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Best All-Time, Anytime Sales Record: 49,368 units!

Sizzling Finish to First 6 Months!

Congratulations – you knocked the existing sales record clean out of the park! With sales of 49,368 vehicles for the month, you beat last month by 12% and last June by 11%!

"The first half of 2007 was the most successful in Hyundai history," said Dave Zuchowski, Vice President, National Sales, Hyundai Motor America. "Our second quarter sales rebounded strongly and resulted in first half sales which were up 1 percent over record 2006 levels. We are encouraged by this strong momentum and are well positioned for continued growth in the second half."

- **Santa Fe** sales increased 37% over June 2006!
- **Sonata** experienced a 28% sales increase!
- **Elantra** sales were up 8%!
- **Entourage** more than *doubled* its sales over the same period last year!

We're on a roll – the momentum has shifted and sales are soaring – so let's keep setting new records all summer!

J.D. Power and Assoc. APEAL Winner.

Azera Tops Class for 2nd Year!

Every year, J.D. Power and Associates conducts their Automotive Performance, Execution and Layout StudySM (APEAL), which measures owner delight with the design, content, layout and performance of their new vehicles. For the second year in a row, the Azera once again topped the large car segment. Outperforming several popular sedans, Azera received high marks for its interior, audio system, seats, heating and air conditioning, visibility and driving safety.

"Azera owners are impressed with the elegance and luxury of their car," said Dave Zuchowski, Hyundai's Vice-President of National Sales. "This award further reinforces our brand philosophy about how smart consumers think about premium sedans. Clearly, the Azera raises the bar by combining safety, luxury and value like no other vehicle in its segment." Here are other APEAL highlights:

- **Entourage** placed third in the van segment.
- **Santa Fe** increased its APEAL ranking above the segment average, with a 56-point improvement over last year.

Here are other Azera honors to share with your customers:

- **Best in Class** for sedans in the \$25,000 to \$30,000 category in Kiplinger's Personal Finance "Best of 2007 Cars" awards.
- **Top Large Car** in the Strategic Vision's Total Quality IndexTM (TQI) study.
- **Editor's Most Wanted Sedan Under \$30,000** as named by Edmunds.com.
- **Best Buy** according to *Consumer's Digest*.

The Sales Edge

Driving Traffic to Your Dealership:

Hyundai's Super Summer Sales Event

Things are heating up and to make your dealership the hot spot this summer, our Summer Sales Event runs July 19th to September 4th. The Point-of-Sale kit ships July 16th and includes:

- Balloons, window clings, ceiling danglers, mirror hangers
- Outdoor banners, car clings and bumper stickers
- Themed polo shirts for salespeople
- Post cards and special music CDs

Marketing materials – logos and print ads – are posted on the Ad Planner. There are TV spots for the Santa Fe, Sonata, Azera and Tucson – as well as a product spot for the Veracruz. There's a new radio spot and newspaper prints ads in 20 key markets – all to help you keep the heat on all summer long.

How new features affect IQS:

Hyundai Slips – But Shoots For #1

In the latest IQS study, the industry benchmark where new-vehicle quality is measured after 90 days of ownership, Hyundai slipped to 12th but our goal is to be the #1 non-luxury brand for 2008.

One reason for the slip is that new technology and features can be frustrating for some drivers. In their eyes, a feature that's "Difficult to Understand" (DTU) can have as much impact on their perceptions as if it were defective.

Research has shown that there are six key areas that affect how owners score their new vehicle in the IQS survey:

- **Heat, vent & A/C controls** – defrost, A/C, recirculation
- **Front and rear wiper controls**
- **Audio controls** – radio, CD, XM operation – from the XM Radio section on hyundaidealer.com / Sales Training Online, print out the *XM Radio Channel Guide* and page 4 of the *XM Overview* to help your clients learn how to program XM radio
- **Mirrors** – how to adjust, memory (if available)
- **Remote controls** – function of the different buttons
- **Seat position** – how to adjust, memory (if available)

The key is not just demonstrating these features, but making sure customers touch and operate each feature. Studies have shown that once a customer has this hands-on experience, their satisfaction with the vehicle improves.

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IQS Story – Continued from the previous page...

To help customers learn all about their new Hyundai, HMA has produced a **Quick Reference Guide** for each Hyundai vehicle. These Guides can also be used by salespeople with their customers to encourage new buyers to touch and operate the features so they understand how each feature functions.

- In next month's issue, we will start going model-by-model reviewing the key features of each vehicle.

In addition, there are a series of regional walkaround competitions in the works. FYI: the **Quick Reference Guides** are going to be used as the judging criteria – so salespeople may want to use them when preparing for the competition.

Remember, many new Hyundai buyers are coming out of a domestic model where the controls are very different – so these customers need to learn how to operate the key controls on their new Hyundai to reduce confusion and improve their satisfaction.

Parts & Accessory News You Need to Know: **Hot Summer Profit Opportunities**

May provided a successful kick-off for the second quarter Direct Mail program – check this out: it produced a customer response rate of 28.6% (323,125 customers) out of 1.13 million mailers. That translates into more than \$4 million in incremental parts revenue and 80,000 incremental customers' visits – how's that for boosting your bottom line?

But there's still more room for profit – additional customer visits over the summer can provide you with the opportunity to sell them accessories, as well as additional parts and services to meet their needs.

Check out the new updated accessories that are available on HyundaiDealer.com, and don't forget the must-have portable gadget – the Garmin Nüvi 360 – and all of these accessories are available to your customers at one convenient location – *your dealership*, while waiting for their vehicle to be serviced!

- To help market the Nüvi 360, be sure to order and use the attractive **point-of-sale display**. It works as a "silent salesman" letting your customers know that it's available, and allowing them to check out all of its features. Your sales staff can also use it as part of their product presentation, showing customers how it works.
- **Another feature:** when a Garmin Nüvi 360 is sold through an authorized Hyundai dealership, it includes a 3-year limited warranty on parts and labor. That makes it more attractive than buying one from another source.

You can also help your customer "style" in the summer heat: **Hyundai Genuine Chrome Wheels** are now available to all of our dealers – wheels are available for the Azera, Sonata and Santa Fe models.

Customer loyalty is the key to long-term profitability; so don't forget the little items that are unforgettable to your customers:

- Help them make the scratches and nicks disappear to keep their vehicle in new show with a **touch-up pen**.
- Offer a **free 34-point inspection** that provides added peace of mind because the customer knows their Hyundai dealer is looking out for their vehicle.

It looks like it's going to be hot this summer, so don't let the months fly by – **make them profitable** with the Garmin Nüvi 360 and Genuine Chrome Wheels!



July / August Auction Dates:

Southern Auto Auction	E. Windsor, CT	7/11
Manheim Texas Hobby	Houston, TX	7/12
Manheim Greater Nevada Auto Auction	Las Vegas, NV	7/12
Manheim Auto Auction	Manheim PA	7/13
Manheim Greater Nevada Auto Auction	Las Vegas, NV	7/13
Adesa Kansas City Auto Auction	Lee's Summit, MO	7/17
Manheim Georgia Dealers Auto Auction	Atlanta, GA	7/17
Columbus Fair	Columbus, OH	7/18
Greensboro Auto Auction	Greensboro, NC	7/18
Adesa Phoenix Auto Auction	Chandler, AZ	7/18
Adesa Colorado Springs Auto Auction	Fountain, CO	7/19
Manheim Southern California Auto Auction	Fontana, CA	7/19
Manheim Auto Auction	Manheim, PA	7/20
Manheim Greater Nevada Auto Auction	Las Vegas, NV	7/20
Manheim Arena Auto Auction	Bolingbrook, IL	7/24
Manheim Florida Auto Auction of Orlando	Ocoee, FL	7/24
Manheim Dallas Auto Auction	Dallas, TX	7/25
Southern Auto Auction	E. Windsor, CT	7/25
Manheim South Seattle Auto Auction	Kent, WA	7/25
Adesa Indianapolis Auto Auction	Plainfield, IN	7/31
Adesa Golden Gate	Tracy, CA	7/31
Columbus Fair	Columbus, OH	8/1
Southern Auto Auction	E. Windsor, CT	8/1
Manheim Georgia Dealers Auto Auction	Atlanta, GA	8/2
Manheim Greater Nevada Auto Auction	Las Vegas, NV	8/2
Manheim Auto Auction	Manheim, PA	8/3
Manheim Greater Nevada Auto Auction	Las Vegas, NV	8/3
Adesa Kansas City Auto Auction	Lee's Summit, IL	8/7
Manheim Georgia Dealers Auto Auction	Atlanta, GA	8/7
ABC Minneapolis Auto Auction	Dayton, MN	8/7
Dallas Auto Auction	Dallas, TX	8/8
Greensboro Auto Auction	Greensboro, NC	8/8
Manheim South Seattle Auto Auction	Kent, WA	8/8
Manheim Texas Hobby	Houston, TX	8/9

