

Copy & distribute to: General Manager Sales Manager

Sales Consultants All Sales Department employees

To opt out of this newsletter, fax your request to (714) 965-3842



issue 85 • November 2006

October Sales Report:

Sales Soared Once Again!

This year is going fast – and you're helping by keeping the pedal to the metal. Yes, you topped last year's performance by selling 30,479 units in October – a 3.6% gain! But the best news was how you did it: Elantra sales were up 13.5%. Santa Fe sales were up 22.2%. Azera was up 48.3%. Congratulations!

"We are very pleased to see a strong start to the fourth quarter of 2006 as we close in on our year-end sales targets and as our dealer inventory of '06 models continues a strong sell-down," said Mark Barnes, Vice President, National Sales. "Our model line-up will get a boost from the all-new 2007 Elantra entering dealerships this month and we look forward to a strong end to the sales year."

Keep it up – let's see how high above 400,000 we can go!

Sales Manager's Fall Tour 2006:

Make It A Point To Attend

Our latest Sales Manager Tour is drawing rave reviews from the managers who have already attended these sessions. To go, go to www.HyundaiDealer.com / Sales Training Online to check out the agenda, schedule, dates and locations, then make it a point to attend the Tour when it's near your town.

Hyundai Headlines:

- **Azera/Tucson: Strategic Vision Top Honors** – Azera was atop the large car segment in **Strategic Vision's 2006 Total Value Awards**, while Tucson (in a tie with the Saturn Vue) was atop the small sport utility vehicle segment.
- **Accent/Azera: Edmunds.com Awards** – the '07 Accent is Edmunds.com **Editors' Most Wanted Sedan Under \$15,000**, and the Azera is their **Most Wanted Sedan Under \$30,000!**
- **Warranty Extended Through 2010** – Our industry-leading warranty program has been extended through 2010. "Ten-year warranty coverage is only possible because of the extremely high quality standards Hyundai has achieved, and we're excited to offer new Hyundai owners this benefit for at least the next four years," said Steve Wilhite, Chief Operating Officer, HMA.
- **STAR Bonus Bucks** – Did you know in addition to the regular STAR Awards, your Sales Reps can earn up to \$250 when they sell any '06 or '07 Sonata, Azera, Tucson or Entourage. Each '06 and '07 Sonata, Azera, Tucson and Entourage sold earns an additional \$50 per unit and a chance of an additional \$200 Super Sales Bonus.
- **Sales Training Materials Shipped** – the '07 Source Books, Pocket Guides and Keys to Customer Satisfaction are on their way to your dealership – and the XM Satellite Radio/Elantra/Tiburon Launch Kit is coming soon, too! Alert your Parts Department to be on the lookout for these materials!

The Sales Edge

It's IQS Time Again – Are You Ready?

Check Out Your PDI, Delivery & Follow-Up Processes

Hyundai is the **BEST** non-luxury nameplate in the most recent J.D. Power and Associates Initial Quality Studysm (IQS), ranking third behind Porsche and Lexus, respectively. We could not have accomplished this outstanding result without your commitment – thank you for all of your efforts. But we cannot rest on our laurels, as the "new" IQS sales period runs from October through January, 2007.

To ensure we maintain our exceptional level of performance, we need to focus on three areas – the Pre-Delivery Inspection (PDI), the Delivery itself, and After-Sale Follow-Up:

- Even though the **PDI** is conducted by the Service Dept., when the vehicles go on the sales lot, take a minute to double-check to ensure everything is ready to go. For example, make sure the vehicles are spotless and check that the radio stations are set to stations that appeal to *your* customers.
- During the **Delivery**, be sure to use the **QRG (Quick-Reference Guide)** and a **Delivery Checklist**. By doing so, you make sure every step is covered with every customer and nothing is left to chance. You should demonstrate some of these features during the Test Drive, but if not, be sure to cover them during the delivery by reviewing the operation of these key features:
 - Cruise control system
 - Windshield wiper/washers – particularly the rear wiper and washer, if equipped
 - Keyless entry system operation
 - Heating / ventilation / air conditioning controls
 - Audio system – including XM satellite radio operation
- **After-Sale Follow-Up** – here's a way to call customers that works – say, "We have found that often times when people take delivery of their new Hyundai, after a day or so, they are a little confused with the operation of some of the features. How are you doing and can we be of assistance?"

These three actions on every car are crucial to our mutual success. Together, we can achieve the #1 position in the J.D. Power and Associates Initial Quality Studysm!

Hyundai Selects New Service Contract Supplier:

Another Key To Customer Satisfaction

Hyundai Motor America and Jim Moran & Associates have formed a strategic alliance to develop new Hyundai-branded service contracts, prepaid maintenance plans and an enhanced certified pre-owned program.

"JM&A Group is an industry leader in dealer F&I products and performance profitability improvement tools to support Hyundai and our dealers during the rollout of our new programs," said Don Dees, Hyundai Motor America's Vice President of Service.

Lou Feagles, president of JM&A Group added, "JM&A Group believes that improved performance is a result of building strong relationships with dealers through a commitment to providing the best products, training and consulting designed to achieve greater profitability and customer satisfaction. JM&A Group is extremely pleased to have been selected as Hyundai's F&I provider and looks forward to a long, mutually beneficial relationship with Hyundai Motor America and the dealer body."

Parts and Accessories News:

An Accessory Customers Can't Live Without

Congratulations on the sales success of our latest product release – the Garmin® nüvi 360 talking pocket-size GPS system with wireless Bluetooth® technology. This exceptional system is selling like crazy to the point where Garmin is working hard to meet our demand! Here are a couple key points to share with your clients, too – this is *the latest, most current* version (some other retailers have an older model on the shelves)... and when purchased with a new Hyundai vehicle, it is covered by a 3-year warranty (whereas the other models bought by retailers only have a 1-year warranty). Keep up the good work!

Additional Parts & Accessory News:

Here are three additional ways we're helping you build your accessory sales:

- Increase your customers' pride of ownership in their new Hyundai and maximize exposure of all accessories by displaying the '07 Accessories POS Kit. These kits are being distributed to all dealership Sales and Parts Managers later this month, so be on the lookout for it!
- The new 2007 Apparel Catalog for the Hyundai styles and images are here just in time for Christmas – order yours today! It's a great gift for your Hyundai colleagues.
- Fall Direct Mail Program is here! Are you ready to close with a great year? Don't forget the Program Up Sales Incentive!
 - Your first wave of 700,000 customers should be at your Parts & Service doors soon!

The Latest HMFC News – Qualify More Buyers:

New November Lease Offers

As we push to make this another record-breaking year, we have some great programs to help you attract more customers. Check out our November offers:

- 2007 Sonata starting at \$199 for 30 months
- 2007 Tucson starting at \$229 for 30 months
- 2007 Santa Fe starting at \$299 for 30 months
- 2007 Azera starting at \$259 for 30 months

The following Low APR Programs are extended for November:

- Buy an '07 Sonata with financing as low as 1.9% APR for 48 months. Customers who choose a 6 cyl. Sonata will also receive \$500 HMFC Bonus Cash in addition to the low interest rate!
- Buy an '07 Entourage with financing as low as 1.9% for 36 months.
- Buy an '06 Santa Fe with financing as low as 0% for 60 months.

Please refer to HMFC's November Special Low APR & Lease Bulletin for complete program details.

October 2006 - Top 5 New Volume Dealers

	Dealership	New Bookings
1	Planet Hyundai	169
2	Fuccillo Hyundai of Syracuse	126
3	Fuccillo Hyundai of Greece	111
4	Antwerpen Hyundai	77
5	Rick Case Hyundai – Florida	72

Auto Show Dates:

New England International Auto Show	Boston, MA	Nov. 5 – 12
Alabama International Auto Show	Birmingham, AL	Nov. 9 – 12
Sacramento Auto Show	Sacramento, CA	Nov. 9 – 12
Charlotte International Auto Show	Charlotte, NC	Nov. 16 – 19
San Antonio Auto and Truck Show	San Antonio, TX	Nov. 16 – 19
Connecticut International Auto Show	Hartford, CT	Nov. 16 – 19
San Francisco International Auto Show	San Francisco	Nov. 18 – 26
Arizona International Auto Show	Phoenix, AZ	Nov. 23 – 26
Central Florida International Auto Show	Orlando, FL	Nov. 23 – 26
Motor Trend Interional Auto Show	Las Vegas, NV	Nov. 24 – 26

Hyundai November Auction Dates:

Manheim's Florida Auto Auction of Orlando	Ocoee, FL	Nov 14
Southern Auto Auction	E. Windsor, CT	Nov 15
Adesa Phoenix Auto Auction	Chandler, AZ	Nov 15
Manheim Bay Cities Auto Auction	Hayward, CA	Nov 15
Manheim Southern California Auto Auction	Fontana, CA	Nov 16
Manheim Denver	Denver, CO	Nov 16
Manheim Auto Auction	Manheim, PA	Nov 17
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Nov 21
Manheim South Seattle Auto Auction	Kent, WA	Nov 22
ABC Minneapolis Auto Auction	Dayton, MN	Nov 28
Adesa Indianapolis Auto Auction	Plainfield, IN	Nov 28
Greensboro Auto Auction	Greensboro, NC	Nov 29
Manheim Dallas Auto Auction	Dallas, TX	Nov 29
Adesa Colorado Springs Auto Auction	Fountain, CO	Nov 30

