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Sales Up 22% Over February:

**You Had *The Best March Ever!***

You set a new record for March by selling 41,984 vehicles! The highlights were sales of the new Santa Fe and Accent, which were up 109% and 57%, respectively, over March '06.

"We are pleased to see such a strong March given the continued challenging sales conditions across the country," said Dave Zuchowski, Hyundai's Vice President of National Sales. "We are excited to finish off the first quarter with such momentum and feel poised for continued sales growth in the second quarter with the launch of our new midsize crossover, Veracruz." And with the traffic coming in for the Veracruz, you can also show off the third-row seat on the Santa Fe (so you can keep customers in the Hyundai family). Demonstrate its rear seat climate controls (unusual for its class), and that the Santa Fe's third row is roomier than Honda Pilot, Volvo XC90, etc. Here are three of the sales highlights for March:

- **Sonata sales:** 10,584 – #1 selling vehicle.
- **Elantra sales:** 10,343 – right behind Sonata.
- **Santa Fe sales:** 8,470 – more than double last year.

As inventory builds on the Veracruz and print ads start appearing – combined with one of the freshest product lineups in the industry – should translate to solid sales!

**Veracruz Training Started April 11<sup>th</sup>**

The new '07 Veracruz is hitting the streets right now and so is our Veracruz *"Smart Choices"* Launch Tour.

**Salesperson Ride and Drive** includes:

- Hands-on Veracruz driving event, review of new technology, walkaround techniques, and comparison of Santa Fe or Tucson vs. RAV4 or CR-V.

**Sales Manager's Workshop** will cover:

- 2<sup>nd</sup> quarter sales opportunities.
- Launch support for Veracruz.

All of the dates, locations and sign-up information is on **Sales Training Online**. Enroll yourself and your staff today to make the most of this training opportunity.

New Sales Training Online Goes Live on April 16<sup>th</sup>

**Check Out Our Revised Website**

Our **Sales Training Online** portion of HyundaiDealer.com has been "overhauled" for easier navigation, full product walkarounds and access to STAR tests for certification.

- **STAR '07 test** is posted online – this 14-section test covers all of the Hyundai products as well as dealership, warranty and additional miscellaneous information.
- A comprehensive list of **2006/2007 Honors, Awards and Accolades** is now posted on Sales Training Online.

# The Sales Edge



A New Day Dawned at New York Auto Show:  
**Project Genesis: World Class!**

April 4<sup>th</sup> was a historic day for Hyundai and the world. It marked the unveiling of our Concept Genesis sedan. Rather than us raving about it, this is from the May 2007 edition of **Motor Trend**: "This car is going to shock you. It's going to shock GM and Toyota, too. Even BMW and Mercedes-Benz are going to pay attention. Hyundai calls it Concept Genesis, but you can forget the concept bit; apart from the odd piece of showcar eye-candy, you're looking at Korea's first production sport-luxury sedan. It has rear drive and a V-8 engine. And it'll be in a Hyundai showroom near you sometime in 2008.

"Concept Genesis is on its second exterior (the previous design was scrapped, after the hugely expensive tooling process had been started) and third chassis setup (the rear axle was upgraded from a four-link configuration to five-link only last year). And when the production version launches next year, Hyundai will be a player in a sector that Toyota took 15 years longer to enter.

"Chutzpah? Or confidence? Both swirl through a company driven by a fierce determination to succeed and, in particular, to beat the Japanese. Hyundai wants to be the world's fifth largest automaker by 2010, and the BH architecture revealed by Concept Genesis is a key part of the strategy."

*The New York Auto Show runs through Sunday, April 15.*

## Hyundai Vehicles in the News:

### **The Latest Awards & Accolades!**

*Consumer Reports* magazine recently reported the following news – take a look at the issue so you can answer any questions that your customers might have:

- ✓ **Hyundai jumps to #7** in brand predicted reliability, following only Toyota, Honda and Subaru brands.
- ✓ **Azera, Sonata and Entourage** earn *Consumer Reports* coveted “Top Recommendation” from test, reliability and safety data.
- ✓ **Sonata and Tucson** listed in “Best Vehicles under \$25K”
- ✓ **Santa Fe and Entourage** two of four vehicles mentioned “Most Impressive New or Re-designed Vehicles”.
- ✓ **Azera** ranks high in Customer Satisfaction Score and Comfort Score.

### **'07 Veracruz, Santa Fe & Elantra Earn Highest Government Crash Test Ratings**

The National Highway Traffic Safety Administration (NHTSA) gave five-star crash test ratings – the highest government rating under the agency's New Car Assessment Program – to the '07 Veracruz and Santa Fe for both frontal and side-impact crash tests. The '07 Elantra also scored five stars for frontal crash performance and Veracruz earned four stars for rollover performance. “With these results for Santa Fe and Veracruz, Hyundai is pleased to offer every cross-over in its lineup, including the Tucson, with the very highest government crash-test ratings,” said John Krafcik, Vice President of Strategic Planning and Product Development, HMA.

### **'07 Sonata & Azera Receive Kiplinger's "Best In Class" Awards**

*Kiplinger's Personal Finance* named the Sonata GLS and Azera Limited “Best in Class” in their annual buyer's guide. The Azera Limited beat the Toyota Camry and Nissan Altima for “Best in Class” in the \$25,000 – \$30,000 sedan category. According to *Kiplinger's* editors’, “Entry-luxe features, such as heated leather seats, dual climate controls, power rear sunshade and 17-inch wheels, are standard, at a value price.” The Sonata GLS won “Best in Class” in the under \$20,000 sedan category. *Kiplinger's* editors stated, “Long-legged drivers and passengers rejoice — no car in this class matches the Sonata's 44” of front legroom and 37” in the rear.”

### Good for You & Good for your Customers: **Making the Most of Accessories**

You want to make more money? Then sell more cars... or add genuine Hyundai accessories to each sale. Here's how:

1. Present the appropriate accessories to each customer.
2. Have accessories already installed on vehicles on the floor.
3. Know what accessories are available for each model.

Check out [HyundaiDealer.com](http://HyundaiDealer.com) for latest accessory availability.

## HMFC News:

### **South-East Regional Credit Center Opens**

On March 15<sup>th</sup>, HMFC began making credit decisions in our new Service Center located in Austell, Georgia! We are currently underwriting in Georgia, North Carolina, South Carolina, Virginia, West Virginia, and Maryland, with Florida, Pennsylvania and New Hampshire to follow. The Center has already processed 3,511 applications and it has received great feedback and appreciates the dealer support!

**Lease Sales Training** – The Sales Academy just completed workshops in 20 major markets – thank you for making leases a priority for your dealership and showing your support! We had a tremendous turnout! Some additional workshops have been added:

Las Vegas – April 11, 2007  
Salt Lake City – April 12, 2007

Top 5 Dealerships		New Bookings
1	Planet Hyundai, NV	209
2	Atlantic Hyundai	208
3	Fuccillo Hyundai of Syracuse	170
4	Hyundai of New Port Richey	144
5	Arrow Hyundai	105
Total new business		12,486

### April/May Auction Dates:

Greensboro Auto Auction	Greensboro, NC	4/11
Manheim's Dallas Auto Auction	Dallas, TX	4/11
Manheim Bay Cities Auto Auction	Hayward, CA	4/11
Adesa Colorado Springs Auto Auction	Fountain, CO	4/12
Manheim Auto Auction	Manheim, PA	4/13
Adesa Indianapolis Auto Auction	Plainfield, IN	4/17
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	4/17
Southern Auto Auction	E. Windsor, CT	4/18
Adesa Phoenix Auto Auction	Chandler, AZ	4/18
Manheim Southern California Auto Auction	Fontana, CA	4/19
Manheim Auto Auction	Manheim, PA	4/20
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	4/24
Columbus Fair	Columbus, OH	4/25
Manheim South Seattle Auto Auction	Kent, WA	4/25
Manheim's Dallas Auto Auction	Dallas, TX	4/25
Manheim Colorado	Commerce City, CO	4/26
Manheim's Arena Auto Auction	Bolingbrook, IL	5/1
ABC Minneapolis Auto Auction	Dayton, MN	5/1
Manheim Colorado	Commerce City, CO	5/1
Southern Auto Auction	E. Windsor, CT	5/2
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	5/3
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	5/3
Manheim's Texas Lobby	Houston, TX	5/3
Manheim Auto Auction	Manheim, PA	5/4
Manheim Greater Nevada Auto Auction	Las Vegas, NV	5/4

