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 **HYUNDAI**

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**Yes... You Did It Again!**

## **New All-Time Record!**

It's great to be able to dance to your own beat – and while the headlines say July was a “down” month for the industry, you went out and set the bar higher, breaking the all-time monthly sales record! **Congratulations!** For July, sales totaled 47,205 units – that's a 6% increase over June's sales (which was an all-new record), and it topped last year's July by nearly 3,000 units.

“The second half of 2006 has started off strong,” said Mark Barnes, Vice President, National Sales. “With another record-setting month, we're continuing the sales momentum established in the first half of the year.” Plus all this:

- Hyundai has the “freshest” line of '07 models with the all-new Entourage, Accent 3-Door Hatchback and Santa Fe.
- In the near future, the all-new Elantra will hit the streets.
- Sonata and Azera were just introduced for the '06 MY.

Keep up the good work and let's make this summer sizzle!

**Hyundai Jumps 9 Positions In Global Survey:**

### **BusinessWeek Calls Hyundai Big Winner**

Hyundai Motor Co. has emerged as one of the world's leading brands, ranking 75<sup>th</sup> overall, according to the 2006 Best Global Brands survey jointly conducted by *Interbrand* and *BusinessWeek*.

- The 17% increase since last year in the value of the Hyundai brand earned us the title of fastest growing automotive brand and a place among the top five biggest gainers in brand value, causing the magazine to label Hyundai one of its “**Big Winners**”.
- Last year, in our debut appearance on the Best Global Brands list, Hyundai ranked 84<sup>th</sup>.
- With a brand value estimated at \$4.1 billion, the power of the Hyundai brand on a global basis surpasses several key competitors.

Public perceptions of the Hyundai brand have been transformed as a result of dramatic improvements in the quality of Hyundai vehicles. In turn, this has fueled a steady increase in sales and confidence in the brand among both customers and dealers.

**Hyundai Challenge Tour 2007**

### **Kits Shipping & Last Chance to Attend**

The Dealer Launch Kits from *The Entourage, Accent 3-Door Hatchback and all-new Santa Fe Challenge Tour '07* have been shipped and will be arriving at your dealership in the near future. This kit contains DVDs, Flip Tags, Safety Brochures and other support materials from the tour – which, by the way, is wrapping up in mid-August. And, it's not too late to attend – contact your DSM for details on the remaining dates and how to enroll.

## The Sales Edge



**Advertising & Marketing Update:**

### **HQ Becomes Huge Trophy Case!**

To promote Tucson's highest initial quality ranking in its class and Azera's most appealing Large Car ranking by J.D. Power and Associates, we've adorned our headquarters with a 1,960-square-foot wrap displaying the trophies and the words: **RETHINK EVERYTHING. (WE DID.)**

- The graphic faces the 405 Freeway, which is one of the busiest freeways in the world!
- The window cling turns our headquarters into a virtual trophy case, with the J.D. Power and Associates trophies appearing as if they are “sitting” inside.
- Special effects include broken “glass” scattered on the lawn below as if the windows were broken to show the trophies.

**Helping Drivers with Special Physical Needs**

### **Mobility Program Makes Driving Possible**

Recently, Hyundai launched an initiative to support vehicle owners with special physical needs. Through the new Mobility Program, customers will be reimbursed up to \$1,000 for new adaptive equipment installed in any new Hyundai vehicle leased or purchased through an authorized dealership.

“Hyundai is committed to offering all consumers access to the most sophisticated vehicle safety technologies,” said John Krafcik, Vice President of Product Development and Strategic Planning. “This assistance program will make it easier for drivers with special needs to purchase vehicles with the right combination of convenience, comfort and safety.”

To qualify for the Mobility Program, customers must have the adaptive equipment installed within six months of the Hyundai vehicle purchase or lease, and submit the claim form within 60 days of the completed installation.

'07 Santa Fe @ Dealerships – Sept. Media Blitz Coming:

## The 1-2-3 Punch for SUV Sales!

Check this out: 1) The all-new 2007 Santa Fe is available nationwide and production at our Alabama factory is being increased so your customers have more choices than ever before. 2) Sales staff members who attended the *Challenge Tour '07* are up-to-speed on Santa Fe (along with the other '07 Hyundai vehicles), and your Dealer Kit from the tour will arrive any day. **PLUS...** 3) Hyundai is planning a major media blitz to herald the Santa Fe launch! Add that all up and it's a formula for success – so be prepared for all of the customers when they come in excited about the new Santa Fe!

Automotive News Honors Hyundai Exec:

## John Krafcik Named “All Star!”

Hyundai's own John Krafcik, Vice President, Product Development and Strategic Planning, was honored in the July 10 edition of *Automotive News* when he was named a 2006 “All-Star” for achievements in product development. Recognition on the All-Star team is one of the most prestigious honors in the automotive industry. “I consider this a win for the entire Hyundai team,” said Krafcik. “Over the last several years, we've launched an entire new lineup of outstanding Hyundai products, and it's very gratifying to see our efforts recognized.”

## New Hispanic Ad Campaign

Our new, original, Spanish-language ad campaign entitled “Respect” launched during the World Cup soccer matches. “Hyundai's 2007 model year Hispanic advertising is symbolic of a powerful presence that is strongly felt and well respected”, stated Cuban-born Robin William Robert, National Manager Hispanic Marketing. Here's how this campaign is attracting customers to your dealership:

- It kicked off with the TV spot, “Arrival”, our second, original, Spanish-language full line spot this year.
- A second spot, “Train”, highlights Sonata being named Best Sedan by *Sobre Ruedas Magazine*.
- A third TV commercial is set to launch in September, along with radio, print ads, and interactive marketing programs, with extensions to support the HDAA.

## Leads at your Fingertips

Approximately 1.5 million Handraisers reach out to Hyundai annually. Now, Hyundai is taking on the challenge to collect, cleanse and systematically qualify and distribute these leads directly to your fingertips. This new solution is called the Lead Management Response System (LMRS). Phase I of the LMRS is planned to rollout nationally in September. Additional details to follow on this exciting customer communication program!



HMFC News:

## Awesome August Lease Programs!

For some customers, a lease just makes more sense – in essence, it allows them to get “more car” for their money because the monthly payments are lower than a standard purchase. Then to make leasing even more attractive, for the month of August, HMFC has some exceptional programs to fit your customer's payment needs – including lease programs for the all-new 2007 Santa Fe! Check them out:

- 2007 Sonata starting at **\$189** for 36 months
- 2006 Tucson starting at **\$199** for 36 months
- 2007 Santa Fe starting at **\$249** for 36 months
- 2006 Azera starting at **\$259** for 36 months

Please refer to HMFC's August Special Lease Bulletin for complete program details.

All of us at HMFC would like to send a HUGE “Thank You” to Fuccillo Hyundai of Syracuse! We appreciate the 514 contracts booked with HMFC as a result of your annual June Sale!

Top HMFC New Volume Dealers July 2006

	DEALERSHIP	NEW BOOKINGS
1	Fuccillo Hyundai of Syracuse - NY	514
2	Planet Hyundai (NV)	422
3	Antwerpen Hyundai	180
4	Rick Case Hyundai – Davie	102
5	Fuccillo Hyundai	79

## Hyundai August Auction Dates:

Manheim Auto Auction	Manheim, PA	Aug. 4
Adesa Kansas City Auto Auction	Lee's Summit, MO	Aug. 8
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	Aug. 8
Greensboro Auto Auction	Greensboro, NC	Aug. 9
Adesa Colorado Springs Auto Auction	Fountain, CO	Aug. 10
Manheim Auto Auction	Manheim, PA	Aug. 11
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Aug. 15
Manheim's Dallas Auto Auction	Dallas, TX	Aug. 16
Southern Auto Auction	E. Windsor, CT	Aug. 16
Manheim's Lauderdale-Miami AA	Miami, FL	Aug. 18
Adesa Indianapolis Auto Auction	Plainfield, IN	Aug. 22
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	Aug. 22
Adesa Phoenix Auto Auction	Chandler, AZ	Aug. 23
Greensboro Auto Auction	Greensboro, NC	Aug. 23
Manheim Bay Cities Auto Auction	Hayward, CA	Aug. 23
Manheim Southern California Auto Auction	Fontana, CA	Aug. 24
Manheim Auto Auction	Manheim, PA	Aug. 25
Manheim's Arena Auto Auction	Bolingbrook, IL	Aug. 29
Manheim South Seattle Auto Auction	Kent, WA	Aug. 30
Southern Auto Auction	E. Windsor, CT	Aug. 30
Manheim Colorado Auto Auction	Denver, CO	Aug. 31