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Sales Consultants All Sales Department employees

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2007 Hyundai Product Information:

Tucson – Our V6 vs. Their 4: customers don't realize they can get a V6 Tucson for the price of a competitor's 4-cyl. model. Show them that our V6 delivers similar mileage and comes with a list of features that are not available or are optional on the competition. All this is standard on all Tucson V6 models:

- Tire Pressure Monitoring System (TPMS)
- Air conditioning, cruise control & trip computer
- AM/FM/CD/MP3/cassette audio system w/ 6 speakers
- 16" 5-double-spoke alloy wheels w/235-16 tires
- Front fog lights & bodyside cladding
- Leather-wrapped steering wheel and shift knob
- Deluxe cloth seating surfaces
- Bodycolor door handles and mirrors, chrome rear accent
- Metalgrain interior trim and a rear cargo net
- Dual front illuminated vanity mirrors

2007 Quick Reference Guides – the '07 Elantra is the first Hyundai to include a Delivery Check List with the *Quick Reference Guide* – it points out possible IQS items and key features that should be covered during the delivery. This Check List will soon be available on all '07 models.

Source Books Shipped – all of the '07 Sales Training materials are shipping mid-October. These kits include 10 Source Books, 11 Keys to Customer Satisfaction, and 11 Pocket Guides.

"Auto-Lock" Feature – the '07 Sonata, Santa Fe, Azera and Elantra offer "Auto Lock" – this feature can be programmed by your Service Department so the doors lock automatically at speeds around 20 mph. Be sure your customers are aware of this great feature.

- Do not confuse "Auto-Lock" with the "Auto-Unlock" feature, which is standard on all Hyundai models – it automatically unlocks all doors in case of an accident.

XM Radio Program – production has started and vehicles will soon be arriving with XM radios in '07 Sonata, Azera, Santa Fe and Elantra. Accent, Tucson and Tiburon offer an optional Kenwood XM or iPod radio, with OEM phase-in of those models and Entourage coming later in the model year.

2007 Elantra Launch Kit – the complete kit is being sent out this week and is posted on HyundaiDealer.com.

Hyundai Applauds NHTSA Call For Std. ESC

Hyundai praises the National Highway Traffic Safety Administration (NHTSA) for its proposed Electronic Stability Control (ESC) mandate. Hyundai's commitment to this technology is unsurpassed among non-luxury manufacturers, with 73 percent of Hyundai sales volume now featuring standard ESC. Hyundai boasts a higher percentage of standard ESC installation than Chevrolet, Ford, Toyota or Honda.

The Sales Edge

September Sales Report:

Ready for Rocktober!

The automobile industry is on a roller coaster ride – and so far, we've typically been on the upside of the ride... and even though sales were down in September, you did a great job! Sales were off 13%, but we weren't alone – BMW, GM, Honda, Nissan and VW were also down. Now looking ahead, we're well positioned to make October a rocking month thanks to these three points:

1. **Inventory** – availability of new products is starting to balance out as you receive more Accent 3-Doors and Santa Fe models so you have the vehicles customers want on your lot.
2. **Advertising** – our new ad campaigns are just building momentum, so in October, more and more people will hear the Hyundai marketing messages.
3. **Awareness** – as people learn more about what we have to offer, more and more people are putting Hyundai vehicles on their shopping list, particularly our "new" models like the Azera and Entourage.

This puts us in a great place to finish the year strong and break the all-time sales record. Keep up your hard work – it will pay off!

Sales Manager's Fall Tour 2006:

Sign Up, Speak Up & Learn More

Today's customers are demanding – that puts pressure on your staff to keep their sales skills sharp. To help, starting later this month, we're rolling out our latest Sales Manager Tour, which is based on the topics you told us you wanted in these meetings:

- Our all-new 2007 XM Satellite Radio Program.
- '07 Elantra and Tiburon vehicle launches.
- Tools to introduce these new products to your dealership.
- How to strengthen your sales team.
- Insight into the advertising and marketing plans for Q4 2006 and Q1 2007.
- A sneak peek at some of the new online tools available to Hyundai sales managers and associates.
- IQS (Initial Quality Survey) and the new vehicle specific delivery checklist.

If you haven't signed up yet, go to HyundaiDealer.com and download the appropriate form... fill it out... and fax it back. Then come to the workshop and be prepared to learn.

Hyundai Creates A "Win-Win" Situation:

Vets Have A Future With Hyundai

Hyundai is the first automaker to join the Army's Partnership for Youth Success (PaYS) program in which Hyundai and the U.S. Army will institute a program to help soldiers develop the skills they need to become service technicians at one of Hyundai's 737 (and counting) dealerships nationwide. Upon completion of their military duty, qualified Army personnel will be granted priority interviews for open service technician jobs. In addition, the U.S. Army's career web site will post open Hyundai service technician jobs across the country. We know that finding qualified service techs is a challenge in our industry, and this is one way HMA is trying to help our dealers find new, qualified professionals. It's also a sign of Hyundai's support for the men and women of the military, as we help them transition into civilian careers after serving our country.

Marketing News:

'07 Auto Show Season Starts Now!

It's October – that means that Auto Show Season has begun! Our season opens on both sides of the country with the Orange County Auto Show in Anaheim, CA and the South Florida Auto Show in Miami, FL. We are thrilled to include Ride-n-Drives at these two shows – what a great way to get our consumers even more enthused about our product! We will also have Auto Show Ride-n-Drives in Sacramento and San Diego. All shows will feature our full vehicle line-up, including 2007 Elantras and Santa Fes. Our vehicle sweepstakes promotion will continue – we will be giving away an '07 Santa Fe to one lucky winner at the end of the Auto Show season. This vehicle giveaway is a great draw for interested consumers and generates thousands of great leads! Keep an eye out for those HOT Auto Show leads – they are on their way! For a schedule of the Auto Shows in your area, logon to HyundaiDealer.com for the complete list.

Parts and Accessories News:

Successful Lifestyle with Hyundai Accessories

Be on the lookout for the 2007 Hyundai Accessories POS kit, a turnkey marketing package to help your dealership increase profits and customer retention. Accessories are a great way to attract customers by allowing them to personalize their Hyundai and that, in turn, helps increase sales at your dealership!

- Check out the all-new '07 Accent 3-Door, Elantra, Entourage & Santa Fe accessory flyers posted on HyundaiDealer.com.

Winterize for Cool Profits! Get ready to provide service to your loyal, lapses and new customers to increase dealership profitability and retain them: The Fall Direct Mail Program "Winterize Your Hyundai" will be launching in mid-October with cool incentives to customers!

HMFC News:

Exceptional October Lease Offers

Payment driven customers may lease one of Hyundai's new 2007 Model Year vehicles at very competitive payments and terms! Our short terms mean that these customers will be returning to your dealership sooner to buy their next Hyundai!

- '07 Sonata starting at \$199 for 30 months.
- '07 Tucson starting at \$229 for 30 months.
- '07 Santa Fe starting at \$299 for 30 months.
- '07 Azera starting at \$259 for 30 months.

For customers who prefer to own their vehicle, the following Special Low APR Programs are available in October:

- Buy a '07 Sonata with financing as low as 1.9% APR for 48 months. Customers who choose a 6-cylinder Sonata will also receive \$500 HMFC Bonus Cash in addition to the low interest rate!
 - '07 Entourage with financing as low as 1.9% for 36 months.
 - '06 Santa Fe with financing as low as 0% for 60 months.
- Please refer to HMFC's October Special Low APR & Lease Bulletin for complete program details.

September 2006 - Top 5 New Volume Dealers

	Dealership	New Bookings
1	Planet Hyundai	289
2	Fuccillo Hyundai	265
3	Fuccillo Hyundai of Greece	168
4	Fuccillo Hyundai of Syracuse	141
5	Atlantic Hyundai	137

➔ Auto Show Dates:

Orange County Auto Show Anaheim, CA Oct. 4 – 8
So. Florida International Auto Show Miami, FL Oct. 6 – 15

Hyundai October Auction Dates:

Manheim's Greater Nevada Auto Auction Las Vegas, NV Oct. 5
Manheim Auto Auction Manheim, PA Oct. 6
Manheim's Florida Auto Auction of Orlando Ocoee, FL Oct. 10
Adesa Kansas City Auto Auction Lee's Summit, MO Oct. 10
Greensboro Auto Auction Greensboro, NC Oct. 11
Manheim's Dallas Auto Auction Dallas, TX Oct. 11
Adesa Colorado Springs Auto Auction Fountain, CO Oct. 12
Manheim's Georgia Dealers Auto Auction Atlanta, GA Oct. 17
Southern Auto Auction E. Windsor, CT Oct. 18
Adesa Phoenix Auto Auction Chandler, AZ Oct. 18
Manheim Southern California Auto Auction Fontana, CA Oct. 19
Manheim Auto Auction Manheim, PA Oct. 20
Manheim's Florida Auto Auction of Orlando Ocoee, FL Oct. 24
Greensboro Auto Auction Greensboro, NC Oct. 25
Manheim Bay Cities Auto Auction Hayward, CA Oct. 25
Manheim South Seattle Auto Auction Kent, WA Oct. 25
Adesa Indianapolis Auto Auction Plainfield, IN Oct. 31

