

AUGUST SALES: 53,603 UNITS

## 20 Months: Year-Over-Year Gains

*Your hard work continues to pay off* – while sales were down compared to the record-setting August we had last year thanks to “Cash for Clunkers,” last month was the **third best volume month** in company history. Plus, we held a 5.3% retail market share – the highest ever achieved – and delivered the 20<sup>th</sup> consecutive month of retail market share gains. For the year, cumulative sales are up 17% and you remain on track to establish an all-time sales record for the full year – congratulations!

“Hyundai continues to significantly outperform the industry and gain market share,” said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales. “Demand for our products remains strong, and as we take aggressive action to increase production of high-demand vehicles to improve dealer supply, we are well-positioned for growth for the remaining four months of this year. For the fourth quarter, we are preparing to launch our flagship EQUUS Signature and Ultimate models and introduce three additional new products – the Sonata 2.0 Turbo, Sonata Hybrid and the all-new Elantra. These new model introductions, backed by an ambitious media plan, will ensure we maintain our momentum in the face of challenging market conditions.”

Here are the August sales highlights:

- **Sonata** – #1 overall sales – 21,399 units – *up 81%*
- **Tucson** – 3,343 units – *up 32%*
- **Genesis** – 2,889 units – all-time monthly sales record and *14<sup>th</sup> consecutive month* of year-over-year sales gains

Remember, more of the vehicles you need are on the way to help you make September a strong sales month!

### PRODUCT NEWS

## 2011 Product Online

To ensure your team is up-to-speed, the latest 2011 product information is on [www.hyundaidealer.com](http://www.hyundaidealer.com) / Training / Sales Training / STAR Product Information. It features product information for all 2011 vehicles except the 2011 Genesis Coupe [see Page 2 for a special story on what's new on the Coupe for 2011], plus the Santa Fe and Elantra, which have yet to be released. The new 2011 *Fast Facts* and *Dare to Compare* comparisons will be online soon, too – so check back often to make sure you have the latest product information.



Hyundai Hope On Wheels™  
Helping kids fight cancer

FROM THE DESK OF JOHN KRAFCIK:

## Childhood Cancer Awareness

September – **National Childhood Cancer Awareness Month** – is here and I'm thrilled to let you know that we have launched the biggest philanthropic initiative in Hyundai history to raise awareness and continue our efforts to help kids fight cancer. We began our journey with visits to three Washington, D.C. area hospitals to award the very first \$100,000 Hope Grants.

- Award events will take place across the country throughout September to donate **\$100,000 Hope Grants** to 68 hospitals and non-profit organizations.
- By the end of this year, **Hyundai Hope on Wheels** will have donated more than \$23 million to support the fight against childhood cancer.

We are all part of this unprecedented initiative, and I hope you all are very proud of your commitment to this important cause.

## September Marketing Efforts

This month, Hyundai will be airing new commercials to support *Hyundai's Hope on Wheels* program in high profile fall season premieres such as “Glee,” and on the **NBC Sunday Night Pre-Kick Show** and in-game as well as on **NFL Sunday Ticket** on DirecTV.

- **Genesis** is featured with the kick off of the **Sports Illustrated Peter King Challenge sponsorship**.
- **Tucson** will be supported through the **Oh Ranger! National parks map guides and tour**, reaching an estimated 20 million national park enthusiasts.
- **Sonata** is supported on **Edmunds' Consideration Marketing** (ECM) program and continued support across 3<sup>rd</sup> party auto sites. The **Sonata Uncensored** campaign will also launch on **Facebook** in September.
- **National TV spots** will air on programs like *Desperate Housewives*, *CSI: Miami*, *America's Got Talent*, *Family Guy*, *House*, *Law & Order*, and more.

## PRODUCT NEWS CONTINUED:

### 2011 Genesis Coupe Updates

The Genesis Coupe is a hit with drivers with its sporty styling... and the tuners love it for its amazing potential. Here are the highlights of what's new for 2011:

- **New 3.8 R-Spec model** – this low-cost 3.8L V6 performance model replaces the 3.8 Base as the entry level Genesis Coupe; standard equipment includes:
  - 6-speed manual transmission
  - Track-tuned suspension
  - 19-inch gunmetal-finish alloy wheels
  - Staggered-width tires with summer tire compound
  - Brembo® monobloc fixed caliper braking system
  - Torsen® limited-slip differential
  - R-Spec badge
- **3.8 Grand Touring** interior now comes in black or brown interior colors, based on exterior color.
- **2.0T Track** model is no longer available.

### Changes in NHTSA Ratings

The National Highway Traffic Safety Administration (NHTSA) is changing how they award “stars” in their crash tests. With these new safety ratings, the star count could go down – but it would affect all vehicles equally.

## AWARDS & ACCOLADES:

### Global Honors & Internet Awareness

Did you know that your clients can save time, money and

- **Kelley Blue Book's Kbb.com Brand Watch** reports that for the first time ever, Hyundai has made the list of *top five most-considered brands*. In Q2 2010 Hyundai brand consideration surged nearly six percentage points in the non-luxury coupe/sedan/hatchback segment. Hyundai now garners 29% of the total consideration, beating out top competitors like Nissan.
- **Hyundai Genesis sedan** was named the “Near Luxury Car” segment leader in **Strategic Vision's 2010 Total Quality Index™ (TQI)**. Genesis sedan topped its category beating out premium luxury competitors such as the BMW 3 Series, Mercedes C-Class, and Audi A4.
- Leading German automotive magazine **Auto Bild** has awarded Hyundai the top position in the **Auto Bild Quality Report 2010**, beating all other manufacturers, including Toyota and renowned German brands BMW and Audi. Hyundai took the prestigious honor based on a comprehensive analysis of reliability, long-term quality and customer satisfaction.

## ACCESSORY NEWS

### Ways to Stimulate Accessory Sales

**Accessory Addendum Labels** have been shipped to your dealership to help stimulate accessory sales. You can print them out to show what accessories are installed on a vehicle, then display the Addendum next to the Monroney label.

- The Addendum Template is in the *Dealer Orientation Guide* on [www.HyundaiDealer.com](http://www.HyundaiDealer.com) in the Accessories section.
- Make sure you have the latest version of Acrobat Reader, 9.0, to use the template.
- Additional Addendum labels are available through the *Print on Demand* website on [www.HyundaiDealer.com](http://www.HyundaiDealer.com)

### DIO Accessories on the TUBE!

*Dealer Installed Accessories* can now be found on the TUBE – they are listed by model. This will assist your efforts to promote and sell accessories at the time of vehicle purchase. Take a few minutes and familiarize yourself with this new DIO sales tool. We are working on the 2011 accessories and they will be loaded to the TUBE shortly.

## IN THE NEWS:

### NAVTEQ Training Update

In the June issue, we told you about the Navigation Training sponsored by NAVTEQ. This type of third party training is invaluable, as it makes it easier for Sales Associates to present navigation systems to their customers. They had 154 participants enroll in the program – and of those who completed the training, the \$1,500 gift card grand prize went to Christopher Saraceno, Brass City Hyundai, Waterbury, CT.

## HMF NEWS:

### Special September 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).

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

## Top Selling Dealers – August 2010 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	3,888
NY029	Brad Benson Hyundai	3,216
FL108	Hyundai of New Port Richey	2,997
NJ032	Lester Glenn Hyundai	2,779
VA006	Fairfax Hyundai	2,060

CENTRAL REGION			
IL018	Green Hyundai	Springfield, IL	1,161
IL063	Family Hyundai	Tinley Park, IL	1,027
OH053	Ron Marhoffer Hyundai	Akron, OH	899
OH042	Hatfield Hyundai	Columbus, OH	888
OH018	Columbia Hyundai	Cincinnati, OH	862

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	2,997
VA006	Fairfax Hyundai	Fairfax, VA	2,060
FL122	Coconut Creek Hyundai	Coconut Creek, FL	1,911
MD028	Antwerpen Hyundai	Baltimore, MD	1,342
FL088	O'Brien Hyundai	Fort Myers, FL	1,320

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	3,888
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	3,216
NJ032	Lester Glenn Hyundai	Toms River, NJ	2,779
NY086	Fuccillo Hyundai	Syracuse, NY	1,618
NY110	Advantage Hyundai	Hicksville, NY	1,610

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	1,173
TX095	Round Rock Hyundai	Round Rock, TX	967
TX040	Huffines Hyundai	Plano, TX	917
TX139	South Point Hyundai	Austin, TX	777
TX104	North Freeway Hyundai	Houston, TX	705

WESTERN REGION			
CA314	Keyes Hyundai	Van Nuys, CA	1,214
CA232	Hyundai of Roseville	Roseville, CA	993
CO034	Arapahoe Hyundai	Centennial, CO	970
CA310	Garden Grove Hyundai	Garden Grove, CA	966
CA293	Hardin Hyundai	Anaheim, CA	952

## Top Sales Managers – August 2010 YTD

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		1,175
David Clikeman	Arrow Hyundai		765
Frederick Ziegel	Taylor Hyundai		740
Jeff Roberts	St. Charles Hyundai		720
Jon McFarland	Columbia Hyundai		690

SOUTHERN REGION			
A. Appleby	Coconut Creek Hyundai		1,919
Clay King	King Hyundai		1,215
Matthew Westcott	Fairfax Hyundai		1,021
Leo Blakeney	Fairfax Hyundai		1,021
Ralph Moser	Keffer Hyundai		1,020

EASTERN REGION			
David Cantin	Brad Benson Hyundai		3,296
Percy Urrutia	Atlantic Hyundai		1,836
John Perillo	Lester Glenn Hyundai		1,413
Thomas Ruppen	Browser Hyundai		1,114
Frank Allen	Mid-Island Hyundai		1,045

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	920
Peter Cafferata	Allen Samuels Hyundai	712
Robert Cox	Hub Hyundai	705
Suleiman Ebrahim	South Point Hyundai	701
Cesar Martinez	Hyundai of El Paso	669

WESTERN REGION		
Danielle Gerbino	Hardin Hyundai	978
Frank Maione	Henderson Hyundai	744
Chris Smith	Harbor Hyundai	677
Brian Sobel	Keyes Hyundai	653
Josh Brown	Keyes Hyundai	598

## Top Sales Associates – August 2010 YTD

CENTRAL REGION			Sales
Robert Miller	Dean Team Hyundai		252
Jasper Cicero	Rosen Hyundai		247
Arturo Moreno	Gartner Hyundai		240
Patrick Harrigan	Taylor Hyundai		235
Randy Peters	Todd Archer Hyundai		225

SOUTHERN REGION		
Patrick Amoriello	Coconut Creek Hyundai	563
Andrew Getchell	West Broad Hyundai	288
Chongjian Guo	Fairfax Hyundai	282
Jose Sol	William Lehman Hyundai	259
Jamie Pizzo	Team Hyundai	249

EASTERN REGION		
Joseph Ippolito Jr.	Towne Hyundai	554
Sandra Redway	Atlantic Hyundai	321
Ronnie Thompson	Sansone's Route 1 Hyundai	282
Jonathan Pelc	Atlantic Hyundai	265
Mark DeSantis	Vision Hyundai	258

SOUTH CENTRAL REGION		
Earnest Knight	Capitol Hyundai	263
Amparo Whitis	AutoMax Hyundai	261
Timothy Everhart	Serra Hyundai	251
Nicole Bssaeso	Round Rock Hyundai	207
Jared Bence	Manuel Hyundai	203

WESTERN REGION		
Jae Park	Keyes Hyundai	340
Kevin Kuang	Cammisa Motorcars Hyundai	279
Thomas Toscas	Hardin Hyundai	228
Dong Jin Kim	Garden Grove Hyundai	211
Eddy Kim	Garden Grove Hyundai	204

## September / October Auction Calendar

Manheim Colorado	Commerce City, CO	Sept 14
Manheim Orlando Auto Auction	Ocoee, FL	Sept 14
Manheim Dallas	Dallas, TX	Sept 15
Southern Auto Auction	E. Windsor, CT	Sept 15
Manheim Auto Auction	Manheim, PA	Sept 17
Adesa Minneapolis	Dayton, MN	Sept 21
Manheim Arena	Bolingbrook, IL	Sept 21
Manheim Georgia Auto Auction	Atlanta, GA	Sept 21
Adesa Phoenix	Chandler, AZ	Sept 22
Columbus Fair Auto Auction	Columbus, OH	Sept 22
Manheim Auto Auction	Manheim, PA	Sept 24
Adesa Kansas City	Belton, MO	Sept 28
Manheim Orlando Auto Auction	Ocoee, FL	Sept 28
Manheim Auto Auction	Manheim, PA	Oct 01
Manheim Arena	Bolingbrook, IL	Oct 05
Manheim Georgia Auto Auction	Atlanta, GA	Oct 05
Southern Auto Auction	E. Windsor, CT	Oct 06
Manheim Greater Nevada	Las Vegas, NV	Oct 07