

AUGUST SALES: 66,101 UNITS

Best August in Company History!

Hear that? That's the sound of sizzling sales! You and your sales team knocked it out of the park yet another month! For August, your sales were up 8% over 2012, and initial reports show that you're satisfying your customers at an incredibly high rate – that's great news!

"You always hear about strong summer selling months, but it's still particularly gratifying when you experience it first hand, as you did in August, continuing your string of record-breaking months," said Dave Zuchowski, Hyundai Motor America's Executive Vice President, National Sales. "We have good momentum, innovative marketing and incentive support, excellent inventory balance, and an improving economic climate so we feel bullish about the final four-month home stretch of 2013."

Here are the August sales highlights:

- **Elantra** sales: 24,700 units – up 37% over last August
- **Sonata** sales: 16,917 units – our 2nd best-selling model
- **Santa Fe** sales: 8,102 units – up 79% over last August
- **Equus** sales: 435 units – up 47% over last August
- **Genesis** sales: 2,947 units – up 30% over last August

"With our U.S. plants setting another production record in August, you're seeing some inventory relief, with more car transporters unloading fresh new Hyundai models at your dealership," said John Krafcik, President and CEO of HMA. "Last month, we also saw the impact of improved Genesis and Equus availability, with Equus hitting an all-time sales record with the launch of the 2014 model and Genesis sales up 30%."

Now that Labor Day is in the rearview mirror, our focus turns to September – keep up the record-breaking sales pace!

PRODUCT TRAINING NEWS:

2014 EQUUS Product STAR Test

The **2014 EQUUS STAR Product Certification** opened on September 5th and you have until October 16th to take the test. As you know, there are quite a few changes on the new 2014 EQUUS, so the **2014 EQUUS STAR Product Test** will challenge your EQUUS product knowledge.

Accordingly, we have a variety of ways to help EQUUS

2014 EQUUS continues at the top of the next column...

2014 EQUUS continued...

Product Champions prepare for the test. You can study using the **EQUUS STAR Product Information** page on www.spi1986.com or via www.HyundaiDealer.com.

In addition, the **2014 EQUUS Product Information Kit** should already be at EQUUS dealerships – the kit includes:

- 2014 EQUUS Guide (5 copies)
- 2014 EQUUS Source (5 copies)
- 2014 EQUUS Fast Facts (5 copies)
- 2014 EQUUS Warranty Comparisons (5 copies)
- 2014 EQUUS Dare To Compare Charts (5 copies)
- **"Everything EQUUS"** Newsletter (20 copies) – this edition will not only enhance your EQUUS product knowledge, it also shares how other dealers are marketing the EQUUS and Genesis. Plus, it is written so you can share it with your customers.

Good luck on the test!

CHILDHOOD CANCER AWARENESS MONTH:

Hope On Wheels for September

Hope On Wheels held a 5K run-walk on August 31st in Fountain Valley, California, to kick off a month-long series of activities to raise awareness for pediatric cancer research.



Hope On Wheels continues on the next page...

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.Hyundai.com – Hyundai Consumer & Smartphone site

Hope On Wheels continued...

This event brought together nearly 1,000 participants, and is one of eight 5K run-walks that *Hope On Wheels* has planned for the remainder of this year.

Hope On Wheels also announced a donation of \$10.25 million to pediatric cancer research in the U.S. as part of *Hope On Wheels'* annual September program recognizing National Childhood Cancer Awareness Month.

In addition, Hyundai will use Facebook and other social media sites to create awareness about pediatric cancer during the month. The program is called "[Every Handprint Tells A Story](#)." Visitors to the Hyundai Facebook app will be able to learn about the research funded by *Hope On Wheels*, view videos of pediatric cancer survivors, share stories on social media and post their own messages of hope. You can find it at www.Facebook.com/Hyundai, or go to the website HyundaiHopeOnWheels.org.

ORDER-TO-DELIVERY NEWS:

More OTD Enhancements Ahead

September Update – the *Order-to-Delivery* (OTD) system is in full swing and we want to hear your opinions and suggestions. The *OTD Dealer Suggestion Box* link is on the Sales Tab on www.HyundaiDealer.com. Feel free to share suggestions on enhancements or any new ideas you may have (we always love new ideas). And we'd like to thank those who have already submitted suggestions for making this new system one of the best in the industry!

To date, 72 suggestions have been submitted, and we are busy incorporating your feedback and ideas. Please refer to the *OTD Reference Material* link to see a list of all enhancements implemented since the launch and enhancements that will be deployed in the near future. Our project team is pleased to announce a new feature for your convenience:

- We have added a new feature to the **Dealer Stock Order** bank screen that allows you to accept the calculated recommendation with no further action required.
- The **Acknowledge Button** will save the stock order recommendation we have created for your store and mark that series as completed. By clicking on this button you're saying that the recommended ordering percentages for that series, model, and color are okay as is and you don't want to make any changes.

Results of the July allocation will be realized during the September-to-November time frame. Accordingly, our goal is to conduct a dealer survey in October. Afterwards, we will be reviewing suggestions along with the survey results to provide us with a clear picture of what is working well and what needs to be improved in the next version of OTD.

MARKETING NEWS: College Football Ad Campaign



College football fans gearing up for the 2013 season will again be able to celebrate their passion and loyalty with Hyundai. In the third year of its college football marketing campaign, Hyundai is connecting its owners, the most loyal in the entire automotive industry according to Brand Keys, with the passion and traditions of college football fans across the nation. The integrated campaign will engage fans at games, online and in the classroom.

Hyundai has partnered with 25 powerhouse football programs to bring 154 on-site events to stadiums across the country. At 25 featured games, the on-site experience – called *The Hyundai Fieldhouse* – will be a destination for fans to watch other games around the country and enhance their pre-game activities. The Fieldhouse gives fans the opportunity to check out the latest Hyundai vehicles and play tailgating games to win co-branded school gear. Hyundai will showcase an "*Ultimate Tailgate Vehicle*," a 2013 Santa Fe modified for any and all pre- and post-game celebrations along with a modified 2013 Veloster Turbo.

For more information and a complete list of the 25 powerhouse colleges, go to: www.HyundaiNews.com.

SERVICE NEWS:

CSI Season in Full Swing

One of our goals is to improve Hyundai's ranking in the 2014 J.D. Power & Associates *Customer Service Index (CSI) Study*, which will be published in March 2014. The CSI survey is mailed to customers who registered their new vehicles during the following registration periods:

- September '10 – February '11 ('11 Models)
- September '11 – February '12 ('12 Models)
- September '12 – February '13 ('13 Models)

Over 50% of CSI study participants will service their vehicle at a Hyundai dealership during August, September and October. The following steps will help ensure your Service Department provides an excellent service experience to all customers:

1. Fix vehicle right the first time
2. Listen and focus on your customer's needs
3. Speak to the customer within two minutes of arrival
4. Provide useful and helpful advice
5. Deliver a clean vehicle inside and out

Remember that providing Hyundai customers with excellent customer service today increases the number of times they will return to a Dealer for service, recommend Hyundai to their family and friends, and buy another Hyundai.

BLUE LINK® NEWS:

Welcome Call: A Customer Benefit

The *Blue Link Welcome Call* is the latest enhancement to the *Hyundai Blue Link* program to better inform and engage our customers. It is available to all new Blue Link customers and serves as another tool to get your customers excited about their new vehicle as well as keep them coming back to your dealership for more.

With the introduction of the *Blue Link Welcome Call*, the process has changed dramatically since we launched Blue Link. The customer still receives an in-vehicle prompt to press the Blue Link button, but is now connected to a live operator who assists with the final enrollment process and answers questions and concerns. Average call time is approx. 5 minutes. During the live Welcome Call, the operator:

- Confirms the customer's Blue Link enrollment information
- Offers to schedule the customer's first service appointment, if one has not been made already
- Provides a Blue Link overview and capture a credit card if applicable (once a credit card has been added, customers will be able to add the Essentials & Guidance packages)
- Demonstrates a POI download – if the customer is enrolled to Essentials & Guidance

Since introducing the new Welcome Call, the Blue Link team has seen a positive impact on the customer experience:

- **Positive Opinion of Blue Link** – 74% of customers said that the Welcome Call improved their opinion of Blue Link
- **Driving Feature Usage** – 82% of eligible Welcome Call customers use POI vs. 25% for non-welcome call customers
- **Continuous Traffic in the Service Drive** – 34% higher maintenance completion rate compared to non-welcome call customers

At the dealership level, you can help leverage your positive customer satisfaction by taking advantage of this Welcome Call: Encourage your customers to press the Blue Link button while they're still at your dealership. This allows us to provide early customer support while better equipping your customers to begin enjoying all of the Blue Link features that their new vehicle has to offer.

Top Blue Link Performing Dealers*

NATIONAL – AUGUST YTD			
	Enrollment	Credit Card Capture	
MI028	Elhart Hyundai	101.1	48.4
MN024	Dondelinger Hyundai	100.0	59.6
WI027	Hesser Hyundai	100.0	28.6
PA072	Stoltz Hyundai, DuBois	100.0	27.6
WI030	Broadway Hyundai	99.4	22.0
NV024	Planet / Centennial	98.9	53.3
NV023	Planet Hyundai	98.8	31.6
OH038	Waikem Hyundai	98.7	30.2
KY005	Glenn Hyundai	98.6	24.6
PA062	Washington Hyundai	98.5	23.9

*Top 10 Enrollment and Associated Dealer Assist Auto Renewal

NOTE: Enrollment Objective = 95%; Credit Card Capture Objective = 20%

CPO NEWS:

7,306 Sales: New August Record!

Sales of 7,306 Certified Pre-Owned units set an all-time CPO single-month sales record. This represents an increase of 14.8% over August 2012 and a 13.3% gain year-to-date. August year-to-date, Hyundai dealers have sold 51,463 CPO units.

Top Selling CPO Dealers: Aug. '13 YTD

NATIONAL		Sales
FL108	Hyundai of New Port Richey	873
NJ032	Lester Glenn Hyundai	537
GA037	Jim Ellis Hyundai	533
FL122	Coconut Creek Hyundai	454
NC038	Keffer Hyundai	427
NV023	Planet Hyundai	424
FL103	Universal Hyundai	411
FL088	O'Brien Hyundai of Fort Myers	408
CA293	Hardin Hyundai	405
NY075	Atlantic Hyundai	395

CPO Window Label Available with Enhanced Data:

As of June 22, Hyundai CPO Monroney-like window labels display the following enhanced VIN details:

- City and Highway MPG for virtually all VINs
- Hyundai-specific names for exterior and interior colors
- Detailed list of standard, optional and PIO equipment

Labels printed from the DMI Vehicle Command website, accessed from the CPO Portal within the Sales tab of HyundaiDealer.com, automatically contain the enhanced data.

ACCESSORY NEWS:

Bongiovi DPS Promotion

There's never been a better time for your customers to upgrade their audio system as the **Bongiovi Digital Power Station (DPS) promotion**, which runs through September 30th. The Bongiovi DPS unit is a cutting-edge digital amplifier that transforms a base radio into a radio that produces rich, full sound. It has a suggested retail price of \$505. The promotion includes Bongiovi DPS units for the following models **with Base Radios only**:

- Accent
- Elantra 4-Door Sedan
- Elantra Coupe
- Elantra GT
- Veloster

During the promotion, not only will your dealership get 5% off any Bongiovi DPS unit purchased, your dealership will also receive a free A/B switch when you buy 3 or more Bongiovi DPS units on 1 order *while supplies last*. The A/B switch is easy to install and remove – it allows customers

[Accessory News continues on the next page...](#)

Accessory News continued...

to turn the Bongiovi DPS system on and off inside a display vehicle. It's a great selling tool that is truly the best way for your customers to experience firsthand the Sound Science™ of the Bongiovi DPS units.

Bongiovi DPS Sales Kits should arrive at your dealership in early September. The Sales Kit includes three Point of Purchase Standees and ten Sales Sheets.

For more information about the Bongiovi DPS units and for easy access to the newly public *Accessory Resource Center* (ARC), visit www.HyundaiUSA.com – at the bottom of the home page under “Caring For Your Car,” click on “Vehicle Accessories.”

IN THE NEWS:

Awards and Accolades

U.S. *Veterans Magazine* released their survey of the nation's **Best of the Best Top Veteran-Friendly Companies** – and Hyundai Motor America has made the 2014 list. www.Hyundaicareers.com website and Veteran Employment Transition program contributed to its identification as a veteran-friendly company.

HMF NEWS:

Special September Lease Programs

Here are the HMF lease programs for September:

- **'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:** \$199/mo. for 36 months; \$2,199 at lease signing
 - **'13 Sonata Hybrid:** \$239/mo. for 36 mos.; \$2,999 at lease signing
 - **'14 Equus:** \$739/mo. for 36 months; \$4,999 at lease signing
- Refer to HMF's Marketing announcements for more details.

September/October Auctions

Manheim Kansas City	Kansas City, MO	Sept. 11
Manheim South Seattle	Kent, WA	Sept. 11
Manheim Georgia	Atlanta, GA	Sept. 17
Manheim Riverside	Riverside, CA	Sept. 17
Manheim Dallas	Dallas, TX	Sept. 18
Southern Auto Auction	E. Windsor, CT	Sept. 18
Manheim Auto Auction	Manheim, PA	Sept. 20
Manheim Denver	Denver, CO	Sept. 24
Manheim Orlando	Ocoee, FL	Sept. 24
Manheim South Seattle	Kent, WA	Sept. 25
Manheim Arena	Bolingbrook, IL	Oct. 1
Manheim Georgia	Atlanta, GA	Oct. 1
Manheim Riverside	Riverside, CA	Oct. 1
Manheim Auto Auction	Manheim, PA	Oct. 4

Fastlane Highline Closed Event Sale: September 20 – 23

For online sales, log onto www.hyundaifastlane.com

Top HPI Dealers - August YTD*

NATIONAL – Year-To-Date sales (YTD)		HPI Score
MN024	Dondelinger Hyundai	986
WI010	Ken Vance Hyundai	983
NY122	Simmons Rockwell Hyundai	981
KY005	Glenn Hyundai	979
PA080	Hyundai of Greensburg	978
PA060	Freedom Hyundai	978
TX141	James Wood Hyundai	978
IA013	Lujack Hyundai	978
LA027	Hyundai of Houma	978
LA031	Hyundai of Slidell	978

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

Top HSI Dealers - August YTD*

NATIONAL – Year-To-Date sales (YTD)		HSI Score
TX076	Texoma Hyundai	981
KY009	Jim Johnson Hyundai	981
IN028	Ray Skillman Southside Hyundai	980
AR025	Superior Hyundai	979
NY106	Curry Hyundai	973
OH050	Mathews Hyundai	974
MA043	Route 2 Hyundai	972
WA026	Hyundai of Everett	970
WA048	Jack Carroll's Skagit Hyundai	970
IN040	Wetzel Hyundai	969

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

Top Selling Dealers - Aug. '13 MTD

CENTRAL REGION – Month-To-Date (MTD)		Sales
IL018	Green Hyundai	227
IL069	Patrick Hyundai	172
IL063	Family Hyundai	170
MN021	Luther Bloomington Hyundai	169
IL082	Napleton's Valley Hyundai	152

SOUTHERN REGION		Sales
FL108	Hyundai of New Port Richey	700
FL122	Coconut Creek Hyundai	382
FL110	Doral Hyundai	322
FL103	Universal Hyundai	290
FL114	Rick Case Hyundai	280

EASTERN REGION		Sales
NY075	Atlantic Hyundai	470
NJ032	Lester Glenn Hyundai	459
NJ029	Brad Benson Hyundai	451
NY110	Advantage Hyundai	246
NY061	Fuccillo Hyundai	222

SOUTH CENTRAL REGION		Sales
TX100	Hyundai of El Paso	327
TX139	South Point Hyundai	298
TX158	Ron Carter Hyundai	278
TX040	Huffines Hyundai Plano	236
TX095	Round Rock Hyundai	200

WESTERN REGION		Sales
CA293	Hardin Hyundai	375
NV023	Planet Hyundai	316
CA314	Keyes Hyundai	290
CA310	Garden Grove Hyundai	279
CA232	Hyundai of Roseville	248