

OCTOBER SALES: 42,656 UNITS

A Real Rocktober: Retail Sales +71%

You rocked October! Overall sales were up 38% – while retail sales soared 71% and cumulative sales totaled 452,703 units – that’s a 21% increase versus the same 10-month period in 2009. In fact, through October, Hyundai has already *exceeded total and retail volumes* for the entire 2009 calendar year!

“We were very encouraged by what appeared to be a general strengthening of the overall sales environment in October. The game-changing Sonata is red hot, once again outselling Altima, Fusion, and Malibu at retail. As availability improves for Tucson and Santa Fe, coupled with the launch of turbo and hybrid versions of Sonata, we expect to continue to set sales records, elevate brand awareness and drive market share growth for the remainder of the fourth quarter,” said Dave Zuchowski, Executive Vice President of Sales, Hyundai Motor America. “We’ll also sustain October’s momentum over the next several months with EQUUS, our fresh take on intelligent luxury, and the all-new, U.S. built Elantra.”

Here are the October sales highlights:

- **Sonata** – #1 overall sales – 17,505 units – *up 125%*
- **Elantra** – 9,497 units – *up 10%*
- **Accent** – 5,372 units – *up 17%*
- **Tucson** – 3,051 units – *up 260%*
- **Genesis** – 2,375 units – *up 28% = 16th consecutive month of year-over-year sales gains!*

This was a balanced sales month and with the Sonata 2.0T turbo arriving at your dealership and the hybrid on the way, November should be another great month!

INDUSTRY NEWS:

5% Market Share: our new baseline

Thanks to your efforts, we have had back-to-back terrific sales months – that extra effort allowed Hyundai to establish a 5% share of the retail market as our new baseline. That’s quite an achievement, considering we finished last year with a 3.9% retail share, and had originally targeted about 4.5% retail share this year. As it turned out, our new products, innovative marketing launches and your hard work turned out to be a great recipe for share growth. Thank you!

ARE YOU SIGNED UP?

Fall Manager’s Workshops

The Fall Sales Manager’s Workshops are underway and run to November 18th. The Sales Managers who have already attended are raving about the course content – particularly all of the great sales materials they get to take back to the dealership and pass on to their Sales Associates and other department managers. If you haven’t registered, don’t wait – do it now:

- Go to: www.hyundaisalestrainingenroll.com
- Select the Enrollment tab, then select Location
- Complete the enrollment information and click “Enroll” button at the bottom of the page when done
- Print a copy for your records

A **Workshop Product Information Kit** will be going out to each dealership towards the end of the month. This kit includes all of the materials from the **Fall Manager’s Workshop** plus 10 copies each of the **2011 Pocket Guide** and the **2011 Hyundai Sonata Hybrid Overview**. Keep an eye out for it – the package will go the Parts Department labeled: Attention Sales Manager.

TRAINING NEWS:

STAR Certification Testing: Nov. 18th

You may have heard that the 2011 model year **STAR Product Tests** and **Best Practices Tests** would be available on November 15th – actually, they will be available on **November 18th**. In addition, the completion date has been pushed to **January 14th** for you to maintain your STAR Certification. This information will help you prepare:

- All 2011 model year videos are being updated and will be online at www.HyundaiDealer.com Sales Training Online in the near future to help you study.

FYI: The **STAR Product Test** will include the 2011 Sonata 2.0T Turbo plus the all-new 2011 Elantra.

SURVEY NEWS:

Prepping for 2011 IQS

The new IQS sales period started November 1 and *every* customer is a potential survey respondent. With the 2011 Sonata being our best-selling model – the odds are good that a lot of these owners will be surveyed. As many of our 2011 models come packed with the latest technological

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SURVEY NEWS CONTINUED:

features, you have to be able to get your customers to operate those features – that way, they *learn* rather than just watching you demonstrate. Here are some IQS basics:

- **Quick Reference Guide** – surveys show it's handed out, *but not reviewed*. Go over the contents, particularly the *Maintenance Schedule*. Be sure to get three signatures on the last page: the customer's, the salesperson and yours, the Sales Manager, and include it with the deal paperwork.
- **Navigation system** – help your customer set the dealership's address and then have them set a destination.
- **Bluetooth** – a best practice is to help the customer "Pair their Phone" to the vehicle.
- **HomeLink®** – go over the programming instructions so your customers know how to do it – especially if they have a garage opener that uses rolling codes.
- **AM / FM / XM® Satellite radio** – be sure your customer can set a station and switch frequencies.
- **Understand how to set personal settings – includes headlights, windshield wipers, mirrors, dome light, remote controls** – all of these are important to be sure your customer can adjust them for themselves.
- **How to add gas** – this may sound simple, but customers need to know where to find the fuel door release – have them show you to ensure they can do it.

Here are some additional IQS tips:

- All vehicles are clean inside and out – with no dents.
- Tire pressure and battery are checked prior to delivery.
- Full tank of gas.
- Check oil in front of the customer.
- Introduce customer to the Service Advisor/Manager.
- Review procedure for first service visit.

HOPE ON WHEELS:

Record-Setting Donations

September was *Pediatric Cancer Awareness Month* and it kicked off with a big *Hope on Wheels* event. Brianna Commerford, our *National Youth Ambassador*, brought down the house with her energy and passion. She finished her remarks saying something like this: *"Our Hyundai dealers are doing such a good job in the fight against pediatric cancer that I might have to change my career plans. You see, I always thought I wanted to be a pediatric cancer doctor or researcher. But at the rate we're going, maybe there won't be a need for that by the time I grow up. In which case, I'll have to choose another career... like being a movie star, or maybe even the CEO of Hyundai."* This past September, Hyundai also provided \$6.8 million in *"Hope Grants"* for pediatric cancer research and support programs, so together with the other donations Hyundai and you, our dealers, have made over the past 12 years, that brings our total giving to \$23 million by year-end – thank you for your support of this program.

CPO NEWS:

Record CPO Sales & New Incentives

You set an all-time, one-month sales record for Hyundai CPO in October by selling 2,444 units. That's an increase of 76.7% over October '09. Expanding online inventory listings and additional ad placements on AutoTrader.com and Cars.com are driving strong showroom traffic. As an added consumer incentive, special 2.9% APR financing through Hyundai Finance continues through January 4, 2011.

Another compelling reason to sell Hyundai CPO is the recently announced Hyundai *"2010 Year-End CPO Cash"* for dealership CPO Sales Managers. The contest runs from November 2nd – January 4, 2011. Contact your Hyundai District Sales Manager for complete contest details.

Hyundai CPO vehicles sell faster with higher grosses than non-certified Hyundai Vehicles.* Why not get in on one of the top-rated** CPO programs in the industry? More than ever, now is the time to be a Hyundai CPO dealer.

* 2009 JD Power Used Vehicle Market Study – 33 days Hyundai CPO vs. 66 days non-certified Hyundai; \$281 increase average on Hyundai CPO vs. non-CPO

**IntelliChoice.com named Hyundai 3rd Among CPO Vehicle Programs for 2008, 2009 & 2010

EQUUS CUSTOMER CONNECT CENTER:

Addressing EQUUS Customer Needs

The *EQUUS Customer Connect Center* went live on October 25th to provide EQUUS prospects and owners with a first class resource to assist with inquiries about the all-new EQUUS and respond to a wide variety of needs, such as:

- Scheduling and coordinating shopping activities such as *Your Time, Your Place* personalized or dealer-based demonstration appointments. ECCC Specialists will reach out to Sales Champions to coordinate the activities
- Vehicle related feature and functionality questions
- Benefits and advantages of the EQUUS vs. competitors
- Dealer locations
- Maintenance and warranty support using X-Time
- Follow-up with owners on those all important purchasing and servicing events

HMF NEWS:

Special November Lease Programs

- Lease a 2011 Sonata 2.4L GLS A/T for **\$199/month for 36 months**. \$2,399 due at lease signing (National).
- Lease a 2010 Genesis Sedan 3.8L V6 for **\$399/month for 36 months**. \$2,298 due at lease signing (National).
- Lease a 2010 Tucson 2.4L FWD GLS A/T for **\$239/month for 36 months**. \$2,499 due at lease signing (National).
- Lease a 2011 Veracruz 3.8L V6 GLS A/T for **\$359/month for 36 months**. \$2,599 due at lease signing (National).
- Lease a 2011 Elantra Touring 2.0L GLS A/T for **\$199/month for 24 or 36 months**. \$1,999 due at lease signing (National).

Refer to HMF's Marketing announcements for details & other offers.

Top Selling Dealers – October 2010 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	4,789
NJ029	Brad Benson Hyundai	4,070
FL108	Hyundai of New Port Richey	3,768
NJ032	Lester Glenn Hyundai	3,476
VA006	Fairfax Hyundai	2,580

CENTRAL REGION			
IL018	Green Hyundai	Springfield, IL	1,483
IL063	Family Hyundai	Tinley Park, IL	1,301
OH053	Ron Marhoffer Hyundai	Akron, OH	1,117
OH042	Hatfield Hyundai	Columbus, OH	1,080
OH018	Columbia Hyundai	Cincinnati, OH	1,067

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	3,768
VA006	Fairfax Hyundai	Fairfax, VA	2,580
FL122	Coconut Creek Hyundai	Coconut Creek, FL	2,423
FL088	O'Brien Hyundai	Fort Myers, FL	1,690
MD028	Antwerpen Hyundai	Baltimore, MD	1,649

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	4,789
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	4,070
NJ032	Lester Glenn Hyundai	Toms River, NJ	3,476
NY110	Advantage Hyundai	Hicksville, NY	2,018
NY086	Fuccillo Hyundai	Syracuse, NY	1,832

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	1,525
TX095	Round Rock Hyundai	Round Rock, TX	1,188
TX040	Huffines Hyundai	Plano, TX	1,187
TX139	South Point Hyundai	Austin, TX	980
TX104	North Freeway Hyundai	Houston, TX	892

WESTERN REGION			
CA314	Keyes Hyundai	Van Nuys, CA	1,538
CA310	Garden Grove Hyundai	Garden Grove, CA	1,308
CA232	Hyundai of Roseville	Roseville, CA	1,250
NV023	Planet Hyundai	Las Vegas, NV	1,243
CA293	Hardin Hyundai	Anaheim, CA	1,238

Top Sales Managers – October 2010 YTD

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		1,472
David Clikeman	Arrow Hyundai		936
Frederick Ziegel	Taylor Hyundai		933
Jeff Roberts	St. Charles Hyundai		880
Jon McFarland	Columbia Hyundai		837

SOUTHERN REGION			
A. Appleby	Coconut Creek Hyundai		2,435
Clay King	King Hyundai		1,550
Matthew Westcott	Fairfax Hyundai		1,346
Ralph Moser	Keffer Hyundai		1,309
Leo Blakeney	Fairfax Hyundai		1,251

EASTERN REGION			
David Cantin	Brad Benson Hyundai		4,127
Percy Urrutia	Atlantic Hyundai		1,839
John Perillo	Lester Glenn Hyundai		1,595
Thomas Ruppen	Browser Hyundai		1,379
Christopher Mooney	Atlantic Hyundai		1,334

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	1,181
Suleiman Ebrahim	South Point Hyundai	910
Robert Cox	Hub Hyundai	896
Peter Cafferata	Allen Samuels Hyundai	853
Cesar Martinez	Hyundai of El Paso	848

WESTERN REGION		
Danielle Gerbino	Hardin Hyundai	1,234
Frank Maione	Henderson Hyundai	931
Chris Smith	Harbor Hyundai	885
Brian Sobel	Keyes Hyundai	792
Thomas Scheurn	San Tan Hyundai	776

Top Sales Associates – October 2010 YTD

CENTRAL REGION			Sales
Jasper Cicero	Rosen Hyundai		315
Patrick Harrigan	Taylor Hyundai		281
Randy Peters	Todd Archer Hyundai		276
Robert Miller	Dean Team Hyundai		266
Arturo Moreno	Gartner Hyundai		265

SOUTHERN REGION		
Patrick Amoriello	Coconut Creek Hyundai	666
Andrew Getchell	West Broad Hyundai	363
Chongjian Guo	Fairfax Hyundai	345
Jose Sol	William Lehman Hyundai	313
Jamie Pizzo	Team Hyundai	307

EASTERN REGION		
Joseph Ippolito Jr.	Towne Hyundai	647
Sandra Redway	Atlantic Hyundai	405
Ronnie Thompson	Sansone's Route 1 Hyundai	399
Jonathan Pelc	Atlantic Hyundai	330
Mark DeSantis	Vision Hyundai	319

SOUTH CENTRAL REGION		
Earnest Knight	Capitol Hyundai	335
Amparo Whitis	AutoMax Hyundai	297
Nicole Bssaeso	Round Rock Hyundai	265
Timothy Everhart	Serra Hyundai	248
Charles Holladay	Bentley Hyundai	223

WESTERN REGION		
Jae Park	Keyes Hyundai	339
Kevin Kuang	Cammisa Motorcars Hyundai	317
Youngki Jeong	Puente Hills Hyundai	271
Dong Jin Kim	Garden Grove Hyundai	262
Thomas Toscas	Hardin Hyundai	258

November / December Auction Calendar

Manheim Orlando Auto Auction	Ocoee, FL	Nov. 09
Adesa Kansas City	Belton, MO	Nov. 09
Greensboro Auto Auction	Greensboro, NC	Nov. 10
Manheim South Seattle	Kent, WA	Nov. 10
Adesa Minneapolis Auto Auction	Minn., MN	Nov. 16
Manheim Arena	Bolingbrook, IL	Nov. 16
Columbus Fair Auto Auction	Columbus, OH	Nov. 17
Manheim Dallas	Dallas, TX	Nov. 17
Manheim Auto Auction	Manheim, PA	Nov. 19
Manheim Greater Nevada	Las Vegas, NV	Nov. 19
Manheim Orlando Auto Auction	Ocoee, FL	Nov. 23
Manheim Colorado	Commerce City, CO	Nov. 23
Adesa Phoenix	Chandler, AZ	Nov. 24
Manheim Dallas	Dallas, TX	Dec. 01
Southern Auto Auction	E. Windsor, CT	Dec. 01
Manheim Greater Nevada	Las Vegas, NV	Dec. 02
Manheim Greater Nevada	Las Vegas, NV	Dec. 03
Manheim Auto Auction	Manheim, PA	Dec. 03
Adesa Kansas City	Belton, MO	Dec. 07
Manheim Georgia Auto Auction	Atlanta, GA	Dec. 07
Manheim South Seattle	Kent, WA	Dec. 08
Greensboro Auto Auction	Greensboro, NC	Dec. 08