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Sales Consultants All Sales Department employees

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April Sales: 39,137 units

Get Ready for Sales to Heat Up!

April was unseasonably cold – that and rising gas prices effectively put the brakes on new vehicle sales. Hyundai sales were down 4.6% from our record-setting April one year ago – but Hyundai was able to outpace the industry, which was down 7.6% in April 2007. As a result, Hyundai's market share increased from 2.8% in April '06 to 2.9% in April '07. Another bright spot, Santa Fe posted an 85% gain over last year.

"The industry continues to be very competitive," said Dave Zuchowski, Hyundai's Vice President of National Sales. "We're encouraged with the sales increase of our all-new 2007 Santa Fe and our premium sedan Azera and are confident our sales growth will continue across all models, despite the fact overall consumer spending is down for the first quarter of 2007."

Looking forward to a magnificent May, HMA is offering the following consumer incentives:

- **Continued Incentive Support:** '07 Accent – \$500, '07 Tiburon – \$500, '07 Sonata – \$2,000, '07 Santa Fe – \$1,000, '07 Azera – \$1,000, '07 Entourage – \$2,500.
- **New Valued Owner Coupon** for '07 Azera – \$500.

New Ad Agency:

Goodby, Silverstein selected

HMA has selected Goodby, Silverstein & Partners as our national marketing and advertising agency. "We are committed to making further major steps in improving our brand image and increasing sales in the United States. We believe that the superb strategic thinking and creative executions that we have seen from Goodby, Silverstein & Partners will take Hyundai to a much higher level," said HMA Vice President of Marketing Joel Ewanick. The agency began working immediately on a new national ad campaign. "We're known for working very, very fast and we know that Goodby, Silverstein & Partners will keep up pace. It won't be long before we'll be seeing their work in Internet, broadcast, and print media."

Veracruz Workshops Roll On

Our Veracruz "Smart Choices" Sales Manager & Sales Associate Workshops are attracting crowds, delivering the right information, and helping dealerships increase sales.

NOTE: If you're not signed up, go to the home page at: www.hyundaidealer.com to enroll yourself and your staff today so you can make the most of this hands-on training opportunity.

The Sales Edge

Sales Training Online packed with technology:

Your New, Ultimate Product Resource

If you haven't seen it yet, surf over to *Sales Training Online* on www.hyundaidealer.com – you'll find the site has been totally overhauled. This site contains the latest Hyundai product information, comparisons, voice-over walkaround video presentations, warranty overviews, XM Satellite Radio information, *The Source Book*, *Manager's Orientation Guide*, workshop information, *Sales Edge* newsletters, quizzes, the '07 STAR Test, and much more.

- **On-line Tutorial** – walks you through the new site so you're more familiar with everything it has to offer. The link is located in the upper right-hand corner.

'07 STAR Test:

Frequently Asked Questions...

As you know, the '07 STAR Test is now posted online – this 15-section test covers all of the Hyundai products as well as dealership, warranty and additional miscellaneous information. Since posting the new test, some questions have arisen. Hopefully, these FAQs will provide you with the answers:

Q. Can all of the sales consultants use the same email address when they set up an account?

A. No, each person must have a unique email address.

Q. Can you email me my password?

A. We do not have the ability to retrieve your password. For your security, it is encrypted so that only you have access to your account. You may utilize the "Forgot my Password" function on the log-on page to change it to whatever you prefer.

Q. I want to change my password, but my dealership won't allow our email to access website links.

A. If you right-click the link in the email and then select "Copy shortcut", you can then paste the link directly into a browser. This will take you to the *change password* page.

Q. Can I change my username?

A. Unfortunately, we cannot change your username. This is a key identifier for each person.

More STAR FAQs on page 2...

STAR FAQs continued...

Q. How come my name does not show up?

A. Prior to being able to take the tests, all sales consultants must be registered via the dealership's DCS Personnel Enrollment.

NOTE: The new dealer list has been uploaded to the system and STAR-certified salespeople are now being uploaded to the AS400 System for STAR payments.

REMINDER: June 1st is the deadline to be certified for '07 STAR payments.

Any additional questions should be directed to: hma.testsupport@hmatraining.com

XM Satellite Radio:

Is Your Dealership On?

XM Satellite Radio is gaining in popularity and Hyundai is one of the first to offer XM "straight from the factory" as well as via dealer-installed radios. To make you an XM expert, **Sales Training Online** has a special page devoted to everything XM (shown below). The link to the XM page is on the right-hand side in the **Head Lines** box. The XM page also has links to videos that include an XM Overview, how to program XM so you can access all of the different channels, XM subscription information, and more. The page also has various resources that you can print out and give to your clients. Take a few minutes to watch these videos so you can help your clients if they have any questions about XM.

XM Point-of-Sale Materials

To help promote XM Satellite Radio on your showroom floor, your dealership will soon receive an extensive XM Point-of-Sale Kit that contains:

- An informative freestanding display
- Hangtags & key tags
- Counter cards



170 CHANNELS TO FIND WHAT TURNS YOU ON

- Note pads
- Window stickers & window cling
- Sell sheets and merchandising info

Be sure to use all of these materials so your customers are aware that XM Radio is available on select new '07 Hyundai models as well as being installed as an accessory by your Service Department.

Customers love the convenience of XM, like commercial-free radio, or being able to listen to the same station as you travel coast-to-coast. Becoming an **XM Expert** is an asset to your clients, as you can help them thoroughly enjoy this feature.

QRG Product News:

Veracruz Quick Reference Guide

Our all-new '07 Veracruz is an amazing, new cross-over that's going to re-define what Hyundai is all about, as reflected by the quote in the June edition of *Automobile* magazine – "you should care, so should Lexus." The customers who will be shopping the new Veracruz will be more demanding (particularly if they came into your dealership after seeing the Veracruz print ads that are running in the magazines).

To be prepared for these customers, take some time to review the **Veracruz Quick Reference Guide**. It covers how to operate the key concern features to help you identify and demonstrate them to your customers. The key concern features are:

- HVAC (heat, ventilation and air conditioning)
- Wipers, turn signals and headlight controls
- Third row seat operation
- Audio controls

Be sure to take advantage of this opportunity to demonstrate why the new Veracruz is so special.

SALES TRAINING ONLINE
GUIDE TO CURRENT HYUNDAI PRODUCT INFORMATION

Accessory News

Home Vehicles Resources

New - XM Radio

Overview
Programming
Subscription

XM Satellite Radio Update - Two separate programs

XM Radio Fact Sheet/Channel Guide
Factory Installed XM Satellite Radio

1. Kenwood Dealer Installed Accessory Program

An accessory dealer-installed upgrade Kenwood XM Satell

Customers have a choice to activate the XM Satell

Three Great Hyundai Articles:

• Accolades from AAA/Parents Magazine

The American Automobile Association (AAA) and Parents magazine named the Santa Fe and Entourage two of '07's "Best Cars for Families". According to AAA/Parents judges, "The Santa Fe is packed with safety technology to protect your little ones, but the modest price tag leaves something for their college funds. Electronic Stability Control (ESC) and side-impact and side-curtain air bags are standard. Nice surprises include second-row A/C vents to keep your kids cool and a heated windshield wiper for melting through the ice." After a road test with the Hyundai Santa Fe, Sally Lee, editor-in-chief of Parents magazine said, "I loved the easy-to-read instrument panel and the great storage space. Car seats were a breeze to install. It's a lot of car for the money – and stylish too."

• Kelley Blue Book says Tiburon is "Cool"

The '07 Tiburon was named one of the *Top 10 Coolest New Cars Under \$18,000* by Kelley Blue Book (kbb.com). "Hyundai's sporty Tiburon combines the presence of a \$30,000 sports coupe with energetic driving dynamics and the value expected from the brand," said Jack Nerad, executive editorial director, Kelley Blue Book. "Updates for the 2007 model year include freshened front and rear styling."

• AutoPacific – Hyundai "Most Improved"

Hyundai Motor Corporation was named the "Most Improved Manufacturer" by AutoPacific in their annual *Image and Consideration Tracking Study*. According to AutoPacific's George Peterson, "The objective data are very good, and the verbatim comments from the respondents are very, VERY strong. Credit for styling, product lineup, Azera/Sonata, Warranty, improvements in DQR. The days of Hyundai lying in the weeds so nobody would notice are over. The word is getting out there."

Getting Customers back into your Dealership:

Hyundai Direct Mail Reaches 1,000,000+

Hyundai's Parts and Accessories division just mailed to more than 1-million current Hyundai owners. The goal – to get those customers back to your dealership for service or to buy parts and accessories. You, too, can take advantage of this influx to current customers – here's how:

- Check to see what accessories are in stock at your dealership.
- Be a greeter in the service drive so you can talk with current owners about genuine Hyundai accessories.
- Invite customers to test drive new models, like the Veracruz.

Take advantage of this opportunity to create customers for life!

HMFC News:

Check Out HMFC's College Grad Program

Promote *HMFC's College Graduate Program* to help students make the transition from school to career by making it easy and affordable to buy a new Hyundai for their first vehicle purchase. Impress them with a great buying and driving experience so they're our customers for life! Eligible students must be within six months of graduation or up to 24 months *after* graduation from an accredited 4-year college or university, nursing school, accredited 2-year college, or an accredited masters or doctorate program in the U.S. Program features:

- ✓ No down payment required
- ✓ Minimum B credit tier APR
- ✓ Terms of up to 60 months
- ✓ 90 Days to First Payment
- ✓ **\$400 HMFC College Grad Rebate** – with HMFC financing.

Students must be employed or have verifiable proof of employment to begin within 90 days of approval, meet minimum income and payment-to-income requirements, and HMFC credit requirements. Complete program rules are at HyundaiDealer.com in HMFC's document library on DealerTrack.

Meeting Your Customer's Needs:

Garmin nüvi 360 – Navigation at your fingertips

For customers who want a nav system, make the nüvi 360 part of your presentation. It's part number 00292-10000; there's a 5% discount on all dealer orders of 10 or more units using the 'S' or 'R' order type. To qualify for the 5% discount, all 10 units must be on the same order.

May/June Auction Dates:

Manheim Southern California Auto Auction	Fontana, CA	5/17
Adesa Colorado Springs Auto Auction	Fountain, CO	5/17
Manheim Auto Auction	Manheim, PA	5/18
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	5/18
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	5/22
Greensboro Auto Auction	Greensboro, NC	5/23
Manheim's Dallas Auto Auction	Dallas, TX	5/23
Manheim Bay Cities Auto Auction	Hayward, CA	5/23
Southern Auto Auction	E. Windsor, CT	5/23
Columbus Fair	Columbus, OH	5/30
Manheim South Seattle Auto Auction	Kent, WA	5/30
Manheim Auto Auction	Manheim, PA	6/1
ABC Minneapolis Auto Auction	Dayton, MN	6/5
Manheim Colorado	Commerce City, CO	6/5
Manheim's Arena Auto Auction	Bolingbrook, IL	6/5
Southern Auto Auction	E. Windsor, CT	6/6
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	6/7
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	6/7
Manheim's Texas Hobby	Houston, TX	6/7
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	6/8

