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Strategic Vision's 2007 Total Quality Index™:

Hyundai – 3, Toyota – 0

For the first time, Hyundai produced the most leaders on Strategic Vision's *Total Quality Index™* (TQI), leading in three segments – Azera topped the large car segment, Santa Fe is on top in the small SUV segment, while the Entourage (tied with Kia Sedona and Nissan Quest) is tops in the minivan segment. The complete story is posted on hyundaidealer.com, and our next issue will report on the 2007 *Initial Quality Study* by J.D. Power and Associates.

You Set a New Record: 43,885 units!

Congratulations: May Sales Sizzled!

May was great, with sales totaling 43,885 units – a 3% increase over last year and 10% over April, which made it the best May in Hyundai company history! FYI: we also beat the entire industry, which was only up 5%.

- Santa Fe sales increased 101% over May '06.
- Entourage posted a 138% gain over May '06.
- Accent was up almost 10% over May '06.
- All-new '07 Elantra increased 5% over last year.

"We are pleased with our May results and are looking forward to a very strong finish in the second quarter," said Dave Zuchowski, Hyundai's Vice President of National Sales. June should continue to be hot with some fabulous consumer incentives – let's break another sales record!

Veracruz News – starting with Motor Trend:

"Comparo Shock: Hyundai Beats Lexus!"

Excerpts from their road test of Veracruz in the latest issue:

- "The Hyundai Veracruz's interior is as Lexus as, well, a Lexus, based on the luxuries in our Limited test vehicle. Senior photographer John Kiewicz notes, 'Were you to remove the Hyundai logo from the steering wheel, then look around at the Veracruz's interior, would it make you think you were in a new Lexus? Absolutely.'"
- "The Veracruz is a formidable player in the seven-passenger crossover segment and will no doubt be a strong contender in next year's Sport/Utility of the Year competition. Every automaker, not just Toyota and Honda, should be nervous."

Raising Veracruz Awareness

The launch campaign will begin airing on TV mid-June as well as in leading consumer magazines. This added exposure should drive more traffic into your dealership.

Last Chance: Veracruz Workshops

Our last Veracruz "Smart Choices" Sales Manager & Sales Associate Workshops will wrap up mid-June. Go to www.hyundaidealer.com to enroll yourself and your staff.

The Sales Edge

Warranty—Essential to Customers:

Hyundai: Superior to Toyota's Coverage

Study after study has proven that the quality of our vehicles is exemplary – often rivaling the luxury brands. Case in point, the results of the latest Strategic Vision *Total Quality Index™* study ranked three Hyundai vehicles tops in their class while Toyota was shut out. One of the reasons our vehicles are popular is our warranty coverage: Toyota cannot compete with the Hyundai Advantage™ – America's Best Warranty™.

- It's because our quality is so good that we can offer such an extensive warranty.
- Toyota dealers can sell customers a warranty that matches Hyundai's 10 years and 100,000 miles of coverage – at an average cost of \$1,100!
- Share this with your customers who are shopping Toyota.

Hyundai – *More Quality, More Warranty, More Value.*

Now, America's Best Used Car Warranty, too!

Certified Pre-Owned Limited Warranty

HMA shocked the industry with the introduction of our new Hyundai Certified Pre-Owned Limited Warranty, offering a 10-year/100,000-mile powertrain warranty on used vehicles going back five model years with less than 60,000 miles.

- Provides your buyers with an added level of comfort and satisfaction with their used vehicle purchase.
- Only a \$50 deductible.
- Vehicles must pass a 150-Point Inspection.
- Rental car coverage up to \$35/day, for up to 10 days.
- Towing coverage up to \$75 per occurrence.
- Travel breakdown coverage up to \$375 per occurrence.

Additional options available include the Hyundai Certified Pre-Owned Wrap Contract, Hyundai Vehicle Care Maintenance Program and Hyundai Road Hazard Tire and Wheel option.

STAR Update:

5,728 Consultants STAR Certified!

Congratulations to all Sales Associates who have passed the test – remember, the STAR test is available online and you can also view who has passed at your dealership on DCS online.

Hyundai Product Information:

2008 Sonata – charting the changes

You should soon be receiving the 2008 Sonata. Following is a brief rundown of what's new on the 2008 model; for full details, go to www.hyundaidealer.com, Sales Training Online section:

- ✓ Enhanced Tire Pressure Monitoring System (TPMS) to warn driver when tire pressure is low.
- ✓ All models will have a rear seat center head restraint.
- ✓ GLS and SE models have new, single cloth seat fabric
- ✓ SE models now come with the following:
 - 215/55R17 performance tires
 - Rear decklid spoiler
 - Telescoping steering wheel
 - Gray or black seat cloth
 - Power driver's seat
- ✓ Limited models now come with the following:
 - Aluminum bodyside molding
 - Infinity audio system
- ✓ New Sonata trim levels:
 - GLS V6
 - SE 4-cylinder
 - Limited 4-cylinder
- ✓ Arctic White and Aqua Blue are no longer available

Parts & Accessory News You Need to Know:

Direct Mail program is designed to bring more traffic into your dealerships; coupons were mailed to customers in three waves: week of May 14, May 21, and June 4. Offers include: Free touch-up pen, Free 34-Point Inspection, or \$10, \$25, \$40, \$50 off on parts & services.

Summer Accessory Clearance Sale ends on June 30th – many selected accessories are under \$90. Check with your Parts Manager for copy of the flier.

XM Point-of-Sale kits have been shipped to your dealership. Be sure to unpack the kit and use the materials on the showroom floor.

- XM cartopper display, shown to the left, increases customer awareness of XM Radio.
- In addition, Hyundai and XM Radio are offering an eye-catching kiosk for \$150 (normal retail is \$200). This kiosk works on many levels:
 - Train your people about XM Radio,
 - Become familiar with their 170 channels.
 - Salespeople can use it as a hands-on demo for their customers to show how XM works.
 - Kiosk includes a free lifetime subscription to XM Radio.

Make this kiosk part of your XM Radio marketing and reap the rewards.



Parts & Accessory News continued...

Garmin Nüvi Cartopper display (shown above) lets customers know your dealership stocks this "must have" gadget. If you order 10+ Garmin Nüvi 360s at the same time (PN: 00292-1000), you get a 5% discount – include it in your "S" or "R" order.

HMFC – Important New Enhancements

Significant credit, rate and advance enhancements, effective June 1, 2007, will help you sell more vehicles, give you more finance opportunities and increase your profitability. Here are the highlights:

- **New Proprietary Scorecards** enable HMFC to approve a broader range of applicants at higher credit tier assignments.
- **New Credit Tier Structure – 8 Numerical Tiers** translate into more competitive rates for your customers.
- **Lower Retail Rates** make you more competitive and profitable.

Be sure to talk with your HMFC Rep for complete details.

June/July Auction Dates:

ADESA Golden Gate Auto Auction	Stacy, CA	6/12
Adesa Kansas City Auto Auction	Lee's Summit, MO	6/12
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	6/12
Greensboro Auto Auction	Greensboro, NC	6/13
Manheim South Seattle Auto Auction	Kent, WA	6/13
Manheim's Dallas Auto Auction	Dallas, TX	6/13
Adesa Colorado Springs Auto Auction	Fountain, CO	6/14
Manheim Auto Auction	Manheim, PA	6/15
Manheim's Arena Auto Auction	Bolingbrook, IL	6/19
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	6/19
Adesa Phoenix Auto Auction	Chandler, AZ	6/20
Columbus Fair Auto Auction	Columbus, OH	6/20
Southern Auto Auction	E. Windsor, CT	6/20
Manheim Southern California Auto Auction	Fontana, CA	6/21
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	6/22
Adesa Indianapolis Auto Auction	Plainfield, IN	6/26
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	6/26
Greensboro Auto Auction	Greensboro, NC	6/27
Manheim South Seattle Auto Auction	Kent, WA	6/27
Manheim's Dallas Auto Auction	Dallas, TX	6/27
Manheim Auto Auction	Manheim, PA	6/29
ABC Minneapolis Auto Auction	Dayton, MN	7/3
Manheim Colorado Auto Auction	Commerce City, CO	7/3
Manheim Georgia Dealers Auto Auction	Atlanta, GA	7/5
Manheim Arena Auto Auction	Bolingbrook, IL	7/10
Manheim Florida Auto Auction of Orlando	Ocoee, FL	7/10
Adesa Golden Gate Auto Auction	Tracy, CA	7/10
Manheim Dallas Auto Auction	Dallas, TX	7/11
Southern Auto Auction	E. Windsor, CT	7/11

