

FEBRUARY SALES: 43,533 UNITS

## Sales Keep Soaring: Up 46%!

**Congratulations** – the efforts of you and your sales staff made February an amazing month! Last year, you had a record-setting February – and this year, you *set a new record* with retail sales rocketing up 46%. In fact, industry-wide, February U.S. auto sales jumped to the highest monthly pace since the 2009 "cash for clunkers" program.

"February was very strong," said Dave Zuchowski, Hyundai Motor America's Executive Vice President of National Sales. "Consumer activity was high, credit was readily available and the overall impact on the Hyundai business was really encouraging. With improving supply of our red-hot 40-mpg 2011 Elantra, and increasing consumer concern with fuel prices, we're looking forward to an even stronger March."

With the cost of gasoline skyrocketing, a lot of people are changing their purchasing priorities and adding Hyundai vehicles to their shopping list. In February, you sold **8,830 cars** with 40-mpg EPA fuel economy highway ratings – that's 20% of our sales for the month! And soon, the 2012 Accent will be joining the 40-mpg 2011 Elantra sedan, which will help you capture a bigger share of this market. And don't forget about the Sonata – it gets 35 mpg highway while the Sonata Turbo gets 33 mpg highway – giving you three model lines that deliver exceptional fuel economy.

Here are the February sales highlights:

- **Sonata** – #1 overall sales – 15,723 units – *up 103%*
- **Elantra** – #2 overall sales – 12,289 units – *up 74%*
- **Santa Fe** – #1 selling SUV – 4,276 units
- **Genesis** – 2,441 units – *20<sup>th</sup> consecutive month* of year-over-year sales gains!
- **Equus** – 233 sales *despite limited availability!*

On to *March Madness* and hopefully another sales record!

## Certified Pre-Owned Sales +138%

February's sale of 2,739 certified pre-owned units sets an all-time, one-month CPO record and it represents an increase of 138.4% over February 2010 and a 127.2% gain year to date.

- In surveys, dealers rate *improved owner loyalty, increased sales gross* and *faster turn times* as compelling reasons to sell Hyundai CPO. Also mentioned is the ability to provide customers another choice between new and used.

Story continues in the next column...

Story continued from previous column...

- Online merchandising support with *AutoTrader.com* and *Cars.com*, and special APR rates as low as 2.49% through March 31, 2011, continue to drive over 40,000 monthly searches nationwide for Hyundai CPO vehicles. The Hyundai CPO program is popular with customers because it provides these great benefits:

- **10-year/100,000-mile Powertrain Limited Warranty**
- **10-year/Unlimited mileage Roadside Assistance**
- Comprehensive **150-point vehicle inspection**
- Free **CARFAX Vehicle History Report**
- **Rental car coverage & travel breakdown protection**

Now is the time to be a Hyundai CPO dealer – if you aren't a CPO dealer, contact your Hyundai District Sales Manager for more information.

IN THE NEWS:

## Latest Awards & Accolades

- **CarConnection.com** reported: "...when you look at sales-weighted averages, the fleet of new cars that Hyundai is selling, as a whole, beats that of Toyota. Hyundai emerged securely on top among full-line automakers, with a 26.6-mpg sales-weighted average this past month that's way ahead of the industry sales-weighted average of 22.2 mpg (considering cars and trucks combined)."
- **Kelley Blue Book's [www.kbb.com](http://www.kbb.com)** named the **2011 Sonata** to its annual list of **Top 10 Family Cars**.
- **Genesis** and **Sonata** were named "**BEST BETS**" from **The Car Book** and the Center for Auto Safety. For Genesis, this is the third year in a row that it's been honored with the "**BEST BETS**" distinction.
- **Compete**, a Kantar Media company, noted **Sonata** has been on more shopping lists than any other vehicle in the industry in seven of the last nine months, continuing to top perennial leaders like Camry, Accord, Civic and Fusion.
- **Sonata** made the **Forbes** list of this year's **Best Cars for Commuters**.
- For the **6<sup>th</sup> consecutive year**, the **Sonata** was recognized by the **American Council for an Energy-Efficient Economy** (ACEEE) on its annual "**Greener Choices 2011**" list. Joining Sonata was the **Tucson**, while **Elantra** was listed as one of the twelve most environmentally-friendly vehicles.

MARKETING NEWS:

## Trilogy SmartLeads Update

What kind of return is *your* third party lead program giving you? The overall conversion rate for the Trilogy SmartLeads program is 8% and 1 in 10 Hyundai dealers are converting **over 15%**! If you're enrolled in the Trilogy SmartLeads program, you should be receiving a Lead Conversion Report every month, which is an important part of the Trilogy SmartLeads program because it provides you the feedback you need to ensure your store is getting the best possible value from the program. If you're not enrolled, have paused or limited your leads, are not getting the results like those above, or are not receiving your reports, contact Trilogy customer service: [info@TrilogySmartLeads.com](mailto:info@TrilogySmartLeads.com).

## XM NavTraffic®/NavWeather® Pricing

New pricing packages have been released by Sirius XM Radio in regard to their NavTraffic and NavWeather services:

- XM Radio/XM Everything + XM NavTraffic + XM NavWeather = \$19.95 monthly
  - XM Radio/XM Everything + XM NavTraffic = \$16.94 monthly
  - XM NavTraffic *or* XM NavWeather = \$9.95 each/monthly
- Refer to Sales Training Online for more information.

PRODUCT NEWS:

## Sonata Hybrid Update

*Automotive News* (<http://tinyurl.com/4q2h8k7>) reported that Sonata Hybrid availability has been delayed until new cars can be equipped with a device that emits an artificial engine noise at low speeds. The system mimics the sound of an idling gasoline engine to alert nearby pedestrians of the car's presence when driving at low speeds.



- On Sonata Hybrid's **Eco Score Screen**, bars are added or subtracted based on average fuel use – when you have eight bars, you earn 1 point. In the current training materials, it stated 20 points would earn a planet; the reality is that it takes 200 points to earn a planet. Please be aware when presenting this feature.

HMF NEWS:

## Special March 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).
- Refer to HMF's Marketing announcements for details and other offers.

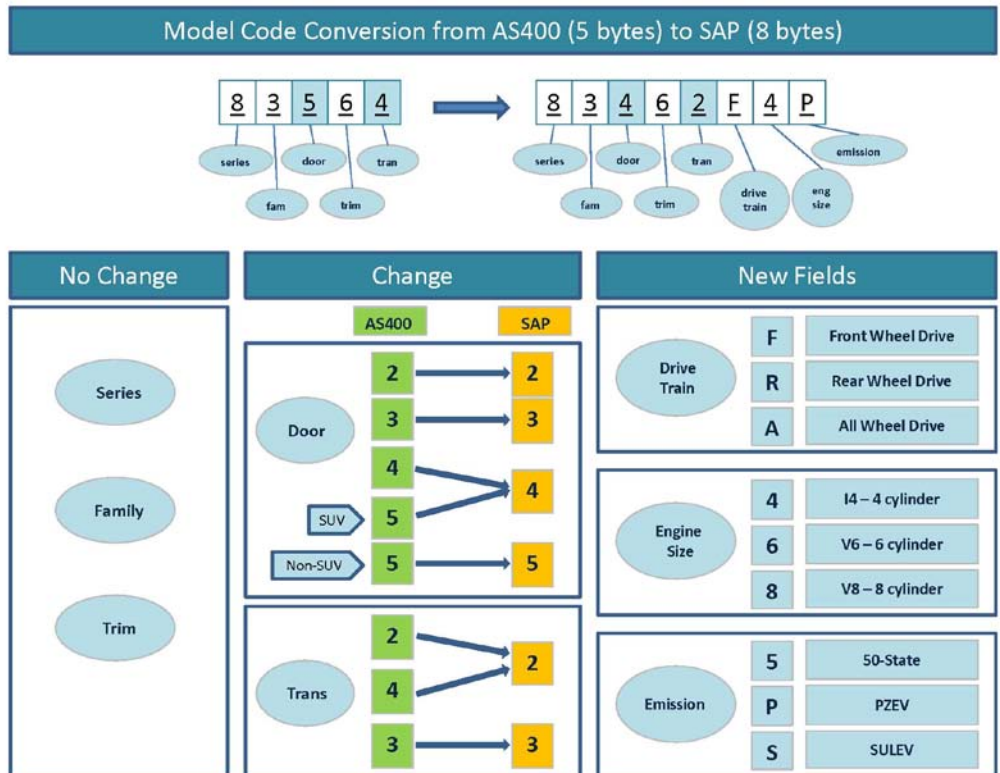
SAP CONVERSION:

## 8-byte New Model Codes Coming Soon

In April, HMA will convert from our AS400 computer system to a state-of-the-art SAP system. One of the major enhancements is the move from 5-byte model codes to 8-byte.

- As our model line expanded, it's been evident that the design and functionality of our model codes had to be expanded.
- The 8 bytes of the new model code will represent: series, family, door, trim, transmission, drivetrain, engine and emissions. A conversion table is shown below and will be available on [www.hyundaidealer.com](http://www.hyundaidealer.com).

More information will be available as we get closer to the conversion to the SAP system. In the meantime, this chart will help you better understand the evolution:



# 2010 STAR Recognition Awards

## STAR PERFORMANCE AWARDS

Here are the highlights of the 2010 STAR Awards. Platinum, Gold, Silver and Bronze level winners earn a letter of recognition and appreciation, a custom plaque and a luggage tag. To qualify for STAR Awards, you must achieve these annual sales volumes:

LEVEL	SALES CONSULTANT	SALES MANAGER
Platinum	450+	1300+
Gold	350 – 449	900 – 1299
Silver	250 – 349	600 – 899
Bronze	150 – 249	400 – 599

Top National and Regional Sales Consultants and Sales Managers also receive an additional **\$1,000 cash bonus**. All awards are scheduled to be delivered in March/April 2011.

### TOP NATIONAL SALES MANAGERS:

David Cantin	NJ029	4,976 sales	Top National
Jeffrey Kunz	IL018	1,743 sales	Top Central
David Cantin	NJ029	4,976 sales	Top Eastern
Roosevelt May	TX040	1,447 sales	Top South Central
A.E. Appleby	FL122	2,959 sales	Top Southern
Danielle Gerbino	CA293	1,511 sales	Top Western

### TOP NATIONAL SALES CONSULTANTS:

Patrick Amoriello	FL122	775 sales	Top National
Jasper Cicero	IL061	360 sales	Top Central
Joseph Ippolito	NJ005	773 sales	Top Eastern
Ernest Knight	AL015	404 sales	Top South Central
Patrick Amoriello	FL122	775 sales	Top Southern
Young Ki Jeong	CA321	354 sales	Top Western

### SALES MANAGERS – PLATINUM – Top 10

David Cantin	Brad Benson Hyundai	4,976
A.E. Appleby	Coconut Creek Hyundai	2,959
Percy Urrutia	Atlantic Hyundai	2,315
Clay King	King Hyundai	1,858
John Perillo	Lester Glenn Hyundai	1,771
Jeffrey Kunz	Green Hyundai	1,743
Christopher Mooney	Atlantic Hyundai	1,678
Ralph Moser	Keffer Hyundai	1,670
Matthew Westcott	Fairfax Hyundai	1,625
Frank Allen	Mid-Island Hyundai	1,581
Thomas Ruppen	Bowser Hyundai	1,581

### SALES MANAGERS – GOLD – Top 10

John Ashdale	Colonial Hyundai	1,288
Pedro Casal	Doral Hyundai	1,271
Kevin Wilkerson	Hyundai New Port Richey	1,216
Yousef Issa	Bob Dance Hyundai	1,205
James Blackburn, Jr.	Hyundai New Port Richey	1,194
Michael Strenge	McCafferty Hyundai	1,180
Michael Morris	Hyundai New Port Richey	1,140
Suleiman Ebrahim	South Point Hyundai	1,130
Daniel Rosenfeld	Fitzgeralds Hyundai	1,124
Gregory Covino	Freehold Hyundai	1,115

### SALES MANAGERS – SILVER – Top 10

Clifford Dexheimer	Gary Rome Hyundai	896
Anthony Femiano	Discover Hyundai	896
Jeffrey Glascoe	Antwerpen Hyundai	895
Michael Hammer	Southern States Hyundai	894
Rocco Auriemma	Paramus Hyundai	887
Kaled Aldada	Capitol Hyundai	879
Stephen Tagliente	Jenkins Hyundai Leesburg	874
Louis Tornabeni	Ettleson Hyundai	862
John Gauvey	Hyundai of Wesley Chapel	848
Keith Dant	Porter Hyundai	847
John Hartmann	Tamiami Hyundai	847

### SALES MANAGERS – BRONZE – Top 10

Mark Babin	Suresky Hyundai	598
Bryan Lane	Checkered Flag Hyundai	594
Victor Hayden	Suresky Hyundai	592

Bronze winners continue in the next column...

### SALES MANAGERS – BRONZE – Top 10 continued...

Scott Heinbaugh	Cochran Hyundai of South Hills	588
Justin Hoagland	Red Hoagland Hyundai	588
John Ventura	Vision Hyundai of Canandaigua	583
Joseph Strathas III	Jenkins Hyundai	580
Gerard West	Ron Marhofer Hyundai	579
Benjamin Magen	Tuttle Click Hyundai	579
Tania Pulkowski	Salem Hyundai	578
Howard Feiden	William Lehman Hyundai	578

### SALES ASSOCIATES – PLATINUM

Patrick Amoriello	Coconut Creek Hyundai	775
Joseph Ippolito Jr.	Towne Hyundai	773
Sandra Redway	Atlantic Hyundai	466

### SALES ASSOCIATES – GOLD – Top 10

Andrew Getchell	West Broad Hyundai	435
Chong Jian Guo	Fairfax Hyundai	405
Ernest Knight	Capitol Hyundai	404
Jose Sol	William Lehman Hyundai	398
Ronnie Thompson	Sansone's Route 1 Hyundai	397
Mark Desantis	Vision Hyundai	389
Jonathan Pelc	Atlantic Hyundai	389
Michael Aznavoorian	Route 60 Hyundai	369
Richard Castillo	Clay Chevrolet Hyundai	369
Jamie Pizzo	Team Hyundai	365

### SALES ASSOCIATES – SILVER – Top 10

Larry Farina	Manfredi Hyundai	342
Philip Robinson	Star Hyundai	341
Ali Givhechi	Brad Benson Hyundai	341
Victor Carver	Atlantic Hyundai	339
Jae Park	Keyes Hyundai	339
Patrick Harrigan	Taylor Hyundai	336
Donald Barker	Fairfax Hyundai	336
Amparo Whitis	AutoMax Hyundai	334
Carolyn Davis	Jenkins Hyundai	333
Sarah Walsh	Lester Glenn Hyundai	333

### SALES ASSOCIATES – BRONZE – Top 10

Michael Boyle	Preston Hyundai	249
Michael Clancy	Jones Bel Air Hyundai	248
Orlando McConnell	McCarthy Olathe Hyundai	247
Robert Durante	Conicelli Hyundai	247
Timothy Everhart	Serra Hyundai	247
William Landes	Orr Hyundai	246
Leonard Lee	Ed Voyles Hyundai	245
Susan Defalco	Atlantic Hyundai	245
Nathan Green	Nashua Hyundai	244
Brad Trzeciecki	Transitowne Hyundai	241
Stanley Becker	Eckert Hyundai	241

## STAR COMMITMENT AWARDS

We appreciate the loyalty and commitment of our Sales Managers and Sales Associates. When you reach a significant number of sales service years, you receive a specially designed longevity award lapel pin inscribed with your length of service as well as a prestigious gift as a token of our thanks for your commitment to Hyundai Motor America and to the customers that you serve so well. Here's the number of 2010 winners:

Award	2010CY Total		
22 years	4	<b>22 Years:</b>	Bruce Spratford Butler Hyundai
20 Years	7		Dexter Dove Lee Hyundai
18 Years	12		James Maul Northtown Hyundai
16 Years	11		Lou Viapiano Northtown Hyundai
14 Years	31	<b>20 Years:</b>	Bart Thompson Cormier Hyundai
12 Years	70		Kelly Swaim Drew Hyundai
10 Years	139		David Choi Loren Hyundai
8 Years	329		James Diskin Jr. Carmack Hyundai
6 Years	319		Salvatore Serio World Hyundai
4 Years	478		C. Gleason Price Hyundai
2 Years	672		Rita Anderson Ken Vance Hyundai
<b>TOTAL</b>	<b>2072</b>		

A complete list of all 2010 STAR Recognition award winners is on [www.HyundaiDealer.com](http://www.HyundaiDealer.com), Sales Training Online.

## Top Selling Dealers – February 2011 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	848
FL108	Hyundai of New Port Richey	820
NJ029	Brad Benson Hyundai	718
NJ032	Lester Glenn Hyundai	666
FL122	Coconut Creek Hyundai	458

CENTRAL REGION			
IL018	Green Hyundai	Springfield, IL	203
IL063	Family Hyundai	Tinley Park, IL	201
OH053	Ron Marhoffer Hyundai	Akron, OH	176
OH066	Taylor Hyundai	Perrysburg, OH	169
OH042	Hatfield Hyundai	Columbus, OH	161

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	820
FL122	Coconut Creek Hyundai	Coconut Creek, FL	458
FL088	O'Brien Hyundai	Fort Myers, FL	373
VA006	Fairfax Hyundai	Fairfax, VA	358
FL114	Rick Case Hyundai	Davie, FL	330

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	848
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	718
NJ032	Lester Glenn Hyundai	Toms River, NJ	666
NY110	Advantage Hyundai	Hicksville, NY	393
NY121	Mid-Island Hyundai	Centereach, NY	245

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	392
TX040	Huffines Hyundai	Plano, TX	216
TX060	Hub Hyundai	Houston, TX	194
TX139	South Point Hyundai	Austin, TX	194
TX104	North Freeway Hyundai	Houston, TX	193

WESTERN REGION			
CA232	Hyundai of Roseville	Roseville, CA	330
CA293	Hardin Hyundai	Anaheim, CA	294
CA310	Garden Grove Hyundai	Garden Grove, CA	265
NV023	Planet Hyundai	Las Vegas, NV	257
CA314	Keyes Hyundai	Van Nuys, CA	253

## Top Sales Managers – February 2011 YTD

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		223
Frederick Ziegel	Taylor Hyundai		175
Mersad Smajic	Suntrup Hyundai		161
David Novak	Pugi Hyundai		159
Jeff Roberts	St. Charles Hyundai		131

SOUTHERN REGION			
A. Appleby	Coconut Creek Hyundai		477
Clay King	King Hyundai		282
Raul Gomila	Napleton's Hyundai		269
Pedro Casal	Doral Hyundai		247
Ernest McQuaig	Pearson Hyundai		237

EASTERN REGION			
David Cantin	Brad Benson Hyundai		732
Daniel Toomey	Atlantic Hyundai		439
Bryan Harris	Atlantic Hyundai		369
Frank Allen	Mid-Island Hyundai		245
Daniel Toomey Jr.	Advantage Hyundai		224

## SOUTH CENTRAL REGION

Roosevelt May	Huffines Hyundai	224
Suleiman Ebrahim	South Point Hyundai	197
Robert Cox	Hub Hyundai	194
Cesar Martinez	Hyundai of El Paso	192
Michael Birmingham	Capitol Hyundai	164

## WESTERN REGION

Danielle Gerbino	Hardin Hyundai	318
Thomas Scheurn	San Tan Hyundai	200
Frank Maione	Henderson Hyundai	193
Chris Smith	Harbor Hyundai	190
Eddy Kim	Garden Grove Hyundai	181

## Top Sales Associates – February 2011 YTD

CENTRAL REGION			Sales
Patrick Harrigan	Taylor Hyundai		76
Joseph Crement	Rosen Hyundai		75
Christopher Miller	Dean Team Hyundai		59
Juan Parra	Glenbrook Hyundai		44
Jeremy Riggs	Green Hyundai		44

## SOUTHERN REGION

Jose Sol	William Lehman Hyundai	102
Donald Meinhardt	Napleton's Hyundai	72
Daryl Turner	Dave Edwards Hyundai	65
Jamie Pizzo	Team Hyundai	65
Gustavo Rocha	Red Hoagland Hyundai	62

## EASTERN REGION

Bryan Calabrese	Sansone's Route 1 Hyundai	121
Joseph Ippolito Jr.	Towne Hyundai	112
Ricardo Castillo	Clay Hyundai	80
Sandra Redway	Atlantic Hyundai	66
Samantha Padilla	Atlantic Hyundai	66

## SOUTH CENTRAL REGION

Earnest Knight	Capitol Hyundai	82
Dustin King	Barnes Crossing Hyundai	56
Paul Workman	Jason Pilger Hyundai	55
William Beech	Palmer's Airport Hyundai	55
Jorge Narvaez	Hub Hyundai West	48

## WESTERN REGION

Steven Yee	Capitol Hyundai	69
Steve Cooke	Hardin Hyundai	67
Sulpicio Apusaga	Glendora Hyundai	61
Dong Jin Kim	Garden Grove Hyundai	61
Ed Papac	Ladin Hyundai	54

## March / April Auction Calendar

Manheim Auto Auction	Manheim, PA	Mar. 11
Manheim Georgia Auto Auction	Atlanta, GA	Mar. 15
Manheim Colorado	Commerce City, CO	Mar. 15
Southern Auto Auction	E. Windsor, CT	Mar. 16
Manheim Dallas	Dallas, TX	Mar. 16
Manheim Orlando Auto Auction	Ocoee, FL	Mar. 22
Manheim Arena	Bolingbrook, IL	Mar. 22
Columbus Fair Auto Auction	Columbus, OH	Mar. 23
Adesa Phoenix	Chandler, AZ	Mar. 23
Greensboro Auto Auction	Greensboro, NC	Mar. 30
Manheim Arena	Bolingbrook, IL	April 05
Manheim Georgia Auto Auction	Atlanta, GA	April 05
Adesa Minnesota	Dayton, MN	April 05
Manheim Dallas	Dallas, TX	April 06
Southern Auto Auction	E. Windsor, CT	April 06
Manheim Greater Nevada	Las Vegas, NV	April 08
Adesa Kansas City	Belton, MO	April 12