

AUGUST SALES: 60,467 UNITS

## You Set the All-Time Sales Record!

August was amazing! Sales were up 33% compared to last month and we were 47% above August '08, setting the all-time monthly sales record! This also marks the 8<sup>th</sup> consecutive month of year-over-year retail share gains for Hyundai. Here are the vehicle sales highlights:

- **Elantra** – #1 seller at 21,673 units – *all-time record!*
- **Sonata** sales totaled 11,815 units
- **Accent** sales were 10,099 units
- **Genesis** sales totaled 2,316 units – *all-time record!*

We want to congratulate **Eastern Region** dealer, Atlantic Hyundai – they were #1 in the Nation, selling over 1,000 vehicles and having 5 salespeople in the month-to-date Top 10 – each selling over 60 vehicles, with Sandra Redway selling 96 units to be the #1 salesperson in the nation.

Other regional highlights – **Central Region:** Family Hyundai was #1; **South Central Region:** Hyundai of El Paso was #1; **Southern Region:** Hyundai of New Port Richey was #1, while Fairfax Hyundai was #2 and had three salespeople in the Top 10; **Western Region:** Hyundai of Roseville was #1, while Hardin Hyundai was #4 and had three salespeople in the Top 10.

"Congratulations to each dealership and the salespeople for making this a record month. The successful Cash for Clunkers program stimulated the auto industry in time for the summer selling season. We will work to continue this momentum through the fall with our September incentives," said Dave Zuchowski, Vice President of Sales.

### SALES TRAINING NEWS:

## 2010 STAR Certification Preview

Programming is being completed to launch the new **2010 STAR Certification Test**. The new test includes two parts:

1. A series of **Product Walkarounds** like those for the '09 models with test questions following each segment.
2. A series of **Best Sales Practice** segments – these new segments are based on input from top Hyundai dealers, leading salespeople and industry training groups.

**NOTE:** New for 2010, Sales Managers will be required to complete the *Product Information* and *Best Practices* test. In addition, they will also have four additional sections that focus on *Best Practices* from a Manager's point of view.

Additional information about **2010 STAR Certification** will be available later this month, and the **2010 Product Information Tests** are not scheduled until November.

**Sales Training Material Update** – A new version of **Keys to Customer Satisfaction** will soon be posted in the Sales Training Product Information site along with the **2010 Pocket Guide** and **Source Booklet**. In addition, look for all the 2010 models, including the new **Blue** trim levels for Accent and Elantra, on [www.hyundaidealer.com](http://www.hyundaidealer.com) Sales Training Online.

### ACCOLADES AND AWARDS:

## Genesis: Class of '09 Model Year

Ever since the launch of the Genesis sedan, it has been a hit! The first major award was being named the **2009 North American Car of the Year** – the first time a Korean brand has ever achieved the honor. Since then, Genesis has gone on to become the most decorated new car of the 2009 model year.

"Genesis was developed to rival the world's best luxury sedans so we knew it would be a great car, but we didn't know how it would be received by the automotive community," said Scott Margason, Director of Product and Strategic Planning for Hyundai.

A complete list of all the awards given to Genesis is included on Page 4. Please feel free to make copies of the list and share with your customers to demonstrate that Genesis is "the real deal".

### Genesis Sedan – 21 Awards:

1. **2009 North America Car of the Year**
2. **Motor Trend** – America's Top 40 New Cars
3. **J.D. Power and Associates** – Automotive, Performance, Execution and Layout (APEAL) – Most appealing midsize premium car
4. **J.D. Power and Associates** – Vehicle Launch Index (VLI) – Highest ranked 2009 all-new or redesigned vehicle
5. **The Car Book 2009** – Best Bet (intermediate category)
6. **About.com** – Best New Car
7. **Kiplinger's Personal Finance** – Best New Model (sedans \$30,000-\$45,000)
8. **NADAguides.com** – Car of the Month (April)
9. **NADAguides.com** – Top 5 Luxury Cars

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ACCOLADES AND AWARDS continued:

10. **NADAguides.com** – Best Car Buy - Top luxury cars under \$35,000
11. **Autotropolis.com** – Car of the Year
12. **Cars.com** – Car of the Year
13. **On Wheels** – Car of the Year
14. **AutoPacific** – Ideal Vehicle Awards; Aspirational Luxury Category
15. **AutoPacific** – Vehicle Satisfaction Awards; Aspirational Luxury Category
16. **Consumer Reports** – Top-Rated Vehicle (upscale sedan category)
17. **Consumer Digest** – Best Buy (luxury segment)
18. **MyRide/Autobytel** – Car of the Year
19. **Ward's Auto World** – 10 Best Engines (4.6 liter Tau V8)
20. **Automobile Journalists Association of Canada** – Canadian Car of the Year
21. **Automobile Journalists Association of Canada** – Best New Luxury Vehicle Under \$50,000

## Tucson Intellichoice/AutoPacific Award

With an all-new model coming this winter, now is the time to start clearing out your inventory of 2009 Tucson models. When you're working with a Tucson shopper, be sure to point out that Intellichoice and AutoPacific honored Tucson with a **2009 Motorist Choice Award** in the Compact Crossover SUV category for its top scores in ownership satisfaction and overall value.

"With the Tucson being awarded a Motorist Choice Award, it proves to be a purchase that owners will be pleased with both financially and behind the wheel," said James Bell, publisher and editor of Intelli-Choice.com.

### PARTS AND SERVICE:

## Make Service Dept. Part of Delivery

Here's a delivery tip: Print a handout that you can give to new vehicle buyers that provides service procedures to follow with their new vehicle. Here are some suggestions for your handout:

- Include names & phone numbers for key Service personnel
- The procedure for setting up a service appointment
- Describe the procedure once the customer arrives at the service drive
- Transportation options (courtesy van, on-site rent-a-cars)
- The location of the cashier

At delivery, walk them to the Service Department and introduce them to Service personnel, if available, or provide business cards. Then review the handout with your customer, and explain if they have any questions or something comes up, just bring the vehicle back to the dealership, drive into the service drive and we'll be happy to help you.

## 2009 Collection

HMA is committed to providing our dealers with great service as well as quality branded merchandise at competitive prices. If you are looking for inexpensive promotional items, view the entire collection at [www.HyundaiDealer.com](http://www.HyundaiDealer.com).



From the Parts page, click on the link located on the left side entitled *Merchandise & Apparel*.

- Now is the perfect time to affordably outfit your dealership staff and reward your customers with exciting gifts.

## Bridgestone Blizzak Tire Program

Hyundai dealers can save 10% on every order of 20 or more **Bridgestone Blizzak** or **Winter Dueler** tires purchased through the Hyundai Preferred Tire Program before 11:59 p.m. EDT September 30, 2009. Now is the best time for snow-belt dealers to stock up on their winter tire needs and save money at the same time. Dealers who take advantage of the promotion will also receive a free Blizzak Point of Purchase display kit. See the *Promotion flyer* for complete details.

### HMF NEWS:

## Special September Lease Programs

- 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. National, excluding South Central Region.
- 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.

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

## Top HMF Dealers – August

NATIONAL		New Contracts
NY075	Atlantic Hyundai	510
FL108	Hyundai of New Port Richey	220
NY061	Fuccillo Hyundai	131
NV015	Planet Hyundai (NV)	107
CA232	Hyundai of Roseville	97

## Top Selling Dealers – August YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	2,934
FL108	Hyundai of New Port Richey	2,360
NY029	Brad Benson Hyundai	2,163
NJ032	Lester Glenn Hyundai	2,055
VA006	Fairfax Hyundai	1,779

*Top Selling Dealers continued on next page...*

Top Selling Dealers continued from previous page...

### CENTRAL REGION

IL063	Family Hyundai	Tinley Park, IL	1,064
OH018	Columbia Hyundai	Cincinnati, OH	862
OH042	Hatfield Hyundai	Columbus, OH	860
OH001	Superior Hyundai North	Fairfield, OH	819
IL061	Rosen Hyundai	Algonquin, IL	812

### SOUTHERN REGION

Sales

FL108	Hyundai New Port Richey	New Port Richey, FL	2,360
VA006	Fairfax Hyundai	Fairfax, VA	1,779
FL122	Coconut Creek Hyundai	Coconut Creek, FL	1,393
FL088	O'Brien Hyundai	Fort Myers, FL	1,211
FL120	Jenkins Hyundai	Leesburg, FL	973

### EASTERN REGION

NY075	Atlantic Hyundai	West Islip, NY	2,934
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	2,163
NJ032	Lester Glenn Hyundai	Toms River, NJ	2,055
NY110	Advantage Hyundai	Hicksville, NY	1,462
NY086	Fuccillo Hyundai	Syracuse, NY	1,328

### SOUTH CENTRAL REGION

TX100	Hyundai of El Paso	El Paso, TX	1,107
TX040	Huffines Hyundai	Plano, TX	913
TX095	Round Rock Hyundai	Round Rock, TX	822
OK018	Edmond Hyundai	Edmond, OK	725
TX068	Allen Samuels Hyundai	Fort Worth, TX	692

### WESTERN REGION

NV015	Planet Hyundai	Las Vegas, NV	1,044
CA232	Hyundai of Roseville	Roseville, CA	949
CO034	Arapahoe Hyundai	Centennial, CO	899
CA293	Hardin Hyundai	Anaheim, CA	745
UT013	Murdock Hyundai	Orem, UT	658

## Top Sales Managers – August YTD

### CENTRAL REGION

Sales

Jeffrey Kunz	Green Hyundai	839
David Clikeman	Arrow Hyundai	734
Jeff Roberts	St. Charles Hyundai	670
Jon McFarland	Columbia Hyundai	662
Thomas Fascetti	Dean Team Hyundai	638

### SOUTHERN REGION

A. Appleby	Coconut Creek Hyundai	1,385
Ernest McQuaig	Pearson Hyundai	950
Matthew Westcott	Fairfax Hyundai	948
Raul Gomila	Napleton's Hyundai	931
Ismail Whea	Brown's Manassas Hyundai	889

### EASTERN REGION

Daniel Toomey	Atlantic Hyundai	2,970
David Cantin	Brad Benson Hyundai	2,218
Thomas Ruppen	Bowser Hyundai	1,048
John Perillo	Lester Glenn Hyundai	1,046
John Ashdale	Colonial Downingtown	913

### SOUTH CENTRAL REGION

Phillip Wartley	Edmond Hyundai	704
Peter Cafferata	Allen Samuels Hyundai	694
Roosevelt May	Huffines Hyundai	681
Robert Cox	Hub Hyundai	525
Michael Birmingham	Capitol Hyundai	511

### WESTERN REGION

Danielle Gerbino	Hardin Hyundai	681
Frank Maione	Henderson Hyundai	579
John Staluppi Jr.	Planet Hyundai	565
David Withnell	Withnell Hyundai	496
William Joseph	Premier Hyundai	485

## Top Sales Associates – August YTD

### CENTRAL REGION

Sales

Scott Varnum	Dean Team Hyundai	402
James Spink	Gurnee Hyundai	383
James Clemmons	McCarthy Olathe Hyundai	280
Shane Anthony	Lujack Hyundai	248
Christopher Miller	Dean Team Hyundai	236

### SOUTHERN REGION

Patrick Amoriello	Coconut Creek Hyundai	352
Chongjian Guo	Fairfax Hyundai	273
Donald Barker	Fairfax Hyundai	245
Michael Girken	Jones Bel Air Hyundai	224
Carolyn Davis	Jenkins Hyundai	221

### EASTERN REGION

Joseph Ippolito Jr.	Towne Hyundai	323
Sandra Redway	Atlantic Hyundai	290
Gene Ake	Vision Hyundai	248
Robert Durante	Conicelli Hyundai	244
Jason Casale	Global Hyundai	241

### SOUTH CENTRAL REGION

Daniel Ronje	Champion Hyundai Corpus Christi	267
Earnest Knight	Capitol Hyundai	176
Gerald Michalak	Absolute Hyundai of Mesquite	171
Stanley Becker	Eckert Hyundai	153
Deroyce Lusher	Round Rock Hyundai	147

### WESTERN REGION

Howard Fleischman	Frank Motors Hyundai	220
Keri Cornelius	Hardin Hyundai	199
Gary Cloward	Hardin Hyundai	191
Samesh Pal	Hyundai of Roseville	174
Kevin Kuang	Cammisa Motorcars Hyundai	170

## September/October Auction Dates

Manheim Arena	Bolingbrook, IL	Sept 08
Manheim South Seattle	Kent, WA	Sept 09
Greensboro Auto Auction	Greensboro, NC	Sept 09
Columbus Fair Auto Auction	Columbus, OH	Sept 09
Manheim Auto Auction	Manheim, PA	Sept 11
Manheim Colorado	Commerce City, CO	Sept 15
Manheim Georgia Auto Auction	Atlanta, GA	Sept 15
Adesa Minn	Minn. /St Paul, MN	Sept 15
Southern Auto Auction	E. Windsor, CT	Sept 16
Manheim Houston Hobby	Houston, TX	Sept 17
Manheim Auto Auction	Manheim, PA	Sept 18
Manheim Arena	Bolingbrook, IL	Sept 22
Manheim Orlando Auto Auction	Ocoee, FL	Sept 22
Adesa Phoenix	Chandler, AZ	Sept 23
Columbus Fair Auto Auction	Columbus, OH	Sept 23
Manheim Auto Auction	Manheim, PA	Sept 25
Adesa Kansas City	Belton, MO	Sept 29
Manheim S.F. Bay	Hayward, CA	Sept 30
Manheim Dallas	Dallas, TX	Sept 30
Southern Auto Auction	E. Windsor, CT	Sept 30
Manheim Greater Nevada	Las Vegas, NV	Oct 01
Manheim Auto Auction	Manheim, PA	Oct 02
Manheim Greater Nevada	Las Vegas, NV	Oct 02
Manheim Georgia AA	Atlanta, GA	Oct 06
Manheim Arena	Bolingbrook, IL	Oct 06



## GENESIS: Class of 2009 Model Year with 21 Top-Car Honors

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Hyundai's flagship, the Genesis sedan, launched to significant anticipation culminating with its coronation as the **2009 North American Car of the Year** – the first time a Korean brand has ever achieved the honor. But Genesis didn't stop there, accumulating honor after prestigious honor to become the most decorated new car launch of the 2009 model year. At last count, Genesis tallied 21 top honors from the most prominent media outlets and automotive organizations in North America. Genesis' trophy case includes awards and accolades from the likes of J.D. Power and Associates, *Motor Trend*, AutoPacific, Cars.com and leading consumer publications.

“Genesis was developed to rival the world's best luxury sedans so we knew it would be a great car, but we didn't know how it would be received by the automotive community,” said Scott Margason, Director of Product & Strategic Planning for Hyundai. “As the awards accumulated, we realized not only how well designed the Genesis was, but how far the Hyundai brand had come. Consumers and automotive industry influencers really embraced the idea of Hyundai producing a luxury product.”

### Genesis Sedan Awards:

1. **2009 North America Car of the Year**
2. **Motor Trend** – America's Top 40 New Cars
3. **J.D. Power and Associates** – Automotive, Performance, Execution and Layout (APEAL) - Most appealing midsize premium car
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12. **Cars.com** – Car of the Year
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