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August Sales Sizzle: 45,087 units!

They were **HOT** August Nights!

How hot was it? For you, it was sizzling as customers voted with their wallet – showing that they agreed: Duh, Hyundai vehicles are a great value! "Considering the gloomy economic indicators for August, we are elated that you were able to record the best August ever," said Dave Zuchowski, Hyundai Motor America's Vice President, National Sales. Looking at the numbers, sales of 45,087 vehicles represents an increase of one percent over August 2006. Here are the highlights:

- **Santa Fe** led the way with 10,570, up 55% over last year
- **Sonata** was second, selling 10,348 units
- **Tucson** sales were up 13% over last year to 4,954 units
- **Entourage** sales increased 6% to 1,295 units
- **Veracruz** had a strong month with sales of 1,739 units

This is great news – keep the momentum up as the 2008 models roll into your dealership!

Hyundai Vehicles in the News:

Elantra Captures the Headlines

Some magazines carry more clout than others. One of those publications is *Consumers Reports*. And in their October issue, our redesigned Hyundai Elantra outscored the Mitsubishi Lancer, Nissan Sentra, and Scion xB (in fact, the Elantra now ranks sixth overall among the 14 small cars that CR has tested recently).

"The redesigned Elantra is well-rounded, roomier, more fuel-efficient, and has a more pleasant interior than many more expensive cars," said David Champion, Senior Director of Consumer Reports' Auto Test Center in East Haddam, Connecticut.

- The Elantra achieved a "Very Good" overall test score.
- **FYI:** *Consumer Reports* ranked the Santa Fe as 2nd out of 20 vehicles in their May 2007 edition.

Consumer Reports only recommends vehicles that have performed well in its tests, have at least average predicted reliability based on CR's Annual Car Reliability Survey of its own subscribers, and performed at least adequately if crash-tested or included in a government rollover test.

Hyundai – an Eye on the Environment:

Fuel Cell Electric Vehicle Unveiled

Hyundai's new hydrogen-powered, zero-emission concept, the i-Blue Fuel Cell Electric Vehicle, will debut later this month at the Frankfurt Auto Show in Germany. This is another example of our commitment to creating vehicles that are technologically-advanced and ecologically-friendly.

The Sales Edge

The Latest on the 2008 Sonata:

"One of the Best for College Students"

CarMax, Inc. the nation's largest retailer of used cars, and Driver's Edge, a national nonprofit organization that provides youth driver education, have named the Sonata as one of the top 10 cars for college students based on safety features, cost, reliability and style.

"Sonata is the only midsize sedan under \$20,000 with lifesaving Electronic Stability Control as standard equipment," said Dave Zuchowski, Vice President, National Sales for Hyundai Motor America. "The American-made Sonata is a smart choice for parents in the competitive midsize sedan segment and the car's styling and value characteristics will appeal to the students as well."

Do you know the '08 Sonata?

In our June issue, we highlighted Sonata's *new for '08* features. Complete 2008 Sonata product information as well as new quiz questions and a walkaround are now posted on www.hyundaidealer.com / Sales Training Online. To help you prepare for the online quiz, here's a little fill-in-the-blanks exercise that highlights what's new:

1. The **GLS** and **SE** have new single cloth seat fabric.
2. TPMS stands for **Tire Pressure Monitoring System**.
3. All models now have a **Rear Seat Center** head restraint.
4. One new Sonata trim level is the **GLS V6**.
5. Another new trim level is the **SE 4-cylinder**.
6. The **Limited** now comes with a 4-cylinder engine, too.
7. A new feature on the Limited is **aluminum bodyside molding**.
8. The Limited comes with an **Infinity®** audio system.
9. List one of the new features on the SE: **Rear spoiler**.
10. Another new SE feature: **215/55R17 performance tires**.
11. Another new SE feature: **Telescoping steering wheel**.
12. Another new SE feature: **Gray or black seat cloth**.
13. Another new SE feature: **Power driver's seat**.
14. What exterior color is no longer available: **Arctic White**.
15. What exterior color is no longer available: **Aqua Blue**.

IQS Is Just Around the Corner – Are You Ready:

Focus on Elantra & Santa Fe

Our J.D. Power and Associates' *Initial Quality Survey* (IQS) series focuses on the Elantra and Santa Fe this month. These are key areas that affected how owners rated their new Hyundai in the previous IQS survey, so here's what's important:

1. That you understand how the feature functions and are able to demonstrate it, and...
2. You can "teach" how the feature functions to the customer so they understand how it operates and "take ownership."

ELANTRA

Headrest Adjustment Controls – press in the release button on the left side, then raise or lower the headrest. Then have your customer adjust it for themselves.

- o And lower the back headrests for maximum visibility.

Keyless Entry System – hand the key fob to a customer, instruct them to press the unlock button once to unlock the driver's door. Next, have them re-lock the door; now, have them press the unlock button twice to demonstrate how that unlocks all of the doors.

- o Have them press the "panic" button to set off the alarm so they hear how it sounds, then have them press the lock or unlock button to deactivate the alarm. **DID YOU KNOW:** This is a great way to find a car in a crowded lot?

Windshield Wipers/Washers – have the customer sit in the driver's seat – have them activate the wiper controls so they can feel and see how all of the six different functions operate. **DO YOU KNOW WHAT THEY ARE?**

1. Mist – move up for single wipe; hold for continuous wiping
2. Off
3. Intermittent – rotate to adjust interval
4. Low speed
5. High speed
6. Pull lever towards you to wash

SANTA FE

Windshield Wipers/Washers – if a customer is coming out of a domestic model, these controls may be on the opposite side. Remember, Santa Fe wipers have the same 6 functions as Elantra.

Rear Window Wiper/Washer – make sure they know it's at the end of the same stalk as the wipers. To operate, rotate the control forward; continue rotating it forward to wash the rear window.

Heating, Ventilation and Air Conditioning Controls (HVAC)

Have them change fan speed, adjust mode to change direction of air flow, select recirculation or fresh air, switch A/C on and off, adjust temperature hotter and colder. Climate controls on Limited include dual front controls and "auto" to maintain desired temp.

HOMEWORK: Figure out the defog and defrost settings function.

XM RADIO

- For XM videos and printed reference materials, go to HyundaiDealer.com / Sales Training Online.
- Remember: setting channels with XM are the same as AM and FM stations – push the channel button until it beeps.

Refer to the *Quick Reference Guide* or *Owner's Manual* for more information on how to explain the various features.

Parts & Accessory News:

Multiple Ways to Market Accessories

There are three places that are ideal for marketing accessories:

1. Parts Department
2. Service Waiting Area
3. New Car Showroom Floor

Each area gives you a chance to communicate with customers, demonstrating everything Hyundai has to offer. Here are some display suggestions to help stimulate sales:

- **Garmin Nüvi Kiosk** – let's customers know they can easily and affordably add a navigation system to their Hyundai.
- **Chrome Wheel Display** – let's your customer's see how they can add some style and flash to their ride.
- **Hyundai Apparel** – dress in style and enhance your crew with Hyundai brand image wear.
- **Stage a Fall Clearance Sale** – have an expiration date for urgency.

To find out about new accessories, go to HyundaiDealer.com – Sales Training Online – they're on the "Key Features" page for each model in the "Product Links" section.

September / October Auction Dates:

Manheim's Arena Auto Auction	Bolingbrook, IL	9/11
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	9/11
Adesa Golden Gate	Tracy, CA	9/11
Columbus Fair	Columbus, OH	9/12
Greensboro Auto Auction	Greensboro, NC	9/12
Manheim South Seattle Auto Auction	Kent, WA	9/12
Adesa Colorado Springs Auto Auction	Fountain, CO	9/13
Manheim Southern California Auto Auction	Fontana, CA	9/13
Manheim Auto Auction	Manheim, PA	9/14
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	9/18
Manheim's Dallas Auto Auction	Dallas, TX	9/19
Southern Auto Auction	E. Windsor, CT	9/19
Adesa Phoenix Auto Auction	Chandler, AZ	9/19
Manheim's Arena Auto Auction	Bolingbrook, IL	9/25
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	9/25
Adesa Golden Gate	Tracy, CA	9/25
Columbus Fair	Columbus, OH	9/26
Greensboro Auto Auction	Greensboro, NC	9/26
Manheim South Seattle Auto Auction	Kent, WA	9/26
Adesa Colorado Springs Auto Auction	Fountain, CO	9/27
Manheim Southern California Auto Auction	Fontana, CA	9/27
Manheim Auto Auction	Manheim, PA	9/28
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	9/28
ABC Minneapolis Auto Auction	Dayton, MN	10/2
Adesa Kansas City Auto Auction	Lee's Summit, MO	10/2
Manheim's Dallas Auto Auction	Dallas, TX	10/3
Southern Auto Auction	E. Windsor, CT	10/3
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	10/4
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	10/4
Manheim Auto Auction	Manheim, PA	10/5
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	10/5

