

August Sales Total 41,130 Units:

Stormy August Slows Industry Sales

Hurricane Gustav and the ripple effect of heavy rain and winds had an effect on the entire industry.

At Hyundai, “the fuel-efficient Accent, Sonata and Elantra continued their upward sales trend with increases of 73%, 17% and 13%, respectively, over the same month last year,” said Dave Zuchowski, Hyundai Motor America’s Vice President of National Sales. “And we believe the small to midsize segments will continue to be where the market is and we believe our dealers are extremely well positioned to capitalize on this.”

“Additionally, we just finished our first full month of sales of our new Genesis and are thrilled with the results of 1,177 units.” Michael Deitz, Genesis Product Manager, added, “Among the first Genesis buyers were General Motors and Toyota.”

Now as the summer heat starts to cool down... sales should heat up with our fuel efficient lineup!

Genesis News:

National Highway Traffic Safety Administration (NHTSA) awarded the ‘09 Genesis **5-star crash test ratings** – the highest government rankings under the agency’s New Car Assessment Program – for both frontal and side-impact crash tests. “You can see by these results the focus we placed on designing Genesis for driver and passenger safety,” said John Krafcik, Vice President of Strategic Planning and Product Development, Hyundai Motor America.

Batteries – most dealerships have a Genesis on the showroom floor. To demonstrate electrical and audio features, it’s a smart idea to purchase a battery-tender or inverter and hook it up to the remote battery terminals under the hood, then disconnect the battery in the trunk to avoid drainage (this also allows you to close the trunk). To activate the ignition, just leave your foot off the brake and touch the “Start” button twice. To shut it off, push the “Start” button again.

For outdoor demonstrations – before demonstrating electrical and audio features, start the engine first.

The all-new Genesis is now the flagship vehicle in the Hyundai lineup and it will change the way people perceive the brand. Accordingly, your Genesis customers will expect excellent treatment, professional sales presentations and timely deliveries.

Higher Mileage, Great Features & Proven Quality:

Winning Combination for Hyundai!

It started with the ‘09 *Sonata* – its re-tuned engine and new variable intake manifold helped improve its fuel economy. New gearing on the ‘09 *Tucson* improves its fuel economy: GLS/manual trans. – highway fuel economy improves 4% to 26 mpg; GLS/auto. trans. – city fuel economy improves 5% to 20 mpg; SE/Limited V6 4WD – city fuel economy improves 6% to 18 mpg. And the ‘09 *Accent* has been re-tuned for better mileage as fuel economy improves from 24 to 26 mpg city and from 33 to 35 mpg highway (with auto. trans.). Here are some additional ‘09 Accent highlights:

- **Interior space** – Accent has more total interior volume than the Toyota Corolla or Honda Civic – two compact vehicles that are priced thousands more.
- **Unexpected features** – include:
 - *B&M Racing sport shifter* for the SE
 - *XM Satellite Radio®* with 3 months of free service
 - *Auxiliary input jack* for iPods & MP3 players
- **Cruise control** – debuts on Accent (opt. on SE & GLS) and helps improve fuel economy and reduce emissions, making Accent an even “greener” option for ‘09.
- **\$11,070 MSRP** – Accent GS is the lowest priced ‘09 car in the entire industry, and is nearly \$400 lower than last model year’s price leader, Chevy Aveo.

Being IQS-Prepared:

More Ways to Help IQS & Deliveries

Here are some points that impact customer satisfaction:

- Be sure vehicles are clean inside and out
- Check the paint for dents or scratches – fix, if found
- A change in the weather can affect tire pressure
- Use the *Quick Reference Guide* during your presentation and the delivery

6 Things That Confuse New Hyundai Owners:

1. Front seat controls and headrest adjustments
2. Audio controls – how to set the stations
3. XM radio operation
4. Remote keyless entry system
5. Tire Pressure Monitoring System
6. Setting the clock

Delivery Tip from Clyde Owens, Glenn Hyundai:

Pre-set your customer’s favorite radio stations *prior* to delivery. In fact, you may want to set them with the customer *during* the demo ride.

Sales Follow-Up:

HVOC Questions Can Cause Confusion

After a buyer takes delivery of their new Hyundai, they are called as part of our *Hyundai Voice of the Customer* (HVOC). The following three questions survey your customer's opinion of your dealership and your delivery. Here are the questions:

1. Based on your recent experience, how likely is it that you would recommend this dealership as a place to purchase a vehicle? Please rate it on a scale of 1 to 10, where 10 is "definitely."
2. When you took delivery of your vehicle, was the vehicle clean and in good condition? (Responses are "Yes" or "No")
3. Did a dealership representative demonstrate how to operate the key features of your vehicle and provide you with a *Quick Reference Guide*? (Responses are "Yes" or "No")

Good idea – make sure your customers know they will be asked these questions.

- Use the precise language used in each question.
- Have questions printed on a card and review them with your customers.
- Explain what the *Quick Reference Guide* is – in other words, salespeople should never refer to it as the "QRG," "Fact Book" or "Reference Guide," otherwise, the customer will think that they weren't provided with a *Quick Reference Guide*.
- Remember, if customers are confused about a feature, invite them back to the dealership when you make your dealership's follow-up phone call, or make arrangements to make sure they understand the feature.

Best practice:

- Give the customer the keys to their new vehicle together with their *Quick Reference Guide* and take a few minutes to explain the three key features at the back of the *Quick Reference Guide* before you have them sign and tear-off the final page, and explain that this is their *Quick Reference Guide* to their new vehicle.

Doing this will go a long way to improve customer satisfaction and your HVOC scores.

In the News:

Tucson & Elantra Make *Back-to-School* Lists

Kelley Blue Book's www.kbb.com recognized the '08 Tucson as a "*Top 10 New Back-to-School Car*" and the '06 Elantra as a "*Top 10 Used Back-to-School Car*." The lists help students and parents decide which vehicles are best to consider for their next automotive purchase by offering expert advice from www.kbb.com editors.

Parts & Accessory News:

iPod Cable A Big Hit With New Buyers

Dealers are seeing tremendous customer response to the new iPod Cable (P/N 08620-2L000). To help market this cable, 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 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.

Top Overall Dealerships – August Year-to-Date:

			Sales
1	NY075	Atlantic Hyundai	2,727
2	NV015	Planet Hyundai	2,596
3	FL108	Hyundai of New Port Richey	2,563
4	NY086	Fuccillo Hyundai of Syracuse	2,193
5	NJ032	Lester Glenn Hyundai	1,688

Top HMFC Dealerships for August:

			New Contracts
1.	Planet Hyundai (NV015)		211
2.	Fuccillo Hyundai (NY061)		192
3.	Atlantic Hyundai (NY075)		141
4.	Fuccillo Hyundai of Syracuse, NY (NY086)		101
5.	Southwest Hyundai (TX119)		84

Top Dealerships through August Year-to-Date:

CENTRAL REGION			Sales
IL063	Family Hyundai	Tinley Park, IL	1,144
IL018	Green Hyundai	Springfield, IL	952
OH018	Columbia Hyundai	Cincinnati, OH	833
OH001	Superior Hyundai North	Fairfield, OH	808
WI012	Arrow Hyundai	West Allis, WI	785
CALIFORNIA REGION			
CA232	Hyundai Of Roseville	Roseville, CA	1,201
CA076	Lamar Hyundai	Cerritos, CA	560
CA020	Frank Motors Hyundai	National City, CA	557
CA182	L.A. City Hyundai	Los Angeles, CA	486
CA293	Hardin Hyundai	Anaheim, CA	420
SOUTHERN REGION			
FL108	Hyundai of New Port Richey	New Port Richey, FL	2,563
VA006	Fairfax Hyundai	Fairfax, VA	1,521
FL088	O'Brien Hyundai	Fort Myers, FL	1,001
FL089	Jenkins Hyundai	Ocala, FL	964
FL118	Hyundai of Orange Park	Jacksonville, FL	865
EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	2,727
NY086	Fuccillo Hyundai Syracuse	Syracuse, NY	2,193
NJ032	Lester Glenn Hyundai	Toms River, NJ	1,688
NJ029	Brad Benson Hyundai	South Brunswick, NJ	1,559
NY061	Fuccillo Hyundai	Schenectady, NY	1,333

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	1,398
TX040	Huffines Hyundai	Plano, TX	1,104
TX119	Southwest Hyundai	Dallas, TX	924
OK018	Edmond Hyundai	Edmond, OK	810
1X068	Allen Samuels Hyundai	Fort Worth, TX	795

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

WESTERN REGION

NV015 Planet Hyundai	Las Vegas, NV	2,596
NV022 United Hyundai	Las Vegas, NV	1,194
NV020 Henderson Superstore	Henderson, NV	941
CO034 Arapahoe Hyundai	Centennial, CO	782
WA026 Hyundai of Everett	Everett, WA	694

Top Sales Managers through August Year-to-Date:

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	940
David Clikeman	Arrow Hyundai	784
Sherif Girgis	Gartner Hyundai	697
Jeff Roberts	St. Charles Hyundai	660
Jeff Hughes	Great Lakes Hyundai	636

CALIFORNIA REGION

Christopher Shaffer	Hyundai of Roseville	521
Alexander Volman	Glendale Hyundai	311
Jack Jernigan	Victorville Hyundai	309
Brian Shaffer	Hyundai of Roseville	303
Hector Fraire	Mazzei Hyundai	302

SOUTHERN REGION

Leo Blakeney	Fairfax Hyundai	982
A. Appleby	Coconut Creek Hyundai	850
Andy Kim	Alexandria Hyundai	819
Ismail Whea	Brown's Manassas Hyundai	819
Ernest McQuaig	Pearson Hyundai	739

EASTERN REGION

Daniel Toomey	Atlantic Hyundai	2,718
David Cantin	Brad Benson Hyundai	1,553
Thomas Ruppen	Bowser Hyundai	975
Edward Tarbox	Tarbox Hyundai	894
John Perillo	Lester Glenn Hyundai	852

SOUTH CENTRAL REGION

Peter Cafferata	Allen Samuels Hyundai	787
Tony Reynolds	AutoMax Hyundai	729
Phillip Wartley	Edmond Hyundai	583
Paul Hicks	Southwest Hyundai	571
Michael Birmingham	Capitol Hyundai	558

WESTERN REGION

Mohamed Hussein	Planet Hyundai	2,581
Frank Maione	Henderson Hyundai Superstore	946
Grant Petersen	Bronco Motors Hyundai	654
David Zinsmeister	Arapahoe Hyundai	563
Ryan Rummerfield	Beaverton Hyundai	438

Top Sales Associates through August Year-to-Date:

CENTRAL REGION		Sales
Jon Muehl	Rosen Hyundai	309
Scott Varnum	Dean Team Hyundai	271
Jasper Cicero	Rosen Hyundai	232
Fred McClary	Suntrup Hyundai	212
Shane Anthony	Lujack Hyundai	194

CALIFORNIA REGION

Kevin Kuang	Cammisa Motorcars Hyundai	279
Min Ki Choi	L.A. City Hyundai	260
Youngki Jeong	L.A. City Hyundai	208
Steven Cooke	Douglas Hyundai Santa Ana	162
Gary Cloward	Hardin Hyundai	155

SOUTHERN REGION

Carolyn Davis	Jenkins Hyundai	288
Oscar Benavides	Carolina Hyundai of Lake Norma	265
Josh Corcos	King Hyundai	249
Donald Barker	Fairfax Hyundai	219
Jason Oates	Hyundai of New Port Richey	200

Top Sales Associates, continued...

EASTERN REGION		Sales
Joseph Ippolito Jr.	Towne Hyundai	313
Brandon Daub	Piazza Hyundai of Pottstown	259
Dennis Jacobs	Harrisburg Hyundai	233
Ali Givehchi	Brad Benson Hyundai	212
April Horowitz	Healey Hyundai	206

SOUTH CENTRAL REGION

Stanley Becker	Eckert Hyundai Inc.	187
Dave Cummings	Champion Hyundai Gulf Freeway	184
Daniel Ronje	Champion Hyundai of Corpus Christy	183
Timothy Vandesteene	Wiesner Hyundai	157
Don Anderson	Champion Hyundai Gulf Freeway	151

WESTERN REGION

Anthony Fisher	Planet Hyundai	223
Michael White	North Scottsdale Hyundai	162
Mahmoud Milhem	Arapahoe Hyundai	138
Josh Heilesen	Murdock Hyundai	126
Yun Kyung Na	Doug's Hyundai	126

HMFC Programs for September:**2009 Model Year 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.

Low APR Programs:

- '09 Genesis has a **Low APR of 0.9%** up to 48 months for Tier 1 customers: South Central Region Only.
- '09 Azera has a **Low APR of 2.9%** up to 60 months for Tier 1 customers: National.
- '08 Veracruz has a **Low APR of 0.0%** up to 60 months for Tier 1 customers: National.
- '08 Entourage has a **Low APR of 0.0%** up to 60 months for Tier 1 customers: National.

Refer to HMFC's Marketing Bulletins for complete program details.

September / October Auction Dates:

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
Manheim's Arena Auto Auction	Bolingbrook, IL	Sept 23
Manheim's Florida Auction of Orlando	Ocoee, FL	Sept 23
Manheim South Seattle Auto Auction	Kent, WA	Sept 24
Columbus Fair	Columbus, OH	Sept 24
Manheim's Texas Hobby	Houston, TX	Sept 25
Southern Auto Auction	E. Windsor, CT	Oct 01
Manheim Auto Auction	Manheim, PA	Oct 03
ABC Minneapolis Auto Auction	Dayton, MN	Oct 07
Manheim's Arena Auto Auction	Bolingbrook, IL	Oct 07
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