

AUGUST SALES: 61,099 UNITS!

6th Straight Month Breaking 60,000!

Best-ever August – thanks to you and your staff, Hyundai sales topped the 60,000 mark for the sixth month in a row! Sales were up 4% over last year, and you set an all-time record for the month of August, topping the *Cash for Clunkers* mark set in 2009! **Keep up the good work!**

“We feel really good about the way August shaped up as our overall inventory situation continued to improve and consumer response to the all-new Santa Fe has been nothing short of remarkable,” said Dave Zuchowski, Executive Vice President of Sales, Hyundai Motor America. August sales highlights:

- **23,887 vehicles** sold with an EPA estimated 40 mpg highway fuel economy rating – *39% of all vehicles sold!*
- **Sonata:** #1 selling vehicle at 19,624 units
- **Elantra:** 17,989 units – up 19.5%
- **Tucson:** 5,376 units – up 29%
- **Veloster:** 3,708 units – 25,318 units year-to-date
- **Azera:** 959 units – up 977% over last August

“With the launch of the third shift at our Alabama plant where the Elantra and Sonata are built, and the launch of our all-new Santa Fe, built in Georgia, we’re feeling better about our ability to meet consumer demand for Hyundai cars and crossovers,” said John Krafcik, President and CEO of Hyundai Motor America.

Now let’s keep the momentum rolling and finish the summer strong with a **sizzling September!**

STAR NEWS:

Certification Deadline is Sept. 12th

Mid-Year STAR Certification began August 1st and the test period deadline is Wednesday, **September 12th**. As a reminder, there is a new *Elite STAR Certification*:

- Must have at least *two* years prior STAR Certification.
- HPI (SSI) running 3-month score must be at least 925 (taken from the STAR Sales Incentive site and is updated monthly).
- *Elite STAR Certification* receives PDF product updates on carryover vehicles, then takes the *STAR* test for that vehicle. New vehicles require the entire STAR test.
- All of the *STAR Tests* are taken online at www.spi1986.com.

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EQUUS Product STAR Certification

The **2013 EQUUS STAR Product Certification** opens on September 5th and you have until October 10th to take the test. As you know, there are a few changes on the 2013 EQUUS, so the **2013 EQUUS STAR Product Test** will challenge your EQUUS product knowledge. Accordingly, to help you prepare for the test...

EQUUS Product Kits on their way

The **2012 EQUUS Product Print Information Kits** were shipped September 6th via FedEx Ground. These kits include:

- 2013 EQUUS Guide (5 copies)
- 2013 EQUUS Source (5 copies)
- EQUUS Test Drive Tips (5 copies)
- 2013 EQUUS Fast Facts (5 copies)
- 2013 EQUUS Warranty Comparisons (5 copies)
- 2013 EQUUS Dare To Compare Charts (5 copies)
- **“Everything EQUUS”** Summer Newsletter (20 copies) – this is a new, quarterly newsletter designed to enhance your EQUUS product knowledge, and it is written so you can share it with your customers, too. Be sure to have your staff read them and distribute them to your prospective EQUUS buyers and current EQUUS owners.

This information will be invaluable when preparing for the **EQUUS STAR Product Test**. Make your Parts Department aware of its arrival so you can receive it in a timely manner.

Hyundai Info. on your Smartphone

What do your people do if they’re out on the lot and their customer has a product question they can’t answer? The quickest, easiest and most convenient solution is to access www.Hyundai.com via their smartphone. The website automatically detects it’s being accessed on a mobile device and responds by showing just the vital information – here’s how to get quick, seamless access to product information:

- Start by selecting a vehicle – scroll to the desired model.
- Tap on that model, then you can access Features, Price, Gallery, 360° view, and Specifications.
- For example: tap “Price,” select the trim level, then touch “Key Feature Highlights” to discover the standard features on a particular model – it’s that easy.

Share this with your staff so they know where to go.

2012 HYUNDAI SALES HEROES CONTEST WINNERS:

Little Things Make a Big Difference

“It’s the little things you do that make a difference,” says Gary Wesolowski, grand prize winner of the **2012 Hyundai Sales Heroes Contest**. “Even when you think it doesn’t matter, the customer really does care.”

That sums up what it takes to be a *Hyundai Sales Hero*: going out of your way to help a customer deliver a surprise, keeping a promise, and not taking “no” for an answer when you know that “yes” will delight the customer. And it’s the little things that can also lead to some really big rewards.

In April, we challenged sales consultants to tell us how they created clever solutions and delighted customers. In all, 1,812 sales consultants opted in, and 601 responded with stories. In June, two entrants were selected from each region, and the 10 semifinalists received an Apple iPad®. Then, Hyundai associates nationwide cast their votes – and three very special stories emerged:

Second runner-up and \$5,000 winner, **Michael Link**, of *Edmond Hyundai*, Oklahoma City, delivered a 2012 Sonata to a couple just moments before they left on a trip to visit their son. The Sonata was a surprise from that son, and Link had to scramble to make the delivery happen on time. “I get out, and she is expecting me to pull a package out of the back,” says Link. “Instead, I hand her the keys to her new car and tell her that her son bought it for her and her husband. They both started crying...”

First runner-up and \$10,000 winner, **John Lyons**, of *Coastal Hyundai*, Melbourne, Florida, knew that a long-term customer had fallen in love with the Veracruz. He also knew that the customer needed mobility equipment that would not fit the vehicle. Lyons searched supplier after supplier; and after being turned away six times, he located a company that could modify the lift and do the installation. “When the customer took delivery of the vehicle, he was extremely happy,” says Lyons. “It gave me a good feeling that I could help customers that have been so important to me.”

First-place and \$20,000 winner, **Gary Wesolowski**, of *Henderson Hyundai Superstore*, Henderson, Nevada, helped a long-term customer purchase a 2006 Azera for his wife. Tragically, the customer was dying, but asked Wesolowski to make sure his wife got the car serviced when needed. Wesolowski kept that promise, and also helped the widow when the car suffered an accident. In 2012, she returned to Henderson Hyundai Superstore and purchased a new Azera from Wesolowski. “She thanked me for honoring Mr. Goodman’s wishes over the years,” says Wesolowski. “As long as I’m still here, I will take care of all my customers the same way.”

Congratulations to all of the winners of the **2012 Hyundai Sales Heroes Contest!**

MARKETING NEWS:

New Commercials Attract Attention

Picking an Elantra used to be a no brainer. But with the addition of Elantra Coupe and Elantra GT, that decision has become a little harder. Marketing has produced two new Elantra family commercials, which will air throughout the month of September. These complementary spots focus on the idea that picking an Elantra is easy, but knowing which to choose, not so much. “*Miss Decisive*” introduces a smart and likeable young woman who always knows exactly what she wants, but she’s thrown when presented with three choices: <http://www.youtube.com/watch?v=71RHB188j1k> “*Showroom*” spends more time with *Miss Decisive* as she struggles with what once was a perfectly easy decision: <http://www.youtube.com/watch?v=fWA9HDzDIXo>

HOPE ON WHEELS NEWS:

Hope On Wheels Activities in Sept.

September is **National Childhood Cancer Awareness Month** and Hyundai Motor America and *Hyundai Hope On Wheels* will be donating more than \$10 million to fund pediatric cancer research at Children’s Oncology Group (COG) institutions across the United States.

This year, 41 hospital events are scheduled, three 5K run/walks, and a series of events in Washington, D.C. surrounding the *Childhood Cancer Caucus*. In a bid to strengthen chances in the fight for a cure, *Hope On Wheels* raised the September *Hope Grant* award amount this year from \$100,000 to \$250,000.



We have also produced a new *Hope On Wheels* television spot, featuring our national youth ambassador, C.J. George. This spot invites the consumer public to join Hyundai in the fight, so together we can give childhood cancer the treatment it deserves: <http://www.youtube.com/watch?v=yu9h7ZrU7Ws>

In addition, the first *Hope On Wheels 5K Run/Walk Series*’ race was held on Saturday, September 1st at the University of California, Irvine campus. The 5K Series moves to Chicago on September 9 in conjunction with the *Chicago Half Marathon*, and to Miami on September 29th.

Since its inception 14 years ago, *Hope On Wheels* has donated more than \$45 million to pediatric cancer research at institutions nationwide, and by year-end 2012 will have committed more than \$57 million.

IN THE NEWS:

The Latest Awards and Accolades

With the all-new Santa Fe Sport hitting the streets along with the other new models, there has been a lot of positive press about Hyundai vehicles. Here are the highlights:

Veloster:

- **Yahoo.com** reported that *Consumer Reports* named the Veloster to their **Best Cars of 2012** list and said, "...the Hyundai Veloster is a welcome entry in the sporty-car class. Its edgy styling stands out on the road. And its asymmetrical design – with a single rear door on the passenger side – helps make it surprisingly livable."

Accent:

- Accent earned a spot on *Kelley Blue Book's* KBB.com's **"10 Best Back-To-School Cars for Students."** Editors praised the Accent for its fresh appeal, dependability and affordability. Accent's other awards include *Consumer Guide's* 2012 Automotive **"Best Buy"** and *Motorweek's* 2012 **Driver's Choice Award**.

Santa Fe:

- The 2013 Santa Fe makes a dashing entrance into showrooms as one of the **Top 10** new models for 2013 according to *Total Car Score*. Editors at *Total Car Score* (www.totalcarscore.com), a leading automotive and research comparison website, ranked the Santa Fe ninth out of more than 30 new models reaching showrooms for the 2013 model year.

Genesis Coupe:



- Hyundai is on a winning streak – in your showroom *and* on the race track. The **Genesis Coupe** piloted by Rhys Millen set a world record of 9 minutes, 46.16 seconds and earned the Time Attack win at the acclaimed **Pikes Peak International Hill Climb**, beating Romain Dumas in a Porsche 911 (Dumas was the 2010 winner of

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the 24 Hours of Le Mans). Then two weeks later – in the exact same car – Rhys won the **Las Vegas Formula DRIFT** event, beating 63 other competitors. No other racer or race car has ever accomplished victories in such diverse events in such a short period of time!

HMF NEWS:

Special September Lease Programs

\$0 Down Payment / \$0 First Payment / \$0 Security Deposit program expanded to the following models:

- **2012 Azera** for \$459/month for 36 months; \$0 due at lease signing
- **2012 Tucson** for \$309/month for 36 months; \$0 due at lease signing
- **2013 Accent** for \$225/month for 36 months; \$0 due at lease signing
- **2013 Veloster** for \$245/month for 36 months; \$0 due at lease signing
- **2013 Elantra** for \$249/month for 36 months; \$0 due at lease signing
- **2013 Elantra Coupe** for \$259/month for 36 months; \$0 due at lease signing
- **2013 Elantra GT** for \$275/month for 36 months; \$0 due at lease signing
- **2013 Genesis Coupe** for \$369/month for 36 months; \$0 due at lease signing

Refer to HMF's Marketing announcements for more details.

CPO NEWS:

CPO Sales: 6,362 – August Record

Sales of 6,362 Certified Pre-Owned units set an August CPO sales record and represents an increase of 37.9% over August 2011 and a 59.3% gain year-to-date. August year-to-date, Hyundai dealers have sold 45,405 CPO units.

To support a strong finish to Q3, special low APR rates of 0.9% for 36 months and 1.9% for 37 – 48 months continue for Hyundai CPO through October 1, 2012. These rates and the 2012 IntelliChoice award for **Best Certified Pre-Owned Program – Popular Category** are currently promoted through advertising on AutoTrader.com and Cars.com.

Top Selling CPO Dealers – August 2012 YTD:

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	589
FL108	Hyundai of New Port Richey	423
NY075	Atlantic Hyundai	419
NJ032	Lester Glenn Hyundai	398
FL124	Orlando Hyundai	362
FL088	O'Brien Hyundai	357
NJ029	Brad Benson Hyundai	355
FL049	Coastal Hyundai	343
NC038	Keffer Hyundai	339
FL122	Coconut Creek Hyundai	319

New Blue Link Enhancements

Restaurant Ratings feature – now includes a “search radius” to limit or widen search results. Users can adjust the search radius from 1 – 50 miles. The default radius is 10 miles. To adjust the radius, users visit the *Blue Link Preferences* section of MyHyundai.com where there is a tab for *Restaurant Ratings* to change the search radius.

Roadside Assistance via Mobile App – Customers using the Blue Link Mobile App 2.1 have the ability to call *Roadside Assistance* in case of an emergency through the mobile app. There is a *Roadside Assistance* button in the main menu of the app. Click on the button and *Roadside Assistance* will be called. Once the call has been placed through the mobile app, the operator has the ability to locate the customer from the smartphone’s GPS location. As a reminder, a Blue Link-enrolled customer can use the SOS or the Blue Link button for Enhanced Roadside Assistance, which will send the vehicle’s location to the response agent.

Geo-Fence Enhancements – our users spoke and we listened: recent updates have reduced the number of alerts while the vehicle is exceeding the Geo-Fence boundary. Most customers will need to delete and create a new Geo-Fence for the new notifications to take effect.

Top Blue Link Dealers – Aug. YTD

NATIONAL		DA Enrollment/DA Auto Renewal	
WI027	Hesser Hyundai	97.92	50.00
RI009	Hyundai of Newport	97.62	61.73
WA049	Larry Miller Hyundai Spokane	97.44	72.73
MN024	Don Delinger Hyundai	97.33	55.36
WI010	Ken Vance Hyundai	97.06	60.00
IN025	Bill Gaddis Hyundai	97.06	52.63
OH044	Ganley Westside Hyundai	96.48	61.81
KS011	Laird Noller Hyundai	96.36	54.84
MI028	Elhart Hyundai	96.25	57.89
CO025	Phil Long Hyundai of Chapel Hills	94.85	52.11

*Top 10 Enrollment & Associated Dealer Assist Auto Renewal
Note: Enrollment Obj. = 85%; D/A Auto Renewal Obj. = 50%

Top HPI Dealers – August YTD*

NATIONAL		HPI Score	
1	TX141 James Wood Hyundai	986	
2	WI025 Dahl Hyundai	984	
3	WV014 Hyundai of Beckley	983	
4	KY009 Jim Johnson Hyundai	982	
5	LA031 Hyundai of Slidell	979	
T6	MA034 Gary Rome Hyundai	976	
T6	AZ031 Jim Click Hyundai of Green Valley	976	
T8	TX118 Orr Hyundai	975	
T8	OH050 Mathews Hyundai	975	
10	MA024 Mirak Hyundai	974	

*Minimum of 5 surveys a month to qualify for Top Dealer Rankings

Top Selling Dealers – August 2012

CENTRAL REGION – Month-To-Date sales (MTD)		
IL069	Patrick Hyundai	239
IL018	Green Hyundai	223
IL063	Family Hyundai	200
OH053	Ron Marhofer Hyundai	162
MN021	Luther Bloomington Hyundai	154
SOUTHERN REGION		
FL108	Hyundai New Port Richey	555
FL122	Coconut Creek Hyundai	378
VA006	Fairfax Hyundai	309
FL110	Doral Hyundai	249
FL114	Rick Case Hyundai	244
EASTERN REGION		
NY075	Atlantic Hyundai	614
NJ029	Brad Benson Hyundai	491
NJ032	Lester Glenn Hyundai	412
NY110	Advantage Hyundai	222
NY058	Plaza Hyundai	162
SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	285
TX158	Ron Carter Hyundai	208
TX040	Huffines Hyundai Plano	202
TX139	South Point Hyundai	201
TX095	Round Rock Hyundai	141
WESTERN REGION		
CA293	Hardin Hyundai	340
CA314	Keyes Hyundai	262
CA232	Hyundai of Roseville	245
CA310	Garden Grove Hyundai	230
CA304	Capitol Hyundai	220

STAR and Product Quick Links:

- www.spi1986.com – STAR Product Information
- www.hstarsandy.com/practices_resources – STAR Best Practices
- www.hstarsandy.com – STAR Certification
- www.HyundaiNews.com – Hyundai Media site
- www.HyundaiDealer.com – Hyundai Dealer site
- www.Hyundai.com – Hyundai Consumer & Smartphone site

September / October Auctions

Adesa Minnesota	Dayton, MN	Sept. 11
Manheim Orlando	Ocoee, FL	Sept. 11
Manheim Kansas	Kansas City, MO	Sept. 12
Manheim South Seattle	Kent, WA	Sept. 12
Manheim Auto Auction	Manheim, PA	Sept. 14
Manheim Arena	Bolingbrook, IL	Sept. 18
Manheim Georgia	Atlanta, GA	Sept. 18
Manheim Riverside	Riverside, CA	Sept. 18
Manheim Dallas	Dallas, TX	Sept. 19
Manheim Auto Auction	Manheim, PA	Sept. 21
Manheim Denver	Denver, CO	Sept. 25
Manheim Orlando	Ocoee, FL	Sept. 25
Manheim Arena	Bolingbrook, IL	Oct. 2
Southern Auto Auction	E. Windsor, CT	Oct. 3
Manheim Auto Auction	Manheim, PA	Oct. 5
Manheim Nevada	Las Vegas, NV	Oct. 5

For online sales, log onto www.hyundaifastlane.com