

JULY SALES TOTAL: 45,553 – 2nd BEST EVER

C.A.R.S. Pays Big Dividends

July started with a **bang** when the first *Cash for Clunkers* (C.A.R.S.) trade-in was at Alexandria Hyundai. Then the momentum built all month long with July sales totaling 45,553 units – that's a **huge** 21% increase over June and a 12% increase over July 2008, making it the 7th consecutive month of year-over-year retail share gains and another **all-time record** retail market share performance.

- *Cash for Clunkers* deals accounted for 22% of all Hyundai sales in July.

“The combination of increasing consumer recognition of Hyundai's industry-leading quality, and the incremental stimulus from the *Cash for Clunkers* program, led to our second-best July ever,” said Dave Zuchowski, Vice President of National Sales, Hyundai Motor America. “J.D. Power accolades for Hyundai as the highest ranked non-premium brand in quality, combined with our very fuel-efficient lineup, drove sales increases of 13, 30 and 17% for Accent, Elantra and Sonata, respectively, over a year ago.” Other July highlights include:

- Hyundai Motor Manufacturing Alabama is increasing production by returning to a 5-day work week in July after being on a shortened work week since mid-October.
- Genesis continues its strong sales performance, with sales more than tripling from last year and up 10% from June.
- Top selling vehicles: Elantra, Sonata and Accent.

Cash for Clunkers extended through Labor Day weekend:

As you're aware, on August 7th, \$2 billion was approved for the *Cash for Clunkers* program. Answer these questions to make sure the program runs smoothly at your dealership:

- Are you up-to-speed on this program? Program information is on hyundaidealer.com, Sales section, under Pricing and Incentives.
- Were you aware that NHTSA has doubled the number of personnel reviewing transactions?
- Are you taking the time to file complete and accurate reimbursement requests? Many submissions are rejected because of basic errors or omissions – so check your paperwork *before* you submit.

SALES NEWS:

Joe Verde Book Feedback

The reviews are in and you, our dealers, are finding the new book we sent you from Joe Verde, *A Dealer's Guide To Recovery And Growth In Today's Market* – is right on target to help you navigate your dealership through these difficult times. The owner of Corum Hyundai said, “It's most complete... it speaks to the answers we are all seeking.”

In addition, Mr. Verde has made his online resources available to all Hyundai dealers and sales managers for the next 30 days. Check it out and put these tools to work for you. And if you have any comments on the book, please email to us at: HyundaiTraining@aol.com.

Hyundai Launches Facebook Site

If you know anyone under 30, you should have heard about Facebook.com – if not, just know that it is one of the most popular ways to communicate in the world. And now, Hyundai has a home on Facebook, too: www.facebook.com/hyundai.

- Hyundai has employed Facebook for promotions in the past, but this is our first official and permanent home on Facebook.
- This launch represents one of our first major steps in applying our direct marketing strategy to social media.
- Facebook gives us an opportunity to interact with our audience in a new, more personal and meaningful way.
- It enables us to quickly release updates about our vehicles, promotions and special events to a growing audience.
- Hyundai news can also be found on Twitter.com – one of the other popular social sites – our screen name is “hyundainews” – just click to follow us and you'll automatically receive the latest Hyundai news.

Many dealers are also embracing this technology and have posted a dealer page on Facebook, MySpace and/or Twitter. If you do, your Internet Manager should have a profile with a link to your dealership site – this helps expose your dealership to more prospects, and then they can share that information with their family and friends.

SALES TRAINING NEWS:

STAR Deadlines & New Product Info.

- If you were 2008 STAR Certified, the deadline for 2009 STAR Certification was August 7th – if you haven't completed the '09 testing, your payments will be delayed until you complete the 2009 STAR Testing.
- All new Sales Associates must register online with your dealership administrator – allow 24 hours to be processed into the Hyundai database. After 24 hours, go to Hyundaidealer.com, click on Sales Training Online, select "STAR Test" at the top menu, then complete the registration form and begin your testing.
- The '10 STAR Tests will be posted online later this year.
- As the 2010 Hyundai models are introduced, that information is being placed on HyundaiDealer.com on the Sales Training Online page.

SERVICE NEWS:

Recall Creates Sales Opportunities

Hyundai is administering a recall campaign that affects everything from Accents to XG 350s, Veracruz to Entourage models. These vehicles present opportunities for you – most of these recall vehicles are older so their owners may be ready for a new car. Here are some suggestions of what you can do:

- Create a flyer to hand out to every customer in the service drive when they arrive or before leaving to explain what the new Hyundai models have to offer, current financing, programs, promotions and contact information.
- Volunteer as an early-morning greeter when customers arrive – check with your Sales and Service Manager to see how they want to handle *Cars for Cash* program offers for qualified vehicles.
- Offer customers coffee or something to drink in the service waiting room to establish rapport.
- Contact owners after their service to tell them that Hyundai's award winning product line, warranty and promotions take the worry out of buying a new vehicle in these uncertain times.

PARTS & ACCESSORIES NEWS:

Show Your Customers Your Stuff

HMA's Showroom Accessory Vehicle (SAV) Program allows you to order customized packages of accessories for Sonata and Santa Fe. By using a Z1 PIO code, these vehicles come ready to display (no installation) and you get package pricing (for Bluetooth®, chrome wheels, all-weather floor mats and more). These vehicles boost customer awareness, create excitement and increase profits. For more information ask your Parts Manager or District Sales Manager.



COUPE NEWS: Genesis Wins Pike's Peak

Red Bull Hyundai Genesis Coupe driver, Rhys Millen, had a record-setting time of just over 12 minutes, 9 seconds, beating his fastest competitor by more than 1 minute, 23 seconds in the rear-wheel-drive Time Attack Class.

- Millen used the Genesis Coupe's rear-drive layout to its full potential to best his own record of 12 min., 31.61 seconds.

SEDAN NEWS: More Accolades for Genesis

J.D. Power and Associates ranked 2009 Genesis Sedan highest in launch performance among vehicle models introduced during the first ten months of 2008. The Genesis topped the Ford F-150, Nissan Maxima, Infiniti FX, Jaguar XF and 22 others.

HMFC NEWS:

Special August Lease Programs

- Lease a '09 Genesis Sedan 3.8L V6 for \$399/month for 36 months, \$2,200 customer cash down plus \$1,000 HMF origination support. Total of \$2,599 due at lease signing. National, excluding South Central Region.
- Lease a '10 Genesis Coupe 2.0T M/T for \$259/month for 36 months, \$1,740 customer cash down plus \$1,000 HMF origination support. Total of \$1,999 due at lease signing. National, excluding South Central Region.
- Lease a '09 Elantra Touring 2.0 M/T for \$239/month for 36 months, \$2,260 customer cash down plus \$1,000 HMF origination support. Total of \$2,499 due at lease signing. National.

Refer to HMFC's Marketing Bulletins for complete details.

Top HMFC Dealers – July

| NATIONAL | | New Contracts |
|----------|-----------------------------|---------------|
| NY075 | Atlantic Hyundai | 195 |
| FL108 | Hyundai of New Port Richey | 134 |
| FL122 | Coconut Creek Hyundai | 89 |
| FL088 | O'Brien Hyundai | 53 |
| FL121 | Napleton's Hyundai, Florida | 50 |

Top Selling Dealers – July YTD

| NATIONAL | | Sales |
|----------|----------------------------|-------|
| NY075 | Atlantic Hyundai | 1,933 |
| FL108 | Hyundai of New Port Richey | 1,830 |
| NY029 | Brad Benson Hyundai | 1,646 |
| NJ032 | Lester Glenn Hyundai | 1,622 |
| VA006 | Fairfax Hyundai | 1,401 |

Top Selling Dealers continued on next page...

CENTRAL REGION

| | | | |
|-------|------------------|-----------------|-----|
| IL063 | Family Hyundai | Tinley Park, IL | 798 |
| OH042 | Hatfield Hyundai | Columbus, OH | 696 |
| OH018 | Columbia Hyundai | Cincinnati, OH | 647 |
| IL061 | Rosen Hyundai | Algonquin, IL | 630 |
| IL018 | Green Hyundai | Springfield, IL | 614 |

SOUTHERN REGION Sales

| | | | |
|-------|-------------------------|---------------------|-------|
| FL108 | Hyundai New Port Richey | New Port Richey, FL | 1,830 |
| VA006 | Fairfax Hyundai | Fairfax, VA | 1,401 |
| FL122 | Coconut Creek Hyundai | Coconut Creek, FL | 1,050 |
| FL088 | O'Brien Hyundai | Fort Myers, FL | 954 |
| FL120 | Jenkins Hyundai | Leesburg, FL | 816 |

EASTERN REGION

| | | | |
|-------|----------------------|-------------------|-------|
| NY075 | Atlantic Hyundai | West Islip, NY | 1,933 |
| NJ029 | Brad Benson Hyundai | Monmouth Jct., NJ | 1,646 |
| NJ032 | Lester Glenn Hyundai | Toms River, NJ | 1,622 |
| NY110 | Advantage Hyundai | Hicksville, NY | 1,162 |
| NY086 | Fuccillo Hyundai | Syracuse, NY | 1,097 |

SOUTH CENTRAL REGION

| | | | |
|-------|-----------------------|----------------|-----|
| TX100 | Hyundai of El Paso | El Paso, TX | 748 |
| TX040 | Huffines Hyundai | Plano, TX | 722 |
| TX095 | Round Rock Hyundai | Round Rock, TX | 622 |
| TX068 | Allen Samuels Hyundai | Fort Worth, TX | 570 |
| OK018 | Edmond Hyundai | Edmond, OK | 524 |

WESTERN REGION

| | | | |
|-------|----------------------|----------------|-----|
| NV015 | Planet Hyundai | Las Vegas, NV | 822 |
| CO034 | Arapahoe Hyundai | Centennial, CO | 678 |
| CA232 | Hyundai of Roseville | Roseville, CA | 669 |
| CA293 | Hardin Hyundai | Anaheim, CA | 524 |
| UT013 | Murdock Hyundai | Orem, UT | 509 |

Top Sales Managers – July YTD

CENTRAL REGION Sales

| | | |
|-----------------|---------------------|-----|
| Jeffrey Kunz | Green Hyundai | 637 |
| David Klikeman | Arrow Hyundai | 560 |
| Jeff Roberts | St. Charles Hyundai | 552 |
| Thomas Fascetti | Dean Team Hyundai | 544 |
| Jeff Hughes | Great Lakes Hyundai | 528 |

SOUTHERN REGION

| | | |
|------------------|--------------------------|-------|
| A. Appleby | Coconut Creek Hyundai | 1,048 |
| Matthew Westcott | Fairfax Hyundai | 775 |
| Ernest McQuaig | Pearson Hyundai | 770 |
| Raul Gomila | Napleton's Hyundai | 751 |
| Ismail Whea | Brown's Manassas Hyundai | 675 |

EASTERN REGION

| | | |
|---------------|----------------------|-------|
| Daniel Toomey | Atlantic Hyundai | 1,967 |
| David Cantin | Brad Benson Hyundai | 1,669 |
| Thomas Ruppen | Bowser Hyundai | 838 |
| John Perillo | Lester Glenn Hyundai | 814 |
| John Ashdale | Colonial Downingtown | 668 |

SOUTH CENTRAL REGION

| | | |
|--------------------|-----------------------|-----|
| Peter Cafferata | Allen Samuels Hyundai | 568 |
| Phillip Wartley | Edmond Hyundai | 490 |
| Roosevelt May | Huffines Hyundai | 488 |
| Robert Cox | Hub Hyundai | 404 |
| Michael Birmingham | Capitol Hyundai | 372 |

WESTERN REGION

| | | |
|-------------------|-------------------|-----|
| Danielle Gerbino | Hardin Hyundai | 461 |
| Frank Maione | Henderson Hyundai | 425 |
| Paul Tew | Murdock Hyundai | 389 |
| John Staluppi Jr. | Planet Hyundai | 389 |
| Brian Sobel | Keyes Hyundai | 358 |

Top Sales Associates – July YTD

CENTRAL REGION Sales

| | | |
|--------------------|-------------------------|-----|
| Scott Varnum | Dean Team Hyundai | 332 |
| James Spink | Gurnee Hyundai | 289 |
| Christopher Miller | Dean Team Hyundai | 212 |
| James Clemmons | McCarthy Olathe Hyundai | 190 |
| Adel Elgawli | Gartner Hyundai | 178 |

SOUTHERN REGION

| | | |
|-------------------|-----------------------|-----|
| Patrick Amoriello | Coconut Creek Hyundai | 267 |
| Chongjian Guo | Fairfax Hyundai | 210 |
| Donald Barker | Fairfax Hyundai | 195 |
| Carolyn Davis | Jenkins Hyundai | 192 |
| Andrew Getchell | West Broad Hyundai | 174 |

EASTERN REGION

| | | |
|---------------------|---------------------|-----|
| Joseph Ippolito Jr. | Towne Hyundai | 255 |
| Brad Trzeczieski | Transitowne Hyundai | 195 |
| Sandra Redway | Atlantic Hyundai | 194 |
| Robert Durante | Conicelli Hyundai | 189 |
| Ali Givehchi | Brad Benson Hyundai | 182 |

SOUTH CENTRAL REGION

| | | |
|-----------------|---------------------------------|-----|
| Daniel Ronje | Champion Hyundai Corpus Christi | 210 |
| Gerald Michalak | Absolute Hyundai of Mesquite | 135 |
| Earnest Knight | Capitol Hyundai | 129 |
| Deroyce Lusher | Round Rock Hyundai | 120 |
| Stanley Becker | Eckert Hyundai | 118 |

WESTERN REGION

| | | |
|-------------------|---------------------------|-----|
| Howard Fleischman | Frank Motors Hyundai | 158 |
| Keri Cornelius | Hardin Hyundai | 153 |
| Gary Cloward | Hardin Hyundai | 143 |
| Kevin Kuang | Cammisa Motorcars Hyundai | 137 |
| Samesh Pal | Hyundai of Roseville | 130 |

AUCTIONS:

August / September Auction Dates

| | | |
|------------------------------|-------------------|---------|
| Manheim Colorado | Commerce City, CO | Aug 18 |
| Manheim Georgia Auto Auction | Atlanta, GA | Aug 18 |
| Adesa Minnesota | Minn., MN | Aug 18 |
| Manheim Dallas | Dallas, TX | Aug 19 |
| Southern Auto Auction | E. Windsor, CT | Aug 19 |
| Manheim Greater Nevada | Las Vegas, NV | Aug 21 |
| Manheim Auto Auction | Manheim, PA | Aug 21 |
| Manheim Arena | Bolingbrook, IL | Aug 25 |
| Manheim Florida Auto Auction | Ocee, FL | Aug 25 |
| Adesa Phoenix | Chandler, AZ | Aug 26 |
| Columbus Fair Auto Auction | Columbus, OH | Aug 26 |
| Manheim Auto Auction | Manheim, PA | Aug 28 |
| Adesa Kansas City | Belton, MO | Sept 01 |
| Manheim Georgia Auto Auction | Atlanta, GA | Sept 01 |
| Manheim Dallas | Dallas, TX | Sept 02 |
| Southern Auto Auction | E. Windsor, CT | Sept 02 |
| Manheim Greater Nevada | Las Vegas, NV | Sept 03 |
| Manheim Greater Nevada | Las Vegas, NV | Sept 04 |