

SEPTEMBER SALES: 52,051 UNITS

You Set Another All-Time Record!

You finished the summer strong by setting a new September sales record! While some of the other car companies are struggling, you and your sales force continued to sizzle – compared to last September, retail sales were up an impressive 16%!

“Finishing September with such strong momentum is no small feat, especially considering the disappointing economic climate,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President of National Sales. “Consumer demand remained strong, vehicle availability improved, and we’ve added yet another entry to our family of standard 40 mpg fuel economy vehicles with the all-new Veloster.”

Here are the September sales highlights:

- **19,373 vehicles** sold with 40 mpg fuel economy rating
- **Sonata** – #1 overall sales – 18,181 units – *keeping pace with Accord [18,639 units]*
- **Elantra** – #2 overall sales – 14,386 units – *it outsold Civic again this month [13,724 units]*
- **Veloster** – sold 838 units through mid-September!
- **Santa Fe and Tucson** – sales were up 67% and 36% respectively!
- **Equus** – 292 units – 2,283 sales since its launch!

Congratulations on a super summer and here’s to making it a fantastic fall!

IN THE NEWS:

Awards, Updates & Events

- **Intellichoice** and **AutoPacific** honored the **Genesis** and **Elantra** with **2011 Motorist Choice Awards** in the Luxury Lifestyle and Value categories, respectively (this is the second year in a row for Genesis).
- For 2012, **Equus** gets the new 429-hp 5.0L GDI V8 engine and 8-speed automatic transmission – and **J.D. Power and Associates** just designated Equus as its most appealing large premium car in their **2011 Automotive Performance, Execution and Layout (APEAL) StudySM**.
- The all-new **Veloster** features the same fuel-efficient 40 mpg Gamma 1.6L GFI engine as the 2012 Accent.

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



Drive 4 Hope wrapped up in New York – on hand for the event was John Krafcik, HMA CEO; Hope on Wheels National Youth Ambassador, Brianna; and Zarar Brooks, HMA Director of General Affairs.

To support **National Childhood Cancer Awareness Month** this September and as part of the second annual **Hope Grant September** program – Hyundai’s **Hope on Wheels** awarded a record-breaking \$7.1 million to 71 pediatric cancer research projects and programs.

MARKETING NEWS:

College Football Promotions

Hyundai’s integrated College Football “*Show Your Loyalty*” marketing campaign has kicked off! It will be a powerful national campaign with regional media buys to leverage individual schools, and will include on-the-ground, game-day activities at 15 of the most legendary football programs in the country! This is an exciting program that will help bring more customers into your dealership.

- Watch throughout the college football season to see how we connect the passion college football fans have for their university to the passion consumers have for Hyundai!

CUSTOMER SATISFACTION:

Top Areas That Need Attention

Here is a list of the most common customer complaints for September, based on in-coming customer emails and calls:

Unclear explanation of the warranty – customers become angry when they call the **Hyundai Customer Connect Center** and the staff has to tell them something that contradicts what they were told by their salesperson:

- Some salespeople say that we offer a “bumper-to-bumper” warranty. Truth is, none of our warranties are “bumper-to-bumper” – they are *limited warranties*.
- Transferability is a common question – if an owner sells their vehicle while under the 5/60 coverage, the balance of that coverage is transferrable. After the 5/60 expires, the 10/100 powertrain coverage *is not* transferrable; this also includes a sale from one family member to another.

Story continues on the next page...

Customer Satisfaction continued from previous page...

- For 5-year/unlimited mileage, customers get free Roadside Assistance, with a maximum to two service calls per year.
- Wear items are covered for 12-months or 12,000 miles, which includes bulbs, wiper blades, etc.
- Electronics – i.e., the radio, CD changer and navigation system – are covered for 3 years or 36,000 miles, whichever comes first.

For more information, go to www.hyundaidealer.com – Sales Training / STAR Product Information – then find “Warranty Info” for details and comparisons.

RDR not properly entered in the system – if the RDR is wrong, that can create payment troubles for you, your dealership and your customer. The RDR is a legal, binding document. If it's off by a letter or digit, or has the wrong information, it can cause problems when the customer brings their vehicle back to the dealership for service or a recall, and that can slow down getting their vehicle repaired, which impacts customer satisfaction.

- The RDR is a legal document and HMA relies on the accurate dealership data entry.

Not reviewing the *Quick Reference Guide (QRG)* at delivery can cause problems – after customers take delivery, it's a challenge for them to remember how to operate all of the features. If the salesperson walks the customer through the QRG, it will reduce the number of calls and emails to the *Hyundai Customer Connect Center* with questions about how to operate key features. Here are some things that can be done at the dealership:

- Review and explain the QRG with every customer.
- During the delivery, review the lights, turn signals, trunk/rear hatch release, wipers, fuel filler door release.
- As part of presenting the QRG to the customer, it helps to show them the *Maintenance Schedule*, so they know when to bring their vehicle in for service.
- Remember – the last page of the QRG must be torn off, signed by the customer, salesperson and the Sales Manager – and then filed with the deal paperwork.
- Make follow-up calls to customers.
- Invite customers to call or come back to the dealership at any time if they have questions.

To help ensure your customers have access to the latest information about their Hyundai, encourage them to sign up on: www.MyHyundai.com – this is an important asset for your owners so they can make use of the many benefits on this site.



NEWS:

CPO Sales Up 133% in September

September sales of 5,116 Certified Pre-Owned units set an all-time, single-month CPO record and it represents an increase of 133% over September 2010 and a 112% gain year-to-date. September year-to-date, Hyundai dealers have sold 33,650 CPO units. Hyundai CPO national sales leaders through September 2011 YTD are:

Top Selling CPO Dealers – Sept. YTD

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	541
NC038	Keffer Hyundai	421
NJ032	Lester Glenn Hyundai	412
NJ029	Brad Benson Hyundai	378
NY075	Atlantic Hyundai	315
FL088	O'Brien Hyundai	279
FL120	Jenkins Hyundai of Leesburg	272
FL089	Jenkins Hyundai	253
GA062	Thornton Road Hyundai	251
NY086	Fuccillo Hyundai of Syracuse	243

Successful dealers have benefitted from CPO's increased floor traffic, faster turn rates, higher gross profit and improved customer loyalty. Plus, CPO sales help dealers sell more new vehicles by protecting residual values for more competitive new vehicle lease programs, enabling the dealer to allow more for a Hyundai trade-in and improving Hyundai brand consideration.

CPO Inventory Acquisition Best Practices:

Given an easing, but still restricted, used-vehicle supply, current wholesale prices and the low number of lease returns in the near-term, one of the challenges that many Hyundai dealers face is finding innovative ways to source high-quality used inventory for CPO. To overcome this challenge, Hyundai CPO is urging dealers to acquire as many used units via upstream channels as they can, specifically through:

1. ***Existing customers*** who bring their late-model, CPO-worthy Hyundai vehicles into your dealership's service department
2. ***Contacting consumers directly*** – i.e., call on private party classified ads
3. Using connections with ***local Non-Hyundai dealers***
4. Your HMA and HMF closed auctions and ***HMF lease returns***



NEWS:

Demo... Demo... Demo...

That's the name of the game! Blue Link® vehicles are equipped with a variety of demo options for dealerships to show off the great capabilities of Blue Link:

- Did you know there is a **Dealer Demo program**? Your dealership can enroll up to three Blue Link vehicles to demonstrate all of the Blue Link features. For more information on the program, please visit www.HyundaiDealer.com, click on the *Blue Link / Telematics* link on the left-hand side of the Home Page menu, then select the *Dealer Demo program PDF*.
- For vehicles *not enrolled* as a dealer demo (Pre-RDR state), you can use the **“Navigation Demo”** to demonstrate key features such as POI download and Turn-By-Turn directions.



- To access the **Navigation Demo**, press the Blue Link button and once connected say, “Navigation Demo.” You can also use the Route Preview feature in audio vehicles to show customers the next three turns, which is a powerful sales tool.
- To cancel the **Navigation Demo**, push the *Enhanced Navigation Services button* (center button) and say, “Cancel Route.”
- There is also the **“Sales Demo”** feature, which is an audio recording that answers the question, “What is Blue Link?” and provides a brief overview of the Blue Link packages and trial period. This recording is accessible in every Pre-RDR Blue Link vehicle via the Blue Link button – when prompted say, “Sales Demo” and the system will play the audio message.

For additional information on these topics, go to:

<http://www.hyundaiusa.com/technology/bluelink/>. It's also a good idea to encourage all of your customers to sign up for www.MyHyundai.com. And for a current list of Blue Link compatible mobile devices, go here: <http://www.hyundaiusa.com/technology/bluelink/faq.aspx>



PRODUCT NEWS:

Veloster Dealer-Installed Accessories

Here's a list of the dealer-installed accessories that are currently available for the new 2012 Veloster:

- All-Weather Mats
- Clear Film Hood Protector
- Splash Guards, Front and Rear
- Rear Bumper Appliqué
- Carpeted Floor Mats
- Trunk Net
- Trunk Tray
- Wheel Locks
- Roadside Emergency Kit
- First Aid Kit

See your Parts Department for complete details and availability.

Pandora® in Every Veloster

The Veloster is targeted towards drivers who seek to bring the “digital age” to the driving experience – accordingly, Pandora Radio is offered as a free, standard feature in every new Veloster. Pandora is the leading personalized radio service, and this Hyundai integration with Pandora makes it possible for drivers to enjoy their personalized Pandora stations behind the wheel.

New Bluetooth® Site Launch

Hyundai's Bluetooth® wireless technology system is a wireless technology that allows hands-free use of cellular phones in equipped vehicles. Hyundai's Bluetooth® wireless technology offers important advantages and benefits of convenience, safety, security and legal compliance.

By mid-October, there will be a new Bluetooth search engine that will be able to match an owner's phone and their vehicle to ensure compatibility. Here is a link to that URL:

<http://www.hyundaiusa.com/bluetooth/>

In addition, a link to this search engine will be placed on www.Hyundai.com, www.MyHyundai.com, as well as on www.HyundaiDealer.com, and on the *Hyundai YouTube* page.

Special October 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 – Sept. 2011 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	4,906
FL108	Hyundai of New Port Richey	4,806
NJ029	Brad Benson Hyundai	4,210
NJ032	Lester Glenn Hyundai	3,866
FL122	Coconut Creek Hyundai	2,750

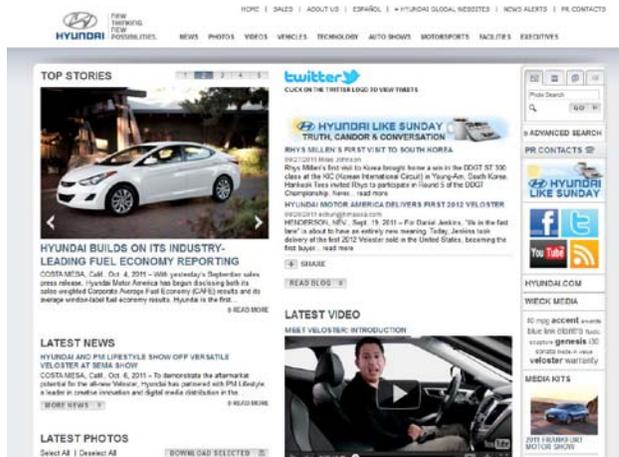
CENTRAL REGION		Sales
IL063	Family Hyundai	1,419
IL018	Green Hyundai	1,414
OH053	Ron Marhoffer Hyundai	1,310
OH042	Hatfield Hyundai	1,185
MO030	Suntrup Hyundai	1,121

SOUTHERN REGION		Sales
FL108	Hyundai New Port Richey	4,806
FL122	Coconut Creek Hyundai	2,750
VA006	Fairfax Hyundai	2,225
FL114	Rick Case Hyundai	2,069
FL088	O'Brien Hyundai	2,035

EASTERN REGION		Sales
NY075	Atlantic Hyundai	4,906
NJ029	Brad Benson Hyundai	4,210
NJ032	Lester Glenn Hyundai	3,866
NY110	Advantage Hyundai	2,139
MA046	Route 44 Hyundai	1,404

SOUTH CENTRAL REGION		Sales
TX100	Hyundai of El Paso	2,253
TX040	Huffines Hyundai Plano	1,510
TX139	South Point Hyundai	1,301
TX095	Round Rock Hyundai	1,225
TX104	North Freeway Hyundai	1,160

WESTERN REGION		Sales
CA232	Hyundai of Roseville	2,101
CA293	Hardin Hyundai	2,001
CA314	Keyes Hyundai	1,763
CA323	Cerritos Hyundai	1,654
CA310	Garden Grove Hyundai	1,644



PR NEWS:

All-New PR / Media Website

Did you know that one of the best sources for Hyundai information is the Public Relations' media website? Yes – and you can access it at any time – plus, to make it easier for you to access this information, an redesigned www.hyundainews.com was recently unveiled. The new site now features social media tools, a news alert subscription service, live [@Hyundai.com](https://twitter.com/Hyundai.com) Twitter feed and the new *Hyundai Like Sunday* blog.

“The wide range of new resources and online research tools streamline access to our rich vehicle and content, making each visit more informative than ever,” said Jim Trainor, Senior Group Manager, Product Public Relations.

October/November Auction Calendar

Manheim Orlando Auto Auction	Ocoee, FL	Oct. 11
Adesa Kansas City	Belton, MO	Oct. 11
Columbus Fair Auto Auction	Columbus, OH	Oct. 12
Manheim South Seattle	Kent, WA	Oct. 12
Adesa Minneapolis	Dayton, MN	Oct. 18
Manheim Georgia Auto Auction	Atlanta, GA	Oct. 18
Manheim Arena	Bolingbrook, IL	Oct. 18
Southern Auto Auction	E. Windsor, CT	Oct. 19
Manheim Dallas	Dallas, TX	Oct. 19
Manheim Auto Auction	Manheim, PA	Oct. 21
Manheim Nevada	Las Vegas, NV	Oct. 21
Manheim Orlando Auto Auction	Ocoee, FL	Oct. 25
Manheim Denver	Aurora, CO	Oct. 25
Greensboro Auto Auction	Greensboro, NC	Oct. 26
Adesa Phoenix	Chandler, AZ	Oct. 26
Manheim Arena	Bolingbrook, IL	Nov. 1
Southern Auto Auction	E. Windsor, CT	Nov. 2
Manheim Dallas	Dallas, TX	Nov. 2

COMING NEXT MONTH:

It's Almost IQS Survey Time!

Starting November 1 and running through February, every new 2012 buyer is a potential survey recipient for the 2012 *J.D. Power and Associates' Initial Quality Study*SM. In next month's issue, we'll feature stories on what you can do to enhance your IQS results.