

Hyundai Dealers Reach All-Time Record:

March Sales Reach 42,796!

Congratulations and great work – setting a new record for March is quite an accomplishment! "We are very encouraged by our March results, especially considering the challenging market we are in," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales. "We feel our brand is very well positioned to respond to the emerging spring selling season."

Here are your March highlights:

- **Elantra** – #1 selling model; up 10%: 11,505 units
- **Sonata** – #2 selling model – up 7%: 11,306 units
- **Accent** – sales were up 13%
- **Azera** – sales were up 18%

Dollars & Sense Sales Event:

Cashing in on the Spring Campaign

From now 'til April 30th, the *Dollars & Sense Sales Event* focuses on attracting customers to your dealership in search of great values made even better for a limited time! Here are the highlights:

- **TV Spots** – feature the talents of financial experts Ray Lucia, Larry Winget, Adam Smith and Louis Barajas to communicate the great values while providing ideas on what to do with the savings.
- **Featured Vehicles** – '08 Sonata, Santa Fe, Elantra and Azera
- **Vehicle Incentives** – see the *National Incentives Summary* (4/2/08) on www.hyundaidealer.com for all customer rebates, coupons, vehicle bonuses, STAR Awards, and HMFC programs.
- **HDAA Support** – through additional local media.
- **Point-of-Sale Materials** – make sure you are creating a positive first impression: be sure your showroom is "fresh" with new balloons, straight banners, clean mirror danglers and window clings.
- **Direct Mail** – over 1.3 million existing owners and 250,000 handraisers are being sent information via email regarding the *Dollars & Sense Sales Event*.
- **Interactive Online** – we have created a special microsite for the *Dollars & Sense Sales Event*.

Use all of these materials to make this a sales success!

'08 STAR Certification Deadline Extended

If you are '07 STAR Certified, you have until April 30th to become '08 STAR Certified. Your STAR payments will be delayed if you are not certified by April 30th. NOTE: Your HVOC Sales Score must be 900 or above to receive payment.

Advertising Wins Multiple Awards:

Ads Build Customer Awareness

Hyundai recently earned accolades from *IAG Research*:

- **"Most Effective New Nameplate Launch Campaign"** for the Veracruz ad that compared it to the Lexus RX 350. "Winning the IAG Automotive Advertising Award for the Veracruz spot validates that our new *'Think About It'* advertising campaign is changing the way consumers view Hyundai," said Joel Ewanick, Vice President, Marketing, HMA.
- **"Big Duh" Year-End Sales Event** earned the highest ranking for consumer recall according to IAG Research of all auto commercials that viewers remembered most and liked best from November 1, 2007 to January 26, 2008.

This is a testimony that our message is getting out there and should translate into additional floor traffic for you.

Keeping You Up-to-Date:

Quick Quote Program Continues to Evolve

In the last issue, we reviewed the *Quick Quote* program. Here's a summary of the new and future features:

- **Export** for Test Drive and Brochure leads
- Detail view and vehicle of interest added for **Brochure** leads
- Single interface for **all** Hyundai leads
- **Export All New** allows batches of leads to be exported with a single click

The next group of enhancements is the result of a complete rethinking of the design and workflow of the system:

- All **new leads** will be displayed on a **single tab**
- Quick Quote leads will be immediately exportable
- Instead of the current 24 hours, dealers will have only 6 business hours to respond or export the lead before it is sent to 4 additional dealers.
- www.HyundaiUSA.com will be modified to change all references from *Quick Quote* to *Purchase Inquiry*.

To get set-up to export leads, please contact your DSM or call Deanna Mooring at 714-965-3444.

Sales Training Updates:

Source Book Online – not in book form

To keep *The Source Book* updated with the most accurate information, we have posted all *Source Book* sections on www.hyundaidealer.com/Sales Training Online. You will also find *Keys to Customer Satisfaction* and the *Pocket Guide* online, too.

Genesis Launch Announcement Coming Soon

Genesis – our new flagship model – will soon be launched with an extensive hands-on training program for Sales Managers and Sales Associates. Training will take place in the major markets and will also include a special evening event for Technicians, Service and Parts Personnel.

- **Sales Manager & Sales Associate events** are planned to begin at 10 a.m. and conclude by 4 p.m. The hands-on activities will include a complete vehicle review and will qualify participants for STAR Certification for Genesis.
- **Service, Parts & Technicians** have a special 2-hour evening event that includes a hands-on review of the all-new technology featured in the Genesis. No STAR Certification is available for the evening events.

Look for an email and fax with complete details, dates, locations and how to sign-up later this month.

'09 Sonata Update:

Operating the Audio Command System

Confused with the new in-dash navigation/audio system in the '09 Sonata? A special *Navigation Quick Reference Guide* is on www.hyundaidealer.com/Sales Training Online – it's on the '09 Sonata home page and in the Headlines – that you can download and print. Here are a few key points of this system:

Steering Wheel Mounted Controls:

1. **Mode** – change AM/FM/XM/CD/Aux.
2. **Presets** and track selections
3. **Volume** – adjust up or down
4. **Voice Recognition** – *Push to Talk*

- After you press this button, wait for an audible beep, then make a verbal command – the system responds to a number of word phrases, which are listed in the *Navigation Quick Reference Guide* (online).

Hot Tip: When in doubt, push the button, wait for the beep, then say “*Help*” and a help menu will appear.

iPod/USB Ports:

The '09 Sonata includes iPod and USB ports to connect iPod and MP3 players. An iPod cable will soon be available through your Parts Dept. – watch for details.



Parts and Accessory News:

Show Your Customers What You've Got!

The HMA *Showroom Accessory Vehicle* Program is here – it allows you to order “Customized” Display Vehicles that will boost customer awareness about parts and accessories, create in-store excitement and increase your accessory profits. Ask your District Sales Manager for more information.

HMFC News:

2007 MY Low APR Program

Here are the HMFC offers for the month of April '08:

- 07MY Veracruz has a **Low APR of 0%** up to 60 months for Tier 1 customers in the Eastern Region only
- 07MY Veracruz has a **Low APR of 2.9%** up to 48 months for Tier 1 customers in all other regions

Refer to HMFC's Marketing Bulletin for complete program details and other offers on a variety of Hyundai models.

Top Selling Dealerships for March:

	Sales
1. Atlantic Hyundai (NY075)	345
2. Planet Hyundai (NV015)	337
3. Hyundai of New Port Richey (FL108)	276
4. Brad Benson Hyundai (NJ029)	275
5. Lester Glenn Hyundai (NJ032)	257

Top Dealerships through March Year-to-Date:

CENTRAL REGION			Sales
IL063	Family Hyundai	Tinley Park, Il	346
WI012	Arrow Hyundai	West Allis, Wi	253
IL018	Green Hyundai	Springfield, Il	242
OH001	Superior Hyundai North	Fairfield, Oh	238
OH018	Columbia Hyundai	Cincinnati, Oh	231

CALIFORNIA REGION			Sales
CA232	Hyundai of Roseville	Roseville, Ca	308
CA020	Frank Motors Hyundai	National City, Ca	199
CA076	Lamar Hyundai	Cerritos, Ca	174
CA182	L.A. City Hyundai	Los Angeles, Ca	160
CA267	Douglas Hyundai Santa Ana	Santa Ana, Ca	119

SOUTHERN REGION			Sales
FL108	Hyundai of New Port Richey	New Port Richey, Fl	730
VA006	Fairfax Hyundai	Fairfax, Va	386
FL088	O'Brien Hyundai	Fort Myers, Fl	305
FL089	Jenkins Hyundai	Ocala, Fl	284
FL122	Coconut Creek Hyundai	Coconut Creek, Fl	277

EASTERN REGION			Sales
NY075	Atlantic Hyundai	West Islip, NY	772
NJ029	Brad Benson Hyundai	South Brunswick, NJ	506
NJ032	Lester Glenn Hyundai	Toms River, NJ	473
NY086	Fuccillo Hyundai of Syracuse	Syracuse, NY	333
NY081	Millennium Hyundai	Hempstead, NY	291

SOUTH CENTRAL REGION			Sales
TX100	Hyundai of El Paso	El Paso, Tx	425
TX040	Huffines Hyundai	Plano, Tx	316
OK018	Edmond Hyundai	Edmond, Ok	222
TX095	Round Rock Hyundai	Round Rock, Tx	216
TX068	Allen Samuels Hyundai	Fort Worth, Tx	211

Western Region, Sales Managers & Sales Associates on next page...

WESTERN REGION

NV015 Planet Hyundai	Las Vegas, Nv	937
NV022 United Hyundai	Las Vegas, Nv	392
NV020 Henderson Superstore	Henderson, Nv	280
AZ029 North Scottsdale Hyundai	Scottsdale, Az	256
WA026 Hyundai of Everett	Everett, Wa	227

Top Sales Managers through March Year-to-Date:

CENTRAL REGION		Sales
David Clikeman	Arrow Hyundai	254
Jeffrey Kunz	Green Hyundai	232
Sherif Girgis	Gartner Hyundai	211
Glen King	Suntrup Hyundai	191
Jeff Hughes	Great Lakes Hyundai	178

CALIFORNIA REGION

Christopher Shaffer	Hyundai Of Roseville	142
David Rosas	Lamar Hyundai	124
Chris Lancaster	Hardin Hyundai	105
Hector Fraire	Mazzei Hyundai	102
Alexander Volman	Glendale Hyundai	101

SOUTHERN REGION

Leo Blakeney	Fairfax Hyundai	287
A Appleby	Coconut Creek Hyundai	281
Anthony Pappas	Coastal Hyundai	251
Ismail Whea	Brown's Manassas Hyundai	237
Andy Kim	Alexandria Hyundai	218

EASTERN REGION

Daniel Toomey	Atlantic Hyundai	797
David Cantin	Brad Benson Hyundai	516
Thomas Ruppen	Bowser Hyundai	291
Thomas Coppola	Millennium Hyundai	290
John Perillo	Lester Glenn Hyundai	251

SOUTH CENTRAL REGION

Peter Cafferata	Allen Samuels Hyundai	217
Paul Hicks	Southwest Hyundai	207
Tony Reynolds	AutoMax Hyundai	192
Michael Birmingham	Capitol Hyundai	184
Phillip Wartley	Edmond Hyundai	177

WESTERN REGION

Mohamed Hussein	Planet Hyundai	948
Frank Maione	Henderson Superstore	282
David Zinsmeister	Arapahoe Hyundai	194
Aslam Dulara	North Scottsdale Hyundai	186
Grant Petersen	Bronco Motors Hyundai	169

Top Sales Associates through March Year-to-Date:

CENTRAL REGION		Sales
Jon Muehl	Rosen Hyundai	87
Fred McClary	Suntrup Hyundai	82
James Kearney	Suntrup Hyundai	71
Jasper Cicero	Rosen Hyundai	62
John Gomes	Glenbrook Hyundai	60

CALIFORNIA REGION

Gary Cloward	Hardin Hyundai	106
Kevin Kuang	Cammissa Motorcars Hyundai	95
Min Ki Choi	L.A. City Hyundai	83
Mike Yim	Garden Grove Hyundai	61
Youngki Jeong	L.A. City Hyundai	56

SOUTHERN REGION

Carolyn Davis	Jenkins Hyundai	96
Oscar Benavides	Carolina Hyundai of Lake Norma	92
Claudio Alvarado	William Lehman Hyundai	80
Josh Corcos	King Hyundai	79
Christopher Yates	Hvundai of Weslev Chapel	65

Top Sales Associates, continued...

EASTERN REGION		Sales
Dennis Jacobs	Harrisburg Hyundai	91
Daniel Ingardi	Plaza Hyundai	88
Joseph Ippolito Jr.	Towne Hyundai	85
Cindy Carr	Ciocca Hyundai	81
David Petrolle	Miller Hyundai	76

SOUTH CENTRAL REGION

Farzad Saif	Huffines Hyundai McKinney	79
Jorge Narvaez	Best Hyundai	61
Daniel Ronje	Champion Hyundai of Corpus Christi	52
Timothy Vandesteene	Wiesner Hyundai	51
Calvin Simon	Best Hyundai	48

WESTERN REGION

Anthony Fisher	Planet Hyundai	80
Michael White	North Scottsdale Hyundai	65
Carl Pickett	North Scottsdale Hyundai	56
Josh Heilesen	Murdock Hyundai	45
Jeffrey Plunkett	Hyundai Of Everett	44

April / May Auction Dates:

Manheim's Arena Auto Auction	Bolingbrook, IL	April 08
Manheim's Florida Auction of Orlando	Ocoee, FL	April 08
Columbus Fair	Columbus, OH	April 09
Greensboro Auto Auction	Greensboro, NC	April 09
Manheim's San Francisco Bay	Hayward, CA	April 09
Manheim's Southern Cal Auto Auction	Fontana, CA	April 10
Manheim's Texas Hobby	Houston, TX	April 10
Adesa Kansas City Auto Auction	Lee's Summit, MO	April 15
Manheim's Georgia Dealers Auction	Atlanta, GA	April 15
Adesa Phoenix Auto Auction	Chandler, AZ	April 16
Manheim's Utah	Woods Cross, UT	April 16
Manheim's Dallas Auto Auction	Dallas, TX	April 16
Southern Auto Auction	E. Windsor, CT	April 16
Adesa Colorado Springs Auto Auction	Fountain, CO	April 17
Manheim's Southern Cal Auto Auction	Fontana, CA	April 17
Manheim's Auto Auction	Manheim, PA	April 18
Manheim's Greater Nevada Auction	Las Vegas, NV	April 18
Manheim's Arena Auto Auction	Bolingbrook, IL	April 22
Manheim's Florida Auction of Orlando	Ocoee, FL	April 22
Columbus Fair	Columbus, OH	April 23
Greensboro Auto Auction	Greensboro, NC	April 23
Manheim's South Seattle Auto Auction	Kent, WA	April 23
Manheim's Texas Hobby	Houston, TX	April 24
Adesa Kansas City Auto Auction	Lee's Summit, MO	April 29
Manheim's Georgia Dealers Auction	Atlanta, GA	April 29
Manheim's San Francisco Bay	Hayward, CA	April 30
Southern Auto Auction	E. Windsor, CT	April 30
Manheim's Greater Nevada Auction	Las Vegas, NV	May 01
Adesa Colorado Springs Auto Auction	Fountain, CO	May 01
Manheim's Greater Nevada Auction	Las Vegas, NV	May 02
Manheim's Auto Auction	Manheim, PA	May 02
ABC Minneapolis Auto Auction	Dayton, MN	May 06
Manheim's Arena Auto Auction	Bolingbrook, IL	May 06
Manheim's South Seattle Auto Auction	Kent, WA	May 07
Manheim's Dallas Auto Auction	Dallas, TX	May 07
Southern Auto Auction	E. Windsor, CT	May 07
Manheim's Southern Cal Auto Auction	Fontana, CA	May 08
Manheim's Texas Hobby	Houston, TX	May 08
Manheim's Georgia Dealers Auction	Atlanta, GA	May 08