

## February Sales Total 31,090 Units:

### ***Spring Ahead to March Madness?***

"While we were unable to equal our record-setting February of 2007, we are pleased our sales were as strong as they were considering the overall economic conditions," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales. "With the recent recognition of the Santa Fe and Elantra by *Consumer Reports* magazine, and our newly announced incentives across our entire model line-up, we expect our sales momentum to continue to gain speed." Plus, daylight savings is right around the corner – that and the added buzz of the accolades listed below could translate into a little *March Madness* at your dealership – and that's a good thing!

- **Elantra and our Alabama-built Santa Fe** were selected among *Consumer Reports' 2008 Top Picks*, as announced by David Champion, Consumer Reports Director of the Automotive Test Division. They will be listed, along with other winners, in the magazine's April issue, which will be on newsstands sometime this week.
- **Motherproof.com**, a site dedicated to providing mothers with useful, entertaining new car reviews, recognized the **2008 Veracruz** as a top new vehicle choice for families at the **2008 Mother Proof Awards**.
- **Kelley Blue Book**, a leading provider of new and used vehicle information, recently named the **2008 Veracruz** to its first list of "**Best New Family Vehicles**."
- **Super Bowl Ads Boost Brand Awareness** – according to the Nielsen Online MegaPanel Survey, their post-game study showed that 43% of respondents had improved their opinion of the Hyundai brand after seeing the spots. That's the highest of any automotive advertiser! In addition, in comScore's 2008 Super Bowl post-game survey, Hyundai garnered a 45% increase in net brand improvement – **the highest figure of any Super Bowl advertiser!** "Our goal was not necessarily to entertain, but to inform, build awareness and position the car. We wanted to be thoughtful," said Joel Ewanick, Vice President of Marketing for Hyundai Motor America.
- **Latest incentives** are on [www.hyundaidealer.com](http://www.hyundaidealer.com) in a DSC message found on the home page.

## Sales Satisfaction Index Surveys Going Out Soon:

### **Making Sure Every Aspect is Exceptional**

Every year, J.D. Power and Associates conducts their *Sales Satisfaction Survey* – and what you are doing *today* has an impact on this year's ranking. So be prepared by looking at every aspect of your dealership:

- ☑ **First impression** – *you never get a second chance to make a positive first impression* – check everything!
- ☑ **Showroom** – is it neat, clean and organized? How's the floor? Everything should be spotless.
- ☑ **Customer lounge and rest rooms** – should be organized, clean and neat.
- ☑ **Vehicles inside and out** – make sure they're clean.
- ☑ **Personal hygiene** – pay attention to attire, too.
- ☑ **Customer interaction** – your handshake, eye contact and demeanor all have an affect
- ☑ **Say it loud – say it proud** – share Hyundai accolades and awards with your customers.
- ☑ **Little things go a long way** – educate customers how to operate wipers & turn on the headlights.
- ☑ **Bottom line** – make an effort – it shows!

## Converting Leads into Sales

### **Check out: Quick Quote Leads Program**

Generating leads is an important part of HMA's relationship with our dealers. We have recently updated our Quick Quote program, making it more effective for you, our dealers:

- **Accessing your leads** (incl. auto show and other offline leads) via [www.hyundaidealer.com](http://www.hyundaidealer.com): go to the **Documents & Resources** menu item on the left-hand side, click on the **Internet Leads** folder, then you can read about the latest enhancements, make sure your email address is correct and check leads.
- **Quick Quote, Test Drive, Brochure, and LMRS** can now all be exported via **Quick Quote**.

Here are the lead management targets you should consider adopting for your operation:

- **100% of dealers who have a Lead Management System should be exporting leads**
- **2 - 4 hour max. interval between lead downloads**
- **99% Open/Response rate for all leads**

Remember, more leads = more sales for your dealership. If you have any questions, please contact your District Sales Manager or call Deanna Mooring at 714 965-3444 or [dmooring@hmausa.com](mailto:dmooring@hmausa.com).

### Helping You Prep for the '08 STAR Test:

#### **Look Here to Find The Answers**

Check out [www.hyundaidealer.com](http://www.hyundaidealer.com) Sales Training Online to find the answers to the STAR test questions. Also, all of the '08 *Source Book* information is now online, and there will not be a printed hard copy of the Source Book.

### Parts and Accessory News:

#### **In-Car Electronics: *The Wave of the Future***

Drivers want in-car electronics and are willing to pay top dollar for this technology. In addition to the factory-installed navigation systems now available on Sonata, Azera, Santa Fe and Veracruz, Hyundai is introducing new products so your dealership has "the right stuff" to meet customer's needs while generating additional income for you. Here's what's coming soon:

**Bluetooth System – in-dealership version** – customers can use their Bluetooth compatible cell phones hands free. The dealer-installed version of this system is coming soon for Tucson, Santa Fe, Veracruz and Entourage. The factory-installed version is currently available on new Elantra, Tiburon, Sonata and Azera models.

**iPod Cable – in-dealership accessory** – customers can plug their iPod directly into the stereo on '09 Sonata models.

**Navigation System – in-dealership version: portable** – two exciting, new products will offer the latest in compact wide-screen portable NAV system.

- New base unit is for price sensitive buyers.
- Fully-loaded premium unit for buyers who want the best.
- Sell the NUVI 360 now so you are ready when the new models come later in the month.

**Navigation System – port-installed version** – in-dash audio/NAV units are available for Tucson – this system combines great audio performance with turn-by turn guidance to your destination. More models coming soon.

This provides you with a snapshot of what's coming in the next 60 days. These new products can generate solid grosses while adding to your customer's delight with their new Hyundai. All of these products are factory approved and share the new car warranty if installed before sale. Review them in your Sales Meetings, and reap the rewards and positive customer comments.

#### **Late Breaking Tiburon Product News:**

The following 2008 Tiburon exterior colors will no longer be orderable according to this schedule:

- May 2008 Order: Redfire Pearl (MG) & Vivid Blue (RW) no longer orderable
- June 2008 Order: Carbon Gray (GX) no longer orderable
- July 2008 Order: Captiva White (EC) no longer orderable
- Remaining colors available until end of production (Aug.)

### **HMFC Programs for March:**

HMFC and HMA are pleased to announce the following offers through the month of March '08:

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

#### 2007 Model Year Low APR Programs:

- '07 Veracruz has a Low APR of **0% up to 60 months** for Tier 1 customers in the Eastern Region only
- '07 Veracruz has a Low APR of **2.9% up to 48 months** for Tier 1 customers Nationwide, except the Eastern Region

Refer to HMFC's Marketing Bulletin for complete details.

#### **HMFC: Top Dealerships for February**

	<b>Dealership</b>	<b>New Units Sold*</b>
1	Planet Hyundai (NV015)	319
2	Hyundai of New Port Richey (FL108)	247
3	Atlantic Hyundai (NY075)	222
4	Brad Benson Hyundai (NJ029)	148
5	Lester Glenn Hyundai (NJ032)	138

\*Based on Sales Month-Ending 3/3/08

#### **Top Dealerships for February (Year To Date):**

<b>CENTRAL REGION</b>			
IL063	Family Hyundai	Tinley Park, Il	170
OH001	Superior Hyundai North	Fairfield, Oh	128
WI012	Arrow Hyundai	West Allis, Wi	123
IA009	Edwards Hyundai	Council Bluffs, Ia	116
OH018	Columbia Hyundai	Cincinnati, Oh	114

<b>CALIFORNIA REGION</b>			
CA232	Hyundai of Roseville	Roseville, Ca	188
CA020	Frank Motors Hyundai	National City, Ca	121
CA182	L.A. City Hyundai	Los Angeles, Ca	99
CA076	Lamar Hyundai	Cerritos, Ca	92
CA267	Douglas Hyundai Santa Ana	Santa Ana, Ca	68

<b>SOUTHERN REGION</b>			
FL108	Hyundai of New Port Richey	New Port Richey, Fl	454
VA006	Fairfax Hyundai	Fairfax, Va	206
FL088	O'Brien Hyundai	Fort Myers, Fl	172
FL089	Jenkins Hyundai	Ocala, Fl	170
MD028	Antwerpen Hyundai	Baltimore, Md	166

<b>EASTERN REGION</b>			
NY075	Atlantic Hyundai	West Islip, NY	427
NJ029	Brad Benson Hyundai	South Brunswick, NJ	231
NJ032	Lester Glenn Hyundai	Toms River, NJ	216
NY086	Fuccillo Hyundai, Syracuse	Syracuse, NY	175
NY081	Millennium Hyundai	Hempstead, NY	153

<b>SOUTH CENTRAL REGION</b>			
TX100	Hyundai of El Paso	El Paso, Tx	224
TX040	Huffines Hyundai	Plano, Tx	170
OK018	Edmond Hyundai	Edmond, Ok	118
OK015	Automax Hyundai	Del City, Ok	113
TX068	Allen Samuels Hyundai	Fort Worth, Tx	113

<b>WESTERN REGION</b>			
NV015	Planet Hyundai	Las Vegas, Nv	600
NV022	United Hyundai	Las Vegas, Nv	252
NV020	Henderson Superstore	Henderson, Nv	198
AZ029	North Scottsdale Hyundai	Scottsdale, Az	157
CO034	Arapahoe Hyundai	Centennial, Co	145

*Top Sales Managers & Sales Associates on next page...*

## Top Sales Managers for February (Year To Date):

### CENTRAL REGION

David Clikeman	Arrow Hyundai	123
Glen King	Suntrup Hyundai	117
Jeffrey Kunz	Green Hyundai	112
Sherif Girgis	Gartner Hyundai	103
Jeff Roberts	St. Charles Hyundai	91

### CALIFORNIA REGION

Christopher Shaffer	Hyundai of Roseville	93
Chris Lancaster	Hardin Hyundai	57
Brian Shaffer	Hyundai of Roseville	56
Javed Rasheed	Lamar Hyundai	55
Hector Fraire	Mazzei Hyundai	53

### SOUTHERN REGION

A Appleby	Coconut Creek Hyundai	160
Ismail Whea	Brown's Manassas Hyundai	143
Anthony Pappas	Coastal Hyundai	136
Andy Kim	Alexandria Hyundai	134
David Lee	Napleton's Hyundai	113

### EASTERN REGION

Daniel Toomey	Atlantic Hyundai	434
David Cantin	Brad Benson Hyundai	241
Thomas Coppola	Millennium Hyundai	151
Edward Tarbox	Tarbox Hyundai	137
Thomas Ruppen	Bowser Hyundai	137

### SOUTH CENTRAL REGION

Tony Reynolds	Automax Hyundai	119
Phillip Wartley	Edmond Hyundai	117
Peter Cafferata	Allen Samuels Hyundai	116
Paul Hicks	Southwest Hyundai	109
Roosevelt May	Huffines Hyundai	99

### WESTERN REGION

Mohamed Hussein	Planet Hyundai	611
Frank Maione	Henderson Superstore	200
Aslam Dulara	North Scottsdale Hyundai	157
David Zinsmeister	Arapahoe Hyundai	121
Troy Matthews	United Hyundai	94

## Top Sales Associates for February (Year To Date):

### CENTRAL REGION

Fred McClary	Suntrup Hyundai	48
Jon Muehl	Rosen Hyundai	44
Harold Gildehaus	Auffenberg Hyundai	38
Sandor Fabian	Gurnee Hyundai	37
Bernard Sakakini	Glassman Hyundai	36

### CALIFORNIA REGION

Gary Cloward	Hardin Hyundai	58
Min Ki Choi	L.A. City Hyundai	50
Kevin Kuang	Cammisa Motorcars Hyundai	46
Steven Cooke	Douglas Hyundai Santa Ana	38
Ryan Horn	Hyundai Of Roseville	31

### SOUTHERN REGION

Claudio Alvarado	William Lehman Hyundai	60
Carolyn Davis	Jenkins Hyundai	58
Oscar Benavides	Carolina Hyun. Lake Norma	47
Carl Gregg II	Jenkins Hyun. of Bradenton	43
Joseph Shows	Jenkins Hyundai	43

### EASTERN REGION

Dennis Jacobs	Harrisburg Hyundai	58
Daniel Ingardi	Plaza Hyundai	58
Matthew Feldman	Hyundai City	50
Dino Abragao	Maxon Hyundai	46
Joseph Ippolito Jr.	Towne Hyundai	44

## Top Sales Associates, continued...

### SOUTH CENTRAL REGION

Farzad Saif	Huffines Hyundai McKinney	48
Derrick Brannon	Philpott Motors Hyundai	36
Nelson Stafford	Champion of Corpus Christi	36
Jorge Narvaez	Best Hyundai	34
Calvin Simon	Best Hyundai	33

### WESTERN REGION

Anthony Fisher	Planet Hyundai	51
Michael White	North Scottsdale Hyundai	37
Terry Rogers	Hyundai of Tempe	35
John Lloyd	Power Hyundai Scottsdale	32
Terry Rask	Planet Hyundai	32

## Auto Show Dates:

<a href="#">Columbus Int'l Auto Show</a>	Columbus, OH	Mar. 8 – 16
<a href="#">Minneapolis/St. Paul Auto Show</a>	Minneapolis, MN	Mar. 8 – 16
<a href="#">Ft. Lauderdale Auto Show</a>	Ft. Lauderdale, FL	Mar. 20 – 23
<a href="#">New York Int'l Auto Show</a>	New York, NY	Mar. 21 – 30
<a href="#">Denver International Auto Show</a>	Denver, CO	Mar. 26 – 30
<a href="#">Dallas Auto Show</a>	Dallas, TX	April 2 – 6

## March / April Auction Dates:

Manheim's Greater Nevada Auction	Las Vegas, NV	Mar. 7
Manheim Auto Auction	Manheim, PA	Mar. 7
Manheim's Arena Auto Auction	Bolingbrook, IL	Mar. 11
Manheim's Florida Auction of Orlando	Ocoee, FL	Mar. 11
Manheim Bay Cities Auto Auction	Fremont, CA	Mar. 12
Columbus Fair	Columbus, OH	Mar. 12
Greensboro Auto Auction	Greensboro, NC	Mar. 12
Manheim's Southern Cal Auto Auction	Fontana, CA	Mar. 13
Manheim's Texas Hobby	Houston, TX	Mar. 13
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Mar. 14
Manheim Auto Auction	Manheim, PA	Mar. 14
ABC Minneapolis Auto Auction	Dayton, MN	Mar. 18
Adesa Kansas City Auto Auction	Lee's Summit, MO	Mar. 18
Manheim's Florida Auction of Orlando	Ocoee, FL	Mar. 18
Adesa Phoenix Auto Auction	Chandler, AZ	Mar. 19
Manheim's Dallas Auto Auction	Dallas, TX	Mar. 19
Manheim's Southern Cal Auto Auction	Fontana, CA	Mar. 20
Adesa Colorado Springs Auto Auction	Fountain, CO	Mar. 20
Manheim Auto Auction	Manheim, PA	Mar. 21
Manheim's Arena Auto Auction	Bolingbrook, IL	Mar. 25
Manheim's Georgia Dealers Auction	Atlanta, GA	Mar. 25
Manheim's South Seattle Auto Auction	Kent, CA	Mar. 26
Columbus Fair	Columbus, OH	Mar. 26
Greensboro Auto Auction	Greensboro, NC	Mar. 26
Southern Auto Auction	E. Windsor, CT	Mar. 29
ABC Minneapolis Auto Auction	Dayton, MN	April 1
Manheim South Seattle Auto Auction	Kent, WA	April 2
Manheim's Dallas Auto Auction	Dallas, TX	April 2
Southern Auto Auction	E. Windsor, CT	April 2
Adesa Colorado Springs Auto Auction	Fountain, CO	April 3
Manheim Greater Nevada Auction	Las Vegas, NV	April 3
Manheim's Georgia Dealers Auction	Atlanta, GA	April 3
Manheim Auto Auction	Manheim, PA	April 4
Manheim Greater Nevada Auction	Las Vegas, NV	April 4