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467,009 Units – 9th Record Year in a Row!

Congratulations! You, our dealers, have never been ones to follow trends, so while industry-wide sales are down, you set another sales record for the ninth year in a row!

"We feel good closing the year with increased sales and market share over year-ago figures," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales. "Still, we enter 2008 with cautious optimism as the overall industry likely will retract to the 15.7 million range. But we are confident that the strongest product lineup in our history will bring further sales records in 2008, led by the *all-new rear-wheel drive Genesis sedan* being introduced at the Detroit Auto Show on January 13th."

Here are your sales highlights for 2007:

- 9th consecutive year-over-year sales improvement!
- Sonata sales of 145,568 – #1 selling model in our line!
- Santa Fe sales of 92,421 – up 44% over 2006.

TOP 10 DEALERS NATIONWIDE		
1	Planet Hyundai, Las Vegas, NV	4,686
2	Atlantic Hyundai, West Islip, NY	4,056
3	Hyundai of New Port Richey, FL	3,978
4	Fuccillo Hyundai of Syracuse, Syracuse, NY	3,697
5	Brad Benson Hyundai, South Brunswick, NJ	2,204
6	Lester Glenn Hyundai, Toms River, NJ	2,169
7	Fuccillo Hyundai, Schenectady, NY	2,135
8	Fairfax Hyundai, Fairfax, VA	2,096
9	Antwerpen Hyundai, Baltimore, MD	2,070
10	Henderson Hyundai Superstore, NV	2,007

One in a Million:

Sonata Sales Sets All-Time Record

On December 17th, Crain Hyundai of North Little Rock, Arkansas, delivered the 1,000,000 Sonata sold in the U.S. "Historically, the Sonata represents the best of Hyundai's ability to combine style, safety, quality and value into one package for consumers," said Dave Zuchowski, Vice President, National Sales, Hyundai Motor America. "Like our company, the vehicle itself has evolved dramatically over the past 20 years and we're well positioned to sell another million in the United States."

Sonata's roots date back to 1989 when it was introduced as a second nameplate to appeal to a more mature, family-oriented buyer. Since 2005 – thanks to your efforts – Sonata has been the sales champion in the line. What's impressive is to look at how far Sonata has come... and where the company is going with new cars like our Genesis. It's an exciting time to be selling Hyundai vehicles!

The Sales Edge

IQS Update – Last Month for the Survey:

Be Sure Your Customers Understand

January is the last sales month that J.D. Power & Associates will be contacting 2008 new model buyers for IQS surveys.

During this month, focus on these areas of IQS opportunity:

1. **Before the sale** — make sure vehicles are clean — batteries are charged — the dealership is spotless.
2. **During the sale** — use the **Quick-Reference Guide** as your guide — they are customized for each model to cover the key features HMA has identified as the most difficult to understand by buyers.
3. **After the sale** — use the **Delivery Checklist** to make sure every delivery step is covered with every customer and nothing is left to chance
4. **Follow-Up** — after the vehicle is delivered.

Typically, new owners have questions after taking delivery of their new Hyundai, which makes it the appropriate time for customer follow-up. **After-Sale Follow-Up** ensures customers continue to love their new Hyundai.

Together, we can achieve an excellent rating in the J.D. Power and Associates Initial Quality StudySM.

STAR Test, Recognition/Commitment & Pocket Guide

3 Announcements Coming Next Month

- **2007 STAR, Recognition & Commitment Awards** – we are in the process of gathering data to determine the Platinum, Gold, Silver and Bronze winners, which will be announced next month. At that time, we will also recognize those with 2, 4, 6, 8, 10, 12, 14, 16, 18 and 20 years of sales service, which earns you special gifts as a thank-you for keeping up the good work!
- **2008 STAR Test** – we are currently working on the new 2008 STAR test – there will be an announcement about the test in February's newsletter.
- **'08 Pocket Guide** – will be posted online January 16th; this all-new version is designed so you can print it at your dealership on standard 8½ x 11" paper.

Sales Tip:

Can You Explain the Unexplainable?

How well do you know cars? For a technician, it's critical. For a Service Advisor, it's vital. For a Sales Consultant – it's priceless. Because if you don't know how a car functions, you might be giving the wrong answers to your customer's questions.

Case in point, if a customer comes in complaining their heater doesn't work – you need to ask questions to find out what they are doing, then use your product knowledge to educate them so they can operate it in a proper manner.

And if you *don't* understand, then say "I'm not sure how that works, but I'll get someone who knows to explain it to you."

Remember – ask questions, then educate your customer, and if you don't know the answer, ask for help.

Parts and Accessory News:

Accessories That Make You \$\$\$

Winter is here! Boost dealership profits by focusing on accessory merchandising. Here are some suggestions:

Side Step Rails & Tow Hitches — great up-sell items for customers purchasing an SUV, and they make the SUV more versatile. Install a set on a showroom vehicle today. Hyundai is currently offering an additional 20% discount on Step Rails & Tow Hitches for Tucson, Santa Fe and Veracruz. [Remind your DIYer customers that they get a longer warranty when installed by *your* Service Dept.]

All Weather Floor Mats — what better time to promote all-weather floor mats than during the winter season! Why not add a set to your showroom vehicle today!

Garmin Nüvi 360 — satellite Navigation is the "must have" item this winter! Your customers receive a 3-year warranty when purchased at your dealership. Get them while the supply lasts!

New Year... New Programs:

HMFC Programs for 2008

HMFC and HMA are pleased to announce the following offer through the month of January:

- '08 Veracruz GLS FWD (model A0422) starting at **\$299 for 24 months with \$2,499 drive off**

Please refer to HMFC's *January's Lease Bulletin* for complete program details.

2007 Highlights for HMFC:

- HMFC booked 121,058 new contracts and achieved a 31.5% penetration of HMA sales.
- HMFC booked 25,057 leases, which was 6.5% of HMA sales and 20.7% of HMFC's new volume.
- The Eastern Region booked the most number of new contracts: 37,104 and had a penetration of 35.5%

HMFC: Top 10 Volume Dealer Bookings for 2007

	Dealership	Bookings
1	Planet Hyundai (NV015)	2,935
2	Fuccillo Hyundai Syracuse (NY086)	2,918
3	Atlantic Hyundai (NY075)	2,057
4	Antwerpen Hyundai (MD028)	1,325
5	Fuccillo Hyundai (NY061)	1,310
6	Hyundai of New Port Richey (FL108)	1,183
7	Fuccillo Hyundai of Greece (NY105)	1,014
8	Rick Case Hyundai – Davie (FL114)	1,013
9	Lester Glenn Hyundai (NJ032)	956
10	Huffines Hyundai (TX040)	928

Auto Show Dates:

Utah International Auto Show	Sandy, UT	Jan. 18 – 21
North American Int'l Auto Show	Detroit, MI	Jan. 19 – 27

- **Genesis sedan debuts in Detroit**

Washington DC 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 International Auto Show	Philadelphia, PA	Feb. 2 – 10
Motor Trend International – Baltimore	Baltimore, MD	Feb. 7 – 10
Chicago International Auto Show	Chicago, IL	Feb. 8 – 17

January/February Auction Dates

Manheim's Greater Nevada Auto Auction	Las Vegas, NV	Jan. 10
Adesa Colorado Springs Auto Auction	Fountain, CO	Jan. 10
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	Jan. 11
ADESA Golden Gate Auto Auction	Hayward, CA	Jan. 15
Manheim's Arena Auto Auction	Bolingbrook, IL	Jan. 15
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Jan. 15
Manheim's South Seattle Auto Auction	Kent, CA	Jan. 16
Manheim's Dallas Auto Auction	Dallas, TX	Jan. 16
Greensboro Auto Auction	Greensboro, NC	Jan. 16
Manheim Auto Auction	Manheim, PA	Jan. 18
Manheim's Florida Auto Auction	Ocoee, FL	Jan. 22
Adesa Phoenix Auto Auction	Chandler, AZ	Jan. 23
Columbus Fair	Columbus, OH	Jan. 23
Southern Auto Auction	E. Windsor, CT	Jan. 23
Manheim's So Cal Auto Auction	Fontana, CA	Jan. 24
Manheim's Texas Hobby	Houston, TX	Jan. 24
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	Jan. 25
Manheim's Arena Auto Auction	Bolingbrook, IL	Jan. 29
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Jan. 29
Manheim's South Seattle Auto Auction	Kent, CA	Jan. 30
Manheim's Dallas Auto Auction	Dallas, TX	Jan. 30
Greensboro Auto Auction	Greensboro, NC	Jan. 30
Adesa Colorado Springs Auto Auction	Fountain, CO	Jan. 31
Manheim Auto Auction	Manheim, PA	Feb. 01
Adesa Kansas City Auto Auction	Lee's Summit, MO	Feb. 05
ABC Minneapolis Auto Auction	Dayton, MN	Feb. 05
Manheim's Dallas Auto Auction	Dallas, TX	Feb. 06
Southern Auto Auction	E. Windsor, CT	Feb. 06
Manheim's South Seattle Auto Auction	Kent, CA	Feb. 06



Congratulations: Top 2007 Sales Managers & Salespeople!

Top 10 National Sales Managers

1	Daniel Toomey	Atlantic Hyundai	3,840
2	Mohamed Hussein	Planet Hyundai	2,820
3	David Cantin	Brad Benson Hyundai	2,197
4	Frank Maione	Planet Hyundai	1,891
5	Thomas Coppola	Millennium Hyundai	1,806
6	Frank Maione	Henderson Hyundai Superstore	1,744
7	Edward Tarbox	Tarbox Hyundai	1,540
7	A. Appleby	Coconut Creek Hyundai	1,540
9	Thomas Ruppen	Bowser Hyundai	1,529
10	Anthony Pappas	Coastal Hyundai	1,411

Top 10 National Salespeople

1	Anthony Fisher	Planet Hyundai	464
2	Carl Gregg li	Jenkins Hyundai of Bradenton	394
3	Joseph Ippolito Jr.	Towne Hyundai	360
4	Charlie Caruso	Manfredi Hyundai	348
5	Carol Chura	Savage Hyundai	348
6	Joel Peretz	Douglas Hyundai Irvine	348
7	Carolyn Davis	Jenkins Hyundai	340
8	Stanley Becker	Eckert Hyundai	337
9	Mark Schlarb	Rosen Hyundai	324
10	Steven Wentzel	Savage Hyundai	323

WESTERN: Top Sales Managers

Mohamed Hussein	Planet Hyundai	2,820
Frank Maione	Planet Hyundai	1,891
Frank Maione	Henderson Hyundai	1,744
Gary Micallef	Hyundai Of Everett	1,232
Carmen Sather	Metro Hyundai	1,115
David Zinsmeister	Arapahoe Hyundai	989
Thomas Scheurn	Earnhardt's Hyundai	834
Aaron Christensen	Murdock Hyundai	826
Grant Petersen	Bronco Motors	813
Trevor Will	Titus-Will Hyundai	745

Top Salespeople

Anthony Fisher	Planet Hyundai	464
Yun Kyung Kim	Car Pros Hyundai	305
Todd Navarro	Horne Hyundai	214
Fred Molano	Planet Hyundai	180
Gary Wesolowski	Henderson Hyundai	172
Eric Budd	Murdock Hyundai	169
Brandon White	Planet Hyundai	168
Bobby Hooker	Planet Hyundai	166
Corey Scott	Withnell Hyundai	164
Terry Mills	Planet Hyundai	164

CENTRAL: Top Sales Managers

David Clikeman	Arrow Hyundai	1,401
Jeffrey Kunz	Green Hyundai	1,264
Sherif Girgis	Gartner Hyundai	1,162
Jeff Hughes	Great Lakes Hyundai	1,130
Jon Mcfarland	Columbia Hyundai	1,016
Bob Ross	Family Hyundai	817
Robert Watson	Family Hyundai	803
Jeff Roberts	St. Charles Hyundai	774
Raymond Reynolds Jr.	Patrick Hyundai	733
Bert Garland	Glenbrook Hyundai	712

Top Salespeople

Mark Schlarb	Rosen Hyundai	324
Daniel Clikeman	Arrow Hyundai	268
Joseph Cimino	Great Lakes Hyundai	265
Mark Embly	Great Lakes Hyundai	235
Rick Brown	Superior Hyundai No	229
David Heath Clemons	Don Wood Hyundai	228
Jon Muehl	Rosen Hyundai	224
Christopher Miller	Dean Team Hyundai	220
Tom Loney	Jeff Wyler Hyundai	212
James Clemmons	Green Hyundai	188

CALIFORNIA: Top Sales Managers

Christopher Shaffer	Hyundai Of Roseville	651
Michael Sutterman	Douglas Hyundai SA	510
Kip Siegel	Doten Automotive	501
Troy Pelzl	Folsom Lake Hyundai	483
Javed Rasheed	Lamar Hyundai	455
Brian Shaffer	Hyundai Of Roseville	436
Danielle Gerbino	Hardin Hyundai	415
Rick Peterson	Cammisa Motorcars	414
Richard Holdren	Heller Of Escondido	390
William Coleman	Kearny Mesa	385

Top Salespeople

Joel Peretz	Douglas Hyundai Irv.	348
Randy Hall	Doten Automotive	237
Samlesh Pal	Hyundai Of Roseville	209
Steven Cooke	Douglas Hyundai SA	208
Kevin Kuang	Cammisa Motorcars	199
Mike Yim	Garden Grove	198
Ion Cojan	Hyundai Of Roseville	183
William Storer, Jr	Frank Motors	181
Ralph Jackson	Hyundai Of Roseville	177
Youngki Jeong	L.A. City Hyundai	172

EASTERN: Top Sales Managers

Daniel Toomey	Atlantic Hyundai	3,840
David Cantin	Brad Benson Hyundai	2,197
Thomas Coppola	Millennium Hyundai	1,806
Edward Tarbox	Tarbox Hyundai	1,540
Thomas Ruppen	Bowser Hyundai	1,529
John Perillo	Lester Glenn Hyundai	1,072
Michael Pugliese	Sansone's Route 1	1,051
John Ashdale	Colonial Hyundai	936
Gregory Covino	Freehold Hyundai	934
Robert Dell	Huntington Hyundai	903

Top Salespeople

Joseph Ippolito Jr.	Towne Hyundai	360
Charlie Caruso	Manfredi Hyundai	348
Carol Chura	Savage Hyundai	348
Steven Wentzel	Savage Hyundai	323
Steven Hicks	Atlantic Hyundai	306
Robert Breinlinger	Atlantic Hyundai	299
Victor Carver	Atlantic Hyundai	295
Scott Bonforti	Giuffre Hyundai	294
Anthony Licari	Carbone Hyundai	291
Susan Defalco	Atlantic Hyundai	284

SOUTH CENTRAL: Top Sales Managers

Peter Cafferata	Allen Samuels	1,097
Tony Reynolds	Automax Hyundai	950
Ahmad Zabihian	World Car Hyundai	888
Phillip Wartley	Edmond Hyundai	854
Roosevelt May	Huffines Hyundai	802
Christopher Thomas	North Freeway	766
Richard Rivera	Randall Noe Hyundai	717
Christopher Berry	Huffines Hyundai	717
Mike Williams	Round Rock Hyundai	690
Paul Hicks	Southwest Hyundai	682

Top Salespeople

Stanley Becker	Eckert Hyundai Inc.	337
Eric Carver	Randall Noe Hyundai	308
Dave Cummings	Champion Gulf Fwy	225
Farzad Saif	Huffines Mckinney	213
Amparo Whitis	Automax Hyundai	209
Susan Davidson	Wiesner Hyundai	196
Jorge Narvaez	Best Hyundai	195
William Byrd	Cavanaugh Hyundai	180
Ray Funk	North Freeway	177
Deroyce Lusher	Round Rock Hyundai	171

SOUTHERN: Top Sales Managers

A. Appleby	Coconut Creek	1,540
Anthony Pappas	Coastal Hyundai	1,411
William Bingham	Bob Dance Longwood	1,176
Gordon Hatch	Fitzgerald's Cntrysde	1,126
Raul Gomila	Rick Case Hyundai	1,124
Andy Kim	Alexandria Hyundai	1,103
Frank Delvecchio	Brandon Hyundai	1,075
Ralph Moser	Keffer Hyundai	1,058
Clay King	King Hyundai	1,047
Daniel Rosenfeld	Fitzgeralds Lakeforest	1,047

Top Salespeople

Carl Gregg li	Jenkins Of Bradenton	394
Carolyn Davis	Jenkins Hyundai	340
Jason Oates	New Port Richey	306
Donald Barker	Fairfax Hyundai	303
Jeff Stahler	New Port Richey	284
Joel Chapman	Doral Hyundai	283
Guo Chongjian	Fairfax Hyundai	269
Winfred Treece	Antwerpen Hyundai	267
Tak Kai Cheung	Fairfax Hyundai	258
Jamie Pizzo	Team Hyundai	244

