

#### YEAR-END SALES REPORT:

### Starting the New Year Strong

Sales for December were 24,037 units, up 25% over November, and total 2008 sales equaled 401,742, a decline of 14% over 2007. "While 2008 was a tough year, we're encouraged that Hyundai was once again able to out-perform the general market and increase our market share," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales. "With our industry-leading 10-year/100,000-mile warranty, our new *Hyundai Assurance Program* and the strongest product lineup in our history, we're looking forward to 2009."

- **In the February issue of *Consumer Reports*:** Genesis was awarded a high score of 92 out of 100 in the upscale sedan category in its just-released February issue. This marks the first time a Hyundai vehicle has been considered in the category and it beat all competitors, including Lexus, Toyota, Acura, Nissan and Lincoln.

#### IQS:

### Closing the IQS Period Strong

January is the last month buyers will participate in the J.D. Power & Associates' 2009 IQS vehicle survey. During this last survey month, it's again important to focus on being "perfect at delivery." With the list of electrical features, a critical part of a perfect customer delivery is a fully charged battery. Here are three "best practices" that top dealers have implemented on every vehicle:

- They now include the battery as part of each vehicle PDI – charge the battery, if necessary.
- They have implemented a vehicle log or checklist that notes when a vehicle is driven or run for more than 15 minutes – any vehicles not checked off by month-end need to be run for 15 minutes every 30 days. (All 90-day vehicles are given a second PDI.)
- At delivery, each salesperson reviews a final checklist that verifies the customer's vehicle is clean – inside and out, both the battery and fuel levels are topped off, and the *Quick Reference Guide* has been reviewed and the tear-off has been signed and placed in the "deal jacket".

The gap from good to great in IQS is narrow – we can reach the top if we all pay attention to fundamental details – keep up the great work!

#### HYUNDAI ASSURANCE:

### Certainty in Uncertain Times

"We understand consumers' hesitance to commit to large purchases in today's economic environment," said John Krafcik, acting President and CEO, HMA. "Ten years ago, our industry-leading warranty provided peace of mind to consumers about Hyundai's quality and reliability. Today, we're extending that peace of mind to cover consumers' employment status and personal finances with the *Hyundai Assurance Program*."

Hyundai is the first and only auto manufacturer to introduce a revolutionary new product that will help drive traffic into your dealership and help convert sales while improving brand opinion AND helping our customers if they have to return their vehicle in case of certain life-altering circumstances.

#### Program details:

- Available on all new Hyundai vehicles.
- Available to everyone regardless of age, health, employment history, amount financed.
- 12 months complimentary on every new vehicle loan or lease.
- Covers up to \$7,500 in negative equity.

#### Coverage in case of:

- Involuntary unemployment
- Physical disability
- Loss of Driver's License due to medical impairment
- International employment transfer
- Self-employed personal bankruptcy
- Accidental death

The program launched January 3<sup>rd</sup> during the NFL playoffs and marketing efforts continue through the first quarter. For more information, call your DSM or refer to the DCS announcement letter for access to the Dealer Training website. We're all in this together and we'll all get through it together.

#### '09 PRODUCT INFORMATION:

### Elantra Touring & More

The all-new '09 Elantra Touring models are starting to arrive at dealerships. An *Electronic Launch Kit* and complete Elantra Touring product section are on the Sales Training Online site at [hyundaidealer.com](http://hyundaidealer.com) – in addition, we will soon be posting online our new *2009 Sales Manager/Sales Person Source Book, 2009 Product Source Booklet* and a revised *2009 Pocket Guide*.

## 1099s to go out end of January

All 1099s will be mailed out during last week of January. If you have any questions, please contact HMA 1099 Help Desk at 714-965-3898. Please leave a message with your full name, telephone number with area code, and your SSN as reference and we will get back to you within three business days.

### PARTS & ACCESSORIES:

## Let it Snow... Let it Snow...

Snow tires are available for all models – order yours today through the Hyundai Preferred Tire Program:

- **By Phone:** toll-free Hyundai Preferred Tire Program number: 877-550-3947, M-F 8:00 a.m. - 8:00 p.m. (EST), Saturday 9:00 a.m. - 4:00 p.m. EST
- **Online:** use the Hyundai Preferred Tire Program website <http://www.hyundaitires.com> 24 hours a day/7 days a week. Researched and order tires by vehicle, manufacturer part number or by size.

**Winter is upon us – stock up on Wiper Blades** – the Wiper Blade Promotion continues until the end of February: purchase 10 pieces of a part number and get 10% off.

**Include the “Bling”** – chrome-clad alloy wheels are now available as a Port Installed Option (PIO) on Veracruz. Talk to your District Sales Manager about adding them in your allocation.

**Car Covers available for entire line** – buyers can protect their new investment with a cover designed specifically to fit their new Hyundai. Available for Genesis, too.

### HMFC:

## January Programs

### Special Lease Program:

- Lease a 2009 Hyundai Genesis 3.8L V6 for \$399/month for 27 months, \$2,200 customer cash down plus \$1,000 HMFC origination support. Total of \$2,599 due at lease signing. National, excluding South Central Region.

### Special Low APR Programs:

- 09MY Genesis has a **Low APR of 0.9%** up to 36 months for Tier 1 customers: South Central Region Only.
- 09MY Azera has a **Low APR of 2.9%** up to 36 months for Tier 1 customers: National.

### Customer Choice Programs:

- 08MY Veracruz has a **Low APR of 0.0%** up to 36 months for Tier 1 customers: National.
- 08MY Entourage has a **Low APR of 0.0%** up to 36 months for Tier 1 customers: National.
- 08MY Azera has a **Low APR of 0.0%** up to 36 months for Tier 1 customers: National.

## December Top HMFC Dealers

NATIONAL		New Contracts
FL108	Hyundai of New Port Richey	47
NY075	Atlantic Hyundai	41
OH011	Ron Marhofer Hyundai, Cuyahoga Falls	36
NV015	Planet Hyundai (NV)	35
VA039	Brown's Manassas Hyundai	31

## Top Selling Dealers – 2008 Year-End

NATIONAL		Sales
NY075	Atlantic Hyundai	3,393
FL108	Hyundai of New Port Richey	3,364
NV015	Planet Hyundai	3,095
NY086	Fuccillo Hyundai of Syracuse	2,565
NJ032	Lester Glenn Hyundai	2,225

### CENTRAL REGION

IL063	Family Hyundai	Tinley Park, IL	1,489
IL018	Green Hyundai	Springfield, IL	1,273
OH018	Columbia Hyundai	Cincinnati, OH	1,080
OH001	Superior Hyundai North	Fairfield, OH	1,068
WI012	Arrow Hyundai	West Allis, WI	1,041

### CALIFORNIA REGION

CA232	Hyundai Of Roseville	Roseville, CA	1,490
CA076	Lamar Hyundai	Cerritos, CA	738
CA020	Frank Motors Hyundai	National City, CA	718
CA182	L.A. City Hyundai	Los Angeles, CA	667
CA293	Hardin Hyundai	Anaheim, CA	550

### SOUTHERN REGION

FL108	Hyundai of New Port Richey	New Port Richey, FL	3,364
VA006	Fairfax Hyundai	Fairfax, VA	2,071
FL088	O'Brien Hyundai	Fort Myers, FL	1,380
FL089	Jenkins Hyundai	Ocala, FL	1,329
FL122	Coconut Creek Hyundai	Coconut Creek, FL	1,152

### EASTERN REGION

NY075	Atlantic Hyundai	West Islip, NY	3,393
NY086	Fuccillo Hyundai of Syracuse	Syracuse, NY	2,565
NJ032	Lester Glenn Hyundai	Toms River, NJ	2,225
NJ029	Brad Benson Hyundai	South Brunswick, NJ	2,220
NY061	Fuccillo Hyundai	Schenectady, NY	1,535

### SOUTH CENTRAL REGION

TX100	Hyundai of El Paso	El Paso, TX	1,748
TX040	Huffines Hyundai	Plano, TX	1,449
TX119	Southwest Hyundai	Dallas, TX	1,117
OK018	Edmond Hyundai	Edmond, OK	1,017
TX068	Allen Samuels Hyundai	Fort Worth, TX	1,006

### WESTERN REGION

NV015	Planet Hyundai	Las Vegas, NV	3,095
NV022	United Hyundai	Las Vegas, NV	1,466
NV020	Henderson Superstore	Henderson, NV	1,164
CO034	Arapahoe Hyundai	Centennial, CO	1,113
WA026	Hyundai of Everett	Everett, WA	910

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

## Top Sales Managers – 2008 Year-End

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	1,248
David Clikeman	Arrow Hyundai	1,037
Sherif Girgis	Gartner Hyundai	931
Jeff Roberts	St. Charles Hyundai	871
Jeff Hughes	Great Lakes Hyundai	863

CALIFORNIA REGION		Sales
Christopher Shaffer	Hyundai of Roseville	620
Rick Peterson	Cammissa Motorcars Hyundai	412
David Rosas	Lamar Hyundai	397
Ken Molter	Carriage Hyundai	386
Brian Shaffer	Hyundai of Roseville	367

SOUTHERN REGION		Sales
Leo Blakeney	Fairfax Hyundai	1,219
A. Appleby	Coconut Creek Hyundai	1,133
Ismail Whea	Brown's Manassas Hyundai	1,125
Andy Kim	Alexandria Hyundai	1,078
Ernest McQuaig	Pearson Hyundai	1,008

EASTERN REGION		Sales
Daniel Toomey	Atlantic Hyundai	3,356
David Cantin	Brad Benson Hyundai	2,195
Thomas Ruppen	Bowser Hyundai	1,227
John Perillo	Lester Glenn Hyundai	1,115
Edward Tarbox	Tarbox Hyundai	1,062

SOUTH CENTRAL REGION		Sales
Peter Cafferata	Allen Samuels Hyundai	1,004
Tony Reynolds	AutoMax Hyundai	887
Roosevelt May	Huffines Hyundai	768
Michael Birmingham	Capitol Hyundai	727
Phillip Wartley	Edmond Hyundai	714

WESTERN REGION		Sales
Mohamed Hussein	Planet Hyundai	3,070
Frank Maione	Henderson Hyundai Superstore	1,162
Grant Petersen	Bronco Motors Hyundai	780
David Zinsmeister	Arapahoe Hyundai	760
Ryan Rummerfield	Beaverton Hyundai	545

## Top Sales Associates – 2008 Year-End

CENTRAL REGION		Sales
Jon Muehl	Rosen Hyundai	425
Scott Varnum	Dean Team Hyundai	388
Jasper Cicero	Rosen Hyundai	301
Shane Anthony	Lujack Hyundai	270
Fred McClary	Suntrup Hyundai	250

CALIFORNIA REGION		Sales
Kevin Kuang	Cammissa Motorcars Hyundai	402
Min Ki Choi	L.A. City Hyundai	399
Youngki Jeong	L.A. City Hyundai	240
Steven Cooke	Douglas Hyundai Santa Ana	229
Samlesh Pal	Hyundai of Roseville	191

Top Sales Associates, continued...

SOUTHERN REGION		Sales
Carolyn Davis	Jenkins Hyundai	371
Oscar Benavides	Carolina Hyundai of Lake Norman	318
Donald Barker	Fairfax Hyundai	302
Josh Corcos	King Hyundai	281
Jason Oates	Hyundai of New Port Richey	270

EASTERN REGION		Sales
Joseph Ippolito Jr.	Towne Hyundai	421
Ali Givehchi	Brad Benson Hyundai	316
Brandon Daub	Piazza Hyundai of Pottstown	292
Dennis Jacobs	Harrisburg Hyundai	269
William Terrell	Brad Benson Hyundai	256

SOUTH CENTRAL REGION		Sales
Daniel Ronje	Champion Hyundai of Corpus Christy	281
Dave Cummings	Champion Hyundai Gulf Freeway	257
Stanley Becker	Eckert Hyundai Inc.	230
Timothy Vandesteene	Wiesner Hyundai	208
Don Anderson	Champion Hyundai Gulf Freeway	186

WESTERN REGION		Sales
Anthony Fisher	Planet Hyundai	285
Yun Kyung Na	Doug's Hyundai	183
Jeffrey Plunkett	Hyundai of Everett	171
Mahmoud Milhem	Arapahoe Hyundai	166
Michael White	North Scottsdale Hyundai	162

### AUCTIONS:

## January / February Auction Dates

Manheim San Francisco Bay	Hayward, CA	Jan 14
Columbus Fair	Columbus, OH	Jan 14
Greensboro Auto Auction	Greensboro, NC	Jan 14
Manheim's Texas Hobby	Houston, TX	Jan 15
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Jan 20
Adesa Phoenix Auto Auction	Chandler, AZ	Jan 21
Manheim's Dallas Auto Auction	Dallas, TX	Jan 21
Southern Auto Auction	E. Windsor, CT	Jan 21
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Jan 23
Manheim Auto Auction	Manheim, PA	Jan 23
Manheim's Arena Auto Auction	Bolingbrook, IL	Jan 27
Manheim's Florida Auction of Orlando	Ocoee, FL	Jan 27
Manheim South Seattle Auto Auction	Kent, WA	Jan 28
Columbus Fair	Columbus, OH	Jan 28
Greensboro Auto Auction	Greensboro, NC	Jan 28
Manheim's Texas Hobby	Houston, TX	Jan 29
Adesa Minneapolis Auto Auction	Dayton, MN	Feb 03
Adesa Kansas City Auto Auction	Lee's Summit, MO	Feb 03
Manheim's Dallas Auto Auction	Dallas, TX	Feb 04
Southern Auto Auction	E. Windsor, CT	Feb 04
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Feb 05
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Feb 06
Manheim Auto Auction	Manheim, PA	Feb 06
Manheim Colorado Auto Auction	Commerce City, CO	Feb 10
Manheim's Arena Auto Auction	Bolingbrook, IL	Feb 10
Manheim's Florida Auction of Orlando	Ocoee, FL	Feb 10
Manheim San Francisco Bay	Hayward, CA	Feb 11
Columbus Fair	Columbus, OH	Feb 11
Greensboro Auto Auction	Greensboro, NC	Feb 11
Manheim's Texas Hobby	Houston, TX	Feb 12
Manheim Auto Auction	Manheim, PA	Feb 13