

INDUSTRY NEWS:

November Sales Total 19,221

Ad Age magazine said, "This was the worst November in 50 years for the auto industry, with virtually every automaker – not just Ford, GM and Chrysler but also Toyota, Honda and Hyundai – dinged by a unit-sales slide exceeding 30%."

"We are still experiencing challenging times but believe that the Hyundai product line remains exceptionally well positioned to confront these difficult market conditions. With *The Hyundai Holiday Sales Event* continuing until January 2 and strong inventories, customer cash and great low APR programs, there's never been a better time for our customers to choose a Hyundai," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales.

PRODUCT NEWS:

Accent: Lowest Priced Car in U.S.

Accent has backward-leapfrogged Nissan's Versa to become the least expensive car sold in the U.S. by \$20. It is now priced under the symbolic \$10,000 mark (not including freight) to help attract more price-conscious buyers to your dealership.

3 Models Get IIHS' Highest Rating

For a second year in a row, three Hyundai models earned the Insurance Institute for Highway Safety's (IIHS) *Top Safety Pick* award and 5-Star Crash Test rating under NHTSA's New Car Assessment Program for both frontal and side impact. This is the third year in a row the Entourage and Santa Fe have received the Institute's highest honor in their respective categories, and the second year in a row for the Veracruz. All winning vehicles are recognized for their ability to protect passengers in front, side and rear crashes.

Are Your 1099 Tax Records Up-to-Date?

Make sure your *mailing address* and *Social Security Number* are filed correctly in the Personnel Enrollment screen by January 5, 2009.

HMA NEWS:

John Krafcik's New Position

Congratulations to John Krafcik on being promoted to the position of Acting President and Chief Executive Officer of Hyundai Motor America. Previously, John was Vice President of Product Development and Strategic Planning. "I am honored and very excited to help improve Hyundai's position in the U.S. market and help Hyundai dealers with a strong strategic vision for the marketing and sales of our vehicles," Krafcik said.

We would also like to thank President Jason Kim for all of his hard work and guidance while at HMA. President Kim will now be working at Hyundai Motor Company in Korea.

IQS Period Update

IQS sales period goes until Jan. 31st. Last year, we were 13th overall, beating the industry average by 4 problems per 100 vehicles. This year, our goal is to reach the top 5 – it's important your customers understand how to operate key features like Sirius XM, iPod cable, heating/air conditioning/ventilation, wiper and light controls, memory seats, HomeLink® and auto settings, if equipped. We cannot skip a delivery step in December and January, including checking the oil in front of the customer.

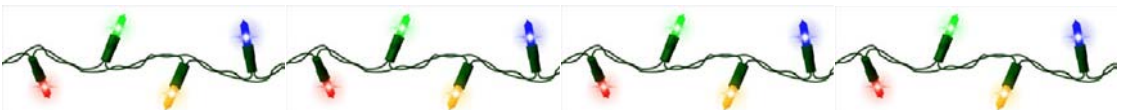
SALES TRAINING NEWS:

'09 Product Information Update

The Sales Training Online website now has the Elantra Touring Electronic Preview Launch Kit posted. This site is found on hyundaidealer.com. We are finalizing production of our 2009 Model Walkaround animations and additional 2009 print product support materials. We will send a DCS message letting you know when the following materials are posted:

- '09 *Elantra Touring* product site
- '09 *Model Walkarounds* (Genesis & DIS Tutorial posted now)
- *Pocket Guide, Keys to Customer Satisfaction* and the *Manager's Guides*
- '09 *Product Change Summary*
- '09 *Source Booklet – new item*: compares key model features

Everyone at The Sales Edge appreciates your hard work and may all the people at your dealership and in your family enjoy the holidays!



PARTS & ACCESSORIES:

Let it Snow



You can order snow tires through the Hyundai Preferred Tire Program **by phone** using the toll-free number: 877-550-3947 [M-F 8:00 a.m.-8:00 p.m. EST; Saturday 9:00 a.m. – 4:00 p.m. EST], or **online**: www.hyundaitires.com. Tires can be researched and ordered by vehicle, manufacturer part number, or by size.

- **All-Weather Floor Mats are on Sale** – order 2 or more and receive a 15% discount during Nov. & Dec.
- **Include the Bling** – chrome-clad alloy wheels are available as a Port Installed Option on Veracruz.
- **Genesis Car Cover now available** – great way to protect their new investment.

HMFC:

HMFC Wins J.D. Power Award

HMFC won J.D. Power and Associates' award for superior customer service by a non-luxury finance company, beating out 24 other lenders/captive finance companies! Thank you for helping us win this award!

Special December Lease Program:

- Lease an '09 Genesis 3.8L V6 for \$399/month for 27 months, \$2,200 customer cash down plus \$500 HMFC origination support. Total of \$2,599 due at lease signing. National, excluding South Central Region.

Special Low APR Program:

- **'09 Genesis:** Low APR of 0.9% up to 36 months for Tier 1 customers: South Central Region Only.
- **'09 Azera:** Low APR of 2.9% up to 36 months for Tier 1 customers: National.
- **'09 Sonata:** Low APR of 0.0% plus Bonus Cash of \$1,000 up to 36 months for Tier 1 customers: National.
- **'08 Accent:** Low APR of 0.0% up to 36 months for Tier 1 customers: National.
- **'08 Elantra:** Low APR of 0.0% up to 36 months for Tier 1 customers: National.
- **'08 Santa Fe Limited:** Low APR of 0.0% plus Bonus Cash of \$3,000 up to 36 months for Tier 1 customers: National.
- **'08 Santa Fe GLS/SE:** Low APR of 0.0% plus Bonus Cash of \$2,000 up to 36 months for Tier 1 customers: National.
- **'08 Tiburon:** Low APR of 0.0% up to 36 months for Tier 1 customers: National.
- **'08 Tucson:** Low APR of 0.0% up to 36 months for Tier 1 customers: National.

Customer Choice Program:

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

November Top HMFC Dealers

NATIONAL		New Contracts
NY086	Fuccillo Hyundai of Syracuse, NY	42
NY075	Atlantic Hyundai	33
NV015	Planet Hyundai	32
CA305	LAX Hyundai	29
Tie	IL018 Illinois Hyundai / IL063 Family Hyundai	28

Top Selling Dealers – Nov. YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	3,269
FL108	Hyundai of New Port Richey	3,162
NV015	Planet Hyundai	3,012
NY086	Fuccillo Hyundai of Syracuse	2,512
NJ032	Lester Glenn Hyundai	2,052

CENTRAL REGION

IL063	Family Hyundai	Tinley Park, IL	1,403
IL018	Green Hyundai	Springfield, IL	1,226
OH018	Columbia Hyundai	Cincinnati, OH	1,015
OH001	Superior Hyundai North	Fairfield, OH	996
WI012	Arrow Hyundai	West Allis, WI	978

CALIFORNIA REGION

CA232	Hyundai Of Roseville	Roseville, CA	1,427
CA076	Lamar Hyundai	Cerritos, CA	691
CA020	Frank Motors Hyundai	National City, CA	678
CA182	L.A. City Hyundai	Los Angeles, CA	634
CA267	Douglas Hyundai Santa Ana	Santa Ana, CA	518

SOUTHERN REGION

FL108	Hyundai of New Port Richey	New Port Richey, FL	3,162
VA006	Fairfax Hyundai	Fairfax, VA	1,923
FL088	O'Brien Hyundai	Fort Myers, FL	1,262
FL089	Jenkins Hyundai	Ocala, FL	1,255
FL122	Coconut Creek Hyundai	Coconut Creek, FL	1,077

EASTERN REGION

NY075	Atlantic Hyundai	West Islip, NY	3,269
NY086	Fuccillo Hyundai of Syracuse	Syracuse, NY	2,512
NJ032	Lester Glenn Hyundai	Toms River, NJ	2,052
NJ029	Brad Benson Hyundai	South Brunswick, NJ	2,030
NY061	Fuccillo Hyundai	Schenectady, NY	1,497

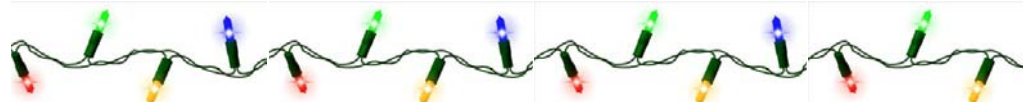
SOUTH CENTRAL REGION

TX100	Hyundai of El Paso	El Paso, TX	1,668
TX040	Huffines Hyundai	Plano, TX	1,328
TX119	Southwest Hyundai	Dallas, TX	1,086
OK018	Edmond Hyundai	Edmond, OK	963
TX068	Allen Samuels Hyundai	Fort Worth, TX	948

WESTERN REGION

NV015	Planet Hyundai	Las Vegas, NV	3,012
NV022	United Hyundai	Las Vegas, NV	1,403
NV020	Henderson Superstore	Henderson, NV	1,113
CO034	Arapahoe Hyundai	Centennial, CO	1,013
WA026	Hyundai of Everett	Everett, WA	872

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



Top Sales Managers – Nov. YTD

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	1,196
David Clikeman	Arrow Hyundai	977
Sherif Girgis	Gartner Hyundai	882
Jeff Hughes	Great Lakes Hyundai	815
Jeff Roberts	St. Charles Hyundai	807

CALIFORNIA REGION		Sales
Christopher Shaffer	Hyundai of Roseville	596
David Rosas	Lamar Hyundai	389
Ken Molter	Carriage Hyundai	369
Rick Peterson	Cammissa Motorcars Hyundai	363
Brian Shaffer	Hyundai of Roseville	358

SOUTHERN REGION		Sales
Leo Blakeney	Fairfax Hyundai	1,158
A. Appleby	Coconut Creek Hyundai	1,070
Ismail Whea	Brown's Manassas Hyundai	1,030
Andy Kim	Alexandria Hyundai	1,006
Ernest McQuaig	Pearson Hyundai	957

EASTERN REGION		Sales
Daniel Toomey	Atlantic Hyundai	3,242
David Cantin	Brad Benson Hyundai	2,010
Thomas Ruppen	Bowser Hyundai	1,175
John Perillo	Lester Glenn Hyundai	1,031
Edward Tarbox	Tarbox Hyundai	1,005

SOUTH CENTRAL REGION		Sales
Peter Cafferata	Allen Samuels Hyundai	944
Tony Reynolds	AutoMax Hyundai	865
Michael Birmingham	Capitol Hyundai	696
Paul Hicks	Southwest Hyundai	692
Phillip Wartley	Edmond Hyundai	677

WESTERN REGION		Sales
Mohamed Hussein	Planet Hyundai	2,996
Frank Maione	Henderson Hyundai Superstore	1,115
Grant Petersen	Bronco Motors Hyundai	753
David Zinsmeister	Arapahoe Hyundai	715
Ryan Rummerfield	Beaverton Hyundai	531

Top Sales Associates – Nov. YTD

CENTRAL REGION		Sales
Jon Muehl	Rosen Hyundai	402
Scott Varnum	Dean Team Hyundai	355
Jasper Cicero	Rosen Hyundai	289
Shane Anthony	Lujack Hyundai	249
Fred McClary	Suntrup Hyundai	238

CALIFORNIA REGION		Sales
Min Ki Choi	L.A. City Hyundai	371
Kevin Kuang	Cammissa Motorcars Hyundai	353
Youngki Jeong	L.A. City Hyundai	239
Steven Cooke	Douglas Hyundai Santa Ana	216
Samlesh Pal	Hyundai of Roseville	179

Top Sales Associates, continued...

SOUTHERN REGION		Sales
Carolyn Davis	Jenkins Hyundai	359
Oscar Benavides	Carolina Hyundai of Lake Norman	313
Donald Barker	Fairfax Hyundai	283
Josh Corcos	King Hyundai	279
Claudio Alvarado	William Lehman Hyundai	257

EASTERN REGION		Sales
Joseph Ippolito Jr.	Towne Hyundai	390
Brandon Daub	Piazza Hyundai of Pottstown	291
Ali Givehchi	Brad Benson Hyundai	286
Dennis Jacobs	Harrisburg Hyundai	267
April Horowitz	Healey Hyundai	242

SOUTH CENTRAL REGION		Sales
Daniel Ronje	Champion Hyundai of Corpus Christy	258
Dave Cummings	Champion Hyundai Gulf Freeway	239
Stanley Becker	Eckert Hyundai Inc.	218
Timothy Vandesteene	Wiesner Hyundai	197
Don Anderson	Champion Hyundai Gulf Freeway	181

WESTERN REGION		Sales
Anthony Fisher	Planet Hyundai	271
Yun Kyung Na	Doug's Hyundai	171
Michael White	North Scottsdale Hyundai	162
Jerry Plunkett	Hyundai of Everett	157
Lyle Talbot	Titus-Will Hyundai	154

AUCTIONS:

Dec. / Jan. Auction Dates

Adesa Kansas City Auto Auction	Lee's Summit, MO	Dec 09
Manheim's Florida Auction of Orlando	Ocoee, FL	Dec 09
Adesa Phoenix Auto Auction	Chandler, AZ	Dec 10
Columbus Fair	Columbus, OH	Dec 10
Greensboro Auto Auction	Greensboro, NC	Dec 10
Manheim's Texas Hobby	Houston, TX	Dec 11
Manheim Auto Auction	Manheim, PA	Dec 12
Manheim's Arena Auto Auction	Bolingbrook, IL	Dec 16
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Dec 16
Manheim South Seattle Auto Auction	Kent, WA	Dec 17
Manheim's Dallas Auto Auction	Dallas, TX	Dec 17
Southern Auto Auction	E. Windsor, CT	Dec 17
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Dec 19
Manheim Auto Auction	Manheim, PA	Dec 19
ADESA Minneapolis Auto Auction	Dayton, MN	Dec 23
Adesa Kansas City Auto Auction	Lee's Summit, MO	Dec 23
Manheim's Florida Auction of Orlando	Ocoee, FL	Dec 23
Adesa Minneapolis Auto Auction	Dayton, MN	Jan 06
Adesa Kansas City Auto Auction	Lee's Summit, MO	Jan 06
Manheim's Dallas Auto Auction	Dallas, TX	Jan 07
Southern Auto Auction	E. Windsor, CT	Jan 07
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Jan 08
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Jan 09
Manheim Auto Auction	Manheim, PA	Jan 09
Manheim Colorado Auto Auction	Commerce City, CO	Jan 13
Manheim's Arena Auto Auction	Bolingbrook, IL	Jan 13
Manheim's Florida Auction of Orlando	Ocoee, FL	Jan 13
Manheim San Francisco Bay	Hayward, CA	Jan 14
Columbus Fair	Columbus, OH	Jan 14
Greensboro Auto Auction	Greensboro, NC	Jan 14
Manheim's Texas Hobby	Houston, TX	Jan 15

