Copy & distribute to: ☐ General Manager ☐ Sales Manager ☐ Sales Consultants ☐ Service Manager ☐ Parts Manager

Any comments, questions or input? Fax your comments to (714) 965-3149

Issue 144

The Sales Edge

AUGUST SALES: 58,505 UNITS

Sizzling Summer Sales!

Your hard work pays off – again! While the weather set records across the country, retail sales were up 21% compared to last August! Year-to-date retail sales have soared 34%! And 35% of the vehicles sold in August achieved a 40 mpg fuel economy rating – *great work!*

"Demand for Hyundai vehicles remained strong in August despite the extreme weather and severe fluctuations in the financial markets that had an impact on short-term consumer confidence," said Dave Zuchowski, Hyundai Motor America's Executive Vice President of National Sales. "We're still seeing consumer demand increasing, with Hyundai consideration rates now at an all-time high. This should drive continued sales momentum for Hyundai through the rest of the year, even if the industry struggles a bit."

Here are the August sales highlights:

- **20,600 vehicles** sold with 40 mpg fuel economy rating
- **Sonata** – #1 overall sales – 20,682 units – *once again out-selling Accord [18,439 units]*
- **Elantra** – #2 overall sales – 15,054 units – *it outsold Civic again this month [12,083 units]*
- **Genesis** – 3,253 units – *26th consecutive month* of year-over-year sales gains!
- **Equus** – 297 units – 1,991 sales since its launch!

The all-new Accent, in its second full month on sale, saw sales soar 38% [FYI: Accent was the best-selling sub-compact in July]. Santa Fe and Tucson saw sales increases of 55% and 24%, respectively, as availability issues eased. Genesis logged its ***26th consecutive month*** of year-over-year sales increases. And Equus, the highest-ranking premium luxury car in the 2011 J.D. Power and Associates APEAL study, delivered another strong month and is pacing well ahead of its first full-year sales target.

"It's no coincidence that our 40 mpg cars are among the hottest cars in the industry, with Accent and Elantra both running single-digit days-supply levels," said John Krafcik, Hyundai Motor America's President and CEO. "With **Veloster**, our fourth car with a standard 40 mpg fuel economy rating arriving at your dealerships soon, we'll take this recipe into the sporty coupe segment, where we expect a similarly warm reception from American car-buyers."

Congratulations on a great August and here's to breaking more records in September!

IN THE NEWS:

Impact of Storms & Hurricane

Our thoughts and prayers go out to those affected by Hurricane Irene and Tropical Storm Lee. They created chaos up and down the east coast, flooding neighborhoods, snapping trees and causing power outages. In one district, most of the Hyundai dealerships were able to open for business, but their computers were down, making work a challenge. Hopefully, the clean-up is swift and things return to normal quickly.

Childhood Cancer Awareness Month

Hyundai Hope On Wheels™
Helping kids fight cancer

This year, HMA and you, our proud Hyundai dealers, are increasing our efforts to help kids fight cancer with *Hyundai Hope on Wheels*. We have launched our biggest effort yet in honor of ***National Childhood Cancer Awareness Month*** during September. We call our Tour: ***"Give Hope a Hand,"*** which will donate "Hope Grants" all across the country:

- More than 120 institutions submitted proposals with their ideas to help kids fight cancer.
- A committee of leading pediatric cancer doctors reviewed and scored each grant.
- 71 hospitals and programs were selected to receive a $100,000 *Hope Grant*.
- Grant winners represent 31 states and 62 cities from across the country.
- This initiative will award $7.1 million in grants – on top of $12.8 million already awarded this year.

"Hyundai Hope on Wheels' ongoing funding offers a beacon of hope to children and families battling cancer," said Dr. David Poplack, Chief of Pediatric Oncology at Texas Children's Cancer and Hematology Centers. "Despite the lack of funding currently available for pediatric cancer research, great strides have been made in the treatment and care of kids with the disease, bringing us today to an 80% cure rate. While this is good news, hospitals and research facilities still need major funding to continue important research to bring us to a 100% cure rate."

- In addition, Hyundai hosted the first-ever ***Hope on Wheels 5K Run & Walk*** in Rancho Santa Margarita, California on September 5th.

Story continues on the next page…

In The News continued from previous page…

- Hyundai is also launching the ***Hyundai Drive 4 Hope*** tour – our ***Tucson Fuel Cell Electric Vehicle*** (FCEV) will cross the country simultaneously with the HOW September tour, stopping at 15 cities where hospital ceremonies will take place. Along the way,

we will blog about the event and bring the FCEV to local dealers and influencers to create more awareness to our joint partnership to find a cure for the disease while also highlighting the environmental advantages and performance of Fuel Cell Electric Vehicles. To follow along, visit: http://www.HyundaiDrive4Hope.com.

Equus in *Wall Street Journal*

Last week, a full-page ad ran in the *Wall Street Journal* to highlight Equus earning the ***#1 spot*** in the ***J.D. Power and Associates APEAL*** (Automotive Performance, Execution and Layout) Study, beating the BMW 7 series, Audi A8, Porsche Panamera, Mercedes S-class, Lexus LS, and other premium models. This is the highest Hyundai has ever ranked in the APEAL Study.

- On **www.Hyundai.com** – look on the Equus home page for a shout out of the APEAL Award.
- Two TV spots will promote the Equus APEAL award.

Hyundai Donation to MLK Memorial

To commemorate the life, legacy and dream of Dr. Martin Luther King, Jr., Hyundai Motor America made a $1-million donation in support of the *Martin Luther King Jr. National Memorial Project Foundation*. The donation was granted to support the Foundation's mission of making the dream of a permanent memorial to Dr. King in the nation's capital a reality. The *MLK Memorial* will be the first on the National Mall to honor an African American.

MARKETING NEWS:

New TV Spots Increase Awareness

- To promote *Pediatric Cancer Awareness* in September, HMA will air an updated version of last year's ***Hope On Wheels*** commercial. The spot reminds us that every day, 41 kids learn they have cancer – MORE than enough to fill a classroom. The TV spot encourages viewers to visit: www.HyundaiHopeOnWheels.org to lend a hand.

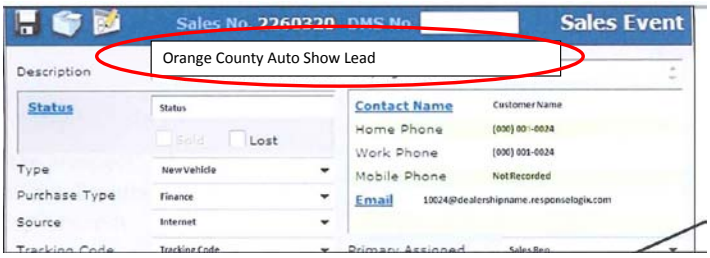
- Our ***Blue Link telematics system*** is being introduced in a charming new commercial titled ***"Magic."*** The spot follows a Sonata owner through a magical drive past an enchanted raven, a larger-than-life genie, a legendary unicorn and wand-wielding fairies. Meanwhile, Jeff Bridges wonders, *"How do you send a text with both hands on the wheel? Discover a five star restaurant? Or find the cheapest gas?"* Ultimately the spot reveals that it's NOT magic, it's Blue Link from Hyundai, and invites consumers to *"navigate, connect and discover with the simple push of a button."*

SALES NEWS:

Auto Show Leads

The *2012 Auto Show Season* is quickly approaching and there are some recent changes and upgrades to the ***Lead Generation Program*** that the Auto Show Team would like to share. As in the past, Auto Shows and Events will be collecting leads on the show floor by interacting with our product specialist team and via a self-guided kiosk on the show floor.

- When a lead is taken/received and the consumer has asked to be contacted by a dealer, the request is converted to a "HOT LEAD" and is distributed to a dealer in real time.
- The HOT LEAD will come through the system much like other leads that are already being received. The leads will be marked as the name of the Auto Show from where the lead was received from. The lead will likely appear similar to the image below:



- The Auto Shows and Events team will be supporting the Lead Generation program by again giving away a vehicle at the end of the Auto Show Season, in addition to an IPAD 2 at each and every nationally supported auto show.

BLUE LINK NEWS:

Top *Blue Link*™ Customer Issues

With the 2012 Sonata and the soon-arriving Veloster, you'll have two *Blue Link*-equipped vehicles. Since introducing *Blue Link*, calls to the Hyundai Customer Connect Center have increased. Here are the top issues that you can correct to reduce these customer calls:

1. To register the customer for *Blue Link* at the dealership, the customer ***must be*** present.
   - *If not registered at the dealership*, the customer has up to 30 days to take advantage of the extended service offer.
   - After the primary driver enrolls, they can add up to 5 additional people on the *Blue Link* account.
2. Enter the *correct* email address/password for your client – a wrong letter or digit makes a big difference.
3. Let your customer pick *and enter* their password – otherwise they will forget it.
4. Do not enter *your dealership's* email address – it has to be your customer's email address.

BLUE LINK DEMO: On non-navigation vehicles, to demonstrate the turn-by-turn navigation: Press the *Blue Link* button and follow the navigation steps – it will download directions to the radio head unit and turn-by-turn directions can be heard on the radio speakers. This demo can also be used with navigation-equipped vehicles, which downloads directions to the navigation screen.

PAYMENT: If the customer enrolls in *Blue Link* at the dealership, the payment is automatically assigned to the person enrolling the customer. If the customer *does not* enroll at the dealership but enrolls within 30 days of the sale – the incentive payment is made to the salesperson on the RDR card.

REMINDER: Each dealership can activate *Blue Link* on 3 vehicles for full demonstration purposes. When one of these vehicles is sold: 1) Go to *Dealer Assist* – when prompted, override the dealership's enrollment, then enroll the customer; 2) Remove the sold vehicle from your *Blue Link* inventory; 3) Activate a new *Blue Link* demo vehicle.

ACCESSORY NEWS:

2012 Accent DIO Accessories

- Auto-Dimming Mirror with Homelink® and Compass
- All-Weather Floor Mats – front and rear set
- Cargo Net – 4-Door and 5-Door
- Cargo Tray – 4-Door and 5-Door
- License Plate Frame
- Splash Guards – Front – Rear; 4-Door and 5-Door
- Rear Bumper Appliqué – 4-Door and 5-Door
- Wheel Locks

CPO NEWS:

CPO Sales Up 103% in August

August sales of 4,614 certified pre-owned units set an all-time, single month CPO record, representing an increase of 103% over August 2010 and a 108% gain year-to-date. August year-to-date, Hyundai dealers have sold 28,534 CPO units. Hyundai CPO national sales leaders August 2011 YTD are:

Top Selling CPO Dealers

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	473
NC038	Keffer Hyundai	378
NJ032	Lester Glenn Hyundai	357
NJ029	Brad Benson Hyundai	323
NY075	Atlantic Hyundai	282
FL120	Jenkins Hyundai of Leesburg	245
FL088	O'Brien Hyundai	236
FL089	Jenkins Hyundai	232
GA062	Thornton Road Hyundai	227
NY086	Fuccillo Hyundai of Syracuse	209

Successful dealers benefit from CPO's increased floor traffic, faster turn rates, higher gross profit and improved customer loyalty.

- **Attend a *FREE* CPO Workshop Near You:** Used vehicle demand is at an all-time high, so why not Certify? Attend one of the FREE workshops and get the inside tips that top-selling CPO dealers already know! Hear from the industry experts like AutoTrader.com, CARFAX and JM&A. Network with other CPO-selling dealers and learn why participating in the Hyundai CPO program is right for you. Dealer Principals, General Managers and Used Car Managers are encouraged to attend. Contact your Hyundai DSM for dates, locations and more details regarding registration.

Sell Pre-Owned at Auction Sales

HMA, under the banner of Hyundai Remarketing Services (HRS), is pleased to announce that Hyundai dealers are now able to run and sell their pre-owned Hyundai vehicles through the Hyundai auction lanes at any of our official Open or Closed Auction Sales.

These auction sales are professionally managed and attended by HMA Field Managers and have proven to be a great selling avenue for those dealers looking to earn top dollar when selling their Hyundai pre-owned vehicles to other franchise and non-franchise dealerships. An official letter outlining eligibility guidelines and program elements is being mailed out to all dealer principals. Please be on the lookout for the letter and be sure to take part in future auction sales. The letter, along with the Hyundai Auction Calendar, will also be posted at www.hyundaidealer.com.

Top Dealers – August 2011 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	4,356
FL108	Hyundai of New Port Richey	4,202
NJ029	Brad Benson Hyundai	3,721
NJ032	Lester Glenn Hyundai	3,443
FL122	Coconut Creek Hyundai	2,336

CENTRAL REGION		
IL063	Family Hyundai	1,271
IL018	Green Hyundai	1,241
OH053	Ron Marhoffer Hyundai	1,182
OH042	Hatfield Hyundai	1,056
MO030	Suntrup Hyundai	998

SOUTHERN REGION		
FL108	Hyundai New Port Richey	4,202
FL122	Coconut Creek Hyundai	2,436
VA006	Fairfax Hyundai	1,961
FL114	Rick Case Hyundai	1,834
FL088	O'Brien Hyundai	1,804

EASTERN REGION		
NY075	Atlantic Hyundai	4,356
NJ029	Brad Benson Hyundai	3,721
NJ032	Lester Glenn Hyundai	3,443
NY110	Advantage Hyundai	1,915
MA046	Route 44 Hyundai	1,281

SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	2,002
TX040	Huffines Hyundai	1,339
TX139	South Point Hyundai	1,105
TX095	Round Rock Hyundai	1,079
TX104	North Freeway Hyundai	1,045

WESTERN REGION		
CA232	Hyundai of Roseville	1,891
CA293	Hardin Hyundai	1,778
CA314	Keyes Hyundai	1,600
CA323	Cerritos Hyundai	1,505
CA310	Garden Grove Hyundai	1,439

Top Sales Managers – August 2011 YTD

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	1,280
Mersad Smajic	Suntrup Hyundai	1,004
Derek Johnson	Luther Bloomington	870
Frederick Ziegel	Taylor Hyundai	846
Louis Tornabeni	Ettleson Hyundai	794

SOUTHERN REGION		
A. Appleby	Coconut Creek	2,447
Clay King	King Hyundai	1,324
Ralph Moser	Keffer Hyundai	1,281
Pedro Casal	Doral Hyundai	1,258
Raul Gomila	Napleton's Hyundai	1,252

EASTERN REGION		
David Cantin	Brad Benson Hyundai	3,439
Daniel Toomey	Atlantic Hyundai	2,870
Daniel Toomey Jr.	Advantage Hyundai	1,544
Frank Allen	Mid-Island Hyundai	1,206
Marcello Sciarrino	Plaza Hyundai	1,178

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	1,333
Suleiman Ebrahim	South Point Hyundai	1,108
Robert Cox	Hub Hyundai	994
Hector Barreras	Hyundai of El Paso	923
Cesar Martinez	Hyundai of El Paso	909

WESTERN REGION		
Danielle Gerbino	Hardin Hyundai	1,821
Frank Maione	Henderson Hyundai	1,047
Eddy Kim	Garden Grove	868
Brian Sobel	Keyes Hyundai	810
Javed Rasheed	Cerritos Hyundai	790

Top Salespeople – August 2011 YTD

CENTRAL REGION		Sales
Patrick Harrigan	Taylor Hyundai	304
Robert Dinella	Ettleson Hyundai	273
Michael Boyle	Preston Hyundai	230
Jon Muehl	Pugi Hyundai	215
Scott Varnum	Dean Team Hyundai	210

SOUTHERN REGION		
Donald Meinhardt	Napleton's Hyundai	384
Jose Sol	William Lehman	328
Jamie Pizzo	Team Hyundai	320
Gustavo Rocha	Red Hoagland Hyundai	320
Daryl Turner	Dave Edwards Hyundai	295

EASTERN REGION		
Bryan Calabrese	Sansone's Route 1	489
Joseph Ippolito Jr.	Towne Hyundai	485
Sandra Redway	Atlantic Hyundai	338
David Esker	Route 44 Hyundai	280
Mouawia Aljallad	Brad Benson Hyundai	262

SOUTH CENTRAL REGION		
Earnest Knight	Capitol Hyundai	346
Paul Workman	Jason Pilger Hyundai	278
Charles Holladay	Bentley Hyundai	243
Stanley Becker	Eckert Hyundai	216
Richard Alvarado	Champ. Corpus Christi	190

WESTERN REGION		
Chris Lancaster	Hardin Hyundai	416
Sulpicio Apusaga	Glendora Hyundai	351
Ed Papac	Ladin Hyundai	350
Steven Yee	Capitol Hyundai	319
Dong Jim Kim	Garden Grove Hyundai	287

HMF NEWS:

Special September 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; *$1,999 due at signing.*
- **2012 Santa Fe GLS** Automatic Transmission for $269/month for 36 months; *$2,999 due at signing.*
- **2011 Veracruz GLS** Automatic Transmission FWD for $299/month for 36 months; *$2,699 due at signing.*

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

September / October Auction Calendar

Manheim Orlando Auto Auction	Ocoee, FL	Sept. 13
Adesa Kansas City	Belton, MO	Sept. 13
Columbus Fair Auto Auction	Columbus, OH	Sept. 14
Manheim South Seattle	Kent, WA	Sept. 14
Adesa Minneapolis	Dayton, MN	Sept. 20
Manheim Georgia Auto Auction	Atlanta, GA	Sept. 20
Manheim Arena	Bolingbrook, IL	Sept. 20
Southern Auto Auction	E. Windsor, CT	Sept. 21
Manheim Dallas	Dallas, TX	Sept. 21
Manheim Auto Auction	Manheim, PA	Sept. 23
Manheim Orlando Auto Auction	Ocoee, FL	Sept. 27
Manheim Denver	Aurora, CO	Sept. 27
Greensboro Auto Auction	Greensboro, NC	Sept. 27
Adesa Phoenix	Chandler, AZ	Sept. 28
Manheim Arena	Bolingbrook, IL	Oct. 4
Southern Auto Auction	E. Windsor, CT	Oct. 5
Manheim Dallas	Dallas, TX	Oct. 5
Manheim Nevada	Las Vegas, NV	Oct. 6
Manheim Nevada	Las Vegas, NV	Oct. 7
Manheim Auto Auction	Manheim, PA	Oct. 7