

JUNE SALES: 63,813 UNITS!

All-Time Record for First 6 Months!

You and your people set a new June sales record – up 8% over last year! That makes the fourth month in a row over 60,000 units, and for the first six months of 2012, total sales are up 10% – to a record 356,669 units – with retail sales up 13%. **Congratulations!**

“With retail inventories of just 28 days, we salute the dedicated Hyundai manufacturing teams for their efforts to keep up with consumer demand, and you, our hard-working dealers, for your efforts matching consumers with light on-ground and inbound inventory,” said John Krafcik, President and CEO of Hyundai Motor America.

“We expect continued sales growth during the robust summer selling season with help from three recent new additions to our line-up of industry-leading fuel-efficient vehicles: our all-new Veloster Turbo, the Elantra GT and Elantra Coupe,” said Dave Zuchowski, Executive Vice President, National Sales of Hyundai Motor America.

June sales highlights:

- **24,140 vehicles** sold with an EPA estimated 40 mpg highway fuel economy rating – *38% of all vehicles sold!*
- **Sonata:** #1 selling vehicle at 20,931 units – up 12%
- **Accent:** 5,660 units – up 57%
- **Genesis:** 3,374 units – up 7%
- **Azera:** 1,001 units – up 350% from last year
- **Equus:** 355 units – up 60% – best Equus month ever!

This is going to be an exciting summer: Exciting new models with fantastic fuel economy. **Keep up the good work!**

SALES TRAINING NEWS:

Still Time To Go: Ride & Drive Tour

You still have time to attend the **2013 Spring Product Launch and STAR Certification Workshop Tour** as it works its way around the country. Be sure to register your staff to take advantage of this outstanding training opportunity when it comes to a town near you.

- **Multiple Training Days in Each City** – this allows you to send all of the key members of your staff.

Go to www.hyundaisalestrainingenroll.com for more details.

It has additional information on the enrollment procedures, cities, venues, maps and event content.

SALES SATISFACTION NEWS:

J.D. Power SSI Surveys Going Out

The J.D. Power & Associates' *Sales Satisfaction Survey* is going out this month – you may want to contact your customers who registered their vehicles in May so they know they may receive this survey in the coming weeks. And while following-up with your customers, make sure they're still completely satisfied and clear on the operation of all features.



ADVERTISING NEWS:

Most Fuel Efficient Car Company

Hyundai is giving fuel efficiency the celebration it deserves: On July 3rd, we launched the **Hyundai Fuel Efficiency Drive Sales Event** with an integrated marketing campaign timed to break through the clutter and reach consumers during the height of the summer selling season.

As American's hit the road this summer, our goal is to turbo-charge the **Hyundai Fuel Efficiency Drive Sales Event** using our powerful fuel efficiency claim that no other OEM can declare.

- To support the event, there's an incremental **\$500 Eco-Trade Bonus** on 2012 and 2013 Sonata models. This sales incentive enhances the advertising message and drives traffic. Plus, to make the offer more attractive, we've made it *incremental* to all Hyundai incentives.
- The campaign will focus on the environmental and consumer benefits of a fuel efficient Hyundai vehicle.

As "America's Most Fuel Efficient Car Company," Hyundai makes it easier than ever for consumers to upgrade their fuel efficiency and take a less fuel efficient vehicle off the road. The commercial shows how much a consumer can save while improving their MPG, adding to the energy and excitement of the sales event. We can't think of a better way to get your customers to upgrade their MPG and celebrate **National Fuel Efficiency Month**. To view the commercial, go to: <http://www.youtube.com/HyundaiUSA>.

HOPE ON WHEELS NEWS:

Hyundai Scholarship Grants Awarded

On June 22nd, [Hyundai Hope On Wheels®](#) and the Los Angeles-area Hyundai dealers awarded Children's Hospital Los Angeles with a \$75,000 Hyundai Scholar Grant to Dr. Weili Sun for her work in pediatric cancer research. Children's Hospital Los Angeles is one of 42 recipients of **Hope On Wheels' 2012 Hyundai Scholar Grant**, which supports principal investigators, known as Hyundai Scholars, who are pursuing research to improve the lives of children battling pediatric cancer.

- Over the course of 2012, *Hope On Wheels* will donate \$12 million to children's hospitals nationwide for pediatric cancer research through its Hyundai Scholar Grant and Hyundai Hope Grant programs.
- By year-end 2012, *Hope On Wheels* plans to surpass \$57 million in total donations to pediatric cancer research since its inception in 1998.
- During *National Childhood Cancer Awareness Month* in September, *Hope On Wheels* will launch its third annual campaign to raise awareness about pediatric cancer and the need to fund critical research to find a cure. As part of its *Hyundai Hope Grant* program, *Hope On Wheels* will award 36 grants of \$250,000 each to children's hospitals across the country. Recipients of these grants will be announced in September.
- You, our dealers, play a vital role in *Hope On Wheels* as every time a new Hyundai vehicle is sold in the U.S., your dealership donates \$14 to *Hope On Wheels*, which is matched by HMA for a total donation of \$28/vehicle to *Hope On Wheels*.

NEW THINKING, NEW POSSIBILITIES:

Launch of New Vehicles Continues

In last month's issue, we provided a preview of the 2013 Veloster, Veloster Turbo, Elantra GT and Elantra Coupe. Now, here's a quick introduction to another new vehicle that will start arriving at dealerships later this summer:



2013 SANTA FE SPORT

As important as those other cars are to our small car strategy, our biggest product launch this year is still to come: the Santa Fe family, starting with the Santa Fe Sport. The

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

Santa Fe Story continued from previous column...

5-passenger Santa Fe Sport is scheduled to begin production in July, with a goal of limited dealer availability in August. The new Santa Fe Sport is a huge step forward for Hyundai in every way, with a fun-to-drive chassis and Fluidic Sculpture design, powered by our advanced, fuel-efficient 2.4-liter direct-injection 4-cylinder engine or the 2.0-liter turbocharged 4-cylinder engine. The all-new Santa Fe Sport will be a big hit with your customers as it's spacious and comfortable, while loaded with luxury and performance – that's a winning combination.

Additional details, features and pricing information for the 2013 Santa Fe will be available as we get closer to the launch, and product information will also be available on www.spi1986.com.

SALES TRAINING NEWS:

Mid-Year STAR Test on the Way

Sales Managers and Sales Associates will soon have to pass the *Mid-Year STAR Test* to achieve or maintain their STAR certification. This test covers the all-new 2012 Azera plus the 2013 model year Genesis Coupe, Veloster/Veloster Turbo, Sonata, Accent and Tucson. There will also be an updated version of the *STAR Practices* course, "*Foundations*."

This new set of courses will also introduce a new feature for veteran sales staff – *Elite Status*. Participants who have at least two years of prior STAR Certification and an HPI score of at least 925 will be able to take shortened versions of courses for carryover Hyundai models. Any all-new models will still require taking the full-length video course.

IN THE NEWS:

The Latest Accolades and Awards

Here are the latest Hyundai headlines:

- **Veloster** – named one of the "**10 Coolest New Cars Under \$18,000**" by *Kelley Blue Book's* www.kbb.com. "Packed with a unique brand of versatility, innovative technology and left-field styling, the Hyundai Veloster challenges the status quo to a duel," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's [kbb.com](http://www.kbb.com). "The 3-door Veloster – one on the driver's side, two on the other – is among the most distinctive cars available at any price."
- **Elantra Coupe & Elantra GT** – celebrating *The Walking Dead's* 100th issue at Comic-Con International, San Diego, July 12-15th, Hyundai will unveil a customized Elantra Coupe – a *Zombie Survival Machine* – designed by *The Walking Dead* creator Robert Kirkman; and Hyundai will give away an Elantra GT wrapped in the cover of *The Walking Dead* 100th issue. This partnership expands

Story continues on the next page...



Hyundai's immersion into the Gen Y culture beyond music into other key passion points like gaming and entertainment. Go to www.hyundaiundead.com to see a four-part behind-the-scenes video series that details the creation of the *Zombie Survival Machine*, ending with the unveiling of the vehicle at Comic-Con on July 11th.

- **Elantra** – recognized as one of the *Best Family Cars of 2012* by *Parents* magazine and Edmunds.com in their annual list of family vehicles, which appears in the July 2012 issue of *Parents* magazine. “Thanks to head-turning styling, a fuel-efficient engine, a long list of standard safety features and notably upscale options, the very popular Hyundai Elantra is a wonderful package for small families on a tight budget,” said Scott Oldham, editor in chief, Edmunds.com.
- **ALG Perceived Quality** – Hyundai climbed 25% to achieve the second highest level of improvement in perception of quality over the last five years according to ALG, the industry benchmark for vehicle value. “Improving perception is like turning a ship, and Hyundai is one of the few brands to make significant progress during the past five years,” said Eric Lyman, vice president, Residual Value Solutions, ALG.

CPO NEWS:

CPO Sales: 6,302 – New June Record

June sales of 6,302 Certified Pre-Owned units represents an increase of 48.4% over June 2011 and a 66.8% gain year-to-date. June year-to-date, Hyundai dealers have sold 33,137 CPO units.

Top Selling CPO Dealers for June 2012 YTD:

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	423
FL108	Hyundai of New Port Richey	297
NJ029	Brad Benson Hyundai	290
NY075	Atlantic Hyundai	287
FL049	Coastal Hyundai	273
NJ032	Lester Glenn Hyundai	266
NC038	Keffer Hyundai	248
FL124	Orlando Hyundai	246
FL088	O'Brien Hyundai	244
FL103	Universal Hyundai	227

HMF NEWS:

Special July Lease Programs

- **2013 Accent GLS A/T** for \$169/month for 36 months; \$1,899 due at signing.
- **2013 Veloster** for \$179/month for 36 months; \$2,299 due at signing.
- **2013 Elantra GLS A/T** for \$179/month for 36 months; \$2,299 due at signing.
- **2013 Elantra Coupe** for \$189/month for 36 months; \$2,299 due at signing.
- **2013 Elantra GT** for \$199/month for 36 months; \$2,499 due at signing.
- **2013 Sonata GLS A/T** for \$199/month for 36 months; \$2,299 due at signing.
- **2013 Tucson FWD GLS A/T** for \$259/month for 36 months; \$2,699 due at signing.
- **2013 Genesis Coupe 2.0 M/T Std Pkg.** for \$289/month for 36 months; \$2,699 due at signing.
- **2013 Equus Signature** for \$739/month for 36 months; \$4,999 due at signing.
- \$0 Down Payment/\$0 First Payment/\$0 Security Deposit for new **2012 Genesis Sedan** and **2013/2012 Equus.**

Refer to HMF's Marketing announcements for more details.

PARTS & ACCESSORIES NEWS:

Accessory Resource Center Site Online

Have you checked out the *Accessory Resource Center* (ARC) yet? The all-new Hyundai *Accessory Resource Center* is a great Internet tool that shows all of the available accessories for the last three model years, as well as their pricing, pictures and part numbers. Here are some great ways to use the *Accessory Resource Center* at your dealership:

- **For pricing** – the ARC is a fast and easy way to view all of the available accessories and their prices for the last three model years.
- **Print a personal brochure for your customers** – your customers can personalize their new Hyundai on the ARC by adding the accessories they want to their shopping cart. Once their cart is full, simply click the print button to print their personalized brochure.
- **KIOSK mode on the showroom floor** – by setting up the ARC in KIOSK mode on the sales floor, it allows your customers an easy and fun way to shop for the accessories to personalize their new Hyundai purchase!
- **Create Addendum Labels** – print out Addendum Labels directly from the ARC to place on the vehicles in your lot.
- **Reporting** – check out who's been logging into the ARC from your dealership under “Admin”, selecting “Reports”, and then “Logins.”

If you haven't checked out the ARC, you can do that by going to www.HyundaiDealer.com, selecting the Sales page, and then selecting “Accessory Resource Center” on the left side menu. We offer quick tutorials, FAQs and 24/7 tech support. If you can't login, please call: 800-724-7827 for assistance.

Latest Features and Functions

Auto-Renewal Incentive: The *Blue Link Q3 Incentive Program* changes are now available on the Sales STAR website, in www.HyundaiDealer.com, or from your District Sales Manager.

Mobile App adds Dealer Demo function: *Blue Link® Mobile App 2.1* release allows Sales Associates to use an iPhone or Android smartphone to demonstrate the Blue Link App *without* requiring an actual Blue Link account:

- Once the app is installed on a smartphone, tap on the app, then click *DEMO LOG-IN* button at the bottom of the login screen (no username & password required).
- Select the vehicle – then you can demo all features on the app – *but none of the features will be executed.*
- Any 4 digit PIN will work to demo the remote features.
- Once a feature is performed, there will be a message at the bottom of the app indicating the command was successful.

Remote Start Conditions: There are specific requirements for *Blue Link Remote Start* to work correctly. Remote Start is only available for Push Button Start equipped vehicles with an Automatic Transmission or Dual Clutch Transmission (DTC); it is not available on all models. Here are the required vehicle conditions for Remote Start:

- Ignition is OFF
- Alarm is armed (i.e., vehicle locked by key fob, remote door lock)
- Gearshift level is in the “P” (park) position
- Brake pedal is not depressed
- Engine hood is securely closed
- All the doors are closed and locked
- The tailgate or trunk lid is closed
- The security/panic system is not activated
- The proximity key is not inside the vehicle
- The battery power is not low
- Vehicle is located in an open area
- It has been less than 4 days since last vehicle ignition off

Top HPI Dealers: June '12 YTD*

NATIONAL		HPI Score
1.	VA031 Robert Woodall Hyundai	995
2.	KY009 Jim Johnson Hyundai	990
3.	WI025 Dahl Hyundai	985
4.	TX141 James Wood Hyundai	984
5.	WV014 Hyundai of Beckley	982
6.	AZ031 Jim Click Hyundai of Green Valley	980
T7.	MI051 Hyundai of Lansing	978
T7.	OH053 Ron Marhofer Hyundai	978
T9.	IL030 Mike Miller Hyundai	977
T9.	WI029 Scaffidi Hyundai	977
T9.	MA024 Mirak Hyundai	977
T9.	MA053 Balise Hyundai	977
T9.	LA031 Hyundai of Slidell	977

*Minimum of 5 surveys a month to qualify for Top Dealer Rankings

Top Selling Dealers – June 2012

CENTRAL REGION – month-to-date sales (MTD)		
IL063	Family Hyundai	221
IL018	Green Hyundai	216
IL069	Patrick Hyundai	203
MO030	Suntrup Hyundai	178
OH053	Ron Marhofer Hyundai	173
SOUTHERN REGION		
FL108	Hyundai New Port Richey	490
FL114	Rick Case Hyundai	369
FL122	Coconut Creek Hyundai	330
VA006	Fairfax Hyundai	286
FL110	Doral Hyundai	231
EASTERN REGION		
NJ029	Brad Benson Hyundai	578
NY075	Atlantic Hyundai	527
NJ032	Lester Glenn Hyundai	478
NY110	Advantage Hyundai	200
NJ046	Hudson Hyundai	190
SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	312
TX040	Huffines Hyundai Plano	224
TX139	South Point Hyundai	219
TX158	Ron Carter Hyundai	181
OK018	Edmond Hyundai	164
WESTERN REGION		
CA293	Hardin Hyundai	269
CA314	Keyes Hyundai	265
CA310	Garden Grove Hyundai	239
CA232	Hyundai of Roseville	225
CA304	Capitol Hyundai	206

Product and STAR Quick Links:

- www.spi1986.com – STAR Product Information
- www.hstarsandy.com/practices_resources – STAR Best Practices
- www.hstarsandy.com – STAR Certification
- www.HyundaiNews.com – Hyundai Media site
- www.HyundaiDealer.com – Hyundai Dealer site
- www.Hyundai.com – Hyundai Consumer site

July / August Auctions

Manheim Dallas	Dallas, TX	July 11
Southern Auto Auction	E. Windsor, CT	July 11
Manheim Auto Auction	Manheim, PA	July 13
Adesa Minnesota	Dayton, MN	July 17
Manheim Georgia	Atlanta, GA	July 17
Manheim South Seattle	Kent, WA	July 18
Manheim Kansas	Kansas City, MO	July 18
Manheim Auto Auction	Manheim, PA	July 20
Manheim Arena	Bolingbrook, IL	July 24
Manheim Dallas	Dallas, TX	July 25
Manheim Denver	Denver, CO	July 31
Southern Auto Auction	E. Windsor, CT	Aug. 1
Manheim Auto Auction	Manheim, PA	Aug. 3
Manheim Nevada	Las Vegas, NV	Aug. 3
Manheim Arena	Bolingbrook, IL	Aug. 7
Manheim Georgia	Atlanta, GA	Aug. 7

For online sales, log onto www.hyundaifastlane.com