

YOUR HARD WORK PAYS OFF:

All-Time 2010 Record: 538,228 units – up 24%!

Congratulations – you and your sales force took Hyundai to new heights in 2010! December sales hit 44,802 units, with retail sales up 54% over 2009 – and the popular **Hyundai Holiday** marketing effort helped increase traffic to Hyundai.com 120% over last year. Yearly sales reached 538,228 units, up 103,164 units from last year for a 24% gain – setting an all-time Hyundai sales and market share record – that marks the biggest increase.

“While we grew total volume 24%, retail volume through our 800-strong dealer network climbed 35%, or 115,786 units, with 90,349 of that retail gain coming from the game-changing 2011 Sonata,” said John Krafcik, President and CEO, Hyundai Motor America. “That marks the biggest retail sales increase of any car in the entire industry, and it shows how well consumers have responded to our high-tech 4-cylinder lineup, dynamic new design, and the mid-size segment’s first 5-star 2011 NHTSA crash test result. Improving Sonata Turbo availability, and the lithium-polymer battery-powered Sonata Hybrid that arrives later this month, should help Sonata find a few more buyers in 2011.”

Here are the December sales highlights:

- **Sonata** – #1 overall sales – 15,964 units – up 52%
- **Elantra** – 13,096 units – up 127%
- **Tucson** – 4,041 units – up 348%
- **Genesis** – 2,423 units – up 33% = 18th consecutive month of year-over-year sales gains!
- **Equus** – 196 sales *despite limited availability!*
- **40-mpg Vehicles sold in 2010** – 4,916!

RIISING IN THE RANKINGS:

J.D. Power Customer Retention

Hyundai ranked 3rd among nameplates in the J.D. Power and Associates’ **2010 Customer Retention Study**SM – seven rank positions above the industry average and up eight positions over 2009. Hyundai has a retention rate of 60% – 12% higher than the industry average, and 13 percentage points higher than last year – that’s the highest the brand has achieved since the study’s inception in 2003. Hyundai owners are more likely this year than in 2009 to cite *Fun to drive*, *Fuel Economy* and *Safety* as reasons they stayed with the brand.

TRAINING NEWS:

Hybrid Dealer Kit Coming Soon

The Sonata Hybrid is an amazing vehicle – and to help you train your staff on all the benefits, a special **Sonata Hybrid Dealer Kit** will be shipped later this month that contains:

- Video assets will be on a memory stick and include:
 - Sonata Hybrid Video Walkaround
 - Sonata Hybrid Video Reference Guide
 - “*Inside the Sonata Hybrid*” animation

You will also receive 10 copies each of:

- Sonata Hybrid Overview brochure
- Sonata Hybrid Fast Facts
- Sonata Hybrid Dare to Compare
- Hybrid Mileage Booklet
- Hybrid Frequently Asked Questions (FAQ)
- 2011 Product Guide
- A Sonata Hybrid test is also integrated into the print and video materials

A DCS message plus an email to the regions will go out to you know when the package has been shipped.

Other Sonata Hybrid news:

- The *first TV spot* featuring the Sonata Hybrid aired on December 31st on the *Hyundai Sun Bowl*.
- Hyper-miler Wayne Gerdes used just *two tanks of gas* to drive a 2011 Sonata Hybrid coast-to-coast: that’s 2,269.3 miles from the Pacific Ocean to the Atlantic Ocean, averaging 59.58 mpg – *now that’s efficient!*

2011 STAR Certification

Remember, if you’re *currently* STAR Certified for 2010, you have to complete the *2011 STAR Product Certification Test* as well as the *STAR Best Practices* test by **January 14th**.

Upon completion, your *STAR Product Certification Certificate* can be printed.

- If you are new and are not STAR Certified, you have to take both the *2011 Product Certification* as well as the *Best Practices Certification* tests.

In addition: Equus Salespeople must be Equus product certified. Click on the *Equus STAR Test* tab and re-sign-up, as this is a separate Equus Product Certification site. Equus STAR Certification qualifies Equus salespeople to receive Equus incentives.

IN THE NEWS:

Awards & Announcements

- **Blue Link is announced** – Hyundai's in-car information system was announced at the CES Show. It will be offered first in the Sonata sedan along with the all-new Veloster. More than 30 services will be offered – in various packages – including remote start, door lock and unlock, remote climate control, turn-by-turn navigation and more.
- **All-new Veloster debuts in Detroit** – Hyundai's newest model – the unique 3-door Veloster coupe will debut at the Detroit Auto Show and is coming to your dealerships soon!
- **Sonata topped *TheCarConnection's* "Top 10 Most Popular Reviews"** in 2010, which also included Tucson.
- **Sonata** was the "most noteworthy success story" of the year in Kelley Blue Book's "**Most Researched New Vehicles of 2010**" report, jumping 24 places to 5th overall.
- **Four Hyundai models** – Sonata, Genesis, Santa Fe and Tucson – achieved the **2011 Top Safety Pick** honor from the Insurance Institute for Highway Safety (IIHS).
- **Sonata** is on *Automobile Magazine's* "**All Stars**" list as one of the most outstanding cars of the year.

TRAINING NEWS:

IQS Period continues through Feb.

Here's a new feature on the 2011 Elantra that everyone at the dealership should be aware of:

ELANTRA TRANSIT ON/OFF SWITCH – Elantra is the first Hyundai with this new ON/OFF switch. When a vehicle is in transit to your dealership, the switch is OFF to reduce current draw. It allows testing all electrical devices when the ignition is on, but switches off the memory, clock and even the remote entry over time. It is important to your customer's satisfaction that the **TRANSPORTATION SWITCH** is **ON** before retail delivery – this allows memory and features to function normally.

Also, we recommend taking the time to ensure that your customers understand how to operate key features like:

- XM® Radio and the iPod® cable
- Heating/air conditioning/ventilation system
- Wiper, headlight and interior light controls – particularly the dome light
- Settings like memory seats, HomeLink® and the personalized user settings, if equipped
- And don't forget to review the **Quick Reference Guide** and then get it signed by your customer

Check inventory for any open service campaigns – make sure all applicable campaigns are completed; and **during the cold weather months** – check batteries and tire pressure, especially for vehicles with long storage time.

ACCESSORY NEWS:

2011 Accessory Brochures: Available

We recently sent each dealer (*Attn: Parts Manger*) a shipment of Accessory brochures for each 2011 model except the Elantra and Equus. Additional brochures are available through the Hyundai Print on Demand website – the same place you order MPI Forms and Accessory Addendum Labels.

EQUUS CUSTOMER CONNECT CENTER:

Connect Center: Ready For Your Call

Sales Champions, Service Advocates and members of the premium product team: The *Equus Ownership Experience* is all about providing a premium experience that values the customer's time and money. The *Equus Customer Connect Center* supports your dealership by providing the Equus Prospect and Owner with a truly outstanding and memorable experience. Our qualified specialists have received Equus product and service training to enable us to field questions from clients as well as your team, such as:

- Partnering with you to schedule "Your Time, Your Place" product demonstrations
- Coordinating scheduled maintenance and other service
- Supporting vehicle functionality and feature questions
- After the sale, we're here to support your dealership in scheduling the first service visit and any subsequent vehicle service and maintenance.
- If there is an issue, we partner directly with your Sales Champion and Service Advocate to achieve the best resolution for all parties – with the ultimate goal of providing a premium experience and maintaining a positive relationship with the Equus owner so they are an advocate for your dealership.

We're looking forward to working with you to make the Equus program a resounding success! It would be our pleasure to support you in any way we can. Please call us at (877) 378-8723 or email us at DealerSupport@HyundaiEquus.com.

HMF NEWS:

Special January Lease Programs

- Lease a **2011 Genesis Sedan 3.8L V6** for **\$399/month for 36 months**. \$2,698 due at lease signing (National).
- Lease a **2011 Tucson 2.4L FWD GLS A/T** for **\$259/month for 36 months**. \$2,499 due at lease signing (National).
- Lease a **2011 Equus Signature** for **\$739/month for 36 months**. \$4,999 due at lease signing (National).
- Lease a **2011 Santa Fe FWD GLS A/T** for **\$299/month for 36 months**. \$2,699 due at lease signing (National).

Please refer to HMF's Marketing announcements for details and other offers.

Top Selling Dealers – December 2010 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	5,628
NJ029	Brad Benson Hyundai	4,922
FL108	Hyundai of New Port Richey	4,630
NJ032	Lester Glenn Hyundai	4,205
VA006	Fairfax Hyundai	3,313

CENTRAL REGION			
IL018	Green Hyundai	Springfield, IL	1,751
IL063	Family Hyundai	Tinley Park, IL	1,554
OH053	Ron Marhoffer Hyundai	Akron, OH	1,326
OH042	Hatfield Hyundai	Columbus, OH	1,288
OH018	Columbia Hyundai	Cincinnati, OH	1,261

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	4,630
VA006	Fairfax Hyundai	Fairfax, VA	3,113
FL122	Coconut Creek Hyundai	Coconut Creek, FL	2,984
FL114	Rick Case Hyundai	Davie, FL	2,118
FL088	O'Brien Hyundai	Fort Myers, FL	2,094

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	5,628
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	4,992
NJ032	Lester Glenn Hyundai	Toms River, NJ	4,205
NY110	Advantage Hyundai	Hicksville, NY	2,483
NY086	Fuccillo Hyundai	Syracuse, NY	2,026

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	1,900
TX040	Huffines Hyundai	Plano, TX	1,479
TX095	Round Rock Hyundai	Round Rock, TX	1,385
TX139	South Point Hyundai	Austin, TX	1,200
TX104	North Freeway Hyundai	Houston, TX	1,111

WESTERN REGION			
CA314	Keyes Hyundai	Van Nuys, CA	1,822
CA310	Garden Grove Hyundai	Garden Grove, CA	1,598
CA293	Hardin Hyundai	Anaheim, CA	1,545
NV023	Planet Hyundai	Las Vegas, NV	1,523
CA232	Hyundai of Roseville	Roseville, CA	1,512

Top Sales Managers – December 2010 YTD

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		1,743
Frederick Ziegel	Taylor Hyundai		1,101
David Cliekeman	Arrow Hyundai		1,081
Jeff Roberts	St. Charles Hyundai		1,030
David Novak	Pugi Hyundai		993

SOUTHERN REGION			
A. Appleby	Coconut Creek Hyundai		2,959
Clay King	King Hyundai		1,858
Ralph Moser	Keffer Hyundai		1,670
Matthew Westcott	Fairfax Hyundai		1,625
Raul Gomila	Napleton's Hyundai		1,563

EASTERN REGION			
David Cantin	Brad Benson Hyundai		4,976
Percy Urrutia	Atlantic Hyundai		2,315
John Perillo	Lester Glenn Hyundai		1,771
Christopher Mooney	Atlantic Hyundai		1,678
Frank Allen	Mid-Island Hyundai		1,581

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	1,477
Suleiman Ebrahim	South Point Hyundai	1,130
Robert Cox	Hub Hyundai	1,090
Cesar Martinez	Hyundai of El Paso	1,021
Peter Cafferata	Allen Samuels Hyundai	1,004

WESTERN REGION		
Danielle Gerbino	Hardin Hyundai	1,511
Chris Smith	Harbor Hyundai	1,108
Frank Maione	Henderson Hyundai	1,084
Thomas Scheurn	San Tan Hyundai	981
Brian Sobel	Keyes Hyundai	955

Top Sales Associates – December 2010 YTD

CENTRAL REGION			Sales
Jasper Cicero	Rosen Hyundai		360
Patrick Harrigan	Taylor Hyundai		336
Brian Craig	Grossinger Hyundai		312
Randy Peters	Todd Archer Hyundai		311
Arturo Moreno	Gartner Hyundai		296

SOUTHERN REGION		
Patrick Amoriello	Coconut Creek Hyundai	775
Andrew Getchell	West Broad Hyundai	435
Chongjian Guo	Fairfax Hyundai	405
Jose Sol	William Lehman Hyundai	398
Michael Aznavoorian	Route 60 Hyundai	369

EASTERN REGION		
Joseph Ippolito Jr.	Towne Hyundai	773
Sandra Redway	Atlantic Hyundai	466
Ronnie Thompson	Sansone's Route 1 Hyundai	397
Mark DeSantis	Vision Hyundai	389
Jonathan Pelc	Atlantic Hyundai	389

SOUTH CENTRAL REGION		
Earnest Knight	Capitol Hyundai	404
Amparo Whitis	AutoMax Hyundai	334
Nicole Bssaeso	Round Rock Hyundai	316
Charles Holladay	Bentley Hyundai	301
William Beech	Palmer's Airport Hyundai	265

WESTERN REGION		
Youngki Jeong	Puente Hills Hyundai	354
Kevin Kuang	Cammisa Motorcars Hyundai	352
Jae Park	Keyes Hyundai	339
Dong Jin Kim	Garden Grove Hyundai	320
Eddy Kim	Garden Grove Hyundai	296

January / February Auction Calendar

Manheim Colorado	Commerce City, CO	Jan. 18
Manheim Dallas	Dallas, TX	Jan. 19
Southern Auto Auction	E. Windsor, CT	Jan. 19
Manheim Auto Auction	Manheim, PA	Jan. 21
Manheim Arena	Bolingbrook, IL	Jan. 25
Manheim Orlando Auto Auction	Ocoee, FL	Jan. 25
Adesa Phoenix	Chandler, AZ	Jan. 26
Greensboro Auto Auction	Greensboro, NC	Jan. 26
Adesa Kansas City	Belton, MO	Feb. 01
Manheim Georgia Auto Auction	Atlanta, GA	Feb. 01
Manheim Dallas	Dallas, TX	Feb. 02
Southern Auto Auction	E. Windsor, CT	Feb. 02
Manheim Greater Nevada	Las Vegas, NV	Feb. 03
Manheim Greater Nevada	Las Vegas, NV	Feb. 04
Manheim Auto Auction	Manheim, PA	Feb. 04
Manheim Arena	Bolingbrook, IL	Feb. 08
Manheim Orlando Auto Auction	Ocoee, FL	Feb. 08
Manheim South Seattle	Kent, WA	Feb. 09
Columbus Fair Auto Auction	Columbus, OH	Feb. 09