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Congratulations On Another New Record!

All-Time Best-Ever March Sales

"We are excited to close out the first quarter of the year on such a strong note," said Mark Barnes, Hyundai's Vice President of National Sales. "The Sonata had one of its strongest months since its redesign last year, and Azera continues to show tremendous growth each month." Here are the highlights:

- Total March sales were 41,766 units.
- All models posted a month-over-month increase from the prior month.
- Sonata sales of 17,487 represented the best March ever, a 27% increase over February '06, and a 54% increase over March '05.
- Combined sales of the Azera and XG350 of 2,401 allowed HMA to post a 17% increase over February '06, a 76% increase over March '05, and the second best combined sales month in history. Let's keep the momentum going into the new quarter!

Entourage Electronic Launch Kit!

A special product information guide will be e-mailed to Sales Managers the week of April 10th – for now, see the special preview of the Entourage on page 3!

Board of Excellence Trip Update:

Medallion Winners Go To Cabo

"Our Board of Excellence program recognizes our top dealers from a sales as well as HVI standpoint," stated Mark Barnes, Vice President of National Sales. "This year, our Medallion Board of Excellence winners participated in a trip to the beautiful locale of Cabo San Lucas, Mexico. In '05 our Board of Excellence dealers accounted for 35% of our total sales nationally." Congratulations to all dealers who earned this reward.

Government Crash Test Ratings:

Sonata, Tucson, Accent Score Big

The '06 Sonata and Tucson have received the U.S. National Highway Traffic Safety Administration's (NHTSA) top five-star crash test rating for front *and* side impacts. In addition, the '06 Accent also received a five-star frontal impact rating. These results reflect Hyundai's commitment to lead in the standard application of the industry's most effective safety technologies. Here are links to the tests so you can go online, print them out, then distribute them to your customers:

Sonata: <http://www.safercar.gov/NCAP/Cars/3754.html>

Tucson: <http://www.safercar.gov/NCAP/Cars/3755.html>

Accent: <http://www.safercar.gov/NCAP/Cars/3751.html>

The Sales Edge

May the Best Vehicle Win!

The Hyundai Challenge

Buckle up your seatbelts – there's never been a promotion quite like this in the history of Hyundai... and it's really going to drive traffic to your dealership!

Here's the premise: Before your customers spend too much on a competitive vehicle, they owe it to themselves to take **The Hyundai Challenge** and test-drive a new Hyundai. We feel that once they have hands-on experience, they will see for themselves, make the right choice and buy a new Hyundai.

Spreading the word: This will be the most comprehensive integrated campaign ever for Hyundai. It includes national TV spots, local TV, radio, print ads in *USA Today*, in-dealership materials, direct mail (which will launch in mid-May), and a whole lot more. Hyundai is also sponsoring the **Family Circle Cup** as well as **Golf-a-palooza!** There are even ride and drive events in the works, plus sponsoring Home & Garden Shows.

Internet marketing: Hyundai realizes that today's car shoppers start on the Internet, so we have **The Hyundai Challenge** bannered on Yahoo, Kelley Blue Book (kbb.com), Edmunds.com and many more.

In-Dealership Materials: You also received a **Hyundai Challenge** dealer kit. Be sure to view the DVD, install the banners, blow up the balloons, distribute the comparison sheets and use the buttons.

Sales Training efforts: With Hyundai's line-up of quality-built, well-equipped vehicles, we're ready to go head-to-head against Honda and Toyota – and win! We suggest that you make fresh copies of the latest **"Dare to Compare"** charts, which are located on Sales Training Online – then distribute them to your clients. In black and white, they show all of the areas where Hyundai vehicles are superior to their closest competitors.

- We've also included three **bonus** pages of information to support **The Hyundai Challenge** -- **turn to page 4 to check it out!**

Get ready for all of the customers coming into your dealership to take **The Hyundai Challenge!**

Sales, Parts & Service News:

SALES:

- **STAR Certification:** If you have not completed the 2006 Sales STAR Test and were certified for 2005, hurry up and take the test as your STAR payments will cease until you become '06 STAR certified.
- **STAR Longevity & Commitment Awards:** These awards have been shipped to recipients at their dealership. Complete winner lists, award descriptions and program information are posted online at: hyundaidealer.com>Sales Training Online>2005 CY STAR Recognition Award link.

PARTS:

- **Entourage** – Carpet Floor Mats, Cargo Nets, Mudguards, Roof Crossrails and Wheel Locks.
- **Accent 3-Door** – Sports Steering Wheel, Carbon Fiber Mask, Two-Tone Car Cover, Carpet Mats, Hood Deflector, Engine Block Heater and Wheel Locks.

SERVICE:

Service Customer Retention Programs: To see the latest Hyundai Customer Retention System (HRSC), go to Dealer Orientation Guide > Service Menu > Hyundai Programs.

Web/DCS News: The existing dial-up batch system that allowed data to be transmitted from an ADP or Reynolds system is **no longer available** as of March 31, 2006. If you haven't already, you should switch to the new web DCS system that was launched at the end of January. The new web DCS screens are available for various sales, service and parts transactions. See your local Rep. if you have any questions.

'07 VIN Decoder: The latest VIN Decoder includes information on the 2007 Entourage and Santa Fe and can be found online on Dealer Orientation Guide > Service Menu > Warranty Policies & Procedures.

Voice of the Customer

Kudos From An Owner

This is an excerpt from a real client letter:

- "I want to start this letter by saying thank you for a car that was safe enough for me and my children. My wife and I were recently in an auto accident. There was a construction company truck carrying electrical boxes and the load came loose and fell onto my 2001 Santa Fe. Everything happened so fast, but I can honestly say that I definitely support airbags 100% now and I also appreciate the fact that my truck did what it was supposed to. Needless to say, the accident totaled the truck, but we are all okay. I had my 4-year old son and 2-year old daughter with me. I just wanted to say thank you for a great product."



HMFC News — The Hyundai Challenge

HMFC is supporting *The Hyundai Challenge* with the following offers on the 2006 Sonata:

- Lease a Sonata GLS 4-cyl. or V6 starting at \$199/mo. for 30 months!
- Finance an '06 Sonata V6 with HMFC and receive 2.9% APR for up to 60 months plus \$1,000 HMFC Bonus Cash!

April Special Lease Programs:

Featured Trim	2006 Azera SE	2006 Santa Fe 2WD GLS	2006 Sonata GLS 4 cyl GLS V6	2006 Tucson 2WD GL
Eligible Trims	All	All	GLS, LX	All
Payments Starting at:	\$259	\$229	\$199	\$199
Terms	27,36	27,36	30, 36	27, 36
Origination Support	\$1,500	\$2,250	\$1,500 4 cyl \$3,000 V6	\$1,500
Suggested Cash Down	\$3,299	\$2,799	\$2,499 4 cyl \$2,599 V6	\$2,099

- See HMFC April Special Lease Bulletin for complete details. The "Sample Lease Payment Options – A+/A Tiers" page provides examples of different ways you can structure the lease to fit your needs.
- B tier lease payments will be slightly higher.
- Subvented money factors & origination support applies to all eligible vehicles.
- Origination Support must be used as a capitalized cost reduction.
- If you need help, please call your HMFC Finance Manager!

Auto Show Dates:

For a complete schedule, go to Dealer Orientation Guide > Sales Mgr. Menu

New York International Auto Show	New York, NY	April 14 - 23
Atlanta Journal-Constitution Show	Atlanta, GA	April 29 - May 7

Hyundai April Auction Dates:

Adesa Indianapolis Auto Auction	Plainfield, IN	April 11
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	April 11
Manheim's Dallas Auto Auction	Dallas, TX	April 12
Adesa Colorado Springs Auto Auction	Fountain, CO	April 13
ABC S. Tampa AA	Tampa, FL	April 14
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	April 18
Adesa Phoenix Auto Auction	Chandler, AZ	April 19
Manheim Bay Cities Auto Auction	Hayward, CA	April 19
Southern Auto Auction	E. Windsor, CT	April 19
Manheim Southern California Auto Auction	Fontana, CA	April 20
Manheim Auto Auction	Manheim, PA	April 21
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	April 25
Greensboro Auto Auction	Greensboro, NC	April 26
Manheim South Seattle Auto Auction	Kent, WA	April 26

Product Profile:

2007 Hyundai Entourage

Who's buying minivans and what are they looking for?

According to a recent survey, women purchase 45% of all cars and minivans, and they influence 85% of all new vehicles purchased. Most minivan buyers are family-oriented and are concerned about the following:

- Safety/security
- Visibility
- A vehicle that "Expresses Me"
- Exterior styling
- An interior that delivers roominess, convenient features & storage

As you'll discover – this is the perfect description of the Entourage!



How big is the minivan market?

Check out these numbers:

- In 2005, total sales for midsized vans – the class Entourage is in – totaled 1,110,541 units

GLS

Key Standard Equipment:

- 3.8L MPI-DOHC V6 engine
- 5-Speed automatic transmission with Shiftronic
- 4-Wheel disc brakes
- Electronic Stability Control (ESC) with Traction Control System (TCS) and Anti-lock Braking System (ABS)
- Advanced front airbags, front seat-mounted side airbags, and roof-mounted side curtain airbags
- Active front head restraints
- 16" steel wheels & Hankook/Kumho tires
- Roof rack side rails
- Dual body-colored power sideview mirrors
- Chrome-insert bodyside moldings
- Tire pressure monitoring system
- Body-colored exterior door handles & rear license plate garnish
- Premium cloth seats
- Black shifter surround
- Tilt steering wheel
- Cruise control
- Keyless entry with panic button
- Dual vanity mirrors
- Front armrest
- AM/FM/CD audio system
- Manual tri-zone climate control system
- Front wiper deicer



SE

GLS Standard Equipment Plus:

- 17" Alloy wheels & Michelin tires
- Body-colored heated sideview mirrors
- Body-colored with chrome accent rear license garnish
- Chrome exterior door handles
- Dual power sliding side doors
- Solar control glass
- Power driver seat
- Leather tilt steering wheel & shift knob
- Fog lights
- Steering wheel audio controls
- Chrome inside door handles – Woodgrain or Metalgrain trim
- Dual front fully automatic air conditioning with manual rear controls
- Power rear quarter glass
- Compass and trip computer
- Automatic headlights
- Dual illuminated vanity mirrors
- Front armrest with height adjustment

SE Options:

- 02) Premium Package:
 - Heated front seats
 - Auto-dimming inside rearview mirror
 - HomeLink®
 - Backup warning sensors
- 03) Premium-Entertainment Package:
 - Heated front seats
 - Auto-dimming inside rearview mirror
 - HomeLink®
 - Backup warning sensors
 - Rear seat entertainment
 - Infinity audio/CD Changer/ Surround Sound

Limited

SE Equipment Plus:

- Leather seating surfaces
- Heated front seats
- Electroluminescent cluster
- Auto-dimming inside rearview mirror
- HomeLink®
- Power tailgate
- Premium scuff plates
- Limited badge (port-installed)

Limited Options:

- 04) Sunroof Package:
 - Power sunroof with tilt & slide
- 05) Entertainment Package:
 - Rear seat entertainment system
 - Infinity audio/CD Changer/ Surround Sound
- 06) Ultimate Package:
 - Sunroof Package
 - Entertainment Package
 - Power front passenger seat
 - Power adjustable foot pedals
 - Integrated memory system: Driver's seat, mirrors, foot pedals
 - Backup warning sensors



DARE TO COMPARE

2006 HYUNDAI SONATA VS. 2007 TOYOTA CAMRY XLE



2007 Camry XLE




































2006 Sonata LX

COMPETITIVE SUMMARY




















Sonata has:

- Lower 4-cylinder MSRP by \$5,030: Sonata GLS: \$19,395 vs. Camry XLE: \$24,425
- Lower V6 MSRP by \$4,625: Sonata LX: \$22,895 vs. Camry XLE V6: \$27,520
- More 4-cylinder horsepower and torque
- Front active head restraints vs. not available
- Standard Electronic Stability Control vs. optional
- Standard Traction Control vs. optional
- More front leg room: 2 inches
- More front shoulder room
- Larger interior passenger volume
- More cargo space: 1.8 cubic feet
- Larger wheels: 17-inch (LX) vs. 16-inch
- Larger, wider, lower-profile tires for more rubber on the road: P225/50R17 (LX) vs. P215/60R16
- Longer Basic Warranty
- Longer Powertrain Warranty
- Longer Anti-Perforation Warranty
- Roadside Assistance for 5 years/unlimited miles vs. not available





















































DARE TO COMPARE: 2006 SONATA GL AND GLS

 = Hyundai Competitive Advantage (GLS)	2006 Hyundai Sonata GL Sedan 01/31/06	2006 Hyundai Sonata GLS Sedan 01/31/06	2007 Toyota Camry XLE Sedan 03/03/06	2006 Toyota Camry XLE Sedan 01/31/06	2006 Honda Accord LX Sedan 01/31/06	2006 Nissan Altima 2.5 S Sedan 01/31/06
PRICE						
MSRP	\$17,895	\$19,395	 \$24,425	 \$22,795	 \$20,825	 \$19,600
Freight/Handling Charge	\$600	\$600	\$580	\$580	\$550	 \$605
ENGINE AND TRANSMISSION						
Engine Type (lit.)	2.4 DOHC I-4	2.4 DOHC I-4	2.4 DOHC I-4	2.4 DOHC I-4	2.4 SOHC I-4	2.5 DOHC I-4
Horsepower (@ rpm)	162 @ 5,800	162 @ 5,800	 158@6,000	 154@ 5,700	166 @ 5,800	175 @ 6,000
Torque (lb.-ft. @ rpm)	164 @ 4,250	164 @ 4,250	 161@4,000	 160 @ 4,000	 160 @ 4,000	180 @ 4,000
5-Speed Manual Transmission	S	N/A	N/A	N/A	S	S
4-Speed SHIFTRONIC® Automatic Transmission	O	S	5-speed, not SHIFTRONIC®	S, 5-speed, not SHIFTRONIC®	 O, 5-speed, not SHIFTRONIC®	 O, not SHIFTRONIC®
SAFETY AND PERFORMANCE						
Front Side-Impact Airbags	S	S	S	 O (\$1,300 pkg)	S	 O (\$800 pkg)
Occupant Classification System (OCS)	S	S	S	S	S	 N/A
Front and Rear Side Curtain Airbags	S	S	S	 O (\$1,300 pkg)	S	 O (\$800 pkg)
Front Active Head Restraints	S	S	 N/A	 N/A	 N/A	S
3-Point ELR/ALR Rear Seatbelts (3)	S	S	S	S	S	S
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD)	S	S	S	S	S	 O (\$800 pkg)
Electronic Stability Control (ESC)	S	S	 O	 O (\$1,300 pkg)	 N/A	 N/A
Traction Control System (TCS)	S	S	 O	 O (\$1,300 pkg)	S	 N/A
4-Wheel Disc Brakes	S	S	S	S	 Rear drums	S
4-Wheel Independent Suspension	S	S	S	S	S	S
Front and Rear Stabilizer bars	S	S	S	S	S	S
Power-Assisted Rack-and-Pinion Steering	S	S	S	S	S	S
Speed-Sensitive Variable Intermittent Wipers	S	S	 Not speed-sensitive	 Not speed-sensitive	S	 Not speed-sensitive

DARE TO COMPARE: 2006 SONATA GL AND GLS

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INTERIOR						
Multi-Adjustable Driver's Seat with Lumbar Adjustment	No lumbar	S	8-way power	8-way power with manual lumbar	 No lumbar	S
Split Fold-Down 60/40 Rear Seatbacks	S	S	40/20/40 reclining	S	 Fold-down, not split, with pass-through	S
Dual-Tier Center Console Storage with Armrest	S	S	S	S	 Not dual-tiered	 Not dual-tiered
Rear-Seat Center Armrest	S	S	S	S	S	S
Wood-Grain Interior Trim	N/A	S	S	S	 N/A	 O
Metal-Grain Interior Trim	N/A	S	N/A	 N/A	 N/A	S
Tachometer	S	S	S	S	S	S
ENTERTAINMENT, COMFORT AND CONVENIENCE						
Air Conditioning	S	S	S, auto with dual zone and rear vents	S, auto with rear vents	S	S
Power Windows with Driver's Auto-Down/Up	S	S	S	S	S	S
Power Door Locks	S	S	S	S	S	S
Tilt Steering Column	S	S	S, and telescopic	S	S, and telescopic	S
Leather-Wrapped Steering Wheel and Shift Knob	S	S	S, with audio, Bluetooth® and climate controls	S	 N/A	 O
AM/FM/MP3/CD Stereo with 6 Speakers and Steering Wheel-Mounted Controls	S, no steering wheel-mounted controls	S	AM/FM/MP3/6-disc CD 440-watt stereo with 8 speakers, steering wheel-mounted controls	AM/FM/Cass/6-disc CD with 6 speakers, steering wheel-mounted controls	 AM/FM/CD with 6 speakers, steering wheel-mounted controls	 AM/FM/CD with 6 speakers O, steering wheel-mounted controls
MP3 Capability	S	S	S	 N/A	 N/A	 N/A
Rear Window Defroster	S	S	S	S	S	S
Front and Rear Cup Holders	S	S	S	S	S	S
Locking Glove Compartment	S	S	S	S	S	S
Remote Keyless Entry with Alarm	S	S	S	S	S	 S, O alarm (\$450)
Cruise Control with Steering Wheel-Mounted Controls	S	S	 No steering wheel-mounted cruise controls	 No steering wheel-mounted cruise controls	S	S

DARE TO COMPARE: 2006 SONATA GL AND GLS

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EXTERIOR						
Aluminum-Alloy Wheels	N/A	S	S	 O (\$410)	 A	 O (\$400)
Tires	P215/60R16	P215/60R16	P215/60R16	P215/60R16	 P205/65R15	P215/60R16
Body-Color Power Heated Outside Mirrors	S	S	S	S	 Not heated	 O, heated (\$3,850 pkg)
Power Tilt/Slide Sunroof	N/A	O	S	O (\$900)	 N/A	O (\$900)
Fog Lights	N/A	S	S	S	 A	 N/A
Body-Color Bodyside Moldings	S	S	 N/A	S	S	 N/A
DIMENSIONS AND CAPACITIES						
Wheelbase (in.)	107.4	107.4	109.3	 107.1	107.9	110.2
Head Room—Front/Rear (in.)	40.1/38.2	40.1/38.2	37.9/37.8 (with sunroof)	 39.2/38.4	40.4/38.5	 40.8/37.6
Leg Room—Front/Rear (in.)	43.7/37.4	43.7/37.4	 41.6/38.3	 41.6/37.8	 42.6/36.8	 43.9/36.4
Hip Room—Front/Rear (in.)	55.5/55.3	55.5/55.3	 54.6/53.9	 54.4/54.1	 54.6/53.5	 53.0/54.5
Shoulder Room—Front/Rear (in.)	57.4/56.9	57.4/56.9	 57.8/56.7	 57.5/56.7	 56.9/56.1	 56.3/56.0
Passenger Volume (cu. ft.)	105.4	105.4	 99.7 (with sunroof)	 101.8	 102.7	 102.8
Cargo Volume (cu. ft.)	16.3	16.3	 14.5	16.7	 14.0	 15.6
Curb Weight—Manual Transmission (lb.)	3,253	N/A	N/A	N/A	3,137	3,041
Curb Weight—Automatic Transmission (lb.)	3,266	3,266	3,340	3,241	3,201	3,090
WARRANTY						
Basic (yr./mi.)	5/60,000	5/60,000	 3/60,000 mi	 3/60,000 mi	 3/36,000	 3/36,000
Powertrain (yr./mi.)	10/100,000	10/100,000	 5/60,000	 5/60,000	 5/60,000	 5/60,000
Anti-perforation (yr./mi.)	7/unlimited	7/unlimited	 5/unlimited	 5/unlimited	 5/unlimited	 5/unlimited
Roadside Assistance (yr./mi.)	5/unlimited	5/unlimited	 N/A	 N/A	 N/A	 N/A
EPA FUEL ECONOMY						
Manual Transmission—City/Highway (mpg)	24/34	N/A	N/A	N/A	26/34	 24/31
Automatic Transmission—City/Highway (mpg)	24/33	24/33	24/33	24/34	24/34	 23/29

 = Hyundai Competitive Advantage

S = Standard O = Factory Option/Option Package N/A = Not Available A = Dealer-Installed Accessory

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 01/31/06. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing.

Source: www.toyota.com, www.hondacars.com, www.nissanusa.com