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Sales Consultants All Sales Department employees

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September Sales Total 33,214 units:

Accent & Santa Fe – Sales Stars

"While we are encouraged with the strong sales of Accent and Santa Fe, our overall sales were flat versus 2006, reflecting the challenging economic climate and industry conditions," said Dave Zuchowski, Hyundai Motor America's Vice President, National Sales. "We just concluded a very successful dealer meeting, and as our 2008 models begin to arrive on our dealer's lots, we are quite optimistic about having a successful fourth quarter."

Here are September's highlights:

- **Santa Fe** led the way with 7,496, up 21% over last year.
- **Elantra** was second, selling 7,164 units.
- **Sonata** was third, selling 6,550 units.
- **Accent** sales were up 64% over last year to 3,120 units.
- **Veracruz** had a strong month with sales of 1,653 units.

Now's the best time to clean out your existing inventory and generate solid sales as '08 inventory builds at your dealership!

"Think About It":

Phase II Kicks Off to Build Interest

Our new national advertising campaign kicked off on September 10th, and on the 29th, phase two got under way. "Our new 'Think About It' advertising campaign is designed to be thought provoking," said Joel Ewanick, Vice President of Marketing, HMA. "It challenges perceptions about our brand and the auto industry, resulting in a creative execution that feels authentically Hyundai."

Phase two began September 29th, presenting ideas and "thought bombs" that challenge conventional thinking. They actively ask the consumer to "think about" unique truths regarding the Hyundai brand. Thoughts like:

- New technologies confirm: the best way to avoid an accident is to avoid an accident.
- We built over 2,000 Sonatas and then crushed them in the name of quality.

This campaign is designed to open eyes and get customers to put Hyundai vehicles on their shopping list.

Getting Up-to-Speed with the EPA:

"New" '08 Fuel Economy Ratings

Have you noticed that the fuel economy ratings changed for the '08 models? Beginning with the 2008 model year, the EPA has begun using new post-test calculations to determine mileage estimates. The reason for the change is to produce mileage ratings that are closer to the mileage drivers can expect to achieve.

The Sales Edge

'07 Fall Sales Manager Workshops:

Are You Enrolled? If Not, *Just Do It!*

To help you in your day-to-day tasks as a Sales Manager, we are staging workshops in 37 cities during the months of October and November. The content for this training was shaped by your feedback and will cover these topics:

- 4th Quarter marketing support and advertising.
- Review of 2008 models and '08 STAR Test preview.
- Review of the new LG In-Dash Navigation system.
- Previews of the '09 Sonata and new Genesis.
- Additional new sales aids and product "cheat sheets"
- Important information on upcoming IQS survey.

This training is open to all General Managers, Sales Managers and Internet Managers (no salespeople). All of the enrollment information and dates are accessible from the home page of HyundaiDealer.com – enroll now... space is limited.

You Asked For It... Now It's Here:

New LG in-dash Navigation System

The '08 Azera, Veracruz and Santa Fe will be the first Hyundai vehicles to feature an in-dash navigation system built by LG Electronics in harmony with Infinity. Features include:

- Infinity® Logic 7® surround sound audio system with 605-watt amplifier and AM / FM radio.
- Single in-dash CD/DVD player also plays MP3/WMA, and when vehicle is in park, will play DVD movies, too.
- Navigation system offers drivers a choice of three routes to their destination, based on their driving preferences.
- This system also includes XM Satellite Radio.

Elantra, Sonata, Tucson and Entourage Win:

AutoPacific '07 Ideal Vehicle Awards

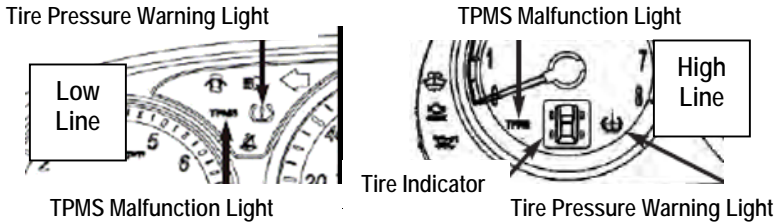
An "ideal" is defined as an excellent or perfect example. In the annual *Ideal Vehicle Awards* (IVA) by automotive research and consulting firm **AutoPacific**, four Hyundai models – Elantra, Sonata, Tucson and Entourage – were all judged to be best in their class in 15 specific areas, and, voting is by actual owners.

IQS Findings Assist Salespeople:

Tips To Help Prep Presentations

J.D. Power and Associates' *Initial Quality Survey* (IQS) gives us a finger on the pulse of how customer's feel and the results point out areas that need to be addressed. This month, we're focusing on the Tire Pressure Monitoring System (TPMS) as well as forward and aft Headrest adjustments.

Tire Pressure Monitoring System (TPMS)



There are two designs, here are the feature they have in common:

- Both *Low-Line* and *High-Line* systems have sensors mounted to each wheel.
- **Warning Light** comes on if tire pressure falls 6 – 8 lbs. below the vehicle's recommended cold tire pressure.
- **Recommended tire pressures** are on the driver side B-pillar.

Low-Line system illuminates the warning lamp if one or more tires' air pressure should be checked; the tire location is not specified.

High-Line system indicates precisely which tire should be checked for low air pressure.

In addition, the **TPMS Malfunction Light** indicates something is wrong with the monitoring system, alerting the driver that it should be checked by your Hyundai Service Department.

Headrest Adjustment Controls – In addition to up-down adjustments, most models have headrests that allow you to vary their position fore-aft: furthest aft is position one, click forward for position two, three, four, and fifth position releases the headrest to return it to the first, furthest aft position. Become familiar with this feature so you can help customers find what's most comfortable for them.

Parts and Accessory News:

Make More Money with Accessories

Are you taking advantage of the consistent customer flow from the **Direct Mail Program**? It's one of the best ways to offer your customers the opportunity to dress up their car. The latest batch of coupons are being sent out Oct. 26 and Nov. 14.

Garmin Nüvi 360—get them while the supply lasts: Get 5% off when you order 5 or more, 10% for 10 or more, 15% off for 20 or more, and in order for the discount to be applied, you must place your order as a **STOCK** or **REGULAR** order.

Hyundai Genuine Chrome Wheels for Azera, Sonata and Santa Fe help customers ride in style! Install a set on a vehicle on your showroom so customers see how good they look...



HMFC News:

Ways to Finance More Customers

HMFC and HMA are providing the following offers for October:

- '08 Veracruz GLS Base Option Pkg. 01 FWD starting at **\$299 for 24 months with \$2,499 drive off.**
- Standard Rate or Customer Choice + Bonus Cash on selected models.
- Bonus Cash Program of \$500 is available on Azera, Elantra, 2008 Sonata, 2008 Santa Fe and 2007 Santa Fe.

Refer to HMFC's October's Special Low APR & Lease Bulletin for complete program details. We appreciate all of the support from all dealers in 2007 and here's our Top 5 Leasing Dealers year-to-date:

Top Leasing Dealers for 2007 YTD	# of units
Atlantic Hyundai (NY075)	1,196
Fuccillo Hyundai (NY086)	617
Northtown Hyundai (NY013)	382
Millennium Hyundai (NY081)	367
Manfredi Hyundai (NY064)	352

October / November Auction Dates:

ADESA Golden Gate Auto Auction	Hayward, CA	10/9
Manheim's Arena Auto Auction	Bolingbrook, IL	10/9
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	10/9
Columbus Fair	Columbus, OH	10/10
Greensboro Auto Auction	Greensboro, NC	10/10
Manheim South Seattle Auto Auction	Kent, WA	10/10
Manheim's Texas Hobby	Houston, TX	10/11
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	10/16
Adesa Phoenix Auto Auction	Chandler, AZ	10/17
Manheim's Dallas Auto Auction	Dallas, TX	10/17
Southern Auto Auction	E. Windsor, CT	10/17
Adesa Colorado Springs Auto Auction	Fountain, CO	10/18
Manheim Southern California Auto Auction	Fontana, CA	10/18
Manheim Auto Auction	Manheim, PA	10/19
Manheim Greater Nevada Auto Auction	Las Vegas, NV	10/19
Manheim's Arena Auto Auction	Bolingbrook, IL	10/23
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	10/23
Columbus Fair	Columbus, OH	10/24
Greensboro Auto Auction	Greensboro, NC	10/24
Manheim South Seattle Auto Auction	Kent, WA	10/24
Manheim's Texas Hobby	Houston, TX	10/25
ADESA Golden Gate Auto Auction	Hayward, CA	10/30
Southern Auto Auction	E. Windsor, CT	10/31
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	11/1
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	11/1
Manheim's Auto Auction	Manheim, PA	11/2
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	11/2
ABC Minneapolis Auto Auction	Dayton, MN	11/6
ADESA Golden Gate Auto Auction	Tracy, CA	11/6
Manheim's Arena Auto Auction	Bolingbrook, IL	11/6
Greensboro Auto Auction	Greensboro, NC	11/7
Manheim South Seattle Auto Auction	Kent, WA	11/7
Manheim's Dallas Auto Auction	Dallas, TX	11/7
Adesa Colorado Springs Auto Auction	Fountain, CO	11/8