

INDUSTRY DOWN 32%:

October Sales Total 20,820

"The industry is experiencing one of the most challenging times in history," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales. "We are encouraged that prospects who have been on the sidelines during this period will come back into the market looking for proven fuel-efficient and standard safety equipped vehicles, and we feel Hyundai is well positioned for these customers."

October's top selling model was Sonata, followed by Santa Fe, Elantra and Accent. Encouraging news was that Genesis sales totaled 1,121 units, demonstrating people's confidence in Hyundai.

Hyundai sales were down 31% from Oct. '07, while Toyota's was down 26%, Honda down 28%, Nissan off 33% and GM down 45%. With November's incentives, it's time to look forward to renewed consumer confidence!

ADVERTISING:

Holiday Sales Event Starts 11/24

This new Holiday campaign features online advertising, print ads, radio, point-of-sale materials and TV spots. The campaign lasts until Jan. 2, 2009.

NEW ONLINE MATERIALS:

Genesis Videos and More

New Sales Training Online materials are posted at www.hyundaidealer.com: Genesis Walk Around, Competitive Comparison Overview videos and Comparison Tool PDF, a new Test Drive Experience is on the main menu with video and PDF, plus a DIS Interactive Tutorial complete with a Driver Information System (DIS) Quick Reference Guide and DIS Work Sheet. Other new PDFs include, Selling to Luxury Buyers flyer and a revised Bluetooth reference sheet.

PRODUCTS IN THE NEWS:

Genesis Featured in USA Today

In their Oct. 31st issue, *USA Today* said: "Hyundai proves it's a master of luxury." "Ignoring price, it's a credible contender. Considering price, there might not be another car that's such an all-around satisfier."

NOTE: For details, go to www.usatoday.com

CONTINUED FROM PREVIOUS COLUMN...

Accent Ranked by Edmunds.com

Edmunds.com's *True Cost to Own* study ranked Accent as 3rd least expensive car to own and operate in the country:

- Accent's cost per mile is just \$0.41 – only one penny behind the number one car.

NOTE: For details, go to www.edmunds.com

IQS:

Customers Receiving IQS Surveys

The IQS sales period started Nov. 1 and every customer is a potential survey respondent. Remember, the *tear-off page* of the **Quick Reference Guide** is your Customer Delivery checklist. It contains these sections: **Before Delivery:** check battery, tire pressure, vehicle condition, etc. **Key Delivery Features:** demonstrate potential *Difficult To Understand* items for customers. **During Delivery:** review how to set radio stations, clock and NAV address by a hands-on customer activity – a best practice is to help the customer "Pair their Phone" for vehicles equipped with Bluetooth®.

IN MEMORY OF:

Donna Kane

Donna Kane, former National Manager of Public Relations, passed away from cancer on October 27th. Donna's Hyundai career began as Central Region District Sales Manager where she developed the grassroots version of her national program, *Power of the Purse*. *Power of the Purse* won numerous community, public relations, marketing and business awards for Hyundai. Donna also developed related women's ride and drive events and purchase programs for Hispanics, the military and numerous nursing groups. She established scholar-ships, worked for abused children and became an advocate of hope working with personalities like Tavis Smiley, Oprah Winfrey, Rosie O'Donnell, Maury Povich and Montel Williams to find people with true vehicle needs. She worked with the Boy and Girl Scouts, Jimmy Fund, the Harvest Food Bank and United Way. Donna never forgot about dealer profitability, promoting the Hyundai brand and Hyundai vehicles. She always had a smile and a kind word for those she met. Donna will truly be missed by all.

Contributions can be made to Mesothelioma Applied Research Foundation, P.O. Box 91840, Santa Barbara, CA 93190.



PARTS & ACCESSORIES:
**New Garmin Nüvi
 Models Available**



New Garmin Nüvi models have arrived just in time for the holiday shopping season! Check out the 265WT features:

- **Bluetooth wireless technology** – enables hands-free connectivity to mobile phones.
- **Lifetime Traffic** – receive alerts about traffic delays and road construction that lie ahead on your route with the included FM traffic receiver; traffic service provided by NAVTEQ.
- **HotFix™** – nüvi will decrease satellite acquisition times by recording ephemeris data, then predicting satellite location for the areas and times recorded for up to three days.
- **Garmin Connect™ Photos** – associate your favorite images with saved locations and visit Garmin connect at <http://connect.garmin.com> to download new images with included coordinates.
- **Digital Elevation Maps** – shows shaded terrain contours at various zoom levels.

Sonata Chrome Wheels Correction

Update from last issue: Sonata Chrome Wheels (U8400-3K340) can be mounted on both SE and Limited models. Return the standard alloy wheels from the Limited or SE and receive a \$150 core credit for each set of wheels.

HMFC:

November Programs

Special Lease Program:

- Lease a 2009 Hyundai Genesis 3.8L V6 for \$399/month for 27 months, \$2,200 customer cash down. Total of \$2,599 due at lease signing. National, excluding South Central Region.

Special Low APR Programs:

- 09MY Genesis has a **Low APR of 0.9%** up to 36 months for Tier 1 customers: South Central Region Only.
- 09MY Azera has a **Low APR of 2.9%** up to 36 months for Tier 1 customers: National.
- 08MY Santa Fe LTD has a **Bonus Cash of \$3,000** plus **Low APR of 0.0%** up to 36 months for Tier 1 customers: National.
- 08MY Santa Fe GLS/SE have a **Bonus Cash of \$2,000** plus **Low APR of 0.0%** up to 36 months for Tier 1 customers: National.
- 09MY Sonata has a **Bonus Cash of \$1,000** plus **Low APR of 0.0%** up to 36 months for Tier 1 customers: National.

Customer Choice Programs:

- 08MY Veracruz has a **Low APR of 0.0%** up to 36 months for Tier 1 customers: National.
- 08MY Entourage has a **Low APR of 0.0%** up to 36 months for Tier 1 customers: National.

October Top HMFC Dealers

NATIONAL		New Contracts
NV018	Centennial Hyundai	54
NY105	Fuccillo Hyundai of Greece, NY	46
NY086	Fuccillo Hyundai of Syracuse, NY	42
CA314	Keyes Hyundai	33
CA182	L.A. City Hyundai	32

Top Selling Dealers – Oct. YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	3,102
FL108	Hyundai of New Port Richey	2,972
NV015	Planet Hyundai	2,928
NY086	Fuccillo Hyundai of Syracuse	2,404
NJ032	Lester Glenn Hyundai	1,927

CENTRAL REGION

IL063	Family Hyundai	Tinley Park, IL	1,328
IL018	Green Hyundai	Springfield, IL	1,154
OH018	Columbia Hyundai	Cincinnati, OH	956
OH001	Superior Hyundai North	Fairfield, OH	954
WI012	Arrow Hyundai	West Allis, WI	919

CALIFORNIA REGION

CA232	Hyundai Of Roseville	Roseville, CA	1,365
CA076	Lamar Hyundai	Cerritos, CA	658
CA020	Frank Motors Hyundai	National City, CA	646
CA182	L.A. City Hyundai	Los Angeles, CA	606
CA267	Douglas Hyundai Santa Ana	Santa Ana, CA	488

SOUTHERN REGION

FL108	Hyundai of New Port Richey	New Port Richey, FL	2,972
VA006	Fairfax Hyundai	Fairfax, VA	1,790
FL088	O'Brien Hyundai	Fort Myers, FL	1,160
FL089	Jenkins Hyundai	Ocala, FL	1,147
FL118	Hyundai of Orange Park	Jacksonville, FL	1,009

EASTERN REGION

NY075	Atlantic Hyundai	West Islip, NY	3,102
NY086	Fuccillo Hyundai of Syracuse	Syracuse, NY	2,404
NJ032	Lester Glenn Hyundai	Toms River, NJ	1,927
NJ029	Brad Benson Hyundai	South Brunswick, NJ	1,877
NY061	Fuccillo Hyundai	Schenectady, NY	1,437

SOUTH CENTRAL REGION

TX100	Hyundai of El Paso	El Paso, TX	1,609
TX040	Huffines Hyundai	Plano, TX	1,279
TX119	Southwest Hyundai	Dallas, TX	1,041
OK018	Edmond Hyundai	Edmond, OK	908
TX068	Allen Samuels Hyundai	Fort Worth, TX	903

WESTERN REGION

NV015	Planet Hyundai	Las Vegas, NV	2,928
NV022	United Hyundai	Las Vegas, NV	1,304
NV020	Henderson Superstore	Henderson, NV	1,063
CO034	Arapahoe Hyundai	Centennial, CO	949
WA026	Hyundai of Everett	Everett, WA	801

Top Sales Managers & Sales Associates on next page...

Top Sales Managers – Oct. YTD

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	1,125
David Clikeman	Arrow Hyundai	919
Sherif Girgis	Gartner Hyundai	825
Jeff Hughes	Great Lakes Hyundai	764
Jeff Roberts	St. Charles Hyundai	755

CALIFORNIA REGION		Sales
Christopher Shaffer	Hyundai of Roseville	582
David Rosas	Lamar Hyundai	357
Brian Shaffer	Hyundai of Roseville	345
Ken Molter	Carriage Hyundai	339
Jack Jernigan	Victorville Hyundai	337

SOUTHERN REGION		Sales
Leo Blakeney	Fairfax Hyundai	1,109
A. Appleby	Coconut Creek Hyundai	995
Ismail Whea	Brown's Manassas Hyundai	963
Andy Kim	Alexandria Hyundai	951
Ernest McQuaig	Pearson Hyundai	891

EASTERN REGION		Sales
Daniel Toomey	Atlantic Hyundai	3,092
David Cantin	Brad Benson Hyundai	1,868
Thomas Ruppen	Bowser Hyundai	1,128
Edward Tarbox	Tarbox Hyundai	979
John Perillo	Lester Glenn Hyundai	978

SOUTH CENTRAL REGION		Sales
Peter Cafferata	Allen Samuels Hyundai	899
Tony Reynolds	AutoMax Hyundai	833
Paul Hicks	Southwest Hyundai	662
Michael Birmingham	Capitol Hyundai	653
Christopher Berry	Huffines Hyundai	650

WESTERN REGION		Sales
Mohamed Hussein	Planet Hyundai	2,912
Frank Maione	Henderson Hyundai Superstore	1,067
Grant Petersen	Bronco Motors Hyundai	732
David Zinsmeister	Arapahoe Hyundai	694
Ryan Rummerfield	Beaverton Hyundai	501

Top Sales Associates – Oct. YTD

CENTRAL REGION		Sales
Jon Muehl	Rosen Hyundai	379
Scott Varnum	Dean Team Hyundai	327
Jasper Cicero	Rosen Hyundai	276
Fred McClary	Suntrup Hyundai	230
Shane Anthony	Lujack Hyundai	227

CALIFORNIA REGION		Sales
Min Ki Choi	L.A. City Hyundai	343
Kevin Kuang	Cammissa Motorcars Hyundai	321
Youngki Jeong	L.A. City Hyundai	238
Steven Cooke	Douglas Hyundai Santa Ana	199
Samlesh Pal	Hyundai of Roseville	172

Top Sales Associates, continued...

SOUTHERN REGION		Sales
Carolyn Davis	Jenkins Hyundai	337
Oscar Benavides	Carolina Hyundai of Lake Norman	306
Donald Barker	Fairfax Hyundai	261
Claudio Alvarado	William Lehman Hyundai	257
Josh Corcos	King Hyundai	257

EASTERN REGION		Sales
Joseph Ippolito Jr.	Towne Hyundai	364
Brandon Daub	Piazza Hyundai of Pottstown	287
Ali Givehchi	Brad Benson Hyundai	260
Dennis Jacobs	Harrisburg Hyundai	248
April Horowitz	Healey Hyundai	230

SOUTH CENTRAL REGION		Sales
Daniel Ronje	Champion Hyundai of Corpus Christy	232
Dave Cummings	Champion Hyundai Gulf Freeway	223
Stanley Becker	Eckert Hyundai Inc.	211
Timothy Vandesteene	Wiesner Hyundai	189
Don Anderson	Champion Hyundai Gulf Freeway	175

WESTERN REGION		Sales
Anthony Fisher	Planet Hyundai	259
Michael White	North Scottsdale Hyundai	162
Yun Kyung Na	Doug's Hyundai	154
Lyle Talbot	Titus-Will Hyundai	151
Mahmoud Milhem	Arapahoe Hyundai	147

AUCTIONS:

Nov. / Dec. Auction Dates

Manheim Colorado Auto Auction	Commerce City, CO	Nov 11
Adesa Kansas City Auto Auction	Lee's Summit, MO	Nov 11
Manheim's Florida Auction of Orlando	Ocoee, FL	Nov 11
Manheim San Francisco Bay	Hayward, CA	Nov 12
Columbus Fair	Columbus, OH	Nov 12
Greensboro Auto Auction	Greensboro, NC	Nov 12
Manheim's Texas Hobby	Houston, TX	Nov 13
Manheim Auto Auction	Manheim, PA	Nov 14
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Nov 14
Manheim's Arena Auto Auction	Bolingbrook, IL	Nov 18
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Nov 18
Southern Auto Auction	E. Windsor, CT	Nov 19
Manheim's Dallas Auto Auction	Dallas, TX	Nov 19
Adesa Phoenix Auto Auction	Chandler, AZ	Nov 19
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Nov 21
Adesa Kansas City Auto Auction	Lee's Summit, MO	Nov 25
Manheim's Florida Auction of Orlando	Ocoee, FL	Nov 25
Manheim South Seattle Auto Auction	Kent, WA	Nov 26
Manheim Colorado Auto Auction	Commerce City, CO	Dec 02
Manheim's Arena Auto Auction	Bolingbrook, IL	Dec 02
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Dec 02
Manheim San Francisco Bay	Hayward, CA	Dec 03
Manheim's Dallas Auto Auction	Dallas, TX	Dec 03
Southern Auto Auction	E. Windsor, CT	Dec 03
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Dec 04
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Dec 05
Manheim Auto Auction	Manheim, PA	Dec 05
Adesa Kansas City Auto Auction	Lee's Summit, MO	Dec 09