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### January Sales Report:

## **Santa Fe & Accent Lead the Way!**

With our most aggressive product line ever, more and more people are starting to put Hyundai vehicles on their shopping list. Case in point, even though January was a tough month, selling a total of 27,721 vehicles, down 8% from the previous record-setting January, there were some highlights:

- **Accent sales of 2,437** – up 80% over Jan. '06.
- **Santa Fe sales of 5,635** – up 89% over Jan. '06.

"We were disappointed with the results for January sales, especially given the continued quality improvements in our products. We experienced lower than anticipated sales in our California region and our South Central region sales were depressed due to difficult weather," said Chief Operating Officer Steve Wilhite. "We are confident that our plan going forward is sound and will gain traction through the balance of the first quarter." Let's make February a solid sales success!

### XM Satellite Radio News:

## **XM Radio Activation Refreshing**

If your customer's XM Satellite Radio is not picking up XM stations, the radio may need to be reactivated. It's easy and can be done by your Service Department or the customer:

1. Park outside so the XM antenna has a clear view of the sky.
2. Turn on the radio, select XM mode and tune to Channel 0 to obtain the 8-digit XM Radio ID.
3. Tune the radio to Channel 1 to confirm it is receiving the XM Signal.
4. Go online to [www.XMradio.com/refresh](http://www.XMradio.com/refresh).
5. Enter the 8-digit ID code and press Submit.
6. The XM Satellite System automatically "finds" and activates the radio, signaling "*Congratulations*" when it's finished.
7. Now, turn the car on, the radio on and select XM and let it run for approx. 10 minutes – then check that the XM stations are now operable. That's it, you're done.

- See **TSB 07-01-006 (XM Radio Activation Refresh Procedure)** for additional details.

### Azera Coupon Going Out To Customers:

## **Azera Autolock Reprogramming**

HMA's Service Department is getting ready to send out a coupon to Azera owners so they can come in to your dealership to get the automatic door locking system configured the way they want it.

Many Azera customers are not aware of the programmable autolocking feature – including it in your presentation builds value in you, in the eyes of your customer, in your dealership, and in the vehicle.

# The Sales Edge

### STAR Sales Recognition & Commitment Awards

## **Congratulations to all the Winners!**

The results are in and we'd like to take this moment to congratulate all of the Managers and Salespeople for making 2006 a record-setting year.

One thing you will note, for the 2006 STAR Awards, all of the California dealers were listed as part of the Western Region. For 2007, they will be reported in the new Pacific Region and will be listed separately.

The top sales winners are on the next page, while the commitment award winners are listed below.

### **COMMITMENT Awards**

In the automotive world, Hyundai is one of the younger companies, yet we already have people who have worked at their Hyundai dealership for nearly two decades!

Commitment Awards are presented every other year (so every 2 years, you earn an award). Here are the awards being presented to this year's Commitment winners: for those who have been with Hyundai for 2 years – a leather photo frame; 4 years – a sport backpack; 6 years – his or hers watch; 8 years – an elegant pen; 10 years – a stylish platter; 12 years – a crystal bowl; 14 years – rolling duffel and backpack; 16 years – wooden gift box with \$200 in American Express gift certificates; 18 years – leather jacket; 20 years – weekender luggage with Marriott Hotel Gift Certificates (lodging for a 2-night stay with breakfast included). Here are our Top 10:

	Name	Dealership	Years
1.	Lou Viapiano	Northtown Hyundai	18.38
2.	James Maul	Northtown Hyundai	18.38
3.	James Bonta	Patrick Hyundai	18.36
4.	Bruce Spratford	Butler Hyundai	18.27
5.	Kelly Swaim	Drew Hyundai	16.76
6.	Christopher Gleason	Price Hyundai	16.64
7.	Brian Humble	Freysinger Hyundai	16.43
8.	David Choi	Loren Hyundai	16.32
9.	Salvatore Serio	Family Hyundai	16.31
10.	Bart Thompson	Cormier Hyundai	16.31

Top Managers & Salespeople:

## 2006 STAR Award Winners

Congratulations to Frank Maione – the #1 Sales Manager for the second year in a row, and Carl Gregg II – the #1 Salesperson – great work! The complete list of top managers and sales people is posted on HyundaiDealer.com > Sales > Sales Training Online.

Superior selling skills deserve superior rewards – so all members of the Bronze, Silver, Gold and Platinum levels each earn an inspiring set of awards, which includes:

- Recognition letter
- Custom plaque designating your level
- Corresponding luggage tag for the appropriate level

In addition to that:

- Each Top Regional Sales Manager and Top Salesperson receives a \$1,000 cash bonus and a special recognition plaque.
- And, the #1 Sales Manager and #1 Salesperson (nationally) receive an *additional* \$1,000 cash bonus and a special National recognition plaque.

SALES ACHIEVEMENT REWARD LEVEL CRITERIA		
Level	Salesperson	Sales Manager
Bronze	150 - 249	400 - 599
Silver	250 - 349	600 - 899
Gold	350 - 449	900 - 1,299
Platinum	450+	1,300+

EAST: 2006 Top Sales Managers			Award	Sales
1	Gary Locicero (4)	Atlantic Hyundai	Platinum	2074
2	David Cantin (5)	Brad Benson Hyundai	Platinum	2043
3	Daniel Toomey (6)	Atlantic Hyundai	Platinum	1817
4	Thomas Ruppen (8)	Bowser Hyundai	Platinum	1701
5	Edward Tarbox	Tarbox Hyundai	Gold	1164

2006 Top Salespeople			Award	Sales
1	Scott Williams (5)	Maxon Hyundai	Gold	386
2	Sal Bonaventura (6)	Manfredi Hyundai	Gold	379
3	Steven Hicks (8)	Atlantic Hyundai	Gold	362
4	Susan DeFalco (7)	Atlantic Hyundai	Gold	362
5	Joe Ippolito Jr. (9)	Towne Hyundai	Gold	356

WEST: 2006 Top Sales Managers			Award	Sales
1	Frank Maione (1)	Planet Hyundai	Platinum	5121
2	Carmen Sather (3)	Metro Hyundai	Platinum	2148
3	Mohamed Hussein (7)	Planet Hyundai	Platinum	1795
4	Gary Micallef (9)	Hyundai of Everett	Platinum	1671
5	Trevor Will	Titus-Will Hyundai	Gold	960

2006 Top Salespeople			Award	Sales
1	Joseph Rappa (2)	Hyundai of Roseville	Platinum	459
2	Anthony Fisher Sr. (3)	Planet Hyundai	Gold	406
3	Randy Hall (10)	Doten Hyundai	Silver	347
4	William Storer Jr.	Frank Motors Hyundai	Silver	273
5	Yun Kyung Kim	Car Pros Hyundai	Silver	263

CENTRAL: 2006 Top Sales Managers			Award	Sales
1	David Clikeman	Arrow Hyundai	Platinum	1410
2	Susan Jimenez	Ettleson Hyundai	Gold	1125
3	Jeff Hughes	Great Lakes Hyundai	Gold	1075
4	Jon McFarland	Columbia Hyundai	Gold	1073
5	Jeffrey Kunz	Green Hyundai	Gold	998

2006 Top Salespeople			Award	Sales
1	Daniel Clikeman	Arrow Hyundai	Silver	272
2	Mark Embly	Great Lakes Hyundai	Bronze	224
3	Dwight Severit	Suntrup Hyundai	Bronze	216
4	Michael Clos	Oxmoor Hyundai	Bronze	212
5	Nicole Harder	Suburban Hyundai	Bronze	200

SOUTH: 2006 Top Sales Managers			Award	Sales
1	Anthony Pappas (2)	Coastal Hyundai	Platinum	2300
2	Jeffrey Golden (10)	Rick Case Hyundai	Platinum	1671
3	Frank Delvecchio	Brandon Hyundai	Platinum	1520
4	Clay King	King Hyundai	Gold	1269
5	Edmund Burbach	North Palm Hyundai	Gold	1243

2006 Top Salespeople			Award	Sales
1	Carl Gregg II (1)	Jenkins of Bradenton	Platinum	479
2	Carolyn Daniels (4)	Jenkins Hyundai	Gold	395
3	Donald Barker	Fairfax Hyundai	Silver	314
4	Adel Bssaeso	William Lehman Hyundai	Silver	312
5	Guo Chongjian	Fairfax Hyundai	Silver	308

SOUTH CENTRAL: 2006 Top Sales Managers			Award	Sales
1	Robert Cox	Hub Hyundai	Gold	1172
2	Tony Reynolds	AutoMax Hyundai	Gold	1158
3	Tom Wallace	Rountree Hyundai	Gold	1143
4	Ahmad Zabihian	World Car Hyundai	Gold	962
5	Sean Moslander	AutoMax Hyundai South	Silver	858

2006 Top Salespeople			Award	Sales
1	Garrick Humphrey	AutoMax Hyundai	Silver	276
2	Evan Hill	Jim Burke Hyundai	Silver	270
3	Johnny Choe	Classic Hyundai	Silver	262
4	Ray Funk	North Freeway Hyundai	Silver	251
5	David Sammon	Champion Hyundai	Bronze	220



Tucson & Sonata In The News:

**Cars.Com "Best Deal" Awards!**

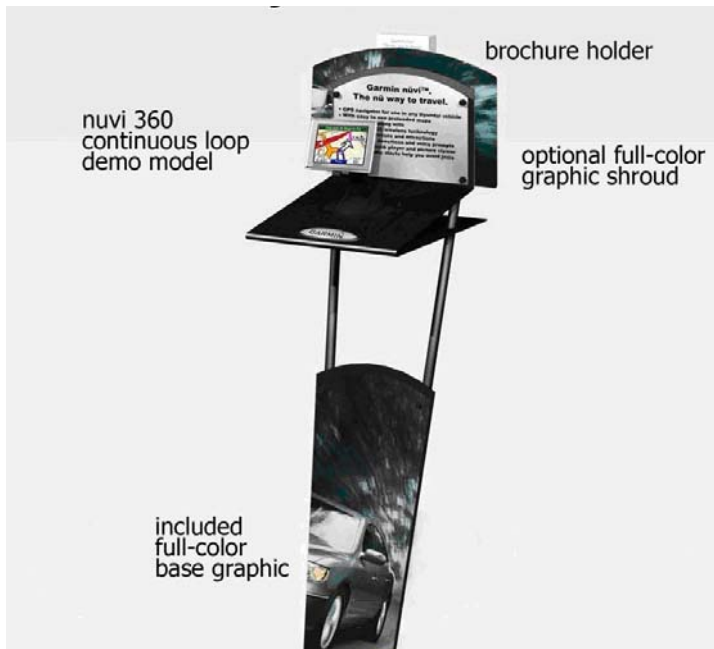
Cars.com recently recognized the Sonata as the "Best Deal for Small Families" and the Tucson as the "Best Deal for Weekend Athletes" in its first annual Lifestyle Award. Developed to recognize vehicles best suited for the lifestyle needs of today's car buyers, the Cars.com awards are based on expert picks from the editors' experiences in dozens of test drives and their evaluation of criteria most important to shoppers in each respective lifestyle category.

- **Sonata received the "Best Deal for Small Families"** accolade by combining advanced standard safety features and interior comfort at an affordable price, while setting the benchmark for value and standard safety technology in the midsize segment as the only midsize sedan under \$20,000.
- **Tucson beat out the competition in the "Best Deal for Weekend Athletes"** category with its combination of cargo versatility, value, quality and safety superiority.

Show your customers the nū way to travel:

**Maximizing Navigation Opportunities**

Did you know your Parts Department can assist you with providing a GPS option for your new and used car buyers? Hyundai has teamed up with Garmin International to offer a customized version of the award Garmin nüvi 360 that is pre-loaded with all of the Hyundai dealerships and comes with a 3-year warranty!



You can also place a custom Hyundai/Garmin Display in your dealership to spark customer interest while its live demo unit encourages customer interaction. It measures 17-in. wide, 15-in. deep and approx. 54-in. high. Don't miss this selling opportunity. Contact your District Manager for additional details.

HMFC News:

**Great Programs for February**

HMFC and HMA are providing these lease offers for February:

- '07 Sonata GLS 4 cyl. starting at **\$199 for 30 mo. w/\$999 drive off**
- '07 Santa Fe GLS starting at **\$249 for 30 months w/\$1,999 drive off**
- '07 Azera SE V-6 starting at **\$259 for 30 months w/\$2,199 drive off**

Please refer to HMFC's February 2007 Special Low APR & Lease Bulletin for complete program details.

We appreciate all of the support from of all dealers in 2006! We look forward to serving you in 2007!

Top Dealerships for 2006	# of units
1. Planet Hyundai - NV	3,179
2. Fuccillo Hyundai of Syracuse	2,933
3. Fuccillo Hyundai - NY	1,534
4. Atlantic Hyundai	1,515
5. Antwerpen Hyundai	1,480

**Upcoming Auto Show Dates:**

Motor Trend International - Baltimore	Baltimore, MD	Feb. 8 - 11
Chicago International Auto Show	Chicago, IL	Feb. 9 - 18
Cleveland International Auto Show	Cleveland, OH	Feb. 23 - Mar. 4
Greater Milwaukee Auto Show	Milwaukee, WI	Feb. 24 - Mar. 4
Kansas City International Auto Show	Kansas City, MO	March 8 - 11
Columbus International Auto Show	Columbus, OH	March 9 - 18
Minneapolis St. Paul Auto Show	Minneapolis, MN	March 10 - 18
Atlanta Journal-Constitution Show	Atlanta, GA	March 10 - 18
Dallas Auto Show	Dallas, TX	March 14 - 18

**February/March Auction Dates**

Manheim's Florida Auto Auction of Orlando	Ocoee, FL	2/13
Greensboro Auto Auction	Greensboro, NC	2/14
Adesa Phoenix Auto Auction	Chandler, AZ	2/14
Manheim Southern California Auto Auction	Fontana, CA	2/15
Manheim Auto Auction	Manheim, PA	2/16
Adesa Indianapolis Auto Auction	Plainfield, IN	2/20
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	2/20
Southern Auto Auction	E. Windsor, CT	2/21
Manheim South Seattle Auto Auction	Kent, WA	2/21
Manheim Colorado Auto Auction (Denver)	Commerce City, CO	2/22
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	2/27
ABC Minneapolis Auto Auction	Dayton, MN	2/27
Columbus Fair	Columbus, OH	2/28
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	3/1
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	3/1
Manheim Auto Auction	Manheim, PA	3/2
Manheim's Arena Auto Auction	Bolingbrook, IL	3/6
Adesa Kansas City Auto Auction	Lee's Summit, MO	3/6
Southern Auto Auction	E. Windsor, CT	3/7
Manheim Bay Cities Auto Auction	Hayward, CA	3/7
Adesa Colorado Springs Auto Auction	Fountain, CO	3/8

