

## Overall Auto Industry Sales Drop 26.6%:

### **September Sales Talley 24,765**

The roller coaster economy had a negative effect on the *entire* automotive industry in September – one bright star was Sonata – its sales were **up 31%** compared to '07 – proof that consumers are getting the message that Hyundai vehicles deliver good fuel economy, solid value and a fantastic warranty!

“As consumers tighten their spending due to the uncertain economic times, we’re certainly feeling the pinch, as I am sure every other manufacturer is,” said Dave Zuchowski, Hyundai Motor America’s Vice President of National Sales. “We feel Hyundai is well positioned to weather these difficult economic times with our full lineup of vehicles that offer some of the best fuel economy, safety, quality and value in the industry.”

Hyundai sales were down 25% from September '07, while Toyota’s sales were off 29% and Honda was down 21%. With industry sales down and September in the books, now’s the time to look forward to October and a fresh start!

## IQS Period – November, December & January:

### **IQS — Right Around the Corner**

J.D. Power’s *Initial Quality Survey* is almost here:

- All '09 models sold in November, December and January receive an IQS survey
- Pay extra attention to '09 Sonata, Azera, Genesis, Elantra and Accent models – our volume models

*You never get a second chance to make a positive first impression – so be prepared by checking:*

- Showroom & delivery vehicles: clean inside & out
- Battery: charged & tires properly inflated
- Review: *Quick Reference Guide, Owner’s Manual and Maintenance Schedule* with the customer
- Have customer operate windshield wiper and lights
- Point out that the gas tank is full
- Introduce Service Manager & Advisors, if avail.

**Follow up:** Call your customers the next day to see if there are any questions... and who knows, they might even give you a referral!

## 2009 Product Information Update:

### **Accent and Tucson Now Online**

All of the '09 Accent and Tucson product information is on [www.hyundaidealer.com](http://www.hyundaidealer.com) on the Sales Training Online page so you’re up-to-date on the latest info.

## Genesis News:

### **No Exporting... please!**

If your customers are thinking about exporting the Genesis, it’s really not a good idea. Here are the facts they need to know:

**Caution** – counsel your customers on these points:

- The warranty is voided once it is exported.
- Navigation system won’t work in a foreign country.
- Speech dialogue system only works in English.
- Accessories are not available for U.S. spec models.
- HPP coverage is not honored abroad.

If you suspect a vehicle will be exported, please advise your customer of these consequences.

## Impact of Sirius and XM Merger:

### **Tiered Programming Now Available**

Pass this information on to your existing customers and your new customers: XM and Sirius have merged and, as of September 30, are now offering *new tiered services*. Here’s what you need to know:

- If your customer already subscribes to XM Radio, that service doesn’t change.
- If they want to listen to XM *and* Sirius, the company is offering new, tiered services that include “the best of Sirius” – there is an additional cost above their basic XM subscription.
- These new channels will work on *all* Hyundai XM equipped radios – *no modifications are required*.
- New models continue to come with a 3-month free subscription to XM Radio, while Genesis models with the Technology Package get a 1-year free subscription to XM Radio and XM NavTraffic.
- A bulletin detailing these changes is available on the home page of [www.hyundaidealer.com](http://www.hyundaidealer.com) and on Sales Training Online – if you don’t have it, download it, then print and share it with your staff.
- We are in the process of creating new sales training materials, which will be provided to you shortly.

## Here We Grow Again:

### **Hyundai Gains 9% in Brand Value**

The *2008 Top 100 Global Brands* study by Interbrand and *BusinessWeek* showed Hyundai ranked eighth among global automakers, ahead of several prominent competitors, including Porsche, Lexus and Nissan.

### Make the Most of Every Opportunity:

## Internet Lead Enhancements

On October 13, we will implement several major changes to the lead delivery system in [www.HyundaiDealer.com](http://www.HyundaiDealer.com):

- **Redirect window changes from 24 hours to 6 business hours** – if a quote request *isn't handled* within the first 6 business hours, the lead will be redirected to four nearby dealerships.
- Dealers with in-house lead management systems or CRMs (such as Cobalt, Reynolds & Reynolds, etc.) will be able to export all leads without first responding to the lead inside HyundaiDealer.
- New leads will be displayed on a single screen instead of the current four tab structure for “Quick Quote”, “Test Drive”, “Brochure” and “LMRS” leads. The archive list will be similarly structured.

These changes will be described in more detail, including examples and screen images, as the implementation date draws nearer. If you have any questions regarding these changes, please contact the HyundaiDealer helpdesk.

### Parts & Accessory News:

## Genesis Car Cover

The Genesis Car Cover is now available for orders. The Part number is U8260-3M000.

## Sonata Chrome Wheels

Hyundai is pleased to announce the acceptance of Sonata Limited Chrome Wheels as Core Credit. This means that both Sonata SE and Limited Wheels are now available in the Chrome Wheel Program. Part number for Limited Chrome Wheels: U8400 3K342.

### HMFC News:

## HMFC Programs for October

### Special Lease Program:

- Lease a 2009 Hyundai Genesis 3.8L V6 for \$399/month for 24 months, \$1,800 customer cash down plus \$500 HMFC origination support. Total of \$2,199 due at lease signing. National excluding South Central Region.

### Special Low APR Programs:

- '09 Genesis has a **Low APR of 0.9%** up to 48 months for Tiers 1 customers: South Central Region Only.
- '09 Azera has a **Low APR of 2.9%** up to 48 months for Tiers 1 customers: National.
- '08 Veracruz has a **Low APR of 0.0%** up to 60 months for Tiers 1 customers: National.
- '08 Entourage has a **Low APR of 0.0%** up to 60 months for Tiers 1 customers: National excluding South Central Region.
- '08 Santa Fe has a **Low APR of 0.0%** up to 60 months for Tiers 1 customers: National; additionally, up to \$1,000 HMFC Bonus Cash is available.

## Top HMFC Dealerships for September

NATIONAL	New Contracts
1. Fuccillo Hyundai (NY061)	155
2. Planet Hyundai (NV015)	121
3. Fuccillo Hyundai of Greece, NY (NY105)	96
4. Fuccillo Hyundai of Syracuse, NY (NY086)	83
5. Atlantic Hyundai (NY075)	81

## Top Selling Dealerships – Sept. Year-to-Date

NATIONAL	Sales
1. NY075 Atlantic Hyundai	2,897
2. NV015 Planet Hyundai	2,822
3. FL108 Hyundai of New Port Richey	2,780
4. NY086 Fuccillo Hyundai of Syracuse	2,312
5. NJ032 Lester Glenn Hyundai	1,805

### *Top dealers by region...*

CENTRAL REGION	Sales
IL063 Family Hyundai Tinley Park, IL	1,233
IL018 Green Hyundai Springfield, IL	1,052
OH018 Columbia Hyundai Cincinnati, OH	903
OH001 Superior Hyundai North Fairfield, OH	876
WI012 Arrow Hyundai West Allis, WI	850

### CALIFORNIA REGION

CA232 Hyundai Of Roseville Roseville, CA	1,273
CA076 Lamar Hyundai Cerritos, CA	615
CA020 Frank Motors Hyundai National City, CA	610
CA182 L.A. City Hyundai Los Angeles, CA	553
CA267 Douglas Hyundai Santa Ana Santa Ana, CA	461

### SOUTHERN REGION

FL108 Hyundai of New Port Richey New Port Richey, FL	2,780
VA006 Fairfax Hyundai Fairfax, VA	1,656
FL088 O'Brien Hyundai Fort Myers, FL	1,087
FL089 Jenkins Hyundai Ocala, FL	1,068
FL118 Hyundai of Orange Park Jacksonville, FL	933

### EASTERN REGION

NY075 Atlantic Hyundai West Islip, NY	2,897
NY086 Fuccillo Hyundai of Syracuse Syracuse, NY	2,312
NJ032 Lester Glenn Hyundai Toms River, NJ	1,805
NJ029 Brad Benson Hyundai South Brunswick, NJ	1,727
NY061 Fuccillo Hyundai Schenectady, NY	1,377

### SOUTH CENTRAL REGION

TX100 Hyundai of El Paso El Paso, TX	1,459
TX040 Huffines Hyundai Plano, TX	1,202
TX119 Southwest Hyundai Dallas, TX	993
OK018 Edmond Hyundai Edmond, OK	871
TX068 Allen Samuels Hyundai Fort Worth, TX	845

### WESTERN REGION

NV015 Planet Hyundai Las Vegas, NV	2,822
NV022 United Hyundai Las Vegas, NV	1,253
NV020 Henderson Superstore Henderson, NV	1,013
CO034 Arapahoe Hyundai Centennial, CO	849
WA026 Hyundai of Everett Everett, WA	751

*Top Sales Managers & Sales Associates on next page...*

## Top Sales Managers – Sept. Year-to-Date

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	1,041
David Clikeman	Arrow Hyundai	849
Sherif Girgis	Gartner Hyundai	765
Jeff Hughes	Great Lakes Hyundai	705
Jeff Roberts	St. Charles Hyundai	702

CALIFORNIA REGION		Sales
Christopher Shaffer	Hyundai of Roseville	554
David Rosas	Lamar Hyundai	357
Brian Shaffer	Hyundai of Roseville	326
Jack Jernigan	Victorville Hyundai	324
Hector Fraire	Mazzei Hyundai	320

SOUTHERN REGION		Sales
Leo Blakeney	Fairfax Hyundai	1,047
A. Appleby	Coconut Creek Hyundai	921
Ismail Whea	Brown's Manassas Hyundai	889
Andy Kim	Alexandria Hyundai	887
Ernest McQuaig	Pearson Hyundai	823

EASTERN REGION		Sales
Daniel Toomey	Atlantic Hyundai	2,897
David Cantin	Brad Benson Hyundai	1,718
Thomas Ruppen	Bowser Hyundai	1,059
Edward Tarbox	Tarbox Hyundai	943
John Perillo	Lester Glenn Hyundai	911

SOUTH CENTRAL REGION		Sales
Peter Cafferata	Allen Samuels Hyundai	837
Tony Reynolds	AutoMax Hyundai	785
Phillip Wartley	Edmond Hyundai	622
Paul Hicks	Southwest Hyundai	613
Michael Birmingham	Capitol Hyundai	607

WESTERN REGION		Sales
Mohamed Hussein	Planet Hyundai	2,807
Frank Maione	Henderson Hyundai Superstore	1,017
Grant Petersen	Bronco Motors Hyundai	703
David Zinsmeister	Arapahoe Hyundai	619
Ryan Rummerfield	Beaverton Hyundai	483

## Top Sales Associates – Sept. Year-to-Date

CENTRAL REGION		Sales
Jon Muehl	Rosen Hyundai	364
Scott Varnum	Dean Team Hyundai	292
Jasper Cicero	Rosen Hyundai	258
Fred McClary	Suntrup Hyundai	226
Shane Anthony	Lujack Hyundai	216

CALIFORNIA REGION		Sales
Kevin Kuang	Cammissa Motorcars Hyundai	304
Min Ki Choi	L.A. City Hyundai	299
Youngki Jeong	L.A. City Hyundai	235
Steven Cooke	Douglas Hyundai Santa Ana	185
Samlesh Pal	Hyundai of Roseville	161

SOUTHERN REGION		Sales
Carolyn Davis	Jenkins Hyundai	315
Oscar Benavides	Carolina Hyundai, Lake Norman	288
Josh Corcos	King Hyundai	256
Claudio Alvarado	William Lehman Hyundai	241
Donald Barker	Fairfax Hyundai	237

## Top Sales Associates, continued...

EASTERN REGION		Sales
Joseph Ippolito Jr.	Towne Hyundai	339
Brandon Daub	Piazza Hyundai of Pottstown	278
Dennis Jacobs	Harrisburg Hyundai	245
Ali Givehchi	Brad Benson Hyundai	234
April Horowitz	Healey Hyundai	218

SOUTH CENTRAL REGION		Sales
Daniel Ronje	Champion Hyundai of Corpus Christy	208
Dave Cummings	Champion Hyundai Gulf Freeway	201
Stanley Becker	Eckert Hyundai, Inc.	201
Mark Lee	Landers Bros. Hyundai	194
Timothy Vandesteene	Wiesner Hyundai	168

WESTERN REGION		Sales
Anthony Fisher	Planet Hyundai	243
Michael White	North Scottsdale Hyundai	162
Mahmoud Milhem	Arapahoe Hyundai	146
Yun Kyung Na	Doug's Hyundai	143
Lyle Talbot	Titus-Will Hyundai	138

## Auction Update:

### October/November Dates

Manheim South Seattle Auto Auction	Kent, WA	Oct 08
Greensboro Auto Auction	Greensboro, NC	Oct 08
Manheim's Dallas Auto Auction	Dallas, TX	Oct 08
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Oct 09
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Oct 10
Manheim Colorado Auto Auction	Commerce City, CO	Oct 14
Manheim's Florida Auction of Orlando	Ocoee, FL	Oct 14
Adesa Kansas City Auto Auction	Lee's Summit, MO	Oct 14
Manheim San Francisco Bay	Hayward, CA	Oct 15
Southern Auto Auction	E. Windsor, CT	Oct 15
Columbus Fair	Columbus, OH	Oct 15
Manheim's Texas Hobby	Houston, TX	Oct 16
Manheim Auto Auction	Manheim, PA	Oct 17
Manheim's Georgia Dealers Auction	Atlanta, GA	Oct 21
Manheim's Arena Auto Auction	Bolingbrook, IL	Oct 21
Adesa Phoenix Auto Auction	Chandler, AZ	Oct 22
Manheim's Dallas Auto Auction	Dallas, TX	Oct 22
Manheim Southern Cal Auto Auction	Fontana, CA	Oct 23
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Oct 24
Manheim's Florida Auction of Orlando	Ocoee, FL	Oct 28
Adesa Kansas City Auto Auction	Lee's Summit, MO	Oct 28
Manheim South Seattle Auto Auction	Kent, WA	Oct 29
Manheim San Francisco Bay	Hayward, CA	Oct 29
Southern Auto Auction	E. Windsor, CT	Oct 29
Columbus Fair	Columbus, OH	Oct 29
Manheim's Texas Hobby	Houston, TX	Oct 30
Manheim's Auto Auction	Manheim, PA	Oct 31
ABC Minneapolis Auto Auction	Dayton, MN	Nov 04
Manheim's Arena Auto Auction	Bolingbrook, IL	Nov 04
Manheim's Dallas Auto Auction	Dallas, TX	Nov 05
Southern Auto Auction	E. Windsor, CT	Nov 05
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Nov 06
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Nov 07
Manheim Colorado Auto Auction	Commerce City, CO	Nov 11
Adesa Kansas City Auto Auction	Lee's Summit, MO	Nov 11
Manheim's Florida Auction of Orlando	Ocoee, FL	Nov 11
Greensboro Auto Auction	Greensboro, NC	Nov 12