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October Sales Total 30,232 units:

Closing The Year Strong

The end of the year is in sight – and to help close it out on a high note, we're leveraging our summer sales success by rolling out *The Hyundai Big Duh Holiday Sales Event*.

This promotion kicks off on November 14, wraps up January 2, and should drive people into your dealership. It is an integrated campaign by HMA, the HDAAs and the dealer organization that focuses on key Hyundai products and should help increase year-end sales.

Looking back, in October, you just missed a sales record and posted strong results for Sonata and Santa Fe:

- **Sonata** was the sales leader at 9,507 units—an impressive 28% increase over 2006.
- **Santa Fe** was second at 5,940 units, +15% over last year.

The Hyundai Big Duh Holiday Sales Event as well as growing inventories of '08 models and added incentive programs should combine to spell success for your dealership – good luck and good selling.

Hyundai Vehicles in the News:

More Awards & Accolades

Here are the latest awards – be sure to share them with your customers as they are a third-party endorsement:

- *Kiplinger's Personal Finance* named Veracruz the "Best Crossover SUV" in its 2007 "Best List"
- **Strategic Vision** awarded the Azera and Santa Fe "Best-In-Class" in the 2007 Total Value Index™ (TVI):
 - Santa Fe beat the Toyota RAV4 and Honda CR-V.
 - Azera topped the large car segment for the second year in a row beating American rivals such as Dodge Charger, Mercury Montego and Ford 500

2008 Consumer Brochures:

Coming Soon to Your Dealership

Consumer brochures for '08 Veracruz have been shipped; '08 Tucson, Santa Fe and Elantra ship mid-November; '08 Tiburon ships at the end of November; '08 Entourage and Azera should go out early in December.

Sales Training Online Update:

New Resources Build Knowledge

- **Sales Orientation self-study** – self-paced learning.
- **Expanded tech videos** – educational & entertaining.
- **XM Satellite Radio videos** – helpful selling tools.
- **In-dash navigation system video** – provides a quick, easy way to learn about this all-new LG system that's available on Azera, Santa Fe and Veracruz.

The Sales Edge

IQS months: November, December & January

Exceeding Customer Expectations

As you know, people who buy a new 2008 vehicle in November, December or January are contacted by J.D. Power and Associates to participate in their *Initial Quality Study*. To be proactive, initial quality was covered extensively at the recent *Sales Manager's Workshops*. In addition, HMA has created various tools to help you focus on initial vehicle quality, like:

BEFORE THE SALE: Audit Sheet – available from DSM, use it to self-audit your dealership for appearance, cleanliness, etc.

- Make sure Monroney stickers are clean and not ripped; if they are, contact your Region for a replacement.
- Check showroom materials – is everything up to date? Do you still have old literature in the racks?

TO MAKE THE SALE: Quick Reference Guides – customized for each model, they cover the key features HMA has identified as the most difficult to understand by buyers and goes into depth in their explanation of how they function.

Best Practices:

- Salespeople need to know how a feature functions.
- More importantly, they need to be able to teach customers how to operate the key features of a vehicle.

AFTER THE SALE: Delivery Checklist – provides a template for salespeople to follow when delivering a new vehicle.

Best Practices:

- The Checklist includes the three features that are the most difficult to use – quiz buyers to make sure they understand those features and take ownership – like the audio system, they know how to set and change channels, use XM, etc.
- Have the customer sign the Delivery Checklist, then the salesperson signs it, and it's attached to deal jacket.
- Determine how customers want to be contacted after the sale – by phone, email or mail – then follow-up.

Auto Show Season Again:

Genesis Coupe Introduction in L.A.

The Genesis Coupe debuts at the **Los Angeles Auto Show** on Nov. 14th during the press introduction! After that, you can get more details at hyundai.com or go to laautoshow.com.

Certified Pre-Owned Program:

More Ways to Make a Sale

A quick update – remember that Hyundai Motor America was the first manufacturer to offer a **10-year/100,000 mile powertrain warranty** on certified pre-owned vehicles going back five model years with less than 60,000 miles. The enhanced pre-owned program and pre-owned warranty provides buyers with an added level of comfort and satisfaction with their vehicle purchase. The enhanced pre-owned program was launched in May 2007, with warranty being effective from date of original sale. With the Certified Pre-Owned vehicle program, you have an opportunity to meet the needs of a wider range of clients.

Parts and Accessory News:

Think Accessories: Build Your Business

This winter, you can boost dealership profits by focusing on accessory merchandising. Here's some suggestions:

Special Parts Co-op Allowance to support Print on Demand (POD) Accessory Program Merchandising:

- Special Parts Co-op allocation of \$100 covers 50% of POD Program Website Purchases up to \$200 from now until December 31, 2007. Purchases over \$200 will be subject to the normal Parts 4Q Co-op Allowance availability.
- Flyers can be personalized with dealer information, pricing and Accessory images, which are available for all models.
- Access through Hyundaidealer.com Parts Site Link Direct Mail Program.

Direct Mail Program Floor Traffic – take advantage of the consistent customer flow from the Direct Mail Program – over 12,500 monthly incremental customers are arriving at HMA dealers. The latest coupons are being sent out Nov. 14.

Garmin Nüvi 360 – get them while the supply lasts!

Hyundai Genuine Chrome Wheels are available to dress up your Azera, Sonata and Santa Fe! Install a set on a showroom vehicle or purchase the handy display.

See your Parts Department for more Profit Information.

HMFC News – November programs:

Are You Using These HMFC Programs?

Here are the HMFC programs for November:

- For November, HMFC is providing a Standard Rate, Low APR, Bonus Cash and Customer Choice on selected models.
- '08 Veracruz GLS (Base Option Pkg. 01) FWD starting at **\$299 for 24 months with \$2,499 drive-off.**
- **November's Bonus Cash Program** of \$500 is available on '08 Elantra, '08 Santa Fe, '08 Sonata (I4 & V6), '07 Azera, '07 Santa Fe, and \$1,000 on '07 Veracruz.

More HMFC news in the next column...

HMFC News – continued

- November's **Low APR Program** applies to '07 Azera and '07 Santa Fe.

Refer to HMFC's November Special Low APR & Lease Bulletin for complete program details.

Here are the Top 5 Contract Dealers Nationwide Year-to-Date:

Top Dealers	# of units
Fuccillo Hyundai of Syracuse (NY086)	2,555
Planet Hyundai (NV015)	2,403
Atlantic Hyundai (NY075)	1,773
Antwerpen Hyundai (MD028)	1,168
Fuccillo Hyundai (NY061)	1,141

Auto Show Dates:

Central Florida Auto Show	Orlando, FL	Nov 15 - 18
Charlotte Int'l Auto Show	Charlotte, NC	Nov 15 - 18
Los Angeles Int'l Auto Show	Los Angeles, CA	Nov 16 - 25
San Francisco Int'l Auto Show	San Francisco, CA	Nov 22 – Dec 2
Arizona Int'l Auto Show	Phoenix, AZ	Nov 22 - 25
Las Vegas Motor Trend	Las Vegas, NV	Nov 23 - 25
New England Auto Show	Boston, MA	Nov 28 - Dec 2

November / December Auction Dates:

Adesa Kansas City Auto Auction	Lee's Summit, MO	Nov 13
Manheim's Riverside Auto Auction	Riverside, CA	Nov 13
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	Nov 13
Adesa Phoenix Auto Auction	Chandler, AZ	Nov 14
Columbus Fair	Columbus, OH	Nov 14
Southern Auto Auction	E. Windsor, CT	Nov 14
Manheim's Texas Hobby	Houston, TX	Nov 15
Manheim's Auto Auction	Manheim, PA	Nov 16
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	Nov 16
ADESA Golden Gate Auto Auction	Tracy, CA	Nov 20
Manheim's Arena Auto Auction	Bolingbrook, IL	Nov 20
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Nov 20
Manheim's South Seattle Auto Auction	Kent, WA	Nov 21
Manheim's Dallas Auto Auction	Dallas, TX	Nov 21
Adesa Colorado Springs Auto Auction	Fountain, CO	Nov 22
Adesa Kansas City Auto Auction	Lee's Summit, MO	Nov 27
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	Nov 27
Columbus Fair	Columbus, OH	Nov 28
Greensboro Auto Auction	Greensboro, NC	Nov 28
Manheim South Seattle Auto Auction	Kent, WA	Nov 28
Manheim's Auto Auction	Manheim, PA	Nov 30
Adesa Kansas City Auto Auction	Lee's Summit, MO	Dec 4
ABC Minneapolis Auto Auction	Dayton, MN	Dec 4
ADESA Golden Gate Auto Auction	Hayward, CA	Dec 4
Manheim's Dallas Auto Auction	Dallas, TX	Dec 5
Southern Auto Auction	E. Windsor, CT	Dec 5
Manheim South Seattle Auto Auction	Kent, CA	Dec 5
Adesa Colorado Springs Auto Auction	Fountain, CO	Dec 6
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Dec 6
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	Dec 6

