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## 455,012 Units Sets All-Time Yearly Sales Record!

Congratulations! You set the all-time yearly sales record and in doing so, had the all-time best December in Hyundai's 20-year history! Here are the sales highlights:

- **5<sup>th</sup> consecutive year of record annual sales** and the 7<sup>th</sup> straight year of sales improvement
- **Record December sales of 43,021 units** – 15.8% increase over Dec. '04, 28.9% increase over Nov. '05
- **Sonata sales of 7,102** – the best December Sonata sales month ever – increased 31% over Dec. '04
- **Elantra sales of 7,371** – up 37.2% over Nov. '05
- **Tucson sales of 4,154** – up 10.4% over Dec. '04
- **Santa Fe sales of 3,711** – up 11.3% over last month
- **All-new Azera sold 580 units** during December

**2006 Outlook** – As promised, four new products will help keep 2006 sales sizzling: Accent 3-Door, Entourage, Santa Fe and Elantra, along with America's Best Warranty™, unsurpassed value and segment-leading safety features. All together, this combination will help make another record-breaking year!

**January Advertising** – Hyundai's January national television advertising will focus 100% on Sonata with spots entitled, "Extra Mile" and "Cutting Corners."

- **Hyundai Dealer Advertising Association** ads will split focus between Sonata, Santa Fe and Tucson.
- **Hispanic TV advertising** focuses on Sonata with an adaptation of "Cutting Corners."
- **National & Hispanic Sonata ads** include a .05 second tag promoting the **\$189 / 27-month lease** opportunity (see page 2 for more HMFC information).

### Auto Show News:

#### **'07 Santa Fe, HCD9 & NEOS III Debut**

The all-new '07 Santa Fe and the innovative HCD9 Talus (a 2+2 concept car) made their debut at the 2006 North American International Auto Show in Detroit, while the NEOS III was revealed at the Los Angeles Auto Show.

- **'07 Santa Fe** is larger inside and out, will have segment-leading standard safety technologies, a fold-flat third-row seat, two new, efficient power windows, and sophisticated styling.
- **Talus SUV** combines versatility with sports car styling and eye-opening performance.

*Auto Show News continued in the next column...*

## The Sales Edge

### Auto Show News continued...

- **NEOS III** is loaded with technological innovations – it's a V-8 powered front-wheel drive design with radar, infrared night vision and a heads-up display.

For more L.A. and Detroit auto show information, go to:

**Los Angeles Auto Show** – [www.laautoshow.com](http://www.laautoshow.com)

**North American International Auto Show** – [www.naias.com](http://www.naias.com)

### Auto Show Dates: Complete schedule on Dealer Orientation Guide

Los Angeles Auto Show	Los Angeles, CA	Jan. 7 - 15
Utah International Auto Show	Salt Lake City, UT	Jan. 13 - 16
North American Int. Auto Show	Detroit, MI	Jan. 14 - 22
Washington, DC Auto Show	Washington, DC	Jan. 23 - 29
Portland International Auto Show	Portland, OR	Jan. 26 - 29
Houston Auto Show	Houston, TX	Jan. 28 - Feb. 5
St. Louis Auto Show	St. Louis, MO	Jan. 25 - 29
Philadelphia International Auto Show	Philadelphia, PA	Feb. 4 - 12
Motor Trend International Auto Show	Baltimore, MD	Feb. 9 - 12
Chicago Auto Show	Chicago, IL	Feb. 10 - 19

### Per Your Request:

#### **"Word" Files Available Online**

As you requested at the Manager Workshops, the '06 **Source Book** vehicle sections are now posted online in editable **Word** files. They are posted at Sales Training Online>Resources>Sourcebook. Now, you can download the files, add your dealership logo and distribute them to your customers. The **Spanish version of The Source Book** is now posted, too, and updated Quick Reference Guides are on Dealer Orientation Guide>Sales Manager & Sales Person & Service menus.

#### **IQS, HPI, STAR & Longevity News**

- **IQS Reminder** – today's 2006 buyers will be receiving IQS surveys from J.D. Power & Associates in the future – do everything possible to ensure satisfied customers.
- **HPI Survey** – Dec. 19 was the first day the redesigned HPI survey began being mailed out.
- **'05 STAR Awards** – data is being gathered for the winners, which will be announced in a future issue.
- **Longevity Award Winners** – information is also being tabulated for these awards, which will be announced soon.

Product Information Update:

**Latest Info. on '06 Azera & Accent**

There have been a couple of changes to our products since the '06 Source Book was completed – so to keep you up-to-date, here are the changes:

- **Azera EPA numbers** – 19 mpg city/28 mpg highway.
- **Azera wipers** – the windshield wipers on the Azera tuck under the hood to enhance aerodynamics. To completely raise the passenger-side wiper, first switch on the wipers momentarily then turn them off while the wiper is on the windshield; now, you can easily access the complete wiper blade.
- **Azera website** – is now active on HyundaiUSA.com so your customers can find out more about this great car.
- **Azera Owner's Section** – can also be accessed from HyundaiUSA.com, giving Azera buyers a greater sense of pride in their purchase.
- **Azera Customer Hotline** – it's 1-800 633-5151 (which is the Hyundai Consumer Affair line, too).
- **Accent Option Packages** – beginning with Feb. '06 orders, a **Premium Package** will be available in addition to the Premium-Sport Package. Package contents are:

2006 Accent Option Packages	Premium Package	Premium-Sport Package
Air conditioning	✓	✓
Power windows with driver's auto- down	✓	✓
Power heated mirrors	✓	✓
Power door locks	✓	✓
Remote keyless entry with panic	✓	✓
15" alloy wheels with P195/55VR15 tires	—	✓

**Sonata on Edmunds.com**, posted Jan. 5, '06:

"...in a recent comparison test, in which we pitted the just-redesigned 2006 Hyundai Sonata against two longstanding champions of the family sedan category, the Honda Accord and Toyota Camry. The Sonata won. But it didn't just win, it cleaned the floor with the competition, on the strength of its outstanding performance and value. Color us stunned."

**J.D. Power & Assoc.**, Dec. 8<sup>th</sup> – released their new *Customer Retention Study<sup>SM</sup>* in which Hyundai came in 5<sup>th</sup> ahead of Cadillac, Mercedes-Benz, BMW and Porsche!

**Automotive News**, Jan. 10<sup>th</sup> – posted their story: "Toyota sees Hyundai as threat in United States."

*Complete articles are posted at Sales Training Online.*

HMFC News:

**January Leases Start @ \$189 / 27 months!**

HMA and HMFC are pleased to offer the following lease programs to start 2006 off right:

- **HMFC January Special Lease Bulletin** has complete details; "Sample Lease Payment Options – A+/A Tiers" page provides examples of different ways you can structure the lease to fit your dealership's needs.
- **Subvented money factors** and origination support applies to all eligible vehicles.
- **For help with leasing** – please call your HMFC Finance Manager!

Featured Trim	2006 Azera Limited	2006 Santa Fe 2WD GLS	2006 Sonata GLS 4 cyl	2006 Tucson 2WD GL
Eligible Trims	LTD	All	GLS, LX	All
Payments Starting at:	\$299	\$229	\$189	\$199
Terms	27	27	27, 39	27, 39
Origination Support	\$1,000	\$2,000	\$1,500	\$1,500
Suggested Cash Down	\$2,925	\$2,499	\$2,299	\$1,999

**HMFC Bonus Cash continues in January**

- '06 Sonata, '06 & '05 Tucson: \$1,000 & \$500, respectively
- **NEW '05 Santa Fe** at \$1,000
- **NEW '05 XG350** at \$500
- **HMFC Bonus Cash** only available when contract is financed through HMFC; Bonus Cash must be applied as a down payment.

**Hyundai January Auction Dates**

Adesa Indianapolis Auto Auction	Plainfield, IN	1/10
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	1/10
Greensboro Auto Auction	Greensboro, NC	1/11
Manheim Bay Cities Auto Auction	Hayward, CA	1/11
Manheim's Dallas Auto Auction	Dallas, TX	1/11
Adesa Colorado Springs Auto Auction	Fountain, CO	1/12
ABC S. Tampa AA	Tampa, FL	1/13
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	1/17
Adesa Phoenix Auto Auction	Chandler, AZ	1/18
Southern Auto Auction	E. Windsor, CT	1/18
Manheim Southern California Auto Auction	Fontana, CA	1/19
Manheim Auto Auction	Manheim, PA	1/20
Manheim's Arena Auto Auction	Bolingbrook, IL	1/24
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	1/24
Greensboro Auto Auction	Greensboro, NC	1/25
Manheim South Seattle Auto Auction	Kent, WA	1/25
ABC Minneapolis Auto Auction	Dayton, MN	1/31

