

### Monthly Sales Total 46,415 Units:

## All-Time Hyundai May Sales Record!

Congratulations – you raised the bar higher by posting record sales for May! "We are very pleased with our results for May and the fact we were able to break the record set in 2007 for the month during a period of record-setting oil prices and a sluggish economy," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales. "Our more fuel-efficient vehicles – Accent, Elantra and Sonata – continued their strong momentum with increases of 89%, 46% and 12%, respectively, over last year."

With temperatures and gas prices rising, more people will be in the market for Hyundai's economical and environmentally friendly cars. Let's build on May's momentum and make this a record-breaking June!

### Hyundai Vehicles in the News:

## IQS Accolades, Honors & Awards

In **J.D. Power and Associates' 2008 Initial Quality Study (IQS)**, Hyundai placed ahead of Acura, BMW and Volvo, improving 8% – outpacing the industry average of 6%. Here are the other Hyundai highlights:

- **Santa Fe** was the 2<sup>nd</sup> rated Midsize MAV behind Durango and ahead of Highlander.
- **Accent** was 3<sup>rd</sup> in the subcompact segment.
- **Elantra** was 3<sup>rd</sup> in the compact segment.

Thank you, dealers! JDPA indicated that use of the *Quick Reference Guide* significantly reduced the number of "Difficult to Use" complaints, resulting in Hyundai having the best "Design Issue" score in the industry!

- **'08 Veracruz** was rated the #1 Large Crossover Sport Utility Vehicle in **AutoPacific's 2008 Vehicle Satisfaction Awards (VSA)**. "We are honored to have been recognized with such an influential industry award," said Scott Margason, National Manager of Product Development at Hyundai Motor America. "Veracruz is a prime example of Hyundai's commitment to achieving maximum customer satisfaction."
- **'08 Azera** was awarded the "Consumers' Top Rated Vehicle Award" in the \$15,000 - \$25,000 sedan category by Edmunds.com's visitors.
- **'08 Santa Fe** named *Best-in-Segment*, topping the small SUV category in **Strategic Vision's 2008 Total Quality Index™ (TQI)**.
- **Santa Fe** and **Entourage** were recognized by **Forbes.com** as two of the "Best Cars for Retirees."

### Sales Training Updates:

## Are You STAR Certified on Genesis?

Knowledge is power and the **Genesis Launch & STAR Certification Ride and Drive Event** is coming to a city near you so you can get your staff up-to-speed quickly, efficiently and cost-effectively. Check out the highlights of this event on [www.GenesisLaunchTraining.com](http://www.GenesisLaunchTraining.com):

- **NEW: Sales Managers & Sales Associates** attend the same interactive and engaging launch event:
  - **Hands-on activities** include a complete Genesis presentation and technology review.
  - **Competitive review** of top competitors.
  - **Test Drive evaluation.**
  - **STAR Certification** for the day's events for Sales Managers and Sales Associates.
- **NEW: Service, Parts & Technicians** are invited to a special hands-on learning evening event.

### June Genesis events: Mark your calendar!

|                              |                 |            |
|------------------------------|-----------------|------------|
| LaCentre Conference Facility | Cleveland, OH   | June 10-12 |
| Solano County Fairgrounds    | Fairfield, CA   | June 10-12 |
| Sam Houston Race Park        | Houston, TX     | June 10-12 |
| Odeum Expo Center            | Chicago, IL     | June 17-19 |
| Texas Motor Speedway         | Dallas, TX      | June 17-19 |
| Portland Expo                | Portland, OR    | June 17-18 |
| Bayside Expo Center          | Boston, MA      | June 24-26 |
| Arkansas State Fairgrounds   | Little Rock, AR | June 24-25 |
| Emerald Downs                | Seattle, WA     | June 24-25 |

Enroll online or by fax:

- [www.GenesisLaunchTraining.com](http://www.GenesisLaunchTraining.com)
- Print out the enrollment form found on the website, fill it in, then fax it to: (866) 675-5396

Be sure to attend when it comes to your area!

### 2009 Model Year Product News:

## iPod and USB Port Availability

iPods and MP3 players are extremely popular. The chart below shows you the auxiliary ports that are available on 2009 vehicles:

| Model        | With Navigation     | Without Navi     |
|--------------|---------------------|------------------|
| '09 Sonata   | iPod & USB ports    | iPod & USB ports |
| '09 Azera    | No iPod / USB ports | iPod & USB ports |
| '09 Genesis  | iPod & USB ports    | iPod & USB ports |
| '09 Santa Fe | No iPod / USB ports | iPod & USB ports |
| '09 Veracruz | No iPod / USB ports | iPod & USB ports |

**iPod Cable Part #: 08620-2L000**

**Retail: \$29.95**

## Raising Your Product Knowledge:

### **TPMS, Tire Wear & Fuel Economy**

With the current price of gas, make sure your customers continue to monitor their tire pressure to ensure they're getting the best fuel economy possible. While all '08 Hyundai models have a Tire Pressure Monitoring System (TPMS), drivers still need to check their tires and tire pressure. Here's why:

- Typically, if the recommended pressure is 35 psi, the warning will not illuminate until the tire is at 26 psi.
- A drop of **6 psi** translates into a **10% decline** in fuel economy and *may not* trigger a TPMS warning.
- Lower tire pressure can compromise handling, especially when loaded with passengers or cargo.
- Drivers need to visually check their tires for uneven wear, cracking in sidewalls or reduced tread.

## Parts & Accessory News:

### **New Garmin nüvi Systems & Bluetooth, too**

We'll start with Hyundai's new **Garmin nüvi 260W** and **760** models that are available for immediate shipment at prices that keep your dealership competitive with local stores:

- Wide screen technology for larger view of the road.
- Ultra-bright screen for easy reading in full sunlight.
- Automatic night mode dims based on light levels.
- "Text-to-Speech" pronounces each road by name.
- Multi-lingual: English, Spanish, French, German and more.
- Built-in picture viewer lets owner show off the grandkids, dog, custom car, etc.
- Garmin is the #1 GPS maker in the world: 1 out of 2 GPS units sold in U.S. is a Garmin. Top rating by Consumer Reports.
- Pre-loaded with all US and Canada maps.
- No monthly fees: Use anywhere, just charge battery & go.
- **Top-of-the-line 760 adds:**
  - Bluetooth®, MP3 player, audio book player and traffic alert capabilities.
  - FM transmitter allows driver to hear NAV, music, books or Bluetooth through the car's audio system.
  - Advanced features like: *Where Am I?*, *Find My Car?*, and a **trip computer**.
  - MSN capable + 3 months free subscription to TMC Traffic.



**ACT NOW** and receive an additional 5% discount through June when you order as few as 3 units!

### **PIO Bluetooth® for hands-free phone operation**

California & other states are enacting laws to fine cell phone users who *do not* use a hands-free device while driving. Our answer: all '09 MY Hyundai models (except Accent) are available with a port-installed **Bluetooth hand-free phone system** (also available on Genesis as a factory option). Check with the Parts Dept. for more information.

## HMFC News:

### **HMFC Programs for June**

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

#### **2009 MY Low APR Program**

- '09MY Sonata has a **Low APR of 0.9%** up to 48 months for Tiers 1 & 2 customers: Nationwide, except Ohio dealers.

Refer to HMFC's Marketing Bulletin for complete program details and other offers on a variety of Hyundai models.

#### **Top HMFC Dealerships for May:**

|   | New Contracts |
|---|---------------|
| 1. Planet Hyundai (NV015)               | 164           |
| 2. Fuccillo Hyundai of Syracuse (NY086) | 132           |
| 3. Southwest Hyundai (TX119)            | 97            |
| 4. Dutch Miller Hyundai (WV005)         | 42            |
| 5. United Hyundai (NV022)               | 40            |

#### **Top Overall Dealerships – May Year-to-Date:**

|                                    | Sales |
|------------------------------------|-------|
| 1 NV015 Planet Hyundai             | 1,554 |
| 2 FL108 Hyundai of New Port Richey | 1,405 |
| 3 NY075 Atlantic Hyundai           | 1,393 |
| 4 NJ032 Lester Glenn Hyundai       | 965   |
| 5 NJ029 Brad Benson Hyundai        | 887   |

#### **Top Dealerships through May Year-to-Date:**

| CENTRAL REGION |                        |                 | Sales |
|----------------|------------------------|-----------------|-------|
| IL063          | Family Hyundai         | Tinley Park, IL | 622   |
| IL018          | Green Hyundai          | Springfield, IL | 509   |
| WI012          | Arrow Hyundai          | West Allis, WI  | 463   |
| OH001          | Superior Hyundai North | Fairfield, OH   | 426   |
| OH042          | Hatfield Hyundai       | Columbus, OH    | 425   |

#### **CALIFORNIA REGION**

|       |                           |                   |     |
|-------|---------------------------|-------------------|-----|
| CA232 | Hyundai of Roseville      | Roseville, CA     | 654 |
| CA020 | Frank Motors Hyundai      | National City, CA | 344 |
| CA076 | Lamar Hyundai             | Cerritos, CA      | 324 |
| CA182 | L.A. City Hyundai         | Los Angeles, CA   | 252 |
| CA267 | Douglas Hyundai Santa Ana | Santa Ana, CA     | 227 |

#### **SOUTHERN REGION**

|       |                            |                     |       |
|-------|----------------------------|---------------------|-------|
| FL108 | Hyundai of New Port Richey | New Port Richey, FL | 1,405 |
| VA006 | Fairfax Hyundai            | Fairfax, VA         | 758   |
| FL088 | O'Brien Hyundai            | Fort Myers, FL      | 579   |
| FL089 | Jenkins Hyundai            | Ocala, FL           | 550   |
| FL103 | Universal Hyundai          | Orlando, FL         | 518   |

#### **EASTERN REGION**

|       |                              |                     |       |
|-------|------------------------------|---------------------|-------|
| NY075 | Atlantic Hyundai             | West Islip, NY      | 1,393 |
| NJ032 | Lester Glenn Hyundai         | Toms River, NJ      | 965   |
| NJ029 | Brad Benson Hyundai          | South Brunswick, NJ | 887   |
| NY086 | Fuccillo Hyundai of Syracuse | Syracuse, NY        | 779   |
| NJ005 | Towne Hyundai                | Denville, NJ        | 594   |

#### **SOUTH CENTRAL REGION**

|       |                    |              |     |
|-------|--------------------|--------------|-----|
| TX100 | Hyundai of El Paso | El Paso, TX  | 796 |
| TX040 | Huffines Hyundai   | Plano, TX    | 568 |
| TX119 | Southwest Hyundai  | Dallas, TX   | 451 |
| OK018 | Edmond Hyundai     | Edmond, OK   | 422 |
| OK015 | AutoMax Hyundai    | Del City, OK | 412 |

*Western Region, Sales Managers & Sales Associates on next page...*

**WESTERN REGION**

|       |                          |                |       |
|-------|--------------------------|----------------|-------|
| NV015 | Planet Hyundai           | Las Vegas, NV  | 1,554 |
| NV022 | United Hyundai           | Las Vegas, NV  | 667   |
| NV020 | Henderson Superstore     | Henderson, NV  | 521   |
| CO034 | Arapahoe Hyundai         | Centennial, CO | 434   |
| AZ029 | North Scottsdale Hyundai | Scottsdale, AZ | 423   |

**Top Sales Managers through May Year-to-Date:**

| CENTRAL REGION |                     | Sales |
|----------------|---------------------|-------|
| Jeffrey Kunz   | Green Hyundai       | 517   |
| David Clikeman | Arrow Hyundai       | 464   |
| Sherif Girgis  | Gartner Hyundai     | 400   |
| Jeff Roberts   | St. Charles Hyundai | 358   |
| Jeff Hughes    | Great Lakes Hyundai | 342   |

**CALIFORNIA REGION**

|                     |                      |     |
|---------------------|----------------------|-----|
| Christopher Shaffer | Hyundai Of Roseville | 283 |
| David Rosas         | Lamar Hyundai        | 201 |
| Brian Shaffer       | Hyundai Of Roseville | 184 |
| Hector Fraire       | Mazzei Hyundai       | 183 |
| Alexander Volman    | Glendale Hyundai     | 181 |

**SOUTHERN REGION**

|                |                          |     |
|----------------|--------------------------|-----|
| Leo Blakeney   | Fairfax Hyundai          | 611 |
| A Appleby      | Coconut Creek Hyundai    | 510 |
| Ismail Whea    | Brown's Manassas Hyundai | 444 |
| Anthony Pappas | Coastal Hyundai          | 443 |
| Andy Kim       | Alexandria Hyundai       | 415 |

**EASTERN REGION**

|                |                     |       |
|----------------|---------------------|-------|
| Daniel Toomey  | Atlantic Hyundai    | 1,427 |
| David Cantin   | Brad Benson Hyundai | 915   |
| Thomas Ruppen  | Bowser Hyundai      | 593   |
| Edward Tarbox  | Tarbox Hyundai      | 531   |
| Thomas Coppola | Millennium Hyundai  | 529   |

**SOUTH CENTRAL REGION**

|                    |                       |     |
|--------------------|-----------------------|-----|
| Tony Reynolds      | AutoMax Hyundai       | 420 |
| Peter Cafferata    | Allen Samuels Hyundai | 411 |
| Paul Hicks         | Southwest Hyundai     | 331 |
| Phillip Wartley    | Edmond Hyundai        | 322 |
| Michael Birmingham | Capitol Hyundai       | 317 |

**WESTERN REGION**

|                   |                              |       |
|-------------------|------------------------------|-------|
| Mohamed Hussein   | Planet Hyundai               | 1,565 |
| Frank Maione      | Henderson Hyundai Superstore | 525   |
| Grant Petersen    | Bronco Motors Hyundai        | 367   |
| David Zinsmeister | Arapahoe Hyundai             | 352   |
| Troy Matthews     | United Hyundai               | 250   |

**Top Sales Associates through May Year-to-Date:**

| CENTRAL REGION |                   | Sales |
|----------------|-------------------|-------|
| Jon Muehl      | Rosen Hyundai     | 165   |
| Fred McClary   | Suntrup Hyundai   | 152   |
| Jasper Cicero  | Rosen Hyundai     | 127   |
| James Kearney  | Suntrup Hyundai   | 122   |
| Scott Varnum   | Dean Team Hyundai | 108   |

**CALIFORNIA REGION**

|               |                           |     |
|---------------|---------------------------|-----|
| Kevin Kuang   | Cammisa Motorcars Hyundai | 158 |
| Min Ki Choi   | L.A. City Hyundai         | 129 |
| Gary Cloward  | Hardin Hyundai            | 121 |
| Youngki Jeong | L.A. City Hyundai         | 105 |
| Steven Cooke  | Douglas Hyundai Santa Ana | 97  |

**SOUTHERN REGION**

|                 |                                 |     |
|-----------------|---------------------------------|-----|
| Carolyn Davis   | Jenkins Hyundai                 | 182 |
| Oscar Benavides | Carolina Hyundai of Lake Norman | 147 |
| Josh Corcos     | King Hyundai                    | 139 |
| Donald Barker   | Fairfax Hyundai                 | 121 |
| Jason Oates     | Hyundai of New Port Richey      | 120 |

**Top Sales Associates, continued...**

| EASTERN REGION      |                             | Sales |
|---------------------|-----------------------------|-------|
| Joseph Ippolito Jr. | Towne Hyundai               | 173   |
| Brandon Daub        | Piazza Hyundai of Pottstown | 163   |
| Dennis Jacobs       | Harrisburg Hyundai          | 150   |
| Gene Ake            | Vision Hyundai              | 135   |
| Cindy Carr          | Ciocca Hyundai              | 125   |

**SOUTH CENTRAL REGION**

|                     |                                    |     |
|---------------------|------------------------------------|-----|
| Daniel Ronje        | Champion Hyundai of Corpus Christy | 108 |
| Stanley Becker      | Eckert Hyundai Inc.                | 99  |
| Timothy Vandesteene | Wiesner Hyundai                    | 95  |
| Dave Cummings       | Champion Hyundai Gulf Freeway      | 95  |
| Jorge Narvaez       | Best Hyundai                       | 94  |

**WESTERN REGION**

|                  |                          |     |
|------------------|--------------------------|-----|
| Anthony Fisher   | Planet Hyundai           | 133 |
| Michael White    | North Scottsdale Hyundai | 115 |
| Carl Pickett     | North Scottsdale Hyundai | 81  |
| Jeffrey Plunkett | Hyundai of Everett       | 81  |
| David Molano     | Planet Hyundai           | 71  |

**June / July Auction Dates:**

|                                      |                  |         |
|--------------------------------------|------------------|---------|
| Greensboro Auto Auction              | Greensboro, NC   | June 11 |
| Manheim Southern Cal Auto Auction    | Fontana, CA      | June 12 |
| Manheim's Texas Hobby                | Houston, TX      | June 12 |
| Manheim's Arena Auto Auction         | Bolingbrook, IL  | June 17 |
| Manheim's Georgia Dealers Auction    | Atlanta, GA      | June 17 |
| Adesa Phoenix Auto Auction           | Chandler, AZ     | June 18 |
| Manheim's Dallas Auto Auction        | Dallas, TX       | June 18 |
| Southern Auto Auction                | E. Windsor, CT   | June 18 |
| Manheim Southern Cal Auto Auction    | Fontana, CA      | June 19 |
| Adesa Colorado Springs Auto Auction  | Fountain, CO     | June 19 |
| Manheim Greater Nevada Auto Auction  | Las Vegas, NV    | June 20 |
| Adesa Kansas City Auto Auction       | Lee's Summit, MO | June 24 |
| Manheim's Florida Auction of Orlando | Ocoee, FL        | June 24 |
| Manheim South Seattle Auto Auction   | Kent, WA         | June 25 |
| Manheim San Francisco Bay            | Hayward, CA      | June 25 |
| Columbus Fair                        | Columbus, OH     | June 25 |
| Greensboro Auto Auction              | Greensboro, NC   | June 25 |
| Manheim's Texas Hobby                | Houston, TX      | June 26 |
| Manheim Auto Auction                 | Manheim, PA      | June 27 |
| Manheim's Arena Auto Auction         | Bolingbrook, IL  | July 01 |
| Manheim San Francisco Bay            | Hayward, CA      | July 02 |
| Greensboro Auto Auction              | Greensboro, NC   | July 02 |
| Manheim's Dallas Auto Auction        | Dallas, TX       | July 02 |
| ABC Minneapolis Auto Auction         | Dayton, MN       | July 08 |
| Manheim's Florida Auction of Orlando | Ocoee, FL        | July 08 |
| Adesa Kansas City Auto Auction       | Lee's Summit, MO | July 08 |
| Greensboro Auto Auction              | Greensboro, NC   | July 09 |
| Columbus Fair                        | Columbus, OH     | July 09 |
| Manheim Greater Nevada Auction       | Las Vegas, NV    | July 10 |
| Manheim's Texas Hobby                | Houston, TX      | July 10 |
| Manheim Greater Nevada Auction       | Las Vegas, NV    | July 11 |
| Manheim Auto Auction                 | Manheim, PA      | July 11 |