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Sales Consultants All Sales Department employees

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Congratulations on a New Record!

Gas Prices Help Drive April Sales

The big news this month is the jump in the price at the pump, which has been good news for Hyundai dealers as consumers recognize the good economy of our vehicles. That helped you post another record month with sales of 41,025 units.

For April, you sold 15,716 Sonatas, making it our #1 model and helping fuel *The Hyundai Challenge*. To make things more exciting, for the month of May, you have the new Entourage on your lot, giving you a triple advantage: 1) It's a brand new design 2) It has class-leading safety features 3) It delivers great fuel economy: 18 mpg city/25 mpg highway. Now let's make May an even more exciting month as we heat up and head to summer!

Keeping Up The Momentum

Hyundai Challenge Update!

The Hyundai Challenge media campaign is well under way. This is our most ambitious marketing program ever, reaching a broad audience with the goal of getting them to take the initiative and come into dealerships. Make the most of this opportunity and use all of the promotional materials!

Sales Manager/Salesperson Training:

Ride & Drive Events Coming Soon

To support the launch of the '07 Santa Fe, Entourage and Accent 3-Door Hatchback, final plans are being developed for a 38-city training tour.

- Attendees will be able to get behind the wheel of the all-new '07 Santa Fe SUV.
- There will be side-by-side comparisons of Entourage with the Honda Odyssey and Toyota Sienna.
- There will be a special Accent 3-Door session.
- A Sales Manager's meeting will be held the day prior to the salesperson's training event.

Look for the official announcement and enrollment information to be released via email and fax in the next few days.

'07 Elantra announced: The all-new Elantra took center stage at the New York Auto Show. This Elantra is the seventh all-new model from Hyundai in just 24 months, giving you the freshest lineup in the industry.

- The new Elantra is wider and taller than its predecessor. Its European styles gives it a sleek, new look.

We'll share more information with you when we get closer to the introduction.

The Sales Edge

Hyundai Product News:

The Latest "Fast Facts"

Entourage – on sale now: Plus, additional inventory is arriving daily as the port stock builds. Entourage will attract a whole new clientele, and here's the latest to help you market this minivan:

- **Electronic Launch Kit** – was emailed to every dealership and is posted on Sales Training Online>Archives – this kit can be downloaded and then distributed to your sales force.
- **On the Internet** – Entourage has just been added to the HyundaiUSA.com site; the site allows buyers to "Build Their Own" or schedule a Test Drive. To keep you informed, Entourage information is posted on HyundaiDealer.com>Training>Sales Training Online.
- **Insurance Institute for Highway Safety (IIHS)** – Entourage earned their gold "TOP SAFETY PICK" award – their best rating ever for a minivan. Entourage is the first Hyundai to receive a gold award for good crashworthiness ratings.
- **Entourage Quick Reference Guide** – posted on Sales Training Online – be sure to print it out and distribute them to your sales force.

Azera in USA Today: In a recent issue, the all-new Azera received rave reviews: "The Hyundai Azera. It's a full-size car that has about all the features, poise and punch you'd get in a \$35,000-to-\$40,000 car for \$25,000 to \$30,000." "Azera (is) a legitimate alternative to the likes of Buick Lucerne and Toyota Avalon, rather than a wannabe."

- **Azera Crash Test Ratings** are posted online at Sales Training Online under "New Awards/Sales Training News" in the right-hand column.

Tucson – One of the Best for Teen Drivers:

Cars.com, in conjunction with DriversEd.com, selected the top new cars for teen drivers. The list is based on a variety of criteria, including safety, price, size and "fun factor." Tucson was at the top of the SUV list as they said it delivers "a lot for the money."

New model updates will be online as they are released.

Two New Programs:

XM Satellite Radio Update

There will be two separate satellite radio programs:

1. Kenwood Dealer-Installed Accessory Program: An accessory dealer-installed upgrade Kenwood XM Satellite Radio Program is planned to launch later this month.

- Available on '06 Elantra, Tucson, Tiburon and Accent.
- Dealers can offer customers a choice of activating the XM Satellite option or an iPod feature.
- Research has shown that people fall into one preference category or the other: satellite radio or iPod. This new radio supports either XM Satellite or the iPod feature.
- The first three months of XM satellite service will be included at no charge when customers choose the XM Satellite feature.

Part numbers and additional details to follow.

2. OEM XM Satellite Radio Program – The Original Equipment Manufacturer (OEM) XM Satellite Radio Program is currently scheduled to begin in October 2006 with the 2007 Azera, Elantra, Santa Fe and Sonata. Tiburon, Entourage, Tucson and Accent will not be included in the initial October XM Satellite Radio OEM program, but will be launched in 2007. More details to follow closer to the launch date.

HyundaiDealer.com Updates:

STAR Test/Dealer Orientation News

- **Updated online STAR Test procedures** on the Hyundai Learning Management System (HLMS) are posted on www.hyundaidealer.com>Sales>Sales Training Online>LMS-Sales>HLMS Road Map. You only need to register ONCE in the "Sales Orientation Course". After your initial registration, **DO NOT REGISTER AGAIN**. To date, over 5,000 sales associates have been certified.
- **Dealer Orientation Guide:** There have been many updates to the Dealer Orientation Guide for the second quarter, including the Hyundai Warranty Quick Reference Chart, Warranty Coverage Guide, the Hyundai Quick Reference Model Guide, as well as the Regional Personnel Sheets. Take some time to be sure you have the latest data and that your documentation is complete and accurate.

Hyundai's Alabama Plant to be on TV

Hyundai's state-of-the-art Alabama manufacturing plant will be featured on *History Channel's* "Modern Marvels" program in June – check your local schedule.

HMFC News — The Hyundai Challenge

HMFC supports *The Hyundai Challenge* with these offers:

May Special Lease Programs:

Featured Trim	2007 Entourage GLS	2006 Azera SE	2006 Sonata GL A/T	2006 Tucson 2WD GL
Eligible Trims	All	All	All	All
Payments Starting at:	\$299	\$259	\$189	\$199
Terms	36	27, 36	30, 36	27, 36
Origination Support	\$1,500	\$2,800	\$2,200 I4 \$3,000 V6	\$1,500
Suggested Cash Down	\$2,499	\$1,999	\$1,999	\$2,099

- See HMFC May 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.
- Subvented money factors & origination support applies to all eligible vehicles.
- Origination Support must be used as a capitalized cost reduction.
- If you need help, please call your HMFC Finance Manager!

Top 5 HMFC Dealers for April:

1. Planet Hyundai (NV) 209 units
2. Fuccillo Hyundai of Syracuse 205
3. Antwerpen Hyundai 178
4. Rick Case Hyundai – Davie 142
5. Lester Glenn Hyundai & Rick Case Hyundai (FL) 100

Auto Shows: The last auto show of the season just wrapped up in Atlanta, Georgia. It's been quite a year for auto shows with the introduction of these new models: Accent 4-Door, Accent 3-Door, Azera, Entourage, Santa Fe and Elantra, as well as the release of various prototypes and specialty concept vehicles.

Hyundai May Auction Dates:

Adesa Indianapolis Auto Auction	Plainfield, IN	May 9
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	May 9
Greensboro Auto Auction	Greensboro, NC	May 10
Manheim's Dallas Auto Auction	Dallas, TX	May 10
Adesa Colorado Springs Auto Auction	Fountain, CO	May 11
Adesa Sarasota	Tampa, FL	May 12
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	May 16
Adesa Phoenix Auto Auction	Chandler, AZ	May 17
Southern Auto Auction	E. Windsor, CT	May 17
Manheim Southern California Auto Auction	Fontana, CA	May 18
Manheim Auto Auction	Manheim, PA	May 19
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	May 23
Greensboro Auto Auction	Greensboro, NC	May 24
Manheim Bay Cities Auto Auction	Hayward, CA	May 24
Manheim South Seattle Auto Auction	Kent, WA	May 24
Adesa Indianapolis Auto Auction	Plainfield, IN	May 30

