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 Sales Consultants  All Sales Department employees

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A New Year & A New Sales Record:

**January Sales Total 30,208 Units**

Unbelievable – 30,208 units for the month, a 16% increase over last year, and a new all-time record for January – *congratulations!* Sales were led by the new Sonata with 11,643 units, an amazing 66% increase over last year! Elantra was our next best seller with 7,779 units, a 17% increase over the prior year. And our new Azera is being well received by consumers with some very interesting trade-in's being taken, such as Toyota Avalons and even some BMW 7 Series!

"We are very pleased with our record-setting January," said Mark Barnes, Vice President, National Sales. "In addition to improved sales of the Sonata, customer demand for the entire Hyundai product lineup continues to gain momentum in the marketplace with our proven quality, strong value and unsurpassed safety." Keep up the good work and let's make it a great February!

'06 STAR Update:

**STAR Payments, '06 Test & Awards**

- **'06 STAR payments** – STAR payments are continuing to be made based on sales and established HPI information. HPI levels can be reviewed on the Power Katalyst.
- **'06 12-Step Sales Orientation tests & STAR\*TEST** – These will be available February 17<sup>th</sup>. Remember, the Orientation test must be completed before taking the STAR test, and the STAR test must be completed by April 3<sup>rd</sup>.
- **'06 STAR Awards Program** – Superior selling skills continue to deserve superior rewards. Bronze, Silver, Gold and Platinum award winners will continue to receive YOUR Choice® Award Cards, a recognition letter, custom plaque and luggage tag. For details, go to HyundaiDealer.com > Sales> Sales Training Online.
- **Commitment Awards** – Dedication deserves appreciation and recognition, too. 2, 4, 6, 8, 10, 12, 14, 16, 18 and 20 years of sales service will earn you special gifts as a thank-you for your commitment to selling Hyundai vehicles – keep up the good work!

Here are the current qualifying levels:

**SALES ACHIEVEMENT REWARD LEVELS**

Level	Salesperson	Sales Manager
Bronze	100 - 199	400 - 599
Silver	200 - 299	600 - 899
Gold	300 - 399	900 - 1,299
Platinum	400+	1,300+

The | **Sales**  
 | **Edge**

Chicago Auto Show Update:

**Entourage & Accent 3-Door Intro.**

The 2007 Entourage minivan and Accent 3-Door will be introduced at a Press Conference on February 8<sup>th</sup> at the Chicago Auto Show. Right after the launch, you will find a microsite for each new vehicle on HyundaiUSA.com for additional information. Here are some highlights:

**ENTOURAGE – Class-Leading Value, Unprecedented Safety Features & more:**

- **Six standard airbags** including side curtain airbags for all 3 rows of passengers
- Standard **ABS, Electronic Stability Control (ESC)** with **Traction Control System (TCS)**
- **Power dual side sliding doors**
- **Tri-zone climate control**
- **Automatic headlights**
- Powerful, clean & efficient **all-aluminum 3.8L V6** with more standard horsepower and torque than domestic competitors
- **5-speed Shiftronic automatic transmission**
- **13 cupholders**
- **Solar-filtering glass**

**ACCENT 3-DOOR – includes:**

- Two trim levels: **GS & SE**
- **Six standard airbags** including roof-mounted side-curtain airbags for front & outboard rear seat occupants
- **8-way driver's seat** with driver's armrest
- **60/40 split folding rear seat**
- **110-hp DOHC 4-cyl. engine** with CVVT

**Auto Show Dates:**

*Complete schedule can be found on the Dealer Orientation Guide*

Philadelphia Int. Auto Show	Philadelphia, PA	Feb. 4–12
Motor Trend Int. Auto Show	Baltimore, MD	Feb. 9 – 12
Chicago Auto Show	Chicago, IL	Feb. 10 – 19
Pittsburg Int. Auto Show	Pittsburgh	Feb 11 - 19
Cincinnati Enquirer/Post Auto Expo	Cincinnati	Feb. 22 - 26
Greater Milwaukee Auto Show	Milwaukee	Feb. 25–March 5
Greater Cleveland Int. Auto Show	Cleveland	Feb. 25–March 5

Top Managers & Salespeople:

## 2005 STAR Award Winners

Congratulations to Frank Maione – the #1 Sales Manager, and Garry Ferren – the #1 Salesperson – great work! This is a partial list of the top Sales Managers and Salespeople across the country; a complete list is posted on [HyundaiDealer.com](http://HyundaiDealer.com) > Sales > Sales Training Online.

WEST: 2005 Top 5 Sales Managers			Award	Sales
1	Frank Maione	Henderson Superstore	Platinum	5479
2	Brian Sather	Metro Hyundai	Platinum	2288
3	Gary Micalef	Hyundai of Everett	Platinum	2117
4	Mohamed Hussein	Planet Hyundai	Platinum	1741
5	Haebong Yi	Quality Hyundai	Gold	1142

2005 Top 10 Salespeople			Award	Sales
1	Anthony Fisher	Planet Hyundai	Platinum	436
2	Yun Kyung Kim	Car Pros Hyundai	Gold	370
3	Joel Peretz	Scott Hyu	Silver	290
4	Randy Hall	Doten Hyundai	Silver	285
5	William Storer, Jr.	Frank Motors Hyundai	Silver	280
6	Robert Stucke	Avondale Hyundai	Silver	269
7	Larry Peden	Hyundai of Everett	Silver	226
8	Lamont Lockett	Planet Hyundai	Silver	217
9	Mehdi Naghibzadeh	Irvine Hyundai	Silver	210
10	Jeffrey Plunkett	Hyundai of Everett	Silver	209

CENTRAL: 2005 Top 5 Sales Managers			Award	Sales
1	David Clikeman	Arrow Hyundai	Platinum	1499
2	Susan Jimenez	Gartner Hyundai	Platinum	1435
3	Jon McFarland	Columbia Hyundai	Platinum	1399
4	Jeffrey Kunz	Green Hyundai	Gold	1118
5	Alan Masterson	Dennis Hyundai	Gold	1007

2005 Top 10 Salespeople			Award	Sales
1	James Clemmons	Rosen Hyundai	Silver	264
2	Daniel Clikeman	Arrow Hyundai	Silver	235
3	Dallas McClellan	Green Hyundai	Silver	224
4	Dale Norris	Columbia Hyundai	Silver	221
5	Greg Haman	Fox Hyundai	Silver	221
6	John Jordan	Family Hyundai	Silver	216
7	Eric Godbolt	Arrow Hyundai	Silver	211
8	David Frechette	White Bear Hyundai	Silver	203
9	Brian Denryter	Glassman Hyundai	Silver	202
10	Michael Budzinski	Gartner Hyundai	Silver	202

EAST: 2005 Top 5 Sales Managers			Award	Sales
1	Thomas Ruppen	Bowser Hyundai	Platinum	1916
2	Gary Locicero	Atlantic Hyundai	Platinum	1764
3	Thomas Meyers	Fuccillo Hyundai	Platinum	1642
4	Daniel Toomey	Atlantic Hyundai	Platinum	1428
5	Thomas Coppola	Millennium Hyundai	Platinum	1416

EAST: 2005 Top 10 Salespeople			Award	Sales
1	Scott Williams	Maxon Hyundai	Platinum	438
2	Joseph Ippolito Jr.	Towne Hyundai	Gold	354
3	David Petrolle	Miller Hyundai	Gold	333
4	Dave Denero	Fuccillo Hyundai	Gold	316
5	Kris Kamlet	Liberty Hyundai	Gold	302
6	Lawrence Turtel	Atlantic Hyundai	Gold	302
7	Susan DeFalco	Atlantic Hyundai	Silver	295
8	Catherine Mercado	Atlantic Hyundai	Silver	286
9	Robert Breinlinger	Atlantic Hyundai	Silver	284
10	Eric Newburg	Valley Stream	Silver	269

SOUTH: 2005 Top 5 Sales Managers			Award	Sales
1	Anthony Pappas	Coastal Hyundai	Platinum	2308
2	Clay King	King Hyundai	Platinum	1703
3	Larry Morroney	Gettel Hyundai	Platinum	1402
4	Jeffrey Golden	Rick Case Hyundai	Platinum	1309
5	John Gauvey	Hyundai New Port Richey	Platinum	1308

2005 Top 10 Salespeople			Award	Sales
1	Carl Gregg II	Jenkins Hyundai Bradenton	Gold	374
2	Donald Barker	Fairfax Hyundai	Gold	356
3	Kenny Doughty	Antwerpen Hyundai	Gold	349
4	Guo Chongjian	Fairfax Hyundai	Gold	338
5	Min Relyea	Fairfax Hyundai	Gold	326
6	Thomas Kim	Fairfax Hyundai	Silver	293
7	Berlinda Chandler	Antwerpen Hyundai	Silver	282
8	Brian Gore	Cocoa Hyundai	Silver	280
9	Terry Ziegler	King Hyundai	Silver	266
10	Carolyn Daniels	Jenkins Hyundai	Silver	265

SOUTH CENTRAL: 2005 Top 5 Sales Managers			Award	Sales
1	John Duckworth	North Freeway Hyundai	Platinum	1395
2	Tom Wallace	Rountree Hyundai	Gold	1266
3	Robert Cox	Hub Hyundai	Gold	1198
4	Tony Reynolds	AutoMax Hyundai	Gold	1192
5	Joseph Fiordimondo	Suntrup Hyundai	Gold	1075

2005 Top 10 Salespeople			Award	Sales
1	Garry Ferren	Edmond Hyundai	Platinum	514
2	Garrick Humphrey	AutoMax Hyundai	Gold	323
3	Richard Dunn	AutoMax Hyundai South	Silver	287
4	Evan Hill	Jim Burke Hyundai	Silver	275
5	Paul Graffis	Larry H. Miller Hyundai	Silver	241
6	Stanley Becker	Eckert Hyundai, Inc.	Silver	229
7	Dwight Severit	Suntrup Hyundai	Silver	226
8	Jeffery Draper	Bentley Hyundai	Silver	221
9	Kent Collins	Champion Gulf Freeway	Silver	221
10	Adam Wolkowitz	Huffines Hyundai	Silver	209



## Driving Traffic

### Two New Programs

Here are two marketing programs that help drive traffic to dealerships while also appealing to a more diverse group of car buyers:

- **Mall Events** – Hyundai has had major positive results in its recent Experiential Marketing Events at malls frequented by Hispanics in select high density California malls. The events were aimed at showing the Hispanic community Hyundai's dedication to their business; to publicizing Hyundai's sponsorship of the World Cup; and to give Spanish-speaking consumers a chance to test drive Hyundai vehicles. These events have driven qualified traffic right to the dealerships.
- **World Cup** – Three full-line television spots are being developed to energize and reinforce Hyundai's sponsorship of the 2006 FIFA World Cup™ – the most prestigious soccer event in the world. These commercials will underscore Hyundai's commitment to soccer and the World Cup.

## Hyundai Headlines

### Azera, Santa Fe & Tucson in the News

- **Azera** – *Auto Mujeres al Volante* magazine named Azera the *Best New Luxury Family Sedan*; they are the number one automotive authority for U.S. Hispanic women. Safety is the number one priority for U.S. Hispanic women when considering a new vehicle and Ileana Muniz, editor-in-chief, said, "Our audience depends on us to honor the new models that best demonstrate overall superiority, significance and value, and the 2006 Hyundai Azera stood out in each of those categories for its outstanding engineering, impressive capability, fuel economy, price and safety, the number one concern of all woman, especially mothers."
- **Automotive Leasing Guide (ALG)** – In their latest depreciation study, ALG recognized that Hyundai vehicles are continuing to improve in residual values: the **Santa Fe** received a 4 star rating while **Tucson** received a 3 star rating – the highest ratings ever for a Hyundai and higher than the Audi A8, Cadillac Deville, Jaguar XJ and XK-Series – all of which received a 2 star rating.
- **PricewaterhouseCoopers and Automotive News** -- In a recent report, these two authorities recognized Hyundai Motor Company as having the highest total value return over last three years, underscoring Hyundai's emergence as a top-tier global automaker.

## HMFC News:

### Top 10 New Volume Dealers for 2005

1. Fuccillo Hyundai of Syracuse
2. Planet Hyundai – NV
3. Antwerpen Hyundai
4. Atlantic Hyundai
5. Rick Case Hyundai – FL
6. Fuccillo Hyundai
7. Rick Case Hyundai – Davie
8. West Palm Hyundai
9. King Hyundai – FL
10. North Freeway Hyundai

We appreciate the support from all of our dealers in 2005 and we're looking forward to serving you in 2006!

### February Leasing Programs

HMA & HMFC are pleased to offer the following lease programs for the month of February – they're a great way to build business:

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 <u>Start at:</u>	\$299	\$229	\$199	\$199
Terms	27	27	27, 39	27, 39

- See HMFC January Special Lease Bulletin for complete details. The "Sample Lease Payment Options – A+/A Tiers" page provides examples of different ways you can structure the lease to fit your needs.
- Subvented money factors & origination support applies to all eligible vehicles.
- If you need help with leasing, please call your HMFC Finance Manager!

### Hyundai February Auction Dates

Adesa Indianapolis Auto Auction	Plainfield, IN	2/7
Manheim's Arena Auto Auction	Bolingbrook, IL	2/7
Greensboro Auto Auction	Greensboro, NC	2/8
Manheim Bay Cities Auto Auction	Hayward, CA	2/8
Manheim's Dallas Auto Auction	Dallas, TX	2/8
Adesa Colorado Springs Auto Auction	Fountain, CO	2/9
ABC S. Tampa AA	Tampa, FL	2/10
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	2/14
Adesa Phoenix Auto Auction	Chandler, AZ	2/15
Southern Auto Auction	E. Windsor, CT	2/15
Manheim Southern California Auto Auction	Fontana, CA	2/16
Manheim Auto Auction	Manheim, PA	2/17
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	2/21
Adesa Washington DC	Dulles, VA	2/22
Greensboro Auto Auction	Greensboro, NC	2/22
Manheim South Seattle Auto Auction	Kent, WA	2/22
ABC Minneapolis Auto Auction	Dayton, MN	2/28
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	2/28

