

FEBRUARY SALES: 30,621 UNITS

Sales up 25% from January!

This has been one of the most challenging times in the automotive industry in the past 50 years, but buyers are recognizing the value and commitment of Hyundai and are voting with their wallets. So while GM's sales were off 53.1%, Ford down 49.5% and Toyota dropped 39.8%, our sales were only 1.5% lower than a year ago.

"We're pleased to maintain our sales volumes on a year-over-year basis, especially in an industry under this type of economic stress," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales. "We're seeing continued consumer interest in our Hyundai Assurance Program, and we're continuing to gain momentum with the Hyundai Genesis – the North American Car of the Year – which set a monthly sales record in February. New models like the Elantra Touring and Genesis Coupe are arriving now in dealer showrooms, just in time for the spring selling season." Congratulations on your hard work – good selling in March!

SPRING SALES EVENT:

Innovative Assurance Plus Promo

Hyundai Assurance has generated a lot of interest while demonstrating that Hyundai is innovative and cares about our customers. Our new *Hyundai Assurance Plus* program is the highlight of our spring promotion, which will further build consumer confidence in the Hyundai brand and drive traffic into your dealership.

- This program is a great selling tool – review its benefits with your salespeople so they communicate the correct program details on to your customers.
- The *Resource Center* on the Hyundai Assurance Fulfillment Site <https://hyundai.walkawayusa.com> has all the latest training information.
- Spring Sales Event runs through April 30, 2009. The *Hyundai Assurance Plus* adds 90 days of payment relief to the existing protection plan – and this new benefit is in addition to all current incentives and finance offers.

IN THE NEWS:

Having a Big Voice at Big Events

We kicked the year off with *Hyundai Assurance*, Genesis winning *North American Car of the Year*, our *Super Bowl* presence, and we were the exclusive

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automotive sponsor for the *81st Academy Awards®* show – the most watched, non-sports television event of the year! Our goal is to have a *big voice at big events* – this cuts through the clutter and gets Hyundai vehicles noticed. Now check out our latest awards and accolades:

- **Consumer Reports top new 2009 vehicle picks:** *Elantra* best small sedan.
- **Consumer Reports most reliable used cars:** *Santa Fe* rated among top mid-sized to large SUVs.
- **Top Safety Pick** by Insurance Institute for Highway Safety (IIHS): **Genesis sedan.**
- **Fox's TV Drama "24"** – Hyundai is the official vehicle sponsor.
- **"Best Car Buys" for 2009** by NADAguides.com – **Genesis** – Top Luxury Cars under \$35,000; **Accent** – Top Sub-Compacts under \$15,000; **Tucson** – Top Crossovers under \$21,000.
- **"Greener Choices 2009"** by the American Council for an Energy Efficient Economy (ACEEE) – **2009 Sonata** for 4th consecutive year.
- **"Best Bet"** awards from **The Car Book 2009** – **Genesis, Accent, Entourage** and **Tucson.**
- **One of the 10 Best Engines** by Ward's Automotive – 4.6L DOHC V8 engine in **Genesis** – a Hyundai first.

From these accolades, it's clear that consumers and magazines are recognizing the quality of Hyundai vehicles and that's building consumer confidence, which translates into more traffic, more sales and more satisfied customers.

SALES TRAINING NEWS:

'08 STAR Recognition Awards

Congratulations to the *2008 STAR Level Achievement* and *Longevity Award winners*. Your plaques and awards are being processed and will be shipped by the end of this month. A complete list of the winners can be found on www.hyundaidealer.com.

Spring Manager's Workshop Preview

We are finalizing the arrangements for the *2009 Spring Sales Manager's Workshops*. When the program is announced, we will send out a DCS message to provide

Sales Training news continued on the next page...

the URL for the enrollment site as well as the exact agenda.

Here are some of the topics that will be in the workshops:

- Complete review of the '09 Elantra Touring and 2010 Genesis Coupe and their sales materials.
- Preview upcoming models, programs and our summer marketing plan.
- Review the complete list of new in-dealer training materials.
- Review new STAR Certification Test procedures.

Be sure to attend when the workshop comes to your area.

'09 STAR Certification Test Preview

An interactive format is being developed for the '09 STAR Test. Look for a DCS announcement in April that will provide the details on this new test. Salespeople will have 45 days to become 2009 STAR certified and will continue receiving payments during that time. Until then, continue to take the 2008 STAR test, which is on the Sales Training Online website.

HMFC:

March Programs

Special Lease Programs:

- Lease an '09 Hyundai Genesis Sedan 3.8L V6 for \$399/month for 36 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.
- Lease a 2010 Hyundai Genesis Coupe 2.0T M/T for \$259/month for 36 months, \$1,740 customer cash down plus \$1,000 HMFC origination support. Total of \$1,999 due at lease signing. National, excluding South Central Region.
- Lease an '09 Hyundai Elantra Touring 2.0 M/T Touring for \$239/month for 36 months, \$2,260 customer cash down plus \$1,000 HMFC origination support. Total of \$2,499 due at lease signing. National.

Special Low APR Programs:

- '09 Genesis Sedan has a Low APR of 0.0% up to 24 months for customers with FICO Score 680+: So. Central Region Only.
- '09 Azera has a Bonus Cash of \$750 plus Low APR of 0.0% up to 36 months for customers with FICO Score 680+: National.
- 2010 Genesis Coupe has a Low APR of 0.9% up to 36 months for customers with FICO Score 680+: South Central Region.
- '09 Santa Fe has a Bonus Cash of \$750 plus Low APR of 0.0% up to 36 months for customers with FICO Score 680+: National.

Dealer Choice Programs:

- '08 Santa Fe (LTD) has a Bonus Cash of \$2,500 plus Low APR of 0.0% up to 36 months for customers with FICO Score 680+: National.
- '08MY Santa Fe (GLS/SE) has a Bonus Cash of \$1,850 plus Low APR of 0.0% up to 36 months for customers with FICO Score 680+: National.

Credit Union Buster APR Programs:

- '09 Sonata has a Low APR of 4.90% up to 60 months for customers with FICO Score 680+: National.
- '08 & '09 Accent have a Low APR of 4.90% up to 60 months for customers with FICO Score 680+: National.
- '08 & '09 Elantra have a Low APR of 4.90% up to 60 months for customers with FICO Score 680+: National.

February Top HMFC Dealers

NATIONAL		New Contracts
NV015	Planet Hyundai	22
NY110	Advantage Hyundai	20
FL121	Napleton's Hyundai, Florida	19
CA314	Keyes Hyundai	18
CA305	LAX Hyundai	17
NY075	Atlantic Hyundai	17

Top Selling Dealers – February YTD

NATIONAL		Sales
FL108	Hyundai of New Port Richey	385
NJ032	Lester Glenn Hyundai	377
NY029	Brad Benson Hyundai	364
NY075	Atlantic Hyundai	360
VA006	Fairfax Hyundai	267

CENTRAL REGION

IL063	Family Hyundai	Tinley Park, IL	187
IL061	Rosen Hyundai	Algonquin, IL	160
OH018	Columbia Hyundai	Cincinnati, OH	137
OH042	Hatfield Hyundai	Columbus, OH	134
MO030	Suntrup Hyundai	St. Louis, MO	124

CALIFORNIA REGION

CA232	Hyundai of Roseville	Roseville, CA	137
CA293	Hardin Hyundai	Anaheim, CA	106
CA310	Garden Grove Hyundai	Garden Grove, CA	92
CA314	Keyes Hyundai	Van Nuys, CA	89
CA020	Frank Motors Hyundai	National City, CA	86

SOUTHERN REGION

FL108	Hyundai of New Port Richey	New Port Richey, FL	385
VA006	Fairfax Hyundai	Fairfax, VA	267
FL088	O'Brien Hyundai	Fort Myers, FL	216
FL120	Jenkins Hyundai of Leesburg	Leesburg, FL	204
FL089	Jenkins Hyundai	Ocala, FL	189

EASTERN REGION

NJ032	Lester Glenn Hyundai	Toms River, NJ	377
NJ029	Brad Benson Hyundai	South Brunswick, NJ	364
NY075	Atlantic Hyundai	West Islip, NY	360
NY110	Advantage Hyundai	Hicksville, NY	261
NJ007	Global Hyundai	North Plainfield, NJ	186

SOUTH CENTRAL REGION

TX040	Huffines Hyundai	Plano, TX	160
TX100	Hyundai of El Paso	El Paso, TX	155
TX095	Round Rock Hyundai	Round Rock, TX	139
OK018	Edmond Hyundai	Edmond, OK	126
TX068	Allen Samuels Hyundai	Fort Worth, TX	122

WESTERN REGION

NV015	Planet Hyundai	Las Vegas, NV	195
CO034	Arapahoe Hyundai	Centennial, CO	139
NV022	United Hyundai	Las Vegas, NV	108
UT013	Murdock Hyundai	Orem, UT	108
AZ018	Jim Click Hyundai Eastside	Tucson, AZ	98

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

Top Sales Managers – February YTD

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	154
Jeff Roberts	St. Charles Hyundai	144
Thomas Fascetti	Dean Team Hyundai	135
Glen King	Suntrup Hyundai	129
Louis Tornabeni	Ettleson Hyundai	122

CALIFORNIA REGION		Sales
Danielle Gerbino	Hardin Hyundai	108
Norm Bustamante	LAX Hyundai	82
Christopher Shaffer	Hyundai of Roseville	71
Chris Smith	Harbor Hyundai	59
Brian Sobel	Keyes Hyundai	58

SOUTHERN REGION		Sales
Raul Gomila	Napleton's Hyundai	184
A. Appleby	Coconut Creek Hyundai	172
Ernest McQuaig	Pearson Hyundai	171
Leo Blakeney	Fairfax Hyundai	153
Michael Antwerpen	Antwerpen Hyundai	151

EASTERN REGION		Sales
Daniel Toomey	Atlantic Hyundai	400
David Cantin	Brad Benson Hyundai	370
John Perillo	Lester Glenn Hyundai	193
Thomas Ruppen	Bowser Hyundai	167
Michael Croce	Springfield Hyundai	154

SOUTH CENTRAL REGION		Sales
Roosevelt May	Huffines Hyundai	168
Peter Cafferata	Allen Samuels Hyundai	123
Bobby Simmons	Best Hyundai	99
Phillip Wartley	Edmond Hyundai	91
Michael Birmingham	Capitol Hyundai	88

WESTERN REGION		Sales
Mohamed Hussein	Planet Hyundai	196
Paul Tew	Murdock Hyundai	119
Young Soo Lee	Doug's Hyundai	94
Samantha Chimeri	Centennial Hyundai	84
Michael Krause	Hyundai of Tempe	81

Top Sales Associates – February YTD

CENTRAL REGION		Sales
Scott Varnum	Dean Team Hyundai	82
James Spink	Gurnee Hyundai	60
Adel Elgawli	Gartner Hyundai	56
Christopher Miller	Dean Team Hyundai	53
Paul Jenne	Dennis Hyundai of Dublin	52

CALIFORNIA REGION		Sales
Min Ki Choi	L.A. City Hyundai	58
Keri Cornelius	Hardin Hyundai	57
John Madarang	LAX Hyundai	48
Johnny Chu	Garden Grove Hyundai	43
Lawrence Moore	Frank Motors Hyundai	33

Top Sales Associates, continued...

SOUTHERN REGION		Sales
Ronald Elliott	Taylor Hyundai	60
Jeremey Weddle	Preston Hyundai	50
Nimrod Mesch	Coconut Creek Hyundai	50
Donald Barker	Fairfax Hyundai	47
Michael Girken	Jones Bel Air Hyundai	46

EASTERN REGION		Sales
Joseph Ippolito Jr.	Towne Hyundai	55
Ali Givehchi	Brad Benson Hyundai	54
Mark DeSantis	Vision Hyundai	50
Sandra Redway	Atlantic Hyundai	48
Christopher Williams	Conicelli Hyundai	46

SOUTH CENTRAL REGION		Sales
Daniel Ronje	Champion Hyundai of Corpus Christy	55
Steven Kraft	Randall Noe's Rockwall Hyundai	34
Steve Hwang	Champion Hyundai Gulf Freeway	33
Deroyce Lusher	Round Rock Hyundai	31
Lindsey Renard	Sterling Hyundai	31

WESTERN REGION		Sales
Yun Kyung Na	Doug's Hyundai	38
Tony Saccomano	Arapahoe Hyundai	32
Anthony Fisher	Planet Hyundai	31
Ian Burns	Skagit Valley Hyundai	30
Alan Bayze	Jim Click Hyundai Eastside	29

AUCTIONS:

March / April Auction Dates

Manheim's Texas Hobby	Houston, TX	Mar 12
Manheim Auto Auction	Manheim, PA	Mar 13
Adesa Kansas City Auto Auction	Belton, MO	Mar 17
Manheim's Georgia Dealers Auction	Atlanta, GA	Mar 17
Adesa Phoenix Auto Auction	Chandler, AZ	Mar 18
Manheim's Dallas Auto Auction	Dallas, TX	Mar 18
Southern Auto Auction	E. Windsor, CT	Mar 18
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Mar 20
Manheim Auto Auction	Manheim, PA	Mar 20
Manheim's Arena Auto Auction	Bolingbrook, IL	Mar 24
Manheim's Florida Auction of Orlando	Ocoee, FL	Mar 24
Manheim South Seattle Auto Auction	Kent, WA	Mar 25
Columbus Fair	Columbus, OH	Mar 25
Greensboro Auto Auction	Greensboro, NC	Mar 25
Adesa Washington DC	Dulles, VA	Mar 25
Manheim's Texas Hobby	Houston, TX	Mar 26
Adesa Minneapolis Auto Auction	Dayton, MN	Mar 31
Adesa Kansas City Auto Auction	Belton, MO	Mar 31
Manheim's Georgia Dealers Auction	Atlanta, GA	Mar 31
Manheim Dallas	Dallas, TX	April 1
Southern Auto Auction	E. Windsor, CT	April 1
Manheim Greater Nevada Auto Auction	Las Vegas, NV	April 2
Manheim Greater Nevada Auto Auction	Las Vegas, NV	April 3
Manheim Auto Auction	Manheim, PA	April 3
Manheim Arena Auto Auction	Bolingbrook, IL	April 7
Manheim's Florida Auction of Orlando	Ocoee, FL	April 7
Adesa Phoenix Auto Auction	Chandler, AZ	April 8
Columbus Fair Auto Auction	Columbus, OH	April 8
Greensboro Auto Auction	Greensboro, NC	April 8