

Hot Off the Presses!

J.D. Power and Associates 2006 Initial Quality StudySM:

HYUNDAI TUCSON: "Highest Ranked Compact Multi-Activity Vehicle in Initial Quality!"

J.D. Power and Associates announced that the Hyundai Tucson earned the trophy for the highest initial quality in the compact multi-activity vehicle (MAV) segment of their Initial Quality Study (IQS)*.

The IQS study measures 217 attributes, including the overall driving experience, engine and transmission, and a broad range of defect and design problems reported by vehicle owners.

"Outperforming incredibly outstanding competitors at their own game for the first time in the same year is a major milestone for Hyundai," said Owen Koh, Hyundai's President and CEO. "This ranking demonstrates what tremendous strides we've made in quality, especially with an almost entirely new model lineup."

*Hyundai Tucson received the lowest number of problems per 100 vehicles among compact multi-activity vehicles in the proprietary J.D. Power and Associates 2006 Initial Quality StudySM. Study based on responses from 63,607 new-vehicle owners, measuring 251 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-April 2006. Your experiences may vary. Visit jdpower.com.



Insurance Institute Safety Ratings:

Entourage Earns Top Rating

With its unprecedented combination of unsurpassed standard safety technology, Gold Top Safety Pick status by the Insurance Institute for Highway Safety (IIHS), outstanding interior roominess, and industry-leading quality backed by Hyundai's 10-year, 100,000-mile warranty, minivan shoppers now have a new gold standard minivan to consider.

"The all-new Entourage combines roominess, comfort, power, and the industry's most effective safety technologies to take it to the front of the minivan pack," says John Krafcik, Hyundai's Vice-President Of Product Development And Strategic Planning. "Toyota Sienna and Honda Odyssey cannot match Entourage's unbeatable combination of power, interior roominess, IIHS Gold Top Safety Pick status and segment-leading standard safety technologies, like six airbags with air curtains, Electronic Stability Control (ESC), and anti-whiplash active head restraints - all for under \$25,000."

AutoPacific Vehicle Satisfaction Awards:

Azera & Santa Fe – Two Winners!

Hyundai's all-new premium flagship sedan – the Azera – has won the Large Car category in this year's AutoPacific Vehicle Satisfaction Awards (VSA) in addition to achieving the highest overall car satisfaction score. The Hyundai Santa Fe also outperformed the competition, topping the Mid-Size Sport Utility Vehicle category.

"The satisfaction results for the all-new Hyundai Azera prove that Hyundai is serious about selling top class products," said Auto Pacific's president, George Peterson. "In its first year on the market, Azera achieves not only a class win, but the highest scoring passenger car ahead of vaunted Premium Luxury Cars like the Lexus LS, Jaguar XJ and Mercedes S-Class. The fact that these cars are twice the price of an Azera is just icing on the cake."

Hyundai Tops Even More Lists:

Azera Wins Forbes.Com Award For 'Best Luxurious Car For A Non-luxury Price'

In their 2006 "*Best Cars for the Bucks*" list, *Forbes.com* editors praised the Azera's powerful engine, styling, interior volume and other standard upscale amenities, offered at a sticker price well below other premium brands.

"Azera is our flagship," said John Krafcik, Vice President of Product Development and Strategic Planning, Hyundai Motor America, "and this recognition from *Forbes.com*, along with AutoPacific recently awarding Azera the Vehicle Satisfaction Award for a large car, demonstrates we're succeeding in raising the bar for value for customers in all vehicle segments."

Five Hyundai Models With "Best Bets" Selections by *The Car Book 2006*

Hyundai earned "Best Bet" distinctions for more than half its vehicles in *The Car Book 2006*. Five Hyundai models – the Accent, Elantra, Santa Fe, Sonata and Tucson – earned the title "Best Bet" from author Jack Gillis and the Center for Auto Safety, who have been publishing this list for 26 years.

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Congratulations – May Sales Soared!

Maintaining a Record-Setting Pace

Every month, more and more people are discovering that Hyundai is for real, delivering quality, style and economy as well as value. That, along with gas prices over \$3/gallon, helped make May another record-breaking month with sales of 42,514 units! This not only out-performed April's sales, but also made it the most successful May in the company's history. **Congratulations** – your hard work is paying off!

As we move into June, *The Hyundai Challenge* and **RETHINK** marketing campaigns will continue to bring in new customers. In addition, we expect more people will be adding Hyundai to their shopping list thanks to the recent IQS rankings from J.D. Power and Associates, and awards from AutoPacific and Forbes.com. Another benefit, you've already got two '07 models on your lot: the Sonata and Entourage. So as the weather heats up, let's make this a **sizzling summer!**

Hyundai Challenge Tour 2007

Enrollment Information Now Online!

The Hyundai Challenge Tour '07 is designed to keep you and your sales force up-to-speed on all of our new products, like the '07 Entourage, Accent 3-Door and brand new Santa Fe. You can access the enrollment forms directly from the home page of HyundaiDealer.com or go to Sales>Sales Training Online>"The Hyundai Challenge Ride & Drive/ Workshop" link in upper right hand corner of screen. Be sure to download what you need, fill it out, send it in and get signed up for this informative series.

- **Sales Manager Workshop:** half-day event covers how to use the Hyundai Brand; current trends in automotive retail in regard to hiring, coaching, leasing, and customer satisfaction; how to utilize the '07 sales support materials; marketing and advertising support; using our In-Dealership Launch Kits, and more.
- **Sales Person Ride & Drive:** includes dynamic driving session for Santa Fe highlighting AWD, ABS, TCS, ESC; Entourage vs. Sienna & Odyssey; Accent 3-Door product review; Santa Fe walk-around, key selling points with competitive review; Hyundai's latest safety, comfort, convenience, control and performance technology; leasing overview; delivery tips, and a glimpse at future products.
- **'07 Entourage, Sonata & Accent Electronic Launch Kits:** the links are on Sales Training Online – either on the home page or in the Archives section. Be sure to download, print and distribute each section as this information is important for everyone of your sales force.

The Sales Edge



Hyundai Product News:

This Sticker Sells Cars & SUVs!

To inform your customers of the important life-saving technology found as standard equipment on more than 70% of all Hyundai vehicles, beginning this month, all vehicles equipped with standard Electronic Stability Control (ESC) will be tagged with a window decal that reads: "ESC: Life-saving technology confirmed by NHTSA and IIHS studies."

- **This will raise awareness** for Electronic Stability Control, while underlining Hyundai's dedication to providing sophisticated technology as standard equipment on the vast majority of its models.
"Research universally substantiates that Electronic Stability Control is an invaluable life-saving technology," said John Krafcik, Vice President Of Product Development And Strategic Planning, Hyundai Motor America. "Other manufacturers may talk about their commitment to this technology, but at Hyundai, we've demonstrated our commitment by making ESC standard equipment on more than 70% of our volume - a higher level of standard ESC than Toyota, Honda, GM, Ford or Volvo."
- **ESC uses sophisticated electronic and hydraulic technologies** to help stabilize situations where a driver finds the vehicle veering from its appropriate path - due to slippery surfaces, driver distraction or other causes.
- **University of Michigan study** said ESC reduces the chance of an SUV being in a fatal accident by 50%, while reducing the chance of a fatal rollover by 73%. For cars, the system reduced the chance of a fatal accident by 31% and the chance of a fatal rollover by 40%. Study author John Woodroffe noted that ESC "appear(s) to be the most significant safety advance since seat belts."

Parts & Accessories News:

– Kenwood / iPod / XM Radio Program Launches

The new Kenwood® / iPod / XM Radio program is here! Now, your clients have the choice of adding a Kenwood AM / FM / CD / MP3 audio system that plays MP3 encoded discs as well as conventional CDs. To that they can add an iPod Adaptor Kit, or XM Radio, which is controlled by the Kenwood audio system. Available for Accent, Elantra, Tucson and Tiburon. See your Parts Department for more information.

– 35 Custom Accessories for Accent

The new '07 Accent 3-Doors are beginning to arrive at your showrooms! The 3-Door Accent GS and SE demonstrate that car buyers can get performance, comfort and safety all in an economy car. Standard features include:

- Six airbags.
- Antilock brakes (ABS) with Electronic Brake Force Distribution (EBD) standard on SE, opt. on GLS.
- 1.6-liter DOHC in-line 4-cylinder engine with CVVT.
- Sport-tuned suspension and 16-inch alloy wheels with P205/45R16 tires enhance SE's fun-to-drive character.
- Accent GS and SE have the most interior volume in the segment at 108.1 cu. ft. (based on '06 MY competitors) and are loaded with standard features.

With more than 35 accessories available, buyers will be able to customize a new Accent GS and SE to suit their needs:

- Ground effects kit (*coming soon*)
- Gauge clusters
- Kenwood® MP3 satellite-ready radio & subwoofer
- Interior lighting kits (*coming soon*)
- Aluminum pedals and doorsills
- IPOD holder
- Blue/grey steering wheel
- An assortment of carbon fiber appliques
- Metallic accents
- Metallic fuel door (*coming soon*)
- Factory-installed options include a 220-watt, AM / FM / 6-disc CD changer premium audio system with 6-speakers
- Accent's first power sunroof



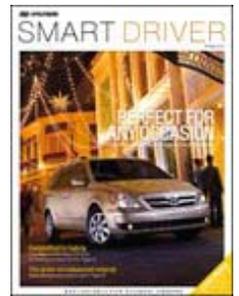
– Tucson Accessory Step Rail

A great addition to Tucson – be sure to include this new Step Rail during your product presentation. It expands the appeal of Tucson, allowing all drivers a chance to *step up* to a new level of quality, value and style.

Millions Receive Latest Edition

Smart Driver Helps You Increase Sales

The latest edition of the *Smart Driver* magazine has just been distributed to over one million Hyundai owners. This keeps our existing owners up-to-date on the latest Hyundai news, like the new Entourage, Accent, and a preview of Santa Fe. This is designed to whet their appetite for a new Hyundai, which helps bring them back to your dealership when they're ready to buy!



Additional Ways to Attract New Clients:

HMFC's College Graduate Program

Now is the perfect time to promote HMFC's *College Graduate Program!* Our program helps students make the transition from school to their careers by making it easy and affordable to buy a new Hyundai for their first vehicle purchase. These are customers who we want to impress with a great buying and driving experience so they become our customers for life! Eligible students must be within six months of graduation or up to 24 months after graduation from an accredited 4-year college or university, nursing school, and accredited 2-year college, or an accredited masters or doctorate program in the United States.

HMFC's College Graduate Program features:

- ✓ No down payment required
- ✓ Minimum B credit tier APR
- ✓ Terms of up to 60 months
- ✓ 90 Days to First Payment
- ✓ **\$400 HMFC College Graduate Rebate!** This rebate is only available if the customer is financing with HMFC



Students must be currently employed or have verifiable proof of employment to begin within 90 days of approval, meet minimum income and payment-to-income requirements, and HMFC credit requirements. Please see complete program rules located at www.hyundaidealer.com in HMFC's document library.

Hyundai June Auction Dates:

Manheim's Florida Auto Auction of Orlando	Ocoee, FL	June 13
Manheim's Dallas Auto Auction	Dallas, TX	June 14
Southern Auto Auction	E. Windsor, CT	June 14
Manheim Auto Auction	Manheim, PA	June 16
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	June 20
Adesa Phoenix Auto Auction	Chandler, AZ	June 21
Greensboro Auto Auction	Greensboro, NC	June 21
Manheim Southern California Auto Auction	Fontana, CA	June 22
ABC Minneapolis Auto Auction	Dayton, MN	June 27
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	June 27
Manheim Bay Cities Auto Auction	Hayward, CA	June 28
Manheim South Seattle Auto Auction	Kent, WA	June 28
Southern Auto Auction	E. Windsor, CT	June 28
Adesa Colorado Springs Auto Auction	Fountain, CO	June 29

