

All-Time Record Makes Dollars & Sense:

Best June Ever: 50,033

Our hats are off to you, our dealers – by selling 50,033 vehicles during June, you had the best month ever in the history of Hyundai Motor America!

"As consumers continue to shift to smaller cars, our most fuel-efficient vehicles – Accent, Elantra and Sonata – continue their upward trend with increases of 70%, 51% and 12%, respectively over last year," said Dave Zuchowski, HMA's Vice President of National Sales. "We are very pleased with our record-setting results for June, breaking the 50,000 mark, and look forward to building on this trend."

Here are the highlights:

- **Sonata** was your #1 selling car at 16,875 units!
- **Elantra** sold 14,482 units – best ever!
- **Accent** sold 6,914 units – best since Aug. 2001!

Keep it up – our fuel-efficient vehicles are going to continue to attract attention, especially when paired with a promotion like the **Dollars & Sense Summer Sales Event** – check it out:

To build on the success of the **Dollars & Sense Spring Sales Event**, we're continuing the theme and refreshing our **Summer Sales Event** marketing to strike a chord with potential Hyundai buyers. Here are the highlights:

- The campaign stars Hyundai vehicles, focusing on their fuel economy and superior value.
- Key supporting actor roles will be played again by financial guru's, Ray Lucia, author of *Buckets of Money*, and Larry Winget, author of *Shut Up, Quit Whining, and Get a Life*.
- Ray and Larry will drive home the idea that Hyundai is the smart move **now** – during a time when this message is particularly effective and particularly relevant to potential buyers.
- Greater emphasis on fuel-efficiency across the new campaign [**FYI:** *when it comes to fuel economy, Hyundai ranks third overall behind Toyota and Honda – that's quite an accomplishment*].
- Campaign runs from July 1st through September 2nd.

The new **Dollars & Sense Summer Sales Event** has the right message at the right time to generate more traffic to your Hyundai dealership because economy and value are what is motivating today's car buyers!

First Genesis Sold!



- The Genesis has finally arrived!
- *Congratulations* to Douglas Hyundai in Santa Ana, California on becoming the first dealer to sell a Genesis.
- Genesis brochures have been shipped – check your Parts Dept.
- Genesis product information is now posted on the **Sales Training Online** website.

Be Sure To Attend:

Genesis Training Continues

At the **Genesis Launch & STAR Certification Ride & Drive Event**, participants leave with valuable information, great materials to use with their customers, STAR certification for Genesis and priceless hands-on experience.

International Convention Center	Atlanta, GA	July 8-10
Hyatt Regency Pittsburgh	Pittsburgh, PA	July 8-10
Marriott St. Louis West	St. Louis, MO	July 8-9
Bartle Exposition Hall UPDATED	Kansas City, MO	July 15-16
Orange Co. Convention Center	Orlando, FL	July 15-17
Valley Forge Convention Center	Philadelphia, PA	July 15-17
Denver Marriott West	Denver, CO	July 22-23
Broward County Convention Center	Ft. Lauderdale, FL	July 22-24
Sheraton Mahwah Hotel	Newark, NJ	July 22-24

Enroll online or by fax:

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

News Your Customers Need to Know:

Endorsements Generate Interest

Editors are recognizing everything Hyundai vehicles have to offer – and these endorsements are a great way for your customers to learn about our vehicles:

- **Genesis Coupe concept** received the **Production Preview Vehicle of the Year** from the South East Automotive Media Organization, recognizing those vehicles most likely to shape the future of the automobile industry.
- **'09 Sonata** came in 2nd out of 10 mid-sized sedans in **Motor Trend's** shootout, beating Camry, Accord & Altima.
- **'09 Sonata** named an **"Interior of the Year"** award winner in the category of "Best Redesign" at the annual **"Automotive Interior of the Year Awards"** conducted by **Ward's Auto World** magazine.
- **'08 Elantra** was added to the **Top 10 Green** list of one of the more prominent consumer magazines.
- **'08 Entourage** tied for Top Minivan with Toyota Sienna in AutoPacific's **Ideal Vehicle Awards**.

Hyundai's Hope on Wheels launches 2008 Tour:

\$10 Million Raised in 10 Years!

The *Hyundai Hope on Wheels*™ program kicked off its 2008 tour on June 25th with a ceremony to honor the pediatric cancer patients at Children's Hospital in Los Angeles. The *Hope on Wheels Tour* will visit 32 children's hospitals across the country from June through November, donating a total of \$1.6 million to support the fight against pediatric cancer. Hyundai Hope on Wheels is the united effort of nearly 800 Hyundai dealers across the U.S. to raise awareness about pediatric cancer and celebrate the lives of children battling the disease.



Hyundai has come a long way in the past 18 years, but one thing has remained constant: Stanley Fyall selling Hyundais at Pohanka Hyundai in Salisbury, Maryland. Congratulations, Stanley and enjoy your leather jacket!

Parts & Accessory News:

Check out all of the '09 Sonata Accessories

The '09 Sonata is a great vehicle and we offer a full line of accessories so your customers can customize their new Hyundai to meet their needs. Don't forget the iPod cable – at \$30, it's a real bargain! So as part of the sales presentation, make sure your customers know what's available:

- Cargo Mat - Carpeted 08145- 3K000
- Cargo Net U8170- 3K000
- Cargo Organizer U8125- 3K000
- Cargo Tray - Plastic..... U8120- 3K000
- Chrome Wheels - SE style only U8400- 3K340
- Engine Block Heater - 4-cyl. 00286- F6000
- Engine Block Heater - V6 U8650- 02000
- Floor Mat, Carpeted 08140- 3K010- HZ
- Floor Mat, All Weather, Front..... U8130- 3K100
- Floor Mat, All Weather, Rear..... U8130- 3K200
- Front Mask U8250- 3K002
- Garmin nüvi 260W 00292- 00000
- Garmin nüvi 760..... 00292- 30000
- Garmin Carry Case..... 00292- 08001
- Garmin Friction Mount 00292- 08004
- Hood Deflector U8240- 3K000
- iPod Cable 08620- 2L000
- Mud Guards, Front 08460- 3K000
- Mud Guards, Rear 08460- 3K600
- Roadside Emergency Kit..... U8810- 00100
- Roof Rack..... 00285- F6000
- Short Shifter - 4-cyl. MTM GLS U8190- 3K000
- Sunroof Wind Deflector U8230- 3K000
- Vehicle Cover..... U8260- 3K000
- Vent Visors/Side Window U8220- 3K000
- Wheel Locks..... U8440- 00100

HMFC Programs for July:

2009 MY Special Lease Program:

- Lease a '09 Genesis 3.8L V6 for \$399/month for 24 months, \$1,800 customer cash down plus \$500 HMFC origination support, and \$2,199 due at lease signing. National, excluding South Central Region.

2009 MY Low APR Program:

- '09 Genesis has a **Low APR of 0.9%** up to 48 months for Tier 1 customers: South Central Region Only.

Refer to HMFC's Marketing Bulletins for complete program details and other offers.

Top HMFC Dealerships for June:

	New Contracts
1. Fuccillo Hyundai of Syracuse – NY (NY086)	544
2. Planet Hyundai (NV015)	179
3. Southwest Hyundai (TX119)	81
4. Atlantic Hyundai (NY075)	51
5. Fuccillo Hyundai (NY061)	48

Top Overall Dealerships – June Year-to-Date:

	Sales
1 NV015 Planet Hyundai	1,928
2 NY086 Fuccillo Hyundai of Syracuse	1,836
3 FL108 Hyundai of New Port Richey	1,790
4 NY075 Atlantic Hyundai	1,751
5 NJ032 Lester Glenn Hyundai	1,140

Top Dealerships through June Year-to-Date:

CENTRAL REGION			Sales
IL063	Family Hyundai	Tinley Park, IL	754
IL018	Green Hyundai	Springfield, IL	664
OH001	Superior Hyundai North	Fairfield, OH	561
WI012	Arrow Hyundai	West Allis, WI	559
OH018	Columbia Hyundai	Cincinnati, OH	558

CALIFORNIA REGION			Sales
CA232	Hyundai of Roseville	Roseville, CA	831
CA020	Frank Motors Hyundai	National City, CA	420
CA076	Lamar Hyundai	Cerritos, CA	404
CA182	L.A. City Hyundai	Los Angeles, CA	297
CA267	Douglas Hyundai Santa Ana	Santa Ana, CA	294

SOUTHERN REGION			Sales
FL108	Hyundai of New Port Richey	New Port Richey, FL	1,790
VA006	Fairfax Hyundai	Fairfax, VA	976
FL088	O'Brien Hyundai	Fort Myers, FL	702
FL089	Jenkins Hyundai	Ocala, FL	698
FL103	Universal Hyundai	Orlando, FL	624

EASTERN REGION			Sales
NY086	Fuccillo Hyundai of Syracuse	Syracuse, NY	1,836
NY075	Atlantic Hyundai	West Islip, NY	1,751
NJ032	Lester Glenn Hyundai	Toms River, NJ	1,140
NJ029	Brad Benson Hyundai	South Brunswick, NJ	1,077
NJ005	Towne Hyundai	Denville, NJ	731

SOUTH CENTRAL REGION			Sales
TX100	Hyundai of El Paso	El Paso, TX	984
TX040	Huffines Hyundai	Plano, TX	723
TX119	Southwest Hyundai	Dallas, TX	588
OK018	Edmond Hyundai	Edmond, OK	582
OK015	AutoMax Hyundai	Del City, OK	563

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

WESTERN REGION

NV015	Planet Hyundai	Las Vegas, NV	1,928
NV022	United Hyundai	Las Vegas, NV	836
NV020	Henderson Hyundai	Henderson, NV	650
CO034	Arapahoe Hyundai	Centennial, CO	535
WA026	Hyundai of Everett	Everett, WA	525

Top Sales Managers through June Year-to-Date:

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		654
David Clikeman	Arrow Hyundai		560
Sherif Girgis	Gartner Hyundai		481
Jeff Roberts	St. Charles Hyundai		453
Jeff Hughes	Great Lakes Hyundai		435

CALIFORNIA REGION

Christopher Shaffer	Hyundai of Roseville	357
Brian Shaffer	Hyundai of Roseville	230
Jack Jernigan	Victorville Hyundai	227
Alexander Volman	Glendale Hyundai	227
Charles Baccarella	Maita Hyundai	221

SOUTHERN REGION

Leo Blakeney	Fairfax Hyundai	747
A Appleby	Coconut Creek Hyundai	610
Ismail Whea	Brown's Manassas Hyundai	552
Andy Kim	Alexandria Hyundai	531
Anthony Pappas	Coastal Hyundai	508

EASTERN REGION

Daniel Toomey	Atlantic Hyundai	1,780
David Cantin	Brad Benson Hyundai	1,081
Thomas Ruppen	Bowser Hyundai	712
Edward Tarbox	Tarbox Hyundai	678
Thomas Coppola	Millennium Hyundai	663

SOUTH CENTRAL REGION

Tony Reynolds	AutoMax Hyundai	556
Peter Cafferata	Allen Samuels Hyundai	513
Phillip Wartley	Edmond Hyundai	418
Asif Jiwani	Hyundai of Daphne	417
Paul Hicks	Southwest Hyundai	401

WESTERN REGION

Mohamed Hussein	Planet Hyundai	1,939
Frank Maione	Henderson Hyundai Superstore	655
Grant Petersen	Bronco Motors Hyundai	456
David Zinsmeister	Arapahoe Hyundai	426
James Galuszka	North Scottsdale Hyundai	307

Top Sales Associates through June Year-to-Date:

CENTRAL REGION			Sales
Jon Muehl	Rosen Hyundai		211
Fred McClary	Suntrup Hyundai		176
Jasper Cicero	Rosen Hyundai		162
Scott Varnum	Dean Team Hyundai		159
James Kearney	Suntrup Hyundai		143

CALIFORNIA REGION

Kevin Kuang	Cammisa Motorcars Hyundai	197
Min Ki Choi	L.A. City Hyundai	152
Gary Cloward	Hardin Hyundai	134
Youngki Jeong	L.A. City Hyundai	123
Steven Cooke	Douglas Hyundai Santa Ana	120

SOUTHERN REGION

Carolyn Davis	Jenkins Hyundai	208
Oscar Benavides	Carolina Hyundai of Lake Norma	175
Josh Corcos	King Hyundai	168
Donald Barker	Fairfax Hyundai	156
Jason Oates	Hyundai of New Port Richey	143

Top Sales Associates, continued...

EASTERN REGION			Sales
Joseph Ippolito Jr.	Towne Hyundai		215
Brandon Daub	Piazza Hyundai of Pottstown		189
Dennis Jacobs	Harrisburg Hyundai		182
Gene Ake	Vision Hyundai		167
April Horowitz	Healey Hyundai		150

SOUTH CENTRAL REGION

Daniel Ronje	Champion Hyundai of Corpus Christi	140
Stanley Becker	Eckert Hyundai Inc.	127
Dave Cummings	Champion Hyundai Gulf Freeway	120
Timothy Vandesteene	Wiesner Hyundai	115
Jorge Narvaez	Best Hyundai	111

WESTERN REGION

Anthony Fisher	Planet Hyundai	169
Michael White	North Scottsdale Hyundai	135
Daniel Beckmen	Tim's Hyundai	100
Jeffrey Plunkett	Hyundai of Everett	93
David Molano	Planet Hyundai	90

July / August Auction Dates:

Manheim Greater Nevada Auction	Las Vegas, NV	July 11
Manheim Auto Auction	Manheim, PA	July 11
Manheim Colorado Auto Auction	Commerce, CO	July 15
Manheim's Georgia Dealers Auction	Atlanta, GA	July 15
Manheim's Arena Auto Auction	Bolingbrook, IL	July 15
Manheim South Seattle Auto Auction	Kent, WA	July 16
Manheim San Francisco Bay	Hayward, CA	July 16
Southern Auto Auction	E. Windsor, CT	July 16
Manheim's Dallas Auto Auction	Dallas, TX	July 16
Manheim's Florida Auction of Orlando	Ocoee, FL	July 22
Adesa Kansas City Auto Auction	Lee's Summit, MO	July 22
Adesa Phoenix Auto Auction	Chandler, AZ	July 23
Columbus Fair	Columbus, OH	July 23
Manheim Southern Cal Auto Auction	Fontana, CA	July 24
Manheim's Texas Hobby	Houston, TX	July 24
Manheim Auto Auction	Manheim, PA	July 25
Manheim's Arena Auto Auction	Bolingbrook, IL	July 29
Manheim South Seattle Auto Auction	Kent, WA	July 30
Southern Auto Auction	E. Windsor, CT	July 30
Manheim Auto Auction	Manheim, PA	Aug 01
Adesa Kansas City Auto Auction	Lee's Summit, MO	Aug 05
ABC Minneapolis Auto Auction	Dayton, MN	Aug 05
Manheim's Dallas Auto Auction	Dallas, TX	Aug 06
Southern Auto Auction	E. Windsor, CT	Aug 06
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Aug 07
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Aug 08
Manheim's Arena Auto Auction	Bolingbrook, IL	Aug 12
Manheim Colorado Auto Auction	Commerce, CO	Aug 12
Manheim's Florida Auto Auction	Ocoee, FL	Aug 12
Columbus Fair	Columbus, OH	Aug 13
Manheim San Francisco Bay	Hayward, CA	Aug 13
Greensboro Auto Auction	Greensboro, NC	Aug 13
Manheim's Texas Hobby	Houston, TX	Aug 14
Manheim Auto Auction	Manheim, PA	Aug 15