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You Set the All-Time February Sales Record!

Santa Fe and Sonata Sales Soar!

For a short month, you posted some big numbers making it the best February in Hyundai's history with sales of 34,500 vehicles. "We are pleased to see a strong February given today's challenging sales conditions across the country," said Dave Zuchowski, Hyundai's Vice President of National Sales. "We expect to finish off the first quarter in March with another strong sales month on the strength of outstanding lease and finance options on Sonata and Santa Fe." Here are the February highlights:

- **Sonata sales:** 12,137 – #1 car for February.
- **Santa Fe sales:** 7,134 – more than double Feb. '06.
- **Accent sales:** 2,408 – nearly double Feb. '06.
- **Entourage sales:** 1,087 – building momentum!

Even though the month of February was "flat" by industry standards, Hyundai Motor America had 2.7% market share, which was 0.2 percentage points higher than last month and was at its highest level since August of 2006.

Every day, more and more people are discovering everything Hyundai vehicles have to offer – so let's create a little March Madness all our own!

Electronic Launch Kit Sent:

'07 Veracruz Pricing Announced

HMA just announced the pricing for our all-new '07 Veracruz, which takes on the Honda Pilot and Toyota Highlander in the mid-size CUV segment. In addition, the Electronic Launch Kit has been emailed to our dealers and is posted along with other product information on HyundaiDealer.com – Sales Training Online – are you ready for this great, new vehicle?

Hope on Wheels Gaining Momentum:

Hyundai Reaching Out

Did you know that since 1998, Hyundai Motor America along with you, our Hyundai dealers, have raised **over \$6 million** to fund pediatric cancer research by earmarking a portion of every new Hyundai sold in the US?

- Hyundai's commitment to this cause began through the efforts of Boston-area Hyundai dealers and their donations benefiting *The Jimmy Fund* at the Dana-Farber Cancer Institute.
- In '04, more than 660 Hyundai dealers took the message on the road with the *Hope On Wheels tour* to benefit pediatric cancer institutions nationwide – and today, we have over 750 dealers working together!

We're working to make these programs even better in the near future. More details to follow, as available.

The Sales Edge

Hyundai's Alabama Plant Achieves Certification: **Evidence of Our Quality Commitment**

Hyundai Motor Manufacturing Alabama is the first North American plant to achieve certification to the International Automotive Task Force's most rigid quality management standard – ISO/TS 16949, which is the highest automotive operating standard in the world!

Hyundai's \$1.1-billion assembly plant, which began production on May 20, 2005, is one of the most sophisticated automotive manufacturing facilities in the world. J.D. Power and Associates ranked HMMA **10th out of 73 plants** in North/South America in initial quality in 2006 after less than one full year of production. HMMA's 2,800 team members produce the Hyundai Sonata sedan and Santa Fe crossover SUV.

"Before job one ever rolled off the assembly line, we committed ourselves to leading the industry in business management processes," said John Kalson, Director of Production, Hyundai Motor Manufacturing Alabama. "We believe that quality vehicles start with quality manufacturing, and we're proud to deliver both at HMMA."

Hyundai Motor America Announces New VPs: **Building A Strong Team!**

Chief Operating Officer Steve Wilhite recently announced that David L. Zuchowski had been named Vice President of Sales and Joel Ewanick had been named Vice President of Marketing for the company. Zuchowski is responsible for national sales, sales operations, market representation, field operations and overall dealer relations, while Ewanick is responsible for all Hyundai marketing communications and brand development in the US.

"Each individual brings added depth, resourcefulness, and creative energy to our executive team," said Wilhite. "Dave has a remarkable record of terrific support for dealers and improving dealership operations while consistently increasing sales. Joel has demonstrated innovative and creative marketing approaches during the time he has worked with us while at The Richards Group. Hyundai has a big job this year to further improve its brand image, increase consideration and bring even more shoppers to the brand."

Hyundai Vehicles in the News:

The Latest Awards & Accolades!

- Entourage receives "Best Minivan" Honor in the 25th Annual *MotorWeek* Driver's Choice Awards – John Davis, producer, host and creator of the *MotorWeek* series on PBS, said, "This Korean-branded design matches all the best features of its rivals, and then beats them in price and powertrain warranty. The leaps that Hyundai... make in perceived quality with each new vehicle are well documented, and the Entourage... (is) the latest example. From school bus to apartment moving, minivans are the most versatile vehicles on the planet, and this two-some is tops."
- Accent and Elantra Earn "Greenest Vehicles of 2007" Honors – The American Council for an Energy Efficient Economy (ACEEE) recognized the 2007 Hyundai Accent and Elantra as two of the top 12 "Greenest Vehicles of 2007." In addition, the 2007 Hyundai Sonata was named in the "Greener Choices for 2007" list that features widely available gasoline-powered cars and light trucks with automatic transmissions.

Garmin Cash Incentive Program!

Sell a nüvi 360 – make an extra \$25!

From now until May 31st (or until 3,000 units have been sold), every time you add a Garmin nüvi 360 navigation system to a sale, you get an extra \$25 (you must meet Hyundai STAR Program requirements to qualify for the incentive payments).

- Remember, 65% of your customers want a navigation system.
- Hyundai has created the Garmin nüvi Sales Guide and Customer Brochures so you know all the key features.
- The Hyundai Garmin point-of-sale materials include the nüvi live demo floorstand display, car toppers, window clings and easel brochure stands.



To give the nüvi 360 high visibility in your showroom, order a complete POS kit (p/n NP110-07019), Dealer Sales Guides (p/n NP110-07011) and Customer Brochures (p/n NP110-07012). Contact your District Manager for additional information.

HMFC News:

South-East Regional Service Center Opens

HMFC is pleased to announce that the South-East Regional Service Center (SERSC) is in the final stages of opening and Lori Toole will be leading the highly experienced team in Atlanta, Georgia.

The SERSC will provide full underwriting and funding services for our Eastern and Southern Regions, and will open with a phased rollout of underwriting functions beginning in March 2007. Funding capabilities are being enhanced to operate with greater efficiency – more exciting news to come on the funding rollout. With Service Centers in both Georgia and California, we look forward to the enhanced service that we can provide to all of our dealers!

More HMFC News: Just in the last month, HMFC has been pleased to provide you with these great, new programs:

- **February 8** – HMA & HMFC announced the availability of Lease Sales Training Workshops available in 20 major markets – free of charge – to all Hyundai dealerships.
- **February 19** – HMFC announced the Hyundai Lease Plan expanded to allow for more customers to qualify by lowering the minimum FICO score (HMFC primary bureau) for consideration to 620.

Upcoming Auto Show Dates:

Kansas City International Auto Show	Kansas City, MO	March 8 – 11
Columbus International Auto Show	Columbus, OH	March 9 – 18
Minneapolis St. Paul Auto Show	Minneapolis, MN	March 10 – 18
Atlanta Journal-Constitution Show	Atlanta, GA	March 10 – 18
Dallas Auto Show	Dallas, TX	March 14 – 18
Fort Lauderdale Int'l Auto Show	Ft. Lauderdale, FL	March 21 – 25
Denver Auto Show	Denver, CO	Mar 28 – April 1
New York International Auto show	New York, NY	April 6 – 15

March/April Auction Dates

Manheim's Florida Auto Auction of Orlando	Ocoee, FL	3/13
Greensboro Auto Auction	Greensboro, NC	3/14
Manheim's Dallas Auto Auction	Dallas, TX	3/14
Manheim Auto Auction	Manheim, PA	3/16
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	3/20
Columbus Fair	Columbus, OH	3/21
Southern Auto Auction	E. Windsor, CT	3/21
Adesa Phoenix Auto Auction	Chandler, AZ	3/21
Manheim Southern California Auto Auction	Fontana, CA	3/22
Adesa Indianapolis Auto Auction	Plainfield, IN	3/27
Greensboro Auto Auction	Greensboro, NC	3/28
Manheim South Seattle Auto Auction	Kent, WA	3/28
Manheim Colorado	Commerce City, CO	3/29
Manheim Auto Auction	Manheim, PA	3/30
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	4/3
ABC Minneapolis Auto Auction	Dayton, MN	4/3
Southern Auto Auction	E. Windsor, CT	4/4
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	4/5
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	4/5

