

OCTOBER SALES: 52,402 UNITS

2011 Already A Record Year!

From John Krafcik, Hyundai Motor America's President and CEO: "You've sold 545,316 Hyundai's, year-to-date! That's 7,088 more than we sold in all of 2010. With two full months left on the calendar this year, you've already broken our all-time annual sales mark, setting up our final push towards 600,000 and beyond.

"As we head into the home stretch of 2011 and begin November, the month for giving thanks, I wanted to thank this tremendous team for achieving previously unimagined sales success. Everyone knows we have great cars, but our secret remains with the great people behind them."

Yes, you really have "hit it out of the park" for the past ten months! In fact, retail sales were up 27% over last October, year-to-date retail sales are up 31% versus 2010, and 37% of all Hyundai vehicles sold in October achieved a 40 mpg fuel economy rating.

"The overall sales environment appears to be stabilizing, despite continued fluctuations in traditional economic indicators, and we believe those market dynamics position Hyundai well to finish the year on a strong note," added Dave Zuchowski, Hyundai Motor America's Executive Vice President of National Sales.

Here are the October sales highlights:

- **19,382 vehicles** sold with 40 mpg fuel economy rating
- **Sonata** – #1 overall sales – 18,192 units
- **Elantra** – #2 overall sales – 13,000 units
- **Veloster** – sold 3,724 units in its first full month
- **Santa Fe and Tucson** – up 44% and 23% respectively
- **Equus** – 285 units – 2,568 sales since its launch!

Thank you for making this a fantastic start to fall!

SEMA NEWS:

Hyundai Is Creating Excitement

Hyundai showcased the innovative Veloster and the performance-oriented Genesis Coupe at this year's Specialty Equipment Market Association (SEMA) show in Las Vegas. John Krafcik, HMA President and CEO, "We've got some pretty exciting Velosters on the showroom floor at the SEMA Show this year from the rally-inspired Veloster

Story continues at the top of the next column...



built by ARK Performance to some other highly modified Velosters and Genesis Coupes."

The lineup of Hyundai vehicles at SEMA included:

- ARK Performance Veloster
- PM Lifestyle Veloster
- Genesis Hurricane SC
- Rhys Millen Racing RM500 Genesis Coupe
- Rhys Millen Racing/Hyundai Veloster Rallycar

Hyundai participates in SEMA to demonstrate to your customers that our vehicles are a solid value but are also at the cutting edge – and that enhances our brand image.

SALES TRAINING NEWS:

Fall Sales Manager Workshops

The all-new **2011 Fall Sales Manager Workshops** are in full swing – when you attend, you'll learn about advertising and marketing support for the 4th Quarter and 1st Quarter 2012, IQS review and update, 2012 STAR Certification requirements, as well as the latest news on the new Azera, Veloster Turbo and 2013 Genesis Coupe. To enroll:

- Log onto www.hyundaisalestrainingenroll.com
- Select the *2011 Fall Manager's Workshops*
- Select the *Enroll/Locations* tab
- Look for the city where you'd like to attend and select the date
- Complete the enrollment information and click "Submit" button at the bottom of the page when done
- You'll receive an email confirming your enrollment
- For support, call (866) 500-7982 (9 am to 5 pm PST)
- FAQ's can also be found on the Enrollment Website

Come see the exciting, new programs and products so you can get your team ready to maximize their impact on your market – enroll today!

STAR NEWS:

2012 STAR Product Courses & Tests

The new 2012 Product courses and tests for Hyundai STAR Certification and Equus STAR Certification will be up and available for certification starting Wednesday, November 9th. Current STAR Certified members will need to complete the 2012 STAR Product courses by December 23rd to retain their STAR Certification.

- Anyone who has completed all current STAR Practices courses will retain credit for those courses into 2012
- New dealership Sales personnel will need to complete all 2012 Product and Practices courses
- New STAR requirements may be announced during 2012

Equus Dealers

Current Equus STAR Certified members will need to complete the 2012 Equus STAR Product tests by December 23rd to retain their STAR Certification.

- Anyone who has completed all current Equus STAR Premium Experience courses will retain credit for those courses into 2012
- New, eligible Equus dealership Sales personnel will need to complete all 2012 STAR Equus Product and Premium Experience courses
- New Equus STAR course requirements may be announced during 2012

CUSTOMER SATISFACTION:

Top Reasons Why Customers Call

Following are some of the top sales concerns that motivate customers to call the *Hyundai Customer Connect Center*:

- Dealership signed customer up for Blue Link[®] without the customer's knowledge, input email address incorrectly or inaccurate (dealer) email address by mistake/habit, or dealership sales personnel calling for help with MyHyundai.com. **REMEDY:** Review Blue Link enrollment procedures with sales staff so they know how to do it correctly from the start.
- Management not calling customer's back after they have lodged a complaint or compliment with the dealership. **REMEDY:** If a customer has a sales concern that is brought to the attention of a Sales/Finance Manager, a best practice is to call the customer back.
- When a vehicle is not in stock, dealerships often take a customer's contact information promising to contact them when the preferred vehicle arrives – then the customer never hears back. **REMEDY:** Create a

Story continues at the top of the next column...

Customer Satisfaction continued from previous column...

customer follow-up system to stay in contact with the customer. If there is an inventory shortage, contact the customer to let them know you're still looking.

- Dealership promotions not being clear, customer often feels ads are misleading or not honored, or if they are honored not on the vehicle the customer wants. **REMEDY:** Proofread your advertisements, flyers, etc. prior to publishing – read them from the customer's point-of-view to see if they are clear and easy to understand.
- Customer calling because they have not received their tags or license plates. **REMEDY:** During F&I, communicate realistic expectations about arrival timeframes and make proactive calls to customers when they do arrive.
- Dealerships not knowing how to handle Special Offers, like the military program, or the college graduate program. **REMEDY:** Conduct training so the staff is aware of the various programs and can handle them at the point of sale.
- Customer claims sales staff was rude. **REMEDY:** Remind the sales staff that most customers are almost always already sold on the product *before* they come into the dealership – so it's all about service and treatment at the dealership that determines where they are going to buy.
- Long wait times between sales and finance in order to get the vehicle. **REMEDY:** Do you know your actual wait time? Do a little detective work to see what it really is at your dealership, then instruct your staff to be realistic when telling customers how long the entire process will take so they don't over-promise and under-deliver. This "down time" is a good time to enroll the customer in MyHyundai.com and enroll them for Blue Link[®] (if equipped).

IQS NEWS:

IQS Survey Time: Are You Ready?

The IQS period started November 1st and runs through February. During that time, *every* new 2012 buyer is a potential survey recipient for the 2012 *J.D. Power and Associates' Initial Quality StudySM*.

Our 2012 vehicles are packed with new technologies and features that may be confusing to the average consumer. Vehicle features that are "*Difficult to Understand*" (DTU) can have as much impact on their perceptions of quality as an actual defect or problem. Our customers will rate us based on their level of satisfaction with their vehicle. Your dealership has incredible power to influence the outcome – so make your initial customer contact a positive experience.

The Initial Quality Study provides information on new vehicle quality measured after 90 days of ownership. The study is the industry standard benchmark of initial quality

Story continues on the next page...

IQS Survey story continued from previous page...

and is based on problems-per-100 vehicles covering 135 specific problem areas across nine "problem" categories.

IQS Categories:

1. Overall quality
2. Overall quality – mechanical (*re: actual problems*)
3. Powertrain quality – mechanical
4. Body & Interior quality – mechanical
5. Features & Accessories quality – mechanical
6. Overall quality – design (*re: hard to understand*)
7. Powertrain quality – design
8. Body & Interior quality – design
9. Features & Accessories quality – design

The Pre-Delivery Inspection (PDI) plays a vital role in making a good first impression. Here is a list of what our DPSMs have found to need further improvement during PDI:

Service – PDI:

- Exterior cleanliness
- Interior cleanliness
- Set the clock
- Inspect for minor paint chips and scratches
- Check battery level before delivery
- Check tire pressure of each tire
- Check TPMS system electronically
- Check keyless remotes – both sets
- See PDI Checklist for complete list of items

Sales – Delivery:

- Functions and features should be properly explained to customer
- Double-check remotes – both sets (before delivery)
- Check placement of floor mats
- Demonstrate pairing using customer's phone and add salesperson's cell phone number into owner's phone so owner can call if any questions arise
- Set XM®, AM and FM stations
- Add dealership's address to the Navigation system (if equipped)
- Make sure vehicle is clean inside and out
- Check that it has a full tank of gas
- Review the *Quick Reference Guide* with each customer – 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.
- Introduce customers to Service Dept. personnel

A little effort goes a long way towards solid IQS results!

CPO NEWS:

CPO Sales Are Up 98% in October

October sales of 4,836 Certified Pre-Owned units set an all-time October CPO record and represents an increase of 98% over October 2010, and a 110% gain year-to-date. October year-to-date, Hyundai dealers have sold 38,486 CPO units. The Hyundai CPO national sales leaders thru October 2011 YTD are:

Top Selling CPO Dealers – October YTD

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	625
NC038	Keffer Hyundai	463
NJ032	Lester Glenn Hyundai	445
NJ029	Brad Benson Hyundai	410
NY075	Atlantic Hyundai	348
FL088	O'Brien Hyundai	303
FL120	Jenkins Hyundai of Leesburg	296
GA062	Thornton Road Hyundai	281
FL089	Jenkins Hyundai	279
OH001	Superior Hyundai North	270

Hyundai Turns Up CPO Heat on Toyota & Honda

AutoTrader.com reported that Hyundai captured five of the top 20 spots for CPO "Big Movers" in September '11. To be a "big mover," a vehicle must show significant increases in consumer interest month-over-month. The CPO Hyundai Elantra increased its share of consumer interest on the site by 31.2% in September, making the second-biggest month-over-month move on the site. Following were the Tucson with a 27.1% increase, the Genesis with a 24.4% climb, the Santa Fe with a 17.7% rise and the Sonata with a 17.3% jump.

Southern Region: CPO Walkaround Competition

In October, 2011, the HMA Southern Region and JM&A conducted a CPO Walkaround Competition in Central and South Florida. Over 50 sales consultants representing 15 dealerships competed. Participants were judged by members of the HMA and JM&A regional teams in the areas of walkaround skills, Hyundai and CPO product knowledge, and overall "salesmanship." The 15 winners from each dealership were invited to compete in the Regional Finals on October 18th. Each winner received a 1st place cash award of \$500 and a commemorative plaque. Cash awards were also paid to 2nd through 4th place finalists, and to 1st and 2nd place finishers in the dealership competition. Hyundai CPO congratulates the winning sales consultants:

- Paul Smathers, Hyundai of St. Augustine (Orlando)
- Jack Mulvihill, King Hyundai (South Florida)

HMF NEWS:

Special November Lease Programs

- **2012 Sonata GLS** Automatic Transmission for \$199/month for 36 months; *\$2,599 due at signing.*
- **2012 Elantra GLS** Automatic Transmission for \$179/month for 36 months; *\$1,999 due at signing.*
- **2012 Genesis Sedan 3.8L V6** for \$399/month for 36 months; *\$3,499 due at signing.*
- **2012 Santa Fe GLS** Automatic Transmission for \$269/month for 36 months; *\$2,999 due at signing.*
- **2012 Veloster 1.6L GDI** for \$179/month for 36 months; *\$1,999 due at signing.*

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

Top Dealers – Oct. 2011 YTD

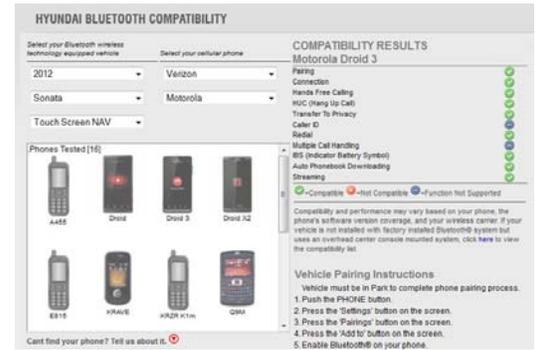
NATIONAL		Sales
NY075	Atlantic Hyundai	5,489
FL108	Hyundai of New Port Richey	5,276
NJ029	Brad Benson Hyundai	4,688
NJ032	Lester Glenn Hyundai	4,318
FL122	Coconut Creek Hyundai	3,061
CENTRAL REGION		
IL018	Green Hyundai	1,621
IL063	Family Hyundai	1,603
OH053	Ron Marhoffer Hyundai	1,452
OH042	Hatfield Hyundai	1,324
IL069	Patrick Hyundai	1,247
SOUTHERN REGION		
FL108	Hyundai New Port Richey	5,276
FL122	Coconut Creek Hyundai	3,061
VA006	Fairfax Hyundai	2,501
FL114	Rick Case Hyundai	2,277
FL088	O'Brien Hyundai	2,251
EASTERN REGION		
NY075	Atlantic Hyundai	5,489
NJ029	Brad Benson Hyundai	4,688
NJ032	Lester Glenn Hyundai	4,318
NY110	Advantage Hyundai	2,329
MA046	Route 44 Hyundai	1,573
SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	2,493
TX040	Huffines Hyundai Plano	1,678
TX139	South Point Hyundai	1,448
TX095	Round Rock Hyundai	1,355
TX104	North Freeway Hyundai	1,272
WESTERN REGION		
CA232	Hyundai of Roseville	2,346
CA293	Hardin Hyundai	2,239
CA314	Keyes Hyundai	1,947
CA323	Cerritos Hyundai	1,858
CA310	Garden Grove Hyundai	1,800

PRODUCT NEWS

New Bluetooth Site

There's a new Bluetooth Compatibility tool on the

Hyundai website at <http://www.hyundaiusa.com/BlueTooth/>. After entering the vehicle information, wireless carrier and the type of phone, a series of compatible phones appear. When you click on the appropriate phone, the compatibility chart indicates the vehicle features that fit with that phone. This makes it easy to see what features are available on the vehicle, which helps manage the customer's expectations once they take delivery and pair their phone.



Blue Link® News

We now have over 41,000 Blue Link subscriptions – **thank you** for all of your support during the launch! And thanks to your efforts, HMA is moving closer to our 85% enrollment rate target, with current enrollment at 68%. Moving forward, HMA will continue to provide training opportunities and materials to help your team sell Blue Link to your customers.

- **Dealer Assist is easier** – Sales Consultants are no longer required to enter a username and password when enrolling a customer. Sales Consultants will still be required to enter their dealer code and Social Security Number (SSN). Incentives will be based upon the dealer code and the Sales Consultant's SSN.
- **Remote Vehicle Start will not be available on all models and will have late availability into the market. Remote Vehicle Start is not available at this time and cannot be retrofitted.** Once Remote Vehicle Start is available, new vehicles must be equipped with the following to use the feature:
 - Push-Button Start
 - Automatic Transmission – Sonata
 - Dual Clutch Transmission – Veloster

November/December Auctions

Manheim Orlando Auto Auction	Ocoee, FL	Nov. 8
Adesa Kansas City	Belton, MO	Nov. 8
Manheim South Seattle	Kent, WA	Nov. 9
Manheim Nevada	Las Vegas, NV	Nov. 10
Manheim Nevada	Las Vegas, NV	Nov. 11
Manheim Georgia Auto Auction	Atlanta, GA	Nov. 15
Manheim Arena	Bolingbrook, IL	Nov. 15
Columbus Fair Auto Auction	Columbus, OH	Nov. 16
Manheim Dallas	Dallas, TX	Nov. 16
Manheim Auto Auction	Manheim, PA	Nov. 18
Manheim Nevada	Las Vegas, NV	Nov. 18
Manheim Denver	Aurora, CO	Nov. 22
Adesa Phoenix	Chandler, AZ	Nov. 23
Greensboro Auto Auction	Greensboro, NC	Nov. 30
Manheim Nevada	Las Vegas, NV	Dec. 1 / 2
Manheim Auto Auction	Manheim, PA	Dec. 2