

APRIL SALES: 33,952 UNITS

## Hyundai sales continue strong!

For the second straight month, no automaker posted a sales increase, and overall industry sales slipped 34.3% compared to last year. Even so, Hyundai Motor America sales totaled 33,952 vehicles, a 14% decline versus April 2008 – quite an achievement considering Toyota was down 41.9%, Nissan was off 37.8% and Honda was down 25.3%.

"We had strong sales of our Accent and Alabama-built Sonata – up 26% and 7%, respectively – and it was the best sales month yet for Genesis," said Dave Zuchowski, Hyundai Motor America Vice President of National Sales. "Most importantly, we delivered a 20% increase in retail market share. Hyundai outperformed every brand in retail market share increase in the first quarter, and that strong retail performance continues into our traditionally strong spring/summer selling season."

IN THE NEWS:

## Accolades & Recognition

- **"Top 10 Tax Refund Cars"** as compiled by *Kelley Blue Book* – named the **Genesis Coupe** as one of the top cars they recommend buying using your tax refund as the down payment.
- **"'09 Best Bets"** by *Cars.com* include **Veracruz** and **Santa Fe**. "Both are exactly what value car buyers are looking for," said Mike Hanley, editor, Cars.com. "They offer stylish features, quiet cabins, leading safety features and the best warranty in the industry."

CERTIFICATION UPDATE:

## '09 STAR Test Coming in June

The '08 STAR Test has been discontinued and the '09 STAR test is being completed. It will launch during the first week of June, with the new Bronze and Silver tests being released first, and the Gold and Platinum tests to follow mid-June. A DCS message will be sent when the new tests are available. For new salespeople, your STAR payments will be retroactive after you meet STAR Program requirements, which are on [www.hyundaidealer.com](http://www.hyundaidealer.com) in the Incentives Program section. All '08 STAR Certified salespeople will have a

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45-day window to finish the '09 STAR Certification. This 45-day window will begin after the mid-June launch of the entire new '09 STAR Test.

SPRING WORKSHOP FEEDBACK:

## Bluetooth® pairing information

Sales Managers told us they needed a list for salespeople to refer to for Bluetooth® compatibility. For port-installed Bluetooth systems, go to [www.iciblueconnect.com](http://www.iciblueconnect.com) / "find/pair a phone" section. For Genesis sedan models, a list of compatible cell phones is on Sales Training Online in the Resources section.

The Genesis Coupe compatible phone list is under review and will be posted when it is complete.

During a presentation, you may want to check that the client's phone is compatible with the Bluetooth system.

- Additional *Questions and Answers* from the Manager's Workshop will appear in the June issue.

SERVICE NEWS:

## Service Dept. helps sell new cars

There's an old saying: *The Sales Department sells the first car... but it's the Service Department that sells the next one.* In addition to fixing cars right the first time and providing exceptional customer service, here are some suggestions on how to raise new car awareness with your current service customers:

- **Display point-of-sale items** in the service drive, parts counter and customer lounge to raise awareness.
- **Have salespeople interact with service clients** – being in the area gives them a chance to interface with customers and answer any questions about new features or new technology and ask if they want to trade-in their vehicle.
- Have the service staff identify owners who may be ready to step up to a new car rather than pay for **extensive repairs to their existing vehicle.**
- **Offer a service discount** if a customer takes a test drive while their vehicle is in for a service visit.
- **Install a bulletin board** in the service drive and/or in the customer lounge requesting customers with a particular vehicle to consider trading up to a new model that will bring "top dollar" as a trade-in.

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- **Display new models in the service drive:**
  - a. Invite customers to sit in the car
  - b. Offer to do a walkaround presentation
  - c. Create a survey to get opinions on the model – as an incentive, enter customers’ name, phone number and e-mail address into a monthly raffle
- **Use the Hyundai Service Rental Car Program** as a silent salesperson so people experience what’s it’s like to drive a new Hyundai.
- **Create a showroom service waiting area** so service customers come into the showroom area to wait and are then exposed to the new models.

PARTS AND ACCESSORY NEWS:

## Summer Safety Check-Up

It’s a good time to encourage customers to come in for a *Summer Safety Check-up* – most cars need new wiper blades after a rough winter, they also need washer fluid topped off, have their tire pressure checked, and they should change their Cabin Air Filter on an annual basis. Cabin Air Filters help capture airborne particles such as dust, dander, pollen and other allergens.

- It’s a good idea to mention this standard feature during a product presentation, then mention the customer should come back to the dealership yearly to have them replaced to ensure their efficiency.

HMFC:

## May 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 Program:

- ‘09 Genesis Sedan has a **Low APR of 0.0%** up to 24 months for customers with FICO Score 680+: South Central Region Only.
- 2010 Genesis Coupe has a **Low APR of 0.0%** up to 24 months for customers with FICO Score 680+: South Central Region Only.

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

## April Top HMFC Dealers

NATIONAL		New Contracts
NY075	Atlantic Hyundai	177
FL108	Hyundai of New Port Richey	105
NY110	Advantage Hyundai	78
VA006	Fairfax Hyundai	69
FL122	Coconut Creek Hyundai	68

## Top Selling Dealers – April YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	918
FL108	Hyundai of New Port Richey	896
NJ032	Lester Glenn Hyundai	850
NY029	Brad Benson Hyundai	810
VA006	Fairfax Hyundai	627

### CENTRAL REGION

IL063	Family Hyundai	Tinley Park, IL	376
OH042	Hatfield Hyundai	Columbus, OH	353
IL061	Rosen Hyundai	Algonquin, IL	320
OH018	Columbia Hyundai	Cincinnati, OH	312
OH001	Superior Hyundai North	Fairfield, OH	302

### SOUTHERN REGION

FL108	Hyundai New Port Richey	New Port Richey, FL	896
VA006	Fairfax Hyundai	Fairfax, VA	627
FL088	O'Brien Hyundai	Fort Myers, FL	489
FL120	Jenkins Hyundai	Leesburg, FL	439
FL089	Jenkins Hyundai	Ocala, FL	409

### EASTERN REGION

NY075	Atlantic Hyundai	West Islip, NY	918
NJ032	Lester Glenn Hyundai	Toms River, NJ	850
NJ029	Brad Benson Hyundai	South Brunswick, NJ	810
NY110	Advantage Hyundai	Hicksville, NY	586
NJ005	Towne Hyundai	Denville, NJ	421

### SOUTH CENTRAL REGION

TX100	Hyundai of El Paso	El Paso, TX	372
TX040	Huffines Hyundai	Plano, TX	368
TX095	Round Rock Hyundai	Round Rock, TX	300
TX068	Allen Samuels Hyundai	Fort Worth, TX	287
OK018	Edmond Hyundai	Edmond, OK	259

### WESTERN REGION

NV015	Planet Hyundai	Las Vegas, NV	379
CO034	Arapahoe Hyundai	Centennial, CO	335
CA232	Hyundai of Roseville	Roseville, CA	333
CA293	Hardin Hyundai	Anaheim, CA	259
CA076	Lamar Hyundai	Cerritos, CA	252

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

## Top Sales Managers – April YTD

CENTRAL REGION		Sales
Thomas Fascetti	Dean Team Hyundai	295
Jeffrey Kunz	Green Hyundai	290
David Clikeman	Arrow Hyundai	286
Jeff Roberts	St. Charles Hyundai	282
Jeff Hughes	Great Lakes Hyundai	278

SOUTHERN REGION		Sales
A. Appleby	Coconut Creek Hyundai	411
Ernest McQuaig	Pearson Hyundai	393
Raul Gomila	Napleton's Hyundai	359
Leo Blakeney	Fairfax Hyundai	324
Michael Morris	Hyundai of New Port Richey	320

EASTERN REGION		Sales
Daniel Toomey	Atlantic Hyundai	958
David Cantin	Brad Benson Hyundai	805
John Perillo	Lester Glenn Hyundai	423
Thomas Ruppen	Bowser Hyundai	389
Terry Barnes	Harrisburg Hyundai	289

SOUTH CENTRAL REGION		Sales
Peter Cafferata	Allen Samuels Hyundai	290
Roosevelt May	Huffines Hyundai	256
Phillip Wartley	Edmond Hyundai	229
Robert Cox	Hub Hyundai	178
Michael Birmingham	Capitol Hyundai	176

WESTERN REGION		Sales
Mohamed Hussein	Planet Hyundai	268
Paul Tew	Murdock Hyundai	260
Danielle Gerbino	Hardin Hyundai	196
Robert Armstrong	Hillsboro Hyundai	189
Frank Maione	Henderson Hyundai	186

## Top Sales Associates – April YTD

CENTRAL REGION		Sales
Scott Varnum	Dean Team Hyundai	165
James Spink	Gurnee Hyundai	139
Christopher Miller	Dean Team Hyundai	130
Paul Jenne	Dennis Hyundai of Dublin	99
Adel Elgawli	Gartner Hyundai	96

SOUTHERN REGION		Sales
Jeremy Weddle	Preston Hyundai	97
Nimrod Mesch	Coconut Creek Hyundai	96
Donald Barker	Fairfax Hyundai	95
Michael Clancy	Jones Bel Air Hyundai	93
Carolyn Davis	Jenkins Hyundai	92

Top Sales Associates, continued...

EASTERN REGION		Sales
Joseph Ippolito Jr.	Towne Hyundai	126
Sandra Redway	Atlantic Hyundai	106
Ali Givehchi	Brad Benson Hyundai	102
Sarah Walsh	Lester Glenn Hyundai	92
Robert Durante	Conicelli Hyundai	92

SOUTH CENTRAL REGION		Sales
Daniel Ronje	Champion Hyundai Corpus Christi	115
David Cummings	Champion Hyundai Gulf Freeway	72
Deroyce Lusher	Round Rock Hyundai	71
Lindsey Renard	Sterling Hyundai	65
Mark Cheatham	Round Rock Hyundai	62

WESTERN REGION		Sales
Johnny Chu	Garden Grove Hyundai	91
Keri Cornelius	Hardin Hyundai	90
Elena Tudorache	Garden Grove Hyundai	83
Kevin Kuang	Cammisa Motorcars Hyundai	82
Samlesh Pal	Hyundai of Roseville	70

AUCTIONS:

## May / June Auction Dates

Adesa Kansas City	Belton, MO	May 12
Manheim Florida Auto Auction of Orlando	Ocoee, FL	May 12
Manheim South Seattle Auto Auction	Kent, WA	May 13
Greensboro Auto Auction	Greensboro, NC	May 13
Columbus Fair Auto Auction	Columbus, OH	May 13
Manheim Auto Auction	Manheim, PA	May 14
Manheim Auto Auction	Manheim, PA	May 15
Manheim Arena Auto Auction	Bolingbrook, IL	May 18
Manheim Georgia Dealers Auto Auction	Atlanta, GA	May 18
Manheim Arena Auto Auction	Bolingbrook, IL	May 19
Manheim Georgia Dealers Auto Auction	Atlanta, GA	May 19
Manheim Dallas	Dallas, TX	May 20
Southern Auto Auction	E. Windsor, CT	May 20
Manheim Texas Hobby	Houston, TX	May 21
Manheim Greater Nevada Auto Auction	Las Vegas, NV	May 22
Manheim Colorado	Commerce City, CO	May 26
Adesa Minnesota	Minneapolis, MN	May 26
Florida Auto Auction	Winter Gardens, FL	May 26
Adesa Phoenix	Phoenix, AZ	May 27
Columbus Fair Auto Auction	Columbus, OH	May 27
Adesa DC	Dulles, VA	May 27
Manheim Auto Auction	Manheim, PA	May 28
Manheim Auto Auction	Manheim, PA	May 29
Manheim Arena	Bolingbrook, IL	June 2
Manheim Georgia Dealers Auto Auction	Atlanta, GA	June 2
Manheim Dallas	Dallas, TX	June 3
Southern Auto Auction	E. Windsor, CT	June 3
Manheim Greater Nevada	Las Vegas, NV	June 4
Manheim Greater Nevada	Las Vegas, NV	June 5
Greensboro Auto Auction	Greensboro, NC	June 5
Adesa Kansas City	Belton, MO	June 9
Manheim Florida Auto Auction of Orlando	Ocoee, FL	June 9
Manheim South Seattle	Kent, WA	June 10
Columbus Fair Auto Auction	Columbus, OH	June 10
Greensboro Auto Auction	Greensboro, NC	June 10