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 **HYUNDAI**

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And the Beat Goes On!

## Hot, Hot, Hot August Sales!

Let's face facts: August was an odd month. It was blistering hot from coast-to-coast. You saw the domestics pull out the stops to "buy" sales (zero down for sub-prime loans). And gas continued over \$3 a gallon. That might hurt car sales for other companies, but not for Hyundai. Once again, congratulations are in order as you set another all-time monthly record with 44,635 vehicles!

What makes this more impressive is that you did it in a month where a lot of companies saw a dip in sales (Honda was down 6.7% and Nissan was off 6.3%) – while you posted a 5.9% gain over August 2005! That's quite an accomplishment!

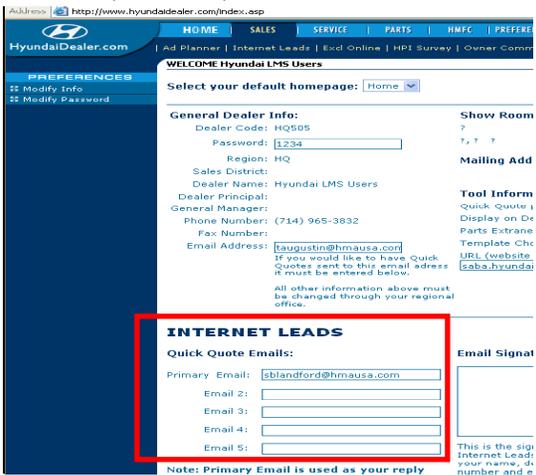
- Sonata sales totaled 13,184 – making it the best August ever for Sonata sales with a 32.3% increase over last year!
- Azera sales totaled 2,090, making it the best August for large car sales ever with a 47.2% increase over last year!

You're hot and you're proving to the world that Hyundai is for real – now let's have a strong finish to a record-setting summer!

Lead Management System Is Launched:

## Hot Leads Coming to Your Computer

Growth can only come from two sources: Existing customers buying more vehicles... or conquest sales – converting someone from another brand. But where do you find *those* people? Well, starting now, they might show up in your email inbox. Our new LMRS (Lead Management Response System) launched on September 5<sup>th</sup>, and customers who state they are going to buy in 0 – 3 months will be *immediately* forwarded to the closest dealer. All you need to do is make sure you have a valid email on file (see below).



The screenshot shows the 'INTERNET LEADS' section of the Hyundai Dealer.com website. The 'Quick Quote Emails' field is highlighted with a red box. The form includes fields for 'Primary Email', 'Email 2', 'Email 3', 'Email 4', and 'Email 5'. A note at the bottom states: 'Note: Primary Email is used as your reply'.

How much does this service cost? ZERO. NADA. ZIP. It's 100% free! You don't even have to be on HyundaiDealer.com – the leads will be automatically sent to your email address... then it's up to you to contact that potential client ASAP. Good luck and put the power of the Internet to work expanding sales for you!

# The Sales Edge

New Chief Operating Officer

## Steve Wilhite Joins Hyundai

Hyundai Motor America President and CEO, Owen Koh, recently announced that Steve Wilhite has joined Hyundai as Chief Operating Officer. Wilhite will play a vital role and is responsible for the company's strategic development, sales, marketing, communications, parts and service.

"Steve's passion for the automotive business was clear from the moment I met him and all of us at Hyundai are excited that he will be leading our sales, marketing and other operating efforts," said Koh. "He is known for his innovative and creative marketing approaches. However, also invaluable will be both his automotive retail sales experience and non-automotive marketing background which will be an immense help in driving the growth of our brand and presence in America."

"I'm thrilled with the opportunity to return to Southern California and help lead the continued development and growing success of Hyundai," said Wilhite. "The chance to be a part of growing sales, working directly with dealers again, and capturing and expressing who and what Hyundai is becoming is a challenge I couldn't resist."

Ads Ready to Hit Big in September:

## Santa Fe Marketing to Explode

As you may recall in last month's issue, we mentioned that the Santa Fe marketing support would be hitting in September. Well, now's the time – so make sure your dealership is ready. Have Santa Fes prominently displayed to draw customers on to your lot. And make sure your sales staff is up-to-speed on the latest '07 Santa Fe product information.

This launch includes national TV spots, as well as an ad in the *Wall Street Journal*. Hyundai is also supporting your sales efforts with a 72-hour sales event, which will take place over five weekends in September and October. This includes an in-dealership P-O-S kit and direct mail pieces that will reach 1.7 million consumers.

Something else will help "drive" sales of the '07 Santa Fe – the new **Touring Package** that includes a 3<sup>rd</sup> row seat for 7-passenger seating capacity, and 3<sup>rd</sup> row auxiliary climate control to further enhance passenger comfort.

All this boosts Santa Fe's appeal, making it perfect for a wide range of drivers – be ready when they come to your dealership!

### Sales Manager Fall Workshop Series:

## Keeping Your Sales Edge Sharp

It's been an exciting year and to keep the momentum going, we are scheduling a series of 4<sup>th</sup> quarter Sales Manager Workshops for October and November – look for an email announcement in the next few days.

### '07 Product Information:

## '07 Azera & Tucson – Now Online

Toward the end of August, you should have received two emails containing the Sales Training Bulletins for the '07 Azera and the '07 Tucson. If you did not receive those emails, you can access both bulletins at [HyundaiDealer.com](http://HyundaiDealer.com). The Electronic Launch Kits can be viewed on the Main page of Sales Training Online or: Sales Training Online > Resources > Manager's Orientation

- If you didn't receive those emails, we do not have your email address – to be added to our distribution list, send your email address to [HyundaiTraining@aol.com](mailto:HyundaiTraining@aol.com).

## All-New Hyundai Named *Veracruz*

John Krafcik, Vice President, Product Development and Strategic Planning for Hyundai Motor America, announced the name for the latest addition to the lineup – the new mid-size crossover SUV will be named *Veracruz*. It will be the ninth vehicle to join Hyundai's lineup, and is larger than the current Santa Fe. We'll share more information as we get closer to the launch.

### Parts and Accessories News:

## Ways to Add to Your Sales Success

New lifestyle accessories for the '07 Entourage, Accent and Santa Fe models are here, promising more exciting travels for customers and higher sales for your dealerships.

- Flyers have been mailed to your dealerships with complete details about all products now available for each model.
- Hyundai has a ton of new accessories in the works to make driving in Hyundai style more practical and more exciting. Go to [HyundaiDealer.com](http://HyundaiDealer.com) > Dealer Orientation Guide > Parts > Accessories/Apparel/Merchandise to view the Parts Accessory brochures.

## Winterize for Cool Profits

It's hard to think about winter when the mercury is still up around the 100 mark. But that being so, now is the time to think "*Winterize Your Hyundai*," as that is the new theme for this fall's Parts and Service Direct Mail Program.

- The goal is to improve dealership profitability by increasing retention of Parts and Service Department lapsed, loyal and new retail customers.
- We'll attract them with preventative maintenance promotions.
- Watch your mail for more details about these promotions!

### HMFC News:

## First Ever Credit Center Field Office

HMFC is pleased to announce that we will establish an additional Credit Servicing Center to support the Eastern and Southern regions. This is an important step in the growth of HMFC and will bring several key benefits including:

- Enhanced dealer relationships and communication
- Enhanced service levels for dealers located in the Eastern time zone
- Expanded market opportunities
- Enhanced HMFC internal operations
- Business Continuity and Disaster Recovery solutions
- Closer ties with HMA regions and personnel

"As we continue to grow, we are looking to better service our dealers and consumers on the East Coast," said Michael Buckingham, President, Hyundai Motor Finance Company. The Eastern Credit Service Center will manage the credit underwriting and funding activities for the Eastern and Southern regions. Preliminary plans have focused on placing the service center in the Atlanta, Georgia area.

All of us at HMFC look forward to the opportunities and relationships this new servicing center will bring!

### Top HMFC New Volume Dealers August 2006

	DEALERSHIP	NEW BOOKINGS
1	Fuccillo Hyundai	653
2	Planet Hyundai (NV)	333
3	Fuccillo Hyundai of Syracuse	198
4	Antwerpen Hyundai	139
5	Rick Case Hyundai – Davie	105

## Hyundai September Auction Dates:

Adesa Kansas City Auto Auction	Lee's Summit, MO	Sept. 12
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	Sept. 12
Greensboro Auto Auction	Greensboro, NC	Sept. 13
Manheim's Dallas Auto Auction	Dallas, TX	Sept. 13
Adesa Colorado Springs Auto Auction	Fountain, CO	Sept. 14
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Sept. 19
Adesa Phoenix Auto Auction	Chandler, AZ	Sept. 20
Southern Auto Auction	E. Windsor, CT	Sept. 20
Manheim Southern California Auto Auction	Fontana, CA	Sept. 21
Manheim Auto Auction	Manheim, PA	Sept. 22
Adesa Indianapolis Auto Auction	Plainfield, IN	Sept. 26
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	Sept. 26
Greensboro Auto Auction	Greensboro, NC	Sept. 27
Manheim Bay Cities Auto Auction	Hayward, CA	Sept. 27
Manheim South Seattle Auto Auction	Kent, WA	Sept. 27

