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 **HYUNDAI**

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Happy Holidays & Congratulations

From the Hyundai National Sales Department

You had a great month – selling 31,883 units – that represents an increase of 12% over last November! Best news, Santa Fe and Sonata sales were both up 41% for the month, while Accent saw sales rise 19%.

Now, know why the other manufacturers are “nervous” about Hyundai? We posted the biggest gain of any of the manufacturers in November (Toyota increased less than 1%, Honda was up 4.7%, and Nissan added 6.1%). So where are our sales coming from? Look here:

- Accent was up 19% for the month while Yaris was down -8% and Sentra only showed a 2.6% gain.
- Sonata was up 41% while Camry was only up 3.6% and Altima was up 8.8%
- Santa Fe was up 41% while RAV4 was up 8.1%, and, while not a direct competitor, Xterra was down -20.4%.

A lot of this is directly related to your efforts at your dealership – because if sales of Hyundai vehicles are up, then you have to be doing a better job with your customers so they see the added value in these vehicles.

“Strong promotions and powerful incentive programs helped you sell our remaining inventory as we’re now moving to fill your showrooms with the full lineup of 2008 products,” added Dave Zuchowski, Hyundai Motor America’s Vice President Of National Sales.

And to keep your momentum moving...

We are continuing our year-end holiday promotion and are adding incentives to help you finish the year on a high note:

- *The Hyundai Big Duh Holiday Sales Event*, which is tied in with other program sponsorships, continues until January 2nd.
- More 2008 models are reaching your dealership to better meet your customer’s needs.
- The ‘08 Azera should be arriving soon.

Here are the details on the latest incentive programs – the following offers from November have been extended through the month of December:

- ‘08 Veracruz GLS (BASE Option Pkg. 01) FWD starting at **\$299 for 24 mo. with \$2,499 drive off!**

Incentive Programs continued in the next column...

The Sales Edge

HMFC is providing a Bonus Cash, Standard Rate, Low APR and Customer Choice on selected models during December:

- December’s Bonus Cash Program of \$500 is available on ‘08 Elantra, ‘08 Santa Fe, and ‘08 Sonata (I4 & V6).
- ‘08 Sonata has a Low APR of 0% plus \$500 Bonus Cash up to 72 months for Tier 1 customers.
- ‘07 Santa Fe has a Low APR of 1.9% up to 72 mo. for Tier 1 buyers.
- ‘07 Sonata has a Low APR of 0% up to 36 months OR Customer rebate of \$2,500.
- ‘07 Azera has a Low APR of 0% up to 72 months OR Customer rebate of \$2,000.
- ‘07 Tucson has a Low APR of 0% up to 72 months OR Customer rebate, based on model and region.

PLEASE NOTE: HMFC Programs end December 30, 2007.

Keeping Your Eye on the Target:

IQS still “on” in Dec. & January

Your customers who are buying their new 2008 Hyundai in December and January are being contacted by J.D. Power and Associates to participate in their *Initial Quality Study* (IQS). Here are some key points to keep in mind:

INVENTORY: self-audit your facility for appearance, cleanliness, that the inventory is cleaned daily, batteries are checked and charged so there aren’t any salesperson or customer surprises.

DURING THE SALE: use *Quick Reference Guides*, which are customized for each model and cover the key features HMA has identified as the most difficult to understand by buyers.

DURING DELIVERY: use the *Delivery Checklist* to make sure the 3 key items and all checklist items are reviewed with customer.

FOLLOW-UP: Determine how customers want to be contacted after the sale – by phone, email or mail – then follow-up.

Sales Training & STAR Test News:

The Latest Online Training Materials

We are completing the new, pocket, online *Source Book, Pocket Guide, Keys to Customer Satisfaction*, plus the *Sales Manager’s Meeting Guides*. Look for a DCS message when they’re posted online.

- Our January issue will have answers to questions and concerns from the *Fall Sales Manager’s Tour* plus STAR test info.
- New technology videos are being added online on a weekly basis.

Hyundai Headlines:

Entourage & Veracruz Making News

Consumers Digest named the Entourage a 2008 "Best Buy" in the van category:

- Their editors said, "Though the Entourage is the budget-minded entry in the minivan market, it's anything but a stripped-down model. It is fitted with a powerful 250-hp 3.8-liter V6 engine and five-speed automatic transmission. The 60/40-split third-row bench folds easily into the floor, and the middle-row seats flip and fold forward for up to 172 cu. ft. of cargo capacity. Safety features are plentiful and include six airbags, Electronic Stability Control, anti-lock brakes with Electronic Brakeforce Distribution and Brake Assist, and active front head restraints to help minimize whiplash injuries."

Northwest Automotive Press Association (NWAPA) named Veracruz the "Best Value SUV" after their 14th annual Northwest Sport Utility Vehicle of the Year Competition:

- The two-day test was held at Portland International Raceway with 26 NWAPA members putting 28 vehicles through the series of rigorous tests, and the Veracruz demonstrating that it is the best value of them all.

Keeping you up-to-date:

Latest Entourage, Santa Fe & AWD Info.

- With competitors quick to match our equipment, on the Entourage, we can no longer claim "Class-leading standard safety technologies" – but it is still an "IIHS Top Safety Pick"
- NHTSA gave Entourage the highest rating for a minivan.
- Starting with January orders, the new Santa Fe exterior colors are Medium Silver Blue and Willow Gray.
- Hyundai announced they are working with Haldex, the Swedish technology company, to create a new All-Wheel Drive platform based on their electronic limited slip differential.

HMFC News:

New HMFC Southeast Service Center

Hyundai Motor Finance Company held grand opening ceremonies for its Southeast Regional Service Center in Austell, Georgia. The new center provides full retail credit and funding services for Hyundai dealers in the Southern and Eastern regions and allows HMFC to service its dealers more effectively from within the Eastern Time Zone.

Here are the **Top 5 Contract Dealers Nationwide Year-to-Date:**

Top Dealers	Number of units
Planet Hyundai (NV015)	4,277
Atlantic Hyundai (NY075)	3,946
Hyundai of New Port Richey (FL108)	3,675
Fuccillo Hyundai of Syracuse (NY086)	3,635
Fuccillo Hyundai (NY061)	2,002

Impressing the Press & Public at L.A. Auto Show:
Genesis Coupe A Smash Hit in L.A.

Want another reason why the other manufacturers are watching Hyundai so closely? We can sum it up in two words:



Genesis Coupe!

Even though spy photos leaked out before the event, the crowd was visibly impressed to see this amazing sports car in real life. In addition, we're sure you loved hearing that when the production sports coupe arrives in Spring 2009, it likely will be the most affordable 300+ horsepower car on the market, and it will be the most dynamic performance car yet from Hyundai.

- **Genesis Sedan news** – and the production version of the Genesis Sedan will debut at the **North American International Auto Show** in Detroit mid-January; actual show runs Jan. 19 – 27.

Auto Show Dates:

San Jose Int'l Auto Show	San Jose, CA	Jan. 9 - 13
Utah International Auto Show	Sandy, UT	Jan. 18 - 21
North American Int'l Auto Show	Detroit, MI	Jan. 19 - 27
Washington Auto Show	Washington, D.C.	Jan. 23 - 27
Greater St. Louis Int'l Auto Show	St. Louis, MO	Jan. 24 - 27
Portland Auto Show	Portland, OR	Jan. 24 - 27
Houston Auto Show	Houston, TX	Jan 26 – Feb 3
Philadelphia Auto Show	Philadelphia, PA	Feb. 2 - 10

December / January Auction Dates:

Manheim's Arena Auto Auction	Bolingbrook, IL	Dec. 11
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	Dec. 11
Columbus Fair	Columbus, OH	Dec. 12
Greensboro Auto Auction	Greensboro, NC	Dec. 12
Adesa Phoenix Auto Auction	Chandler, AZ	Dec. 12
Manheim's Texas Hobby	Houston, TX	Dec. 13
Manheim Southern California Auto Auction	Fontana, CA	Dec. 13
Manheim Auto Auction	Manheim, PA	Dec. 14
Manheim's Arena Auto Auction	Bolingbrook, IL	Dec. 18
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Dec. 18
Manheim's Dallas Auto Auction	Dallas, TX	Dec. 19
Southern Auto Auction	E. Windsor, CT	Dec. 19
Manheim South Seattle Auto Auction	Kent, WA	Dec. 19
Adesa Colorado Springs Auto Auction	Fountain, CO	Dec. 20
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	Dec. 21
Manheim Georgia Dealers Auto Auction	Atlanta, GA	Jan. 3
Manheim Auto Auction	Manheim, PA	Jan. 4
ABC Minneapolis Auto Auction	Dayton, MN	Jan. 8
Adesa Kansas City Auto Auction	Lee's Summit, MO	Jan. 8
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	Jan. 8
Manheim's South Seattle Auto Auction	Kent, CA	Jan. 9

