

**Accent Wins Sub-Compact Award:**

**J.D. Power Dependability Study (VDS)**

**Hot off the presses:** in the latest JDP *Vehicle Dependability Study* (VDS), Hyundai improved 8 rank positions to 13<sup>th</sup> position out of 36 brands:

- Better than industry average for the first time!
- Hyundai ranks 6<sup>th</sup> among 23 non luxury brands
- 2005 model year Accent wins sub-compact award

In addition, in the latest **JDP Customer Satisfaction Index** (CSI), Hyundai's overall score improved from 873 for 2006 to 880 for 2007 – but our rank dropped from 21<sup>st</sup> to 22<sup>nd</sup> because the competition is improving, too. Best news: Hyundai continues to outperform Toyota in the J.D. Power CSI!

**Accent and Elantra Lead the Way:**

**July Sales Total 40,703 Units**

"Although Accent and Elantra sales continued their upward trend with increases of 96% and 31%, respectively, over the same period last year, we experienced an overall slow down for the month of July," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales.

"We are encouraged going forward due to the fact we have recently opened a new four-cylinder engine plant in Montgomery, Alabama, allowing us to shift our engine mix for future product."

Our **Dollars & Sense Summer Sales Event** continues through August with the right message at the right time to generate more traffic to your Hyundai dealership!

**Last Chance – Don't Miss It:**

**Genesis Training Wraps Up in August**

If the *Genesis Launch & STAR Certification Ride & Drive Event* is coming to a city near you, be sure to attend – participants leave with valuable information, great materials to use with their customers, Genesis STAR certification and priceless hands-on experience.

Las Vegas Convention Center	Las Vegas, NV	Aug. 12-13
Pontchartrain Center	New Orleans, LA	Aug. 12-13
Dulles Expo & Conf. Center	Chantilly, VA	Aug. 12-14
Palmer Event Center	Austin, TX	Aug. 19-20
The Buttes Resort	Tempe, AZ	Aug. 19-21

Enroll online or by fax:

- [www.GenesisLaunchTraining.com](http://www.GenesisLaunchTraining.com)
- Print out the enrollment form found on the website, fill it in, then fax it to: (866) 675-5396

**Top National STAR Salesperson Honored**



Congratulations to Planet Hyundai's Anthony Fisher, the top STAR National and Regional Sales Consultant. Here, he receives his award from DSM Robert Lozano, Planet Hyundai General Manager, Moe Fahmy and RSM Steve Flood.

**Only Get One Chance to Make a Quality Delivery:**  
**IQS Coming Soon – Dealership Checklist**

You know the saying – *you only get one chance to make a positive first impression*. Well, when it comes to new cars, you actually get one *last chance* to make a positive impression when you deliver a new vehicle.

How does your dealership stack up? How do your customers rank your performance? Here's a brief five question checklist that can help – take a minute and rate your performance on a scale of 1 – 10:

Being honest/straightforward with customers?	
Demonstrating integrity with each customer?	
Showing respect for your customers?	
Being considerate of your customer's time?	
Taking the time to provide a quality delivery?	

Ask your salespeople what is included in a *quality* delivery, you might be surprised at what you hear. Another way is to have a group discussion, listing the group's ideas and then come up with a plan for your store.

In regard to the delivery, make sure all of the vehicles on the showroom floor are delivery-ready – clean inside and out, battery charged, tires properly inflated, and use the *Quick Reference Guide* during the delivery so your customers are familiar with their vehicle's features. And, make sure that each customer understands the vocabulary used in the three survey questions.

**Top 5 Things that Confuse Hyundai Owners:**

1. Wiper operation and settings
2. Headlight/fog light operation and settings
3. Heating/ventilation/air conditioning operation & settings
4. Remote releases for trunk and fuel filler door
5. Dome and map light selections

*Got a great delivery suggestion you want to share?*  
 Email your suggestions to [hyundaitraining@aol.com](mailto:hyundaitraining@aol.com)

### Hyundai Product Information Update:

## Fun-to-Drive '09 Sonata SE Highlights

Have you driven an '09 Sonata SE? This is a very cool sports edition sedan that needs to be driven to be appreciated. Here are its highlights:

- All sport suspension has been retuned for firmer handling – this includes larger stabilizer bars front and rear, more precise shock absorber damping, slightly higher spring rates and firmer suspension bushings
- 5-spoke alloy wheels
- Performance VR-rated tires
- SE leather bolster/cloth insert sport seats
- Rear Euro-style spoiler

A *Special Poster* is being produced for your showroom that includes all of the recent accolades for the Sonata – and there have been a lot of them! In fact, the Sonata SE really impressed the editors at *Motor Trend*, too. Look for this poster to arrive at your dealership later this month.

### Parts & Accessory News:

## DIO Bluetooth® Added Across All Models

HMA is pleased to announce the release of *DIO Bluetooth Kits* for the following models: Tiburon, Azera, Tucson, Entourage and Sonata (gray only). Sonata (beige) kits are in production and will be released shortly.

In addition to the existing models, this completes the full line-up for dealer installation/repair parts: Elantra, Santa Fe, Veracruz and Genesis.

## iPod Cable Fires Up Vehicle Sales

Dealers across the country are seeing tremendous customer response to the new iPod Cable. Customers are thrilled to be able to buy this cool accessory at their Hyundai Dealership.

Many dealers have begun supplying the iPod Cable on their new vehicle sales. Some include it as a no-cost sales incentive to help close deals. To assist these actions, HMA is offering a Quantity Discount for large purchases: 5% off at 300 pieces, 10% off at 500 pieces or more.

The iPod Cable may currently be used on the 2009 Sonata and Genesis. It will also work on the 2009 Elantra, Elantra Touring, Entourage and non-NAV Azera, Santa Fe and Veracruz models, as these vehicles are released.

## '09 Sonata Accessories now available

HMA is offering a great line-up of '09 Sonata accessories – check with your Parts Department, and a complete list was published in last month's issue of *The Sales Edge*.

### Important Satellite Radio Information Update:

## SIRIUS & XM Radio Complete Merger

The new SIRIUS XM Radio merger will offer your customers new packages in audio entertainment:

- A la carte programming option to pick what they want
- New packages, like “*Best of Both*,” so they can access certain programming from each network
- Discounted Family Friendly packages

The new packages will be available in the early Fall.

### Top Overall Dealerships – July Year-to-Date:

			Sales
1	NV015	Planet Hyundai	2,239
2	FL108	Hyundai of New Port Richey	2,178
3	NY075	Atlantic Hyundai	2,106
4	NY086	Fuccillo Hyundai of Syracuse	2,010
5	NJ032	Lester Glenn Hyundai	1,375

### Top HMFC Dealerships for July:

		New Contracts
1.	Fuccillo Hyundai of Syracuse, NY (NY086)	272
2.	Planet Hyundai (NV015)	227
3.	Southwest Hyundai (TX119)	133
4.	Atlantic Hyundai (NY075)	97
5.	Antwerpen Hyundai (MD028)	52

### Top Dealerships through July Year-to-Date:

CENTRAL REGION			Sales
IL063	Family Hyundai	Tinley Park, IL	915
IL018	Green Hyundai	Springfield, IL	805
OH001	Superior Hyundai North	Fairfield, OH	694
OH018	Columbia Hyundai	Cincinnati, OH	693
WI012	Arrow Hyundai	West Allis, WI	685

CALIFORNIA REGION			
CA232	Hyundai of Roseville	Roseville, CA	1,014
CA076	Lamar Hyundai	Cerritos, CA	493
CA020	Frank Motors Hyundai	National City, CA	491
CA182	L.A. City Hyundai	Los Angeles, CA	382
CA293	Hardin Hyundai	Anaheim, CA	354

SOUTHERN REGION			
FL108	Hyundai of New Port Richey	New Port Richey, FL	2,178
VA006	Fairfax Hyundai	Fairfax, VA	1,221
FL088	O'Brien Hyundai	Fort Myers, FL	832
FL089	Jenkins Hyundai	Ocala, FL	829
FL122	Coconut Creek Hyundai	Coconut Creek, FL	724

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	2,106
NY086	Fuccillo Hyundai, Syracuse	Syracuse, NY	2,010
NJ032	Lester Glenn Hyundai	Toms River, NJ	1,375
NJ029	Brad Benson Hyundai	South Brunswick, NJ	1,311
NJ005	Towne Hyundai	Denville, NJ	875

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	1,172
TX040	Huffine's Hyundai	Plano, TX	908
TX119	Southwest Hyundai	Dallas, TX	753
OK018	Edmond Hyundai	Edmond, OK	698
TX068	Allen Samuels Hyundai	Fort Worth, TX	676

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

**WESTERN REGION**

NV015	Planet Hyundai	Las Vegas, NV	2,239
NV022	United Hyundai	Las Vegas, NV	1,024
NV020	Henderson Superstore	Henderson, NV	802
CO034	Arapahoe Hyundai	Centennial, CO	648
WA026	Hyundai of Everett	Everett, WA	607

**Top Sales Managers through July Year-to-Date:**

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		801
David Clikeman	Arrow Hyundai		686
Sherif Girgis	Gartner Hyundai		588
Jeff Roberts	St. Charles Hyundai		548
Jeff Hughes	Great Lakes Hyundai		540

**CALIFORNIA REGION**

Christopher Shaffer	Hyundai of Roseville	443
David Rosas	Lamar Hyundai	292
Brian Shaffer	Hyundai of Roseville	269
Jack Jernigan	Victorville Hyundai	265
Alexander Volman	Glendale Hyundai	262

**SOUTHERN REGION**

Leo Blakeney	Fairfax Hyundai	856
A Appleby	Coconut Creek Hyundai	729
Ismail Whea	Brown's Manassas Hyundai	679
Andy Kim	Alexandria Hyundai	669
Ernest McQuaig	Pearson Hyundai	616

**EASTERN REGION**

Daniel Toomey	Atlantic Hyundai	2,135
David Cantin	Brad Benson Hyundai	1,324
Thomas Ruppen	Bowser Hyundai	835
Edward Tarbox	Tarbox Hyundai	784
John Perillo	Lester Glenn Hyundai	714

**SOUTH CENTRAL REGION**

Peter Cafferata	Allen Samuels Hyundai	676
Tony Reynolds	AutoMax Hyundai	647
Phillip Wartley	Edmond Hyundai	497
Paul Hicks	Southwest Hyundai	485
Asif Jiwani	Hyundai of Daphne	482

**WESTERN REGION**

Mohamed Hussein	Planet Hyundai	2,250
Frank Maione	Henderson Hyundai Superstore	807
Grant Petersen	Bronco Motors Hyundai	559
David Zinsmeister	Arapahoe Hyundai	529
James Galuszka	North Scottsdale Hyundai	408

**Top Sales Associates through July Year-to-Date:**

CENTRAL REGION			Sales
Jon Muehl	Rosen Hyundai		251
Scott Varnum	Dean Team Hyundai		207
Fred McClary	Suntrup Hyundai		202
Jasper Cicero	Rosen Hyundai		200
Michael Boyle	Preston Hyundai		158

**CALIFORNIA REGION**

Kevin Kuang	Cammisa Motorcars Hyundai	235
Min Ki Choi	L.A. City Hyundai	205
Youngki Jeong	L.A. City Hyundai	159
Gary Cloward	Hardin Hyundai	147
Steven Cooke	Douglas Hyundai Santa Ana	139

**SOUTHERN REGION**

Carolyn Davis	Jenkins Hyundai	243
Oscar Benavides	Carolina Hyundai of Lake Norma	229
Josh Corcos	King Hyundai	224
Donald Barker	Fairfax Hyundai	188
Jason Oates	Hyundai of New Port Richey	172

**Top Sales Associates, continued...**

EASTERN REGION			Sales
Joseph Ippolito Jr.	Towne Hyundai		265
Brandon Daub	Piazza Hyundai of Pottstown		227
Dennis Jacobs	Harrisburg Hyundai		211
Gene Ake	Vision Hyundai		189
April Horowitz	Healey Hyundai		178

**SOUTH CENTRAL REGION**

Daniel Ronje	Champion Hyundai of Corpus Christy	162
Dave Cummings	Champion Hyundai Gulf Freeway	153
Stanley Becker	Eckert Hyundai, Inc.	151
Timothy Vandesteene	Wiesner Hyundai	139
Don Anderson	Champion Hyundai Gulf Freeway	130

**WESTERN REGION**

Anthony Fisher	Planet Hyundai	197
Michael White	North Scottsdale Hyundai	153
Mikeal Hatfield	Murdock Hyundai	107
Josh Heilesen	Murdock Hyundai	107
Mahmoud Milhem	Arapahoe Hyundai	106

**HMFC Programs for August:****2009 MY Special Lease Program:**

- Lease an '09 Genesis 3.8L V6 for **\$399/month** for 24 months, \$1,800 customer cash down plus \$500 HMFC origination support, and \$2,199 due at lease signing. National excluding South Central Region.

**2009 MY Low APR Program:**

- '09 Genesis has a **Low APR of 0.9%** up to 48 months for Tier 1 customers: South Central Region Only.

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

**August / September Auction Dates:**

Adesa Kansas City Auto Auction	Lee's Summit, MO	Aug 19
Manheim's Georgia Dealers Auction	Atlanta, GA	Aug 19
Manheim's Dallas Auto Auction	Dallas, TX	Aug 20
Adesa Phoenix Auto Auction	Chandler, AZ	Aug 20
Manheim Southern Cal Auto Auction	Fontana, CA	Aug 21
Manheim's Arena Auto Auction	Bolingbrook, IL	Aug 26
Columbus Fair	Columbus, OH	Aug 27
Manheim South Seattle Auto Auction	Kent, WA	Aug 27
Manheim's Texas Hobby	Houston, TX	Aug 28
Manheim San Francisco Bay	Hayward, CA	Sept 10
Columbus Fair	Columbus, OH	Sept 10
Greensboro Auto Auction	Greensboro, NC	Sept 10
Manheim's Texas Hobby	Houston, TX	Sept 11
Adesa Kansas City Auto Auction	Lee's Summit, MO	Sept 16
Manheim's Georgia Auto Auction	Atlanta, GA	Sept 16
Adesa Phoenix Auto Auction	Chandler, AZ	Sept 17
Manheim's Dallas Auto Auction	Dallas, TX	Sept 17
Southern Auto Auction	E. Windsor, CT	Sept 17
Manheim So Cal Auto Auction	Fontana, CA	Sept 18
Manheim Greater Nevada Auction	Las Vegas, NV	Sept 18
Manheim Auto Auction	Manheim, PA	Sept 19