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July sales total 43,511 units!

Time for *Hot August Nights!*

"July was a challenging month industry wide. Although we are off to a slower than anticipated start going into the third quarter, we are confident the summer selling season has yet to peak and expect stronger sales in the next couple of months," said Dave Zuchowski, Vice President, National Sales. "With increased availability of the fuel-efficient Accent and Elantra, in addition to continued growth of the all-new premium crossover Veracruz and mid-size crossover Santa Fe, we look forward to a stronger August."

The July industry average was off 12.4%. Hyundai's July sales were down 8%. Here are the bright spots where sales out-performed last year:

- Top-selling model in July was the Sonata, which posted sales of 14,802, **up 5%** over last year.
- Entourage sales totaled 1,544 – **up 16%**.
- All-new Veracruz reported its fourth consecutive record sales month.

Making Noise in the Marketplace:

Big Duh Sales Event Continues On

To help generate more walk-in traffic, the 3-pronged "Big Duh" summer sales event rolled out with...

- Dramatic point-of-sale materials
- Extensive advertising campaign
- Customer cash and incentives

"This campaign is friendly, approachable and pokes fun at traditional car sales event advertising," remarked Chris Perry, Hyundai's Senior National Manager, Marketing Communications. "The message is that car shoppers are making a smart decision in purchasing a Hyundai because of the value, safety and quality that is inherent in all Hyundai vehicles."

Model	Current Cash Rebate	HMFC Bonus Cash
'07 Accent	\$ 500	
'07 Elantra	\$1,000 (\$2,000 in CA)	
'07 Sonata	\$2,500	\$500
'07 Azera	\$1,000	\$500
'07 Tiburon 2.0L I4	\$ 500	\$500
'07 Tiburon 2.7L V6	\$1,000	\$500
'07 Tucson 2.0L I4	\$1,000	\$500
'07 Tucson 2.7 L V6	\$1,500	\$500
'07 Santa Fe	\$1,000	\$500
'07 Veracruz		\$500
'07 Entourage	\$2,000	\$500

There's also an interactive component to the promotion, www.thebigduhsale.com, where consumers can create their very own "Duh" song and learn more about the sales event. Let's make this a sizzling summer!

The Sales Edge

Message from HMA CEO, Owen Koh:

Hyundai: 5,000,000+ in U.S. Sales

"We at Hyundai Motor America have just achieved a major milestone, selling our 5,000,000th vehicle in the United States! And as I look forward, I see tremendous growth for us. On behalf of Hyundai Motor America, I want to thank each of you who contributed to the sale of five million vehicles."

Expanding in the Big Apple:

Potamkin: 1st Hyundai Dealer in Harlem

For the first time in its history, Hyundai Motor America (HMA) will have a dealership in Harlem. Hyundai joins Mitsubishi as the only import brands represented in the area, marking a significant milestone in the economic revival of the region.

Robert Potamkin, chairman of the Potamkin Auto Group, said, "We are delighted that Hyundai has chosen us to represent them in New York City and to have their facility located in East Harlem. This commitment to East Harlem is a tremendous vote of confidence in the future of the community."

"The dealership's location in economically-resurgent Harlem gives it the unique opportunity to tap into the enthusiasm of this vibrant region," said Dave Zuchowski, Hyundai's Vice President, National Sales.

2008 Pricing Announced:

Charting the Changes for 2008

Pricing has been announced on the new 2008 Accent, Elantra and Veracruz. Refer to your DCS online message for further details. Now, here are the key highlights for the '08 model year:

2008 Accent:

- Tire Pressure Monitoring System
- New instrument cluster design for GLS and SE
- New 15-inch alloy wheel design
- B&M Racing Sport Shifter (Standard SE only)
- New exterior color on GS and SE – Mellow Yellow

2008 Elantra:

- Electronic Stability Control now standard on SE trim
- Brake Assist added to std ABS system for SE model
- Tire Pressure Monitoring System standard on all models
- Elantra SE Premium + Leather Package replaces Elantra Limited

Continued on next page...

New for '08 – continued from page 1:

2008 Veracruz:

- Now standard on the Limited model:
 - Memory settings for power driver seat, exterior mirrors and steering wheel
 - Power tilt/telescopic steering wheel
 - Adjustable gas and brake pedals
 - Proximity key with immobilizer
 - Rain-sensing wipers
 - 115-volt power outlet
 - Lighted door scuff plates
- Power tailgate is now available on SE
- LG navigation system (available later this year)

Tips to Help Improve IQS Scores:

Up Close & Personal with Sonata

Many new Sonata owners are coming out of a vehicle they've driven for 3+ years – so they need to learn how to operate the controls of their new Sonata, particularly in these areas:

HEATER / VENT / AIR CONDITIONING CONTROLS

- Show them both manual and automatic climate controls, based on what's featured on the customer's particular model.
- Have them change fan speed, redirect air flow, switch on and off the A/C, make it hotter and colder, and use Auto setting.

AUDIO SYSTEM CONTROLS

- Be sure they can change and set radio stations.
- Have the customer demonstrate the steering wheel audio controls to change stations, adjust volume, use Mute and Seek, and switch between AM, FM, XM and CD.

Use the *Quick Reference Guide* to explain how the various features function – pointing out their location in the guide.

Parts & Accessory News:

Three Ways to Boost Summer Sales!

- **First, dress up your showroom and your staff** – give out Hyundai logo merchandise with your dealer information on it! Check out the *Hyundai Summer Merchandise Promotions*, many items are available for customization – the sale ends Aug 31st!



- **Second, have a vehicle with chrome wheels on your showroom floor** – dealers across the nation are cashing in on these hot money-making accessories. Hyundai Genuine Chrome Wheels are available for Azera, Sonata and Santa Fe. What are you waiting for?

- **Third, Garmin, Garmin, Garmin** – help your customers explore this summer with the Nüvi 360 – and with a 3-year warranty, that way, they will have added peace of mind!

To find out about new accessories, go to Hyundaidealer.com – Sales Training Online – they are on the "Key Features" page for each Model in the "Product Links" section.

More Rebates Make It a No-Brainer:

HMFC Summer Sales Event!

Now through September 4, 2007, your customers will receive an **additional \$500** HMFC Bonus Cash when financing a new 2007 Hyundai vehicle (excluding 2007 Accent & 2007 Elantra) through HMFC! This HMFC Bonus Cash must be used as a down payment.

August Special Lease Programs:

- '08 Sonata GLS Base Option Package 1 [auto. trans.] (not avail. in South Central Region): \$199 for 24 months with \$1,499 drive-off.
- '07 Santa Fe GLS Base Option Package 21 [automatic transmission]: \$259 for 24 months with \$1,999 drive-off.
- '07 Azera GLS: \$249 for 24 months with \$2,499 drive-off.
- '07 Veracruz: \$349 for 24 months with \$1,999 drive-off.

HMFC Top New Volume Dealers

		New Bookings
1	Fuccillo Hyundai of Syracuse	421
2	Planet Hyundai (NV)	376
3	Antwerpen Hyundai	160
4	Atlantic Hyundai	156
5	Huffines Hyundai	97

August / September Auction Dates:

Manheim's Arena Auto Auction	Bolingbrook, IL	8/14
Manheim Florida Auto Auction of Orlando	Ocoee, FL	8/14
Adesa Golden Gate	Tracy, CA	8/14
Columbus Fair	Columbus, OH	8/15
Southern Auto Auction	E. Windsor, CT	8/15
Adesa Colorado Springs Auto Auction	Fountain, CO	8/16
Manheim Auto Auction	Manheim, PA	8/17
Manheim Georgia Dealers Auto Auction	Atlanta, GA	8/21
Dallas Auto Auction	Dallas, TX	8/22
Greensboro Auto Auction	Greensboro, NC	8/22
Adesa Phoenix Auto Auction	Chandler, AZ	8/22
Manheim Southern California Auto Auction	Fontana, CA	8/23
Manheim Greater Nevada Auto Auction	Las Vegas, NV	8/24
Manheim Florida Auto Auction of Orlando	Ocoee, FL	8/28
Adesa Golden Gate	Tracy, CA	8/28
Manheim's Arena Auto Auction	Bolingbrook, IL	8/28
Columbus Fair	Columbus, OH	8/29
Manheim South Seattle Auto Auction	Kent, WA	8/29
Colorado Springs	Fountain, CO	8/30
Adesa Kansas City Auto Auction	Lee's Summit, MO	9/4
ABC Minneapolis Auto Auction	Dayton, MN	9/4
Manheim's Dallas Auto Auction	Dallas, TX	9/5
Southern Auto Auction	E. Windsor, CT	9/5
Manheim's Texas Hobby	Houston, TX	9/6
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	9/6
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	9/6
Manheim Auto Auction	Manheim, PA	9/7
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	9/7

