 model Hyundai at substantially reduced prices. Program period is from September 17, 2013 – January 2, 2014. Key elements of this exciting new program are:

Program Eligibility

- Employees of Hyundai dealers and their immediate family members
- Employees at competitive make stores that are owned by a Hyundai dealer (siblings, children, parents, in-laws)
- Each eligible participant is allowed to purchase two vehicles under the DEPP plan during the program period
- Copy of the employee paystub is the only document required in the deal jacket to verify eligibility

Vehicle Eligibility – all 2013MY Hyundai vehicles

Dealer News continues on the top of the next column...

Dealer News continued...

Pricing Structure

- DEPP sales do not qualify for any announced Hyundai incentive programs (Rebates, Dealer Cash, Lease Subvention/APR Rates, VOC/COC, STAR, etc.)
- Instead, each vehicle will receive a substantial “final pay” amount in lieu of existing incentives (shown below)
- Discount structure is Dealer Invoice less DEPP Final Pay amount
- DEPP Sales are also eligible for an additional **\$500 Bonus Cash** and Standard APR rates if financed with HMF

Final Pay Amounts (excludes HMF Bonus Cash):

- Genesis Coupe - **\$1,500**
- Accent, Tucson, Santa Fe, Veloster - **\$2,000**
- Elantra GLS, Azera - **\$2,500**
- Elantra Limited, Santa Fe Sport, Elantra GT - **\$3,000**
- Sonata GLS/SE, Hybrid Base - **\$3,500**
- Sonata Turbo/Limited, Hybrid Limited - **\$4,000**
- Genesis - **\$5,500**
- Equus - **\$7,000**

Please contact the Hyundai Circle Team (855-5-CIRCLE), your District Sales Manager, or Regional Office for complete details.

CUSTOMER SATISFACTION NEWS:

IQS Survey Period: November

The J.D. Power & Associates' *Initial Quality Study* (IQS) survey period starts in November. It's recommended that your salespeople review the **Quick Reference Guide** (QRG) with customers at the time of delivery. We realize that when customers take delivery, it's a challenge for them to remember how to operate all of the features. But if the salesperson has walked the customer through the QRG, then even if the customer forgets, they know where to find answers, and that reduces the number of calls to the *Hyundai Customer Connect Center*. Here are some suggestions of what can be done at the dealership:

- **Have the customer demonstrate:** how to operate the lights, turn signals, wipers, trunk/rear hatch release, HVAC, and the fuel filler door release (unleaded fuel)
- **Review:** the features of the audio system, navigation system, Bluetooth® pairing and Blue Link® demo
- **Present:** the *Maintenance Schedule* so customers know when to bring their vehicle in for service
- **Sign:** the last page of the QRG must be torn off, *signed by the customer, salesperson and Sales Manager* – and then filed with the deal paperwork.
- **Follow-up:** call customers to answer any questions.

BLUE LINK® NEWS:

Q4 Blue Link Incentive Program

The *Blue Link incentive program* has been enhanced to accommodate the changing needs of the business. Between September 4, 2013 and January 2, 2014, all dealer STAR-certified employees will receive a **\$10 increase** on the Sonata (excluding Hybrid) Auto-Renewal incentive. Given that the Sonata is one of our top selling vehicles, it is a great time to spread the word about Blue Link and all that it has to offer. Here are the highlights of the program:

- **Essentials and Guidance Trial Period/ Auto-Renewal Incentive** – if the customer enrolls in the Essentials and Guidance trial (credit card/auto-renewal is required for the trial), an incentive is earned
 - ✓ **Dealer Assist mode** – there is no time limitation with Essentials and Guidance enrollment incentive using dealer assist mode
 - ✓ **Customer Self Enroll mode** – if the customer enrolls in the Essentials and Guidance trial (credit card/auto-renewal is required for the trial) only if enrolled on the day of sale per RDR, the salesperson on the RDR earns the incentive
 - ✓ **Auto-Renewal/Credit Card capture incentive** for Sonata (excluding Hybrid) has been increased by \$10 to equal \$30
 - ✓ **Incentive is not earned** if the customer removes their credit card from their account within 30 days of enrollment – this applies to both Dealer Assist and Customer Self enrollments
 - ✓ **Incentive is not earned** if the Welcome Call Agent obtains credit card during the Welcome Call
- **Pre-paid Years of Service Incentive** – if the customer adds additional years of service for Essentials and/or Guidance, an additional incentive is earned following the same rules as Auto-renewal incentive
 - ✓ **Dealer Assist mode** – if additional time is added using Dealer Assist mode, there is no time limit to earn the incentive
- RDR must be received for all incentive processing

Top Blue Link Performing Dealers*

NATIONAL – SEPT. YTD		Enrollment	Credit Card Capture
MI028	Elhart Hyundai	101.0	46.1
AR031	Smart Hyundai	100.0	44.8
NE009	Tom Dinsdale Hyundai	100.0	25.0
WI030	Broadway Hyundai	99.5	22.2
MA062	Tufankjian Hyundai	99.0	22.9
OH038	Waikem Hyundai	98.9	27.7
PA062	Washington Hyundai	98.7	23.6
IL066	Ettleson Hyundai	98.7	21.6
WI024	Gentile Hyundai	98.6	61.9
IL082	Napleton's Valley Hyundai	98.6	29.8

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

CPO NEWS:

5,927: Up 10.5% Year-to-Date!

Hyundai dealers recorded sales of 5,927 Certified Pre-Owned units in September, with YTD sales of 57,390 CPO units. This represents a September YTD gain of 10.5% versus last year. Hyundai CPO national sales leaders through September 2013 YTD are:

Top Selling CPO Dealers: Sept. '13 YTD

NATIONAL		Sales
FL108	Hyundai of New Port Richey	981
NJ032	Lester Glenn Hyundai	610
GA037	Jim Ellis Hyundai	597
FL122	Coconut Creek Hyundai	518
FL088	O'Brien Hyundai of Fort Myers	474
NV023	Planet Hyundai	466
NC038	Keffer Hyundai	465
CA293	Hardin Hyundai	457
FL103	Universal Hyundai	452
NY075	Atlantic Hyundai	433

CPO Merchandising Materials Now Available:

- Windshield Static Cling (replaces Windshield Header)
- Window Teardrop Flag
- CPO Process Guide & Merchandising Envelope

Use of the new merchandising materials will enhance the look of your dealership's CPO inventory and further distinguish CPO vehicles from used.

SERVICE NEWS:

Assurance Car Care Express



Over 115 Hyundai dealers are up and running with *Hyundai Assurance Car Care Express* in the first year of the program. These dealers know the importance of owner retention and have established *Car Care Express* processes in their dealerships to handle increased volume of oil changes and light maintenance.

Many OEMs have adopted express service programs to help compete with the aftermarket. As vehicle quality has improved, there has been a shift from complex vehicle repairs to routine maintenance. Aftermarket providers have grown substantially and are targeting customers with quick service at advertised low prices.

Routine maintenance accounts for 75% of a Hyundai dealership's service volume. According to J.D. Power, how long it takes to complete routine maintenance has a big impact on your overall customer satisfaction and retention. If you have not already enrolled in *Hyundai Assurance Car Care Express*, contact your Regional Management to see how you can increase revenue, improve service efficiency, and keep your customers satisfied.

ACCESSORY NEWS:

New Genesis Coupe Graphics

You can now order graphics for the Genesis Coupe as part of the partnership between Hyundai and 3M®. To view the available graphics for the Genesis Coupe, Veloster and Veloster Turbo, visit www.HyundaiGraphics.com, they're a great opportunity for you and your dealership:

- Additional profit opportunity for your dealership
- Helps customers personalize their vehicle
- Covered by a 3-year/36,000-mile warranty
- Installation performed by 3M-approved professionals
- Leaves no residue or paint damage when removed
- Variety of eye-catching designs



Ask your Dealership's Parts or Service Manager to order graphics for your Velosters, Veloster Turbos and Genesis Coupes today!

HMF NEWS:

Special October Lease Programs

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

Refer to HMF's Marketing announcements for more details.

October / November Auctions

Manheim Georgia	Atlanta, GA	Oct. 8
Adesa Minnesota	Dayton, MN	Oct. 8
Manheim Kansas City	Kansas City, MO	Oct. 9
Manheim South Seattle	Kent, WA	Oct. 9
Manheim Riverside	Riverside, CA	Oct. 15
Manheim Dallas	Dallas, TX	Oct. 16
Manheim Auto Auction	Manheim, PA	Oct. 18
Manheim Orlando	Ocoee, FL	Oct. 22
Manheim Denver	Denver, CO	Oct. 29
Manheim Auto Auction	Manheim, PA	Nov. 1
Manheim Arena	Bolingbrook, IL	Nov. 5
Manheim Georgia	Atlanta, GA	Nov. 5
Manheim South Seattle	Kent, WA	Nov. 6

Fastlane Highline Closed Event Sale: October 18 – 21

For online sales, log onto www.hyundaiastlane.com

Top HPI Dealers - September YTD*

NATIONAL – Year-To-Date sales (YTD)		HPI Score
WI010	Ken Vance Hyundai	984
MN024	Dondelinger Hyundai	982
LA031	Hyundai of Slidell	979
TX141	James Wood Hyundai	978
PA080	Hyundai of Greensburg	977
IA013	Lujack Hyundai	976
NY122	Simmons Rockwell Hyundai	976
PA060	Freedom Hyundai	976
MA024	Mirak Hyundai	976
AL028	Hyundai of Auburn	975
MO006	Northtowne Hyundai	975
UT013	Murdock Hyundai	975
PA070	Ciocca Hyundai	975
CT007	M. J. Sullivan Hyundai	975
MA034	Gary Rome Hyundai	975
NY024	Miller Hyundai	975

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

Top HSI Dealers - September YTD*

NATIONAL – Year-To-Date sales (YTD)		HSI Score
TX076	Texoma Hyundai	982
IN028	Ray Skillman Southside Hyundai	980
AR025	Superior Hyundai	979
KY009	Jim Johnson Hyundai	978
OH050	Mathews Hyundai	973
NY106	Curry Hyundai	973
MA043	Route 2 Hyundai	972
WA026	Hyundai of Everett	970
NH013	Hyundai of Keene	969
PA068	Lancaster Hyundai	969

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

Top Selling Dealers - Sept. '13 MTD

CENTRAL REGION – Month-To-Date (MTD)		Sales
IL069	Patrick Hyundai	172
IL082	Napleton's Valley Hyundai	161
IL018	Green Hyundai	129
IL063	Family Hyundai	127
OH053	Ron Marhofer Hyundai	125

SOUTHERN REGION		Sales
FL108	Hyundai of New Port Richey	540
FL122	Coconut Creek Hyundai	287
FL114	Rick Case Hyundai	220
FL110	Doral Hyundai	213
FL088	O'Brien Hyundai of Fort Myers	179

EASTERN REGION		Sales
NY075	Atlantic Hyundai	311
NJ029	Brad Benson Hyundai	278
NJ032	Lester Glenn Hyundai	272
NY110	Advantage Hyundai	173
NJ011	Freehold Hyundai	144

SOUTH CENTRAL REGION		Sales
TX100	Hyundai of El Paso	301
TX158	Ron Carter Hyundai	229
TX139	South Point Hyundai	181
TX040	Huffines Hyundai Plano	147
TX131	Absolute Hyundai of Mesquite	144

WESTERN REGION		Sales
CA293	Hardin Hyundai	385
CA314	Keyes Hyundai	242
NV020	Henderson Hyundai Superstore	227
NV023	Planet Hyundai	211
CA310	Garden Grove Hyundai	199