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Seasonal Sales Update:

Availability Promises Strong Close!

Due to our strategy to reduce fleet sales in 2006 as well as the availability of new '07 Elantra models, November sales totaled 28,417 units, which was down 14.9% compared with November '05. Improving availability of new models, such as the Elantra and Santa Fe, promises that the year will close on a very strong note. Here are November's sales highlights:

- **Santa Fe** sales were up 52% over last year.
- **Accent** posted a strong month, showing a 16% sales increase over November '05.
- Despite the total automotive industry being down 2.5% year-to-date, **HMA's total year-to-date sales** of 418,155 units represent a 1.5% increase over November '05.
- **HMA's market share** is 2.8%, up from 2.7% one year ago.

December's advertising:

- Sonata and Tucson are in **Hyundai Challenge Year End Sales Event** ads that will be featured during the NBA games on the TNT network.
- **Santa Fe** will be touted through print ads in consumer magazines such as *Money* and *Every Day with Rachael Ray*.

Let's push hard to make this a December to remember and smash the old yearly sales record of 455,012! You can do it, thanks to the newest, freshest model line in the industry – keep up your hard work!

Making the most of your IQS opportunities?

Staying Customer Focused

Now that Hyundai has passed Toyota in initial quality (based on the J.D. Power and Associates' Initial Quality Studysm [IQS]), what's next?

Great question, as it has a profound impact on the future of Hyundai Motor America, you and your dealership. History has shown that as many car companies grow, they cannot handle the added pressure of increased sales and quality suffers. At Hyundai, we have to work harder to ensure IQS results only get better – which will ultimately translate into additional sales.

Remember, the J.D. Power IQS sales period runs from October through January, 2007.

During these months, we have to focus attention on three areas of IQS opportunity:

1. Before the vehicle is sold.
2. Vehicle demo and delivery.
3. After the vehicle is delivered.

Continued in the next column...



The Sales Edge

HOLIDAY EDITION

IQS Opportunities... continued

Here are some reminders of the areas *you* can impact IQS for your Sales Department:

- Appearance of your sales associates.
- Courtesy and friendliness of sales associates & staff.
- Hyundai product knowledge and expertise – be sure they are using the **'07 Source Book** and **Pocket Guides**.
- Salesperson presentation skills.
- Be sure they're presenting XM satellite radio, its 3-month free service and subscription programs (remember, XM-equipped vehicles have their own unique model code).
- Create an exceptional demo drive that highlights topics like wiper operation, seat controls, how to use the audio system, and fuel economy figures.
- Stage an outstanding delivery – one that includes reviewing the operation of key controls so the new owner is comfortable when they leave your dealership.

Make sure your people use the **QRG (Quick-Reference Guide)** and **Delivery Checklist** to make sure every delivery step is covered with every customer and nothing is left to chance. Then, **After-Sale Follow-Up** ensures customers continue to love their new Hyundai. Together, we can achieve the #1 position in the J.D. Power and Associates Initial Quality Studysm.

IQS inspiration from *Automotive News, Dec. 11:*

Several times a day, a balloon pops in the spacious showroom of Planet Hyundai. Each pop means somebody just sold a vehicle. At any given time, there's a good chance that somebody is Anthony Fisher Sr. Fisher sells more than 40 vehicles a month. At that rate, he outperforms entire dealerships: The average Hyundai store sold 42 cars and trucks in November, according to the Automotive News Data Center. Fisher, 36, has been in sales five years. He came to the store with five months of sales experience. The low-key Fisher credits hard work and lots of luck. "I'm not even a salesman," he told Automotive News. "I'm a people person." Fisher says one way he retains customers is by staying accessible after the sale. His phone is constantly ringing, he says. "I set appointments for service," Fisher says. "I do extra gifts for them. I'm also a counselor. I've had people try to commit suicide. They call me, and I talk them out of it. I'm more than just a salesman."

Outstanding Accolades, Awards & Honors:

Elantra Accolades from Automobile.com

Automobile magazine just posted their review of the all-new '07 Elantra on their automobile.com website. Here are the highlights to share with your customers:

- "The all-new 2007 Hyundai Elantra marks the completion of Hyundai's 24/7 program - an initiative that comprised 7 new vehicles in 24 months. And what a way to end it. Not only has the Korean auto manufacturer been able to enhance and introduce some pretty spectacular all-new vehicles to the automotive market, such as the Azera, Entourage, Accent, Sonata, Santa Fe and Tucson, but it has maintained its excellent quality and safety standards in the process... not to mention its unique value proposition."
- "Now in its fourth generation, the Elantra is even better than before... The Elantra's total interior volume of 112.1 cu-ft exceeds the 2006 Civic sedan at 102.9 cu-ft, 2006 Corolla at 103.8 cu-ft, and even the premium-brand 2006 Acura TL at 110.4 cu-ft. Elantra trunk capacity also bests Civic and Corolla. Its 18 percent roomier than Civic and 5 percent more spacious than Corolla."
- "In the end, the new Elantra is yet another surefire hit from Hyundai. Available in five trim levels and starting at just \$13,395, it meets the needs of consumers looking for an affordable, comfortable car. Considering Hyundai's extremely high overall brand reliability, and the previous Elantras' credibility, the new model should also be quite reliable. Add to that a sedan that caters to those individuals looking for all the bells and whistles of an entry-level luxury sedan without luxury pricing, and this new Elantra is sure to please."

You can read the entire *Automobile* article at:

<http://car-reviews.automobile.com/article.jsp?id=2228>

Autobytel Awards Santa Fe & Entourage

Autobytel recognized the Santa Fe as the "SUV of the Year" for its *2007 Editors' Choice Awards*. Hyundai earned two additional victories in the "Best New Midsize SUV" and "Best New Minivan" categories for the Santa Fe and Entourage respectively. "Hyundai is honored to take home three awards from Autobytel, a top consumer resource for expert vehicle information," said John Krafcik, Vice President of Strategic Planning and Product Development, "we're especially proud of Santa Fe's honor, as it bests all SUVs and crossovers across all price ranges, including terrific competition such as the new Honda CR-V, Ford Edge, and Mazda CX-7."

Edmunds.com Honors Accent & Azera

Edmunds.com named the '07 Accent the Edmunds.com **Editors' Most Wanted Sedan Under \$15,000**, and the '07 Azera the Edmunds.com **Editors' Most Wanted Sedan**

Continued in the next column...

Accolades, Awards & Honors continued...

Under \$30,000. The dual awards mark the first time that two Hyundai models have been selected to the list in the same year.

Hyundai Honored as #1 Manufacturer

Sobre Ruedas, a leading Spanish-language automotive magazine, named Hyundai Motor America "**Manufacturer Sobre Ruedas 2006**" in its third Annual Awards. This prestigious award validates Hyundai's commitment to leadership in quality, unsurpassed standard safety and value by continuously listening to vehicle owners, customers and critics.

'07 Sales Training Materials

Your '07 **Source Books, Pocket Guides** and **Keys to Customer Satisfaction** are at the dealerships. Be sure to get them in the hands of your sales force – remember, product knowledge and expertise plays a vital role in IQS.

As you may have noticed, some items in the **Source Book** are listed as N/A due to information not being available at time of publishing. As that data becomes available, we'll share it with you – so be sure to make your people aware of these changes. [Here are the latest updates:](#)

- Model codes for Santa Fe models with XM radio are on HyundaiDealer.com / Training / Sales Training Online.
- 2007 Santa Fe interior color combination info:
 - Beige interiors get brown woodgrain trim.
 - Gray interiors get gray woodgrain trim.
 - Black leather gets gray woodgrain trim.

XM Satellite Radio availability – some facts to know about XM: some Santa Fe and Elantra models have it, others do not – you cannot add XM to a non-XM model – so make sure customers are aware that they have a choice.

- XM-equipped vehicles have their own distinct model code – be sure you are ordering the correct models.
- More and more models will offer XM in the near future.
- Be sure your sales force can demonstrate XM satellite radio – if not, have them check out the XM DVD at your dealership, then fill out the DVD Worksheet.
- Did you know XM is *digital audio*? That means higher quality sound for all stations that are broadcast in digital.

Navigation Option – big success – customers are hot for the Garmin nüvi 360 navigation system that's available through your parts department. Remember to tell your customers that when they buy it along with their vehicle, it's covered by a 3-year warranty!

[Kaizen Multimedia – Contacting Dealers](#)

New Training Opportunities

Kaizen Multimedia is now available to provide you, our dealers, with a number of additional training-related sales tools. Go on HyundaiDealer.com to read the DCS message for complete details and how to use this service.

Los Angeles Auto Show:

Hellion Takes Center Stage



The Hyundai Design and Technical Center and Hyundai Motor America presented the world debut of the HCD10 Hyundai Hellion concept during the Los Angeles Auto Show. Hellion is a compact three-door sport crossover designed with attitude and independence creating its unmistakable character. "The HCD10 Hellion was designed to appeal to a diverse individualist customer," said Joel Piaskowski, chief designer at the Hyundai Design Center. "Hellion brings a new attitude to the Hyundai family. It's the sibling who's a bit mischievous and always outspoken."

Parts and Accessories News:

Maximize Your Year-End Profits

- **The Parts Fall Direct Mail Program** helps you boost your sales by using the **Winter Chemical Program**. POS materials are arriving to support your sales opportunities. Take advantage of the 5% program purchase discount.
- **All-weather floor mats** get your customers ready for winter; flyers and POS materials have just been distributed.
- **Garmin nüvi 360 navigation system** with 3-year warranty continues to be a hot item with your customers.
- Help your customer dress up their vehicles for the New Year with **2007 Vehicle Accessories**. The Accessory POS Kit has been distributed to your Sales and Parts Manager, be on the look out; display them throughout your parts store, boutique, and service bay.
- **How to increase Parts Sales?** Check out your Parts Dealer Magazine – *The Counter Culture* – it has more details on how to maximize profits.

HMFC News:

Finishing the Year on a High Note

As 2006 comes to an end, HMFC would like to thank all of our dealers for your support during the year! Happy Holidays! We're looking forward to the opportunities 2007 will bring us!

HMFC Bonus Cash is Back!

HMFC is pleased to announce a special Holiday Bonus Cash Program for the '07 Entourage, '06 Elantra & '06 Tucson.

November 2006 - Top 5 New Volume Dealers

	Dealership	New Bookings
1	Fuccillo Hyundai of Syracuse	243
2	Planet Hyundai (NV)	144
3	Atlantic Hyundai	81
4	Antwerpen Hyundai	75
5	Fuccillo Hyundai of Greece	64

HMFC December Programs continued...

Customers receive an additional \$500 when financing through HMFC! Combine the HMFC Holiday Bonus Cash with our December Special Low APRs for these sensational offers:

Vehicle	APR	Term	HMFC Holiday Bonus Cash
'07 Entourage	0%	Up to 36 months	+ \$500
'06 Elantra & '06 Tucson V6	3.9%	Up to 60 months	+ \$500

'Tis the season to be leasing!

Increase your sales by closing your customers using these very competitive lease programs! Our '07 Sonata GLS lease program is one of the best offers out there at **\$199 for 30 months with only \$1,998 drive off!** Need some flexibility? You can also lease any '07 Sonata at 39 or 42 months – which are supported with equal levels of subvention support. Other December Lease offers include:

- '07 Tucson starting at **\$229** for 30 months.
- '07 Santa Fe starting at **\$299** for 30 months.

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

New "Rolling" Calendars

As a service to you, our dealers, we publish key dates like upcoming auto shows and auctions. Now, to help you plan ahead, we're going to expand the calendars to cover additional date of the next month – that way, you're ready to make the most of these opportunities:

Auto Show Dates:

San Diego International Auto Show	San Diego, CA	Dec. 17 – 31
Indianapolis Auto Show	Indianapolis, IN	Dec 26 – Jan 1
Reno Auto Show	Reno, NV	Jan. 5 – 7
San Jose International Auto Show	San Jose, CA	Jan. 11 – 15
Utah International Auto Expo	Sandy, UT	Jan. 12 – 15
South Carolina Auto Show	Greenville, SC	Jan. 12 – 15
North American Int'l Auto Show	Detroit, MI	Jan. 13 – 21

Hyundai Auction Dates:

Manheim Southern California Auto Auction	Fontana, CA	Dec. 14
Manheim Auto Auction	Manheim, PA	Dec. 15
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Dec. 19
Columbus Fair AA	Columbus, OH	Dec. 20
Manheim South Seattle Auto Auction	Kent, WA	Dec. 20
Manheim Colorado Auto Auction	CO	Dec. 21
ABC Minneapolis Auto Auction	Dayton, MN	Jan. 2
Southern Auto Auction	E. Windsor, CT	Jan. 3
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Jan. 4
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	Jan. 4
Manheim Auto Auction	Manheim, PA	Jan. 5

