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All-Time Best Month Ever:

Goal... Goal... Goal!!!

Unbelievable – you sold more vehicles in June than any other month in the history of Hyundai in the U.S. You also shattered the sales record for the first six months and are on pace to make this the best year ever!

Sales totaled 44,508 units with Sonata the best-selling model at 11,739 units – a 37% increase over last year! And now, more of our 2007 models are available, like the new Entourage, Accent 3-Door and the just-released Santa Fe crossover SUV. Take our '07 lineup and combine it with excellent product incentives and we're positioned to set a new all-time record – *thank you for all of your hard work!*

Newest Award-Winners

Azera Awards:

The new Azera has come out of the box and been instantly honored with prestigious awards and glowing reviews:

- **J.D. Power and Associates' APEAL award** – Azera earned the distinction as the most appealing Large Car in the 2006 Automotive Performance, Execution and Layout (APEAL) Study.
- **AutoPacific 2006 Vehicle Satisfaction Award (VSA)** – the Azera earned the award as best Large Car.
- **Forbes.com** – named Azera the Best Luxurious Car for a Nonluxury Price in its 2006 "Best Cars for the Bucks" list.
- **J.D. Power and Associates' Initial Quality Study (IQS)** ranked Azera second in the Large Car segment.
- **Insurance Institute for Highway Safety's (IIHS)** – the 2006 Azera earned top crash test ratings for frontal offset impacts.

Tucson Awards:

- **J.D. Power and Associates' Initial Quality Study (IQS)** – Tucson earned the highest initial quality in the compact multi-activity vehicle (MAV) segment.
- **AutoPacific 2006 Vehicle Satisfaction Award (VSA)** – the Tucson was named best in the Compact Sport Utility class for vehicle satisfaction.

Tiburon Awards:

- **J.D. Power and Associates' APEAL & IQS awards** – Tiburon scored high marks in the 2006 J.D. Power and Associates APEAL and Initial Quality Study, ranking second in the Compact Sporty Car segment in both studies.

Share these accolades with all of your clients and check the Ad Planner for even more awards.

The Sales Edge

Hyundai Challenge Tour 2007

38-City Tour in Full Swing!

Entourage, Accent 3-Dr Hatchback & all-new Santa Fe Challenge Tour '07 is on the road – this is the training event you don't want to miss. If you haven't made plans to attend, go to HyundaiDealer.com>Training>Sales Training Online for enrollment information – the link is in the right-hand column – or contact your DSM. Sign up now as the sessions are filling up fast.

A Letter From Mark Barnes:

Hyundai Honored For Helping Children

I wanted to express my congratulations and gratitude to all of you for your tremendous commitment to helping kids win the fight against pediatric cancer. I'm pleased to announce that our "vehicle" for waging this fight, the **Hope On Wheels** program, was recently honored with a **Gold Halo Award**, America's highest honor for companies and causes dedicated to social responsibility.

Hyundai received the award for Best Cause Marketing Event at the fourth annual Cause Marketing Form conference. This is a truly great accomplishment achieved only through your help and support.

You, our dealers, are truly making a difference in this critical fight to save lives. With your donations and those made by HMA, we contributed \$1.5 million in 2005, enough to fund 97 clinical research positions, 500 enrollments in clinical trials and other medical investments that support lifesaving research. For a complete list of upcoming tour stops, you can go to www.hyundaihopeonwheels.com. There are very special events that you will never forget.

I am honored to work with a dealer group so dedicated to helping kids fight this tragic disease. Together we're making strides in research and saving lives. Thank you for your dedication and donations to this important cause.

J. Mark Barnes

Vice President, National Sales



Marketing News: Increased Exposure for Hyundai
The World Cup – Seen by Millions!

Did you watch the FIFA World Cup matches? If you did, you had to see HYUNDAI as one of the Official Partners. In the U.S., the World Cup has a huge audience and that sponsorship raises brand awareness while helping drive floor traffic to your dealerships. That's why Hyundai has been and will continue to sponsor the FIFA World Cup through 2014!

- **Newest TV Spot** – our latest commercial, "Gazelle," debuted during the World Cup. Hyundai has been stunning consumers with a stream of new vehicles, plants, and accolades. We've been doing things that many people have said couldn't be done. In that spirit, the spot inverts a powerful metaphor to provoke a *Rethink* moment and concludes with dramatic photography of Azera, Sonata, Tucson, all-new Santa Fe, and all-new Elantra.
- **Taking on Tier 1 competitors** – consumer research shows that this new TV spot communicates that Hyundai is a Tier 1 player, besting traditionally dominant carmakers with speed and agility. Consumers have told us after viewing this commercial, they have reconsidered their preconceptions of Hyundai and shop our products.
- **In a movie theatre near you** – to get even broader exposure, Hyundai is airing the "Gazelle" spot in movie theatres during the month of July, airing on over 9,900 screens, reaching an estimated 75 million consumers

HMFC News:

HMFC's College Graduate Program

With half of 2006 behind us, all of us at HMFC would like to extend our appreciation to all of you for your support! We have been pleased to provide you with some very competitive programs this year such as our competitive lease and low APR programs. We look forward to the opportunities that the remaining year brings us!

Top HMFC New Volume Dealers June 2006 YTD

	DEALERSHIP	NEW BOOKINGS
1	Planet Hyundai NV	1,666
2	Fuccillo Hyundai of Syracuse	1548
3	Antwerpen Hyundai	849
4	Atlantic Hyundai	825
5	Rick Case Hyundai – Davie	773

Hyundai July Auction Dates:

ABC Minneapolis Auto Auction	Dayton, MN	July 11
Adesa Indianapolis Auto Auction	Plainfield, IN	July 11
Manheim's Arena Auto Auction	Bolingbrook, IL	July 11
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	July 11
Greensboro Auto Auction	Greensboro, NC	July 12
Manheim's Dallas Auto Auction	Dallas, TX	July 12
Adesa Colorado Springs Auto Auction	Fountain, CO	July 13
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	July 18
Adesa Phoenix Auto Auction	Chandler, AZ	July 19
Southern Auto Auction	E. Windsor, CT	July 19
Manheim Southern California Auto Auction	Fontana, CA	July 20
Manheim's Arena Auto Auction	Bolingbrook, IL	July 20
Manheim Auto Auction	Manheim, PA	July 21
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	July 25
Greensboro Auto Auction	Greensboro, NC	July 26
Manheim Bay Cities Auto Auction	Hayward, CA	July 26
Manheim South Seattle Auto Auction	Kent, WA	July 26

Hyundai Electronic Stability Control (ESC) Follow-Up:

More 2007 Hyundai Vehicles have ESC than Audi, BMW, Infiniti, Lexus, Mercedes-Benz, Porsche or Volvo!

Last month, we ran a story about the importance of Electronic Stability Control (or ESC for short) and the ESC sticker that's on Hyundai vehicles with ESC. For 2007, ESC is standard equipment on five of our vehicle lines: Sonata, Tucson, Santa Fe, Entourage, and Azera – all of which have starting prices between \$18,000 and \$25,000. Now, here are some additional ESC facts to share with your customers:

- **73% of all 2007 Hyundai models** (by volume) come standard with ESC – that's a higher rate than any non-luxury brand, including Toyota, Honda, Ford, Chevrolet or Volkswagen.
- A study released by the *Insurance Institute for Highway Safety* (IIHS) confirmed that Electronic Stability Control reduces the risk of all single-vehicle crashes by more than 40% – fatal crashes by 56%.
- The same research shows that ESC reduces the risk of **fatal multiple-vehicle crashes by 32%**.
- IIHS data also shows that ESC reduces the risk of **single-vehicle crashes by SUVs by 43% and cars by 33%**,
- **It reduces single-vehicle rollovers by SUVs by 80%, 77% for cars.**

IIHS estimates that as many as 10,000 fatal accidents could be avoided each year if all vehicles were equipped with ESC.

