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Hyundai Motor America's Anniversary  
**A Remarkable 20 Years in the U.S.**

February 17<sup>th</sup> officially marked 20 years of selling vehicles in the United States. Owen Koh, President and CEO of Hyundai Motor America said, "Hyundai's full-cycle capability, from design to production in the U.S. is the direct result of 20 years of hard work and dedication to this marketplace." Check out these facts:

- HMA started selling in the U.S. in 1986; since then, you've sold over 4,327,150 vehicles.
- We started with 50 dealers – now we have 695.
- Thanks to its investments, HMA has created over 4,000 jobs in the United States.
- The \$1.1 billion HMMA plant in Montgomery, Ala, employs an additional 2,500+ skilled workers.

Record-Setting February:  
**Sonata & Azera Sales Rolled!**

February was a short month – only 28 days. But you didn't let that stop you, selling 34,014 units to set an all-time record for February! Leading the way was the '06 Sonata – sales were up 41 percent to 13,741 units. And the new '06 Azera and the XG350 it replaced posted gains of 53 percent over last year. "The all-new Sonata and Azera continue to gain momentum," said Mark Barnes, Hyundai's Vice-President of National Sales. "Hyundai's superior safety, value and warranty, coupled with introduction of a double-count based incentive enhancement should encourage our smaller and medium size dealers to take full advantage of this exciting and lucrative earnings opportunity." Now let's focus all of our efforts to make March another record-setting month!

Congratulations On Your Performance  
**2005 Dealer Board of Excellence**

Hyundai Motor America congratulates all dealers who qualified for the **2005 Hyundai Dealer Board of Excellence**. This was no easy task, as it took a combination of solid sales and consistent Hyundai Value Index scores. HVI represents HPI and HSI scores combined to come up with the HVI value. Here are the sales criteria:

<b>Diamond level</b>	Sales of	3,000+ units
<b>Platinum level</b>		2,000 – 2,999 units
<b>Gold level</b>		1,700 – 1,999 units
<b>Silver level</b>		1,350 – 1,699 units
<b>President's level</b>		1,000 – 1,349 units

The **Sales**  
 Edge

**BOARD OF EXCELLENCE DEALERS**

1 Planet Hyundai	5,329
2 Atlantic Hyundai	4,334
3 Fuccillo Hyundai of Syracuse	4,022
4 Hyundai of New Port Richey	3,770
5 Henderson Hyundai Superstore	2,861
6 Antwerpen Hyundai	2,542
7 Metro Hyundai	2,340
8 Coastal Hyundai	2,310
9 Fuccillo Hyundai	2,279
10 Fairfax Hyundai	2,255
11 O'Brien Hyundai	2,249
12 Hyundai of Everett	2,119
13 Lester Glenn Hyundai	2,011
14 Jenkins Hyundai	1,970
15 Bowser Hyundai	1,915
16 Cocoa Hyundai	1,905
17 Family Hyundai	1,904
18 Columbia Hyundai	1,855
19 Hyundai of El Paso	1,790
20 Avondale Hyundai	1,751
21 Millennium Hyundai	1,745
22 Rick Case Hyundai	1,739
23 Huffines Hyundai	1,735
24 King Hyundai	1,702
25 Bell Road Hyundai	1,696
26 Jenkins Hyundai of Bradenton	1,695
27 Dickson City Hyundai	1,644
28 Universal Hyundai	1,638
29 #1 Cochran Hyundai	1,600
30 Lia Hyundai	1,569
31 Superior Hyundai North	1,513
32 Arrow Hyundai	1,494
33 Car Pros Hyundai	1,468
34 Burns Hyundai	1,456
35 Rick Case Hyundai	1,448
36 Titus-Will Hyundai	1,437
37 Gartner Hyundai	1,431
38 Gettel Hyundai	1,397
39 North Freeway Hyundai	1,396
40 Global Hyundai	1,386
41 Autofair Hyundai	1,382
42 West Palm Hyundai	1,380
43 Route 44 Hyundai	1,375
44 Brad Benson Hyundai	1,350
45 Vision Hyundai	1,339
46 AutoMax Hyundai	1,287
47 Sansone's Route 1 Hyundai	1,283
48 Bronco Motors Hyundai	1,272
49 Rountree Hyundai	1,267
50 Hustedt Hyundai	1,266

51 Towne Hyundai	1,254
52 Hatfield Hyundai	1,253
53 Tarbox Hyundai	1,208
54 Hyundai of Turnersville	1,197
55 Dance Hyundai of Longwood	1,187
56 Kerry Hyundai of Florence	1,185
57 Fitzgerald's Cntrysde Hyundai	1,183
58 Lehigh Valley Hyundai	1,181
59 Empire Hyundai	1,155
60 Quality Hyundai	1,151
61 Lamar Hyundai	1,149
62 Green Hyundai	1,119
63 Larry Miller Hyundai	1,108
64 Manfredi Hyundai	1,099
65 Hyundai Of Tempe	1,097
66 Larry H. Miller Hyundai	1,090
67 Suntrup Hyundai	1,082
68 Freehold Hyundai	1,075
69 Frank Motors Hyundai	1,071
70 Hyundai City	1,069
71 Earnhardt's Hyundai	1,063
72 Drew Hyundai	1,054
73 Potamkin Hyundai South	1,049
74 Sport Hyundai	1,047
75 Rosen Hyundai	1,040
76 Alexandria Hyundai	1,035
77 College Park Hyundai	1,031
78 Valley Stream Hyundai	1031
79 Herb Chambers Hyundai	1,026
80 Lithia Hyundai of Fresno	1,019
81 Fuccillo Hyundai	1,016
82 Paramus Hyundai	1,015
83 Kerry Hyundai	1,013
84 Dennis Hyundai	1,011
85 Circle Hyundai	1,003

**Top 5 Single Point Performers**

1 Eastern Carolina Hyundai	875
2 Kent Dobbs Hyundai	875
3 Garvey Hyundai	911
4 Texoma Hyundai	622
5 First Team Hyundai	760

This year's recognition trip is at the prestigious Four Seasons, Punta Mita, Mexico, March 19<sup>th</sup> – 23<sup>rd</sup>.

The complete listing is posted online at [HyundaiDealer.com](http://HyundaiDealer.com) in the Dealer Orientation Guide > Owner & GM Menu > Hyundai Programs.

It's the Start of the Spring Selling Season:

**Get Ready for March Madness!**

Here are the programs designed to make March another record-breaking month:

- **\$1,000 consumer rebate** – first time HMA support for the 2006 Accent.
- **\$1,500 consumer rebate** – increased from \$500 for the 2006 Santa Fe.
- **Sonata rebates** – \$1,000 consumer rebate on the V-6 models, \$500 rebate on the 4-cylinder models.
- **Azera advertising** – in March, three weeks of network TV. In addition, consumers will be exposed to Azera Internet and magazine ads, as well as full-page ads in *Wall Street Journal* and *USA Today*.
- **Websites** – the Azera (*hyundaiazera.com*), '07 Santa Fe (*thenewsantafe.com*), '07 Entourage (*thenewentourage.com*) and '07 Accent (*thenewaccent.com*) micro sites are all live and running to support these launches.

STAR Award and HLMS Updates

**Keeping You Informed**

- **2005 Calendar Year STAR Commitment & Recognition Awards** are being sent in March, the full list of recipients is posted on Sales Training Online.
  - o **Timothy Tweed** reached his 18<sup>th</sup> year with Hatfield Hyundai in Columbus, Ohio – congratulations!
- **2006 STAR Certification & Hyundai Learning Management System (HLMS)** is open for testing. For the last four years, all of the tests were presented individually. This year, they are bundled together – the first test is just a survey (that is either “complete” or “incomplete”) while tests 2 – 12 require a score of 80% or better to pass, including the 2006 STAR Test.
- **STAR Certification** is automatically processed once all sections are completed.
  - o You need to complete all lessons within your first enrollment; enrolling duplicate times **will not** make you STAR Certified.
- **April 6, 2006** – is the deadline for completing the current 2006 Sales STAR Test.
- **How to Log-in & Enroll** -- for these questions, go to the Road Map for HLMS on Sales Training Online – it will walk you through the process, explaining each step you need to take. Access it via the HLMS-Sales banner link on the left-hand side of the page.
- **NOTE:** Once you start a test and there is no activity on the computer for 15 minutes, the system will “time-out” and you will need to log in again.

**HMFC News — Leasing Update**

- **HMFC increases advance policy on A+/A Tiers to 110% of MSRP:** Tax, Title and License, Acquisition Fee, and Extended Warranties (up to \$1,200 on HPP Extended Service Contracts or \$1,000 on other Extended Service Contracts) may be added in addition to the 110% of MSRP, depending on credit worthiness.
- **B Tier Leasing is now available:** Customer payments and money factors are slightly higher, but are supported with equal subvention support as the A+/A tiers. The front-end Advance policy for B tier is 100% of MSRP.

**March Special Lease Programs:**

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	\$199	\$199
Terms	27, 39	27, 39	27, 39	27, 39
Origination Support	\$1,500	\$2,250	\$1,500	\$1,500
Suggested Cash Down	\$2,999	\$2,799	\$2,499	\$2,099

- See HMFC March 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.
- B tier lease payments will be slightly higher.
- Subvened money factors & origination support applies to all eligible vehicles.
- Origination Support must be used as a capitalized cost reduction.
- If you need help with leasing, please call your HMFC Finance Manager!

**Auto Show Dates:**

*For complete schedule, go to Dealer Orientation Guide >Sales Mgr. Menu*

Greater Kansas City Int. Auto Show	Kansas City, MO	March 9 – 12
Columbus International Auto Show	Columbus, OH	March 11 – 19
Minneapolis/St. Paul Auto Show	Minneapolis, MN	March 11 – 19
Ft. Lauderdale International Show	Ft. Lauderdale, FL	March 15 – 19
Denver Auto Show	Denver, CO	March 29–April 2

**Hyundai March Auction Dates:**

Adesa Indianapolis Auto Auction	Plainfield, IN	3/7
Manheim's Arena Auto Auction	Bolingbrook, IL	3/7
Greensboro Auto Auction	Greensboro, NC	3/8
Adesa Colorado Springs Auto Auction	Fountain, CO	3/9
ABC S. Tampa AA	Tampa, FL	3/10
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	3/14
Manheim's Dallas Auto Auction	Dallas, TX	3/15
Southern Auto Auction	E. Windsor, CT	3/15
Manheim Auto Auction	Manheim, PA	3/17
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	3/21
Adesa Phoenix Auto Auction	Chandler, AZ	3/22
Greensboro Auto Auction	Greensboro, NC	3/22
Manheim Bay Cities Auto Auction	Hayward, CA	3/22
Manheim Southern California Auto Auction	Fontana, CA	3/23
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	3/28
Manheim South Seattle Auto Auction	Kent, WA	3/29
Manheim Auto Auction	Manheim, PA	3/31

