

MAY SALES: 67,019 UNITS!

## 3<sup>rd</sup> Month in a Row Over 60,000!

**Thank you – you and your people set an all-time May sales record!** Summer is heating up, and you and your sales staff continue to be hot... hot... hot! May retail sales were up 13% over last year's all-time May record, plus fleet sales are down to 7%.

“Hyundai is operating with a 32-days supply, believed to be the leanest among all competitive brands and about half of current industry levels. The supply of Accent, Elantra, and Veloster models are running at extremely low levels of availability. Having demand exceed supply is an enviable position to be in but it forces us to be exceptionally efficient in our production planning, inventory management, and sales velocity. We felt great about setting yet another monthly volume record and are well positioned for what we fully expect to be a robust summer sales period,” said Dave Zuchowski, Hyundai Motor America's Executive Vice President, National Sales.

May sales highlights:

- **25,614 vehicles** sold with an EPA estimated 40 mpg highway fuel economy rating – *38% of all vehicles sold!*
- **Sonata:** #1 selling vehicle at 20,765 units
- **Elantra:** #2 at 18,877 units
- **Accent:** 6,166 units – up over 400%
- **Genesis:** 3,828 units – up 38%
- **Equus:** 351 units – up 58%

Let's keep this momentum going and make it a sizzling summer that burns up the record books!

### SALES TRAINING NEWS:

## Signed Up for the Ride & Drive Tour?

The **2013 Spring Product Launch and STAR Certification Workshop Tour** is working its way around the country. Be sure to register your staff to take advantage of this outstanding training opportunity when it comes to town.

- **Multiple Training Days in Each City** allows for complete dealership attendance.

Go to [www.hyundaisalestrainingenroll.com](http://www.hyundaisalestrainingenroll.com) for more details.

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



WE NEED YOUR VOTE:

## Petition for Fuel Efficiency Month

It seems there's a month devoted to bringing awareness to just about everything – except fuel efficiency. As America's most fuel-efficient car company, Hyundai wants to make August “*National Fuel Efficiency Month*” to inspire your customers and show them how fuel efficiency can help their wallets and the planet at the same time. Please encourage your entire dealership staff and your fuel-conscious customers to sign the petition: <http://wh.gov/zAa>.

PRODUCT NEWS:

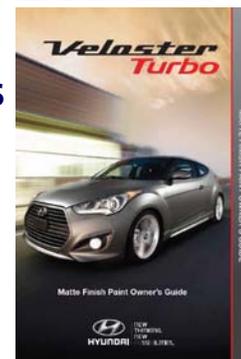
## Care of Veloster Turbo's Matte Gray Paint

With the new Veloster Turbo comes a new, available paint color and finish: Matte Gray. The paint gives the Veloster Turbo a unique look and it requires special treatment. Matte finishes are different from other automotive paints.

Typical gloss paints use a clear-coat finish that reflects light and gives a shiny appearance. A matte finish uses a different coating that defuses light for a “flat” finish.

- **Matte Finish Paint Owner's Guide** – part of the delivery process for the Veloster Turbo is to review the *Matte Finish Paint Owner's Guide* and the *Quick Reference Guide*. Afterwards, have the buyer sign the last page of each, tear them off, have someone at the dealership sign them, then save both in the deal jacket.
- **Second Copy of Matte Finish Paint Owner's Guide** (without signature page) – accompanies the *Matte Finish Car Care Kit*. The kit will be found in the trunk of each new Matte Gray Finish Veloster Turbo. This kit contains various products to help customers become acquainted with the proper maintenance of the matte finish.

Story continues on the next page...



Veloster Turbo Matte Gray Paint Story continued from previous page...

- **Warning Stickers** – every Matte Gray Veloster Turbo will arrive at the dealership with three stickers: A large “DOs and DON'Ts” sticker for PDI; a warning sticker on the driver's side of the dashboard alerting them about the third sticker – a “DOs and DON'Ts” paint care sticker in the glovebox. These stickers are meant to help the first and subsequent owners care for their matte paint finish.
- **Hyundai Paint Warranty** – the standard Hyundai Paint Warranty applies to defects in material and/or workmanship, it does not cover the vehicle's matte finish surface appearance. Maintaining the matte appearance is solely the responsibility of the vehicle owner.



#### MATTE FINISH DOs and DON'Ts:

To enjoy the matte finish for many years to come, customers should follow these care and maintenance tips:

- Do not use wax, detail spray, ArmorAll®, or any products made for normal paint. Use only products specifically developed for matte finish paint.
- Do not use products that are even mildly abrasive, such as polishes, glazes, or rubbing compounds.
- Do not use mechanical cleaners or polishers.
- Do not use terrycloth, cloth or paper towels. Do not rub the finish vigorously – this will burnish the paint finish causing a permanent shiny spot that cannot be removed.
- **Do not use commercial car wash facilities or their shine enhancement products.** Most carwash brushes, large mechanized “towels” and shine enhancement products can damage matte paint.
- Remove foreign substances such as insect remains, tar, and road debris using a soft applicator and a mild solvent, saturate and soak area before cleaning – rub lightly.
- Hand-wash with a soft wash mitt and mild cleaning product safe for matte paint.
- Use microfiber cleaning cloths with alcohol-based window cleaner, for basic surface clean-up.

Here's a list of products for matte finish paint maintenance. Your dealership may have additional recommendations:

- Swissvax brand Opaque products — [www.swissvax.us/usa/matt-paint.html](http://www.swissvax.us/usa/matt-paint.html)

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

Veloster Turbo Matte Gray Paint Story continued from previous column...

- Dr. Beasley's brand Matte series — [www.drbeasleys.com/shop-drbeasleys/products/matte-car-care.html](http://www.drbeasleys.com/shop-drbeasleys/products/matte-car-care.html)
- Chemical Guys brand Meticulous Matte products — <http://www.chemicalguys.com>
- Car Car Products — [www.absorber.com](http://www.absorber.com)
- Water bucket grit guards can be purchased online, from Auto Detailing Supply Shops, or from Janitor Supply Stores.
- Wash mitts, microfiber towels, and artificial chamois can be found at most major auto supply retailers or discount stores.

The list of Matte Care Finish Products is also listed in the *Matte Finish Owner's Guide*, along with complete care, cleaning and washing instructions.

NEW THINKING, NEW POSSIBILITIES:

## Summer Launch of New Vehicles

Here's a quick introduction to the four new vehicles that are being launched this summer:

### 2013 VELOSTER & VELOSTER TURBO

The 2013 Veloster carries over from the 2012 model year and is joined by the Veloster Turbo, a powerful, high-tech and fuel-efficient sport coupe. Its 1.6-liter Turbocharged-Gasoline Direct Injection engine delivers 201-hp and is teamed with a 6-speed automatic or manual transmission. It delivers best-in-class highway fuel economy estimated at 38 mpg highway (MT). The Turbo can be identified by its unique front fascia, fog lights, ground effects, 18-inch alloy wheels with chrome inserts, LED headlight accents, side mirror turn signal indicators, LED taillights, and Turbo exclusive graphite black interior with blue accents.



### 2013 ELANTRA GT

The all-new Elantra GT brings 5-door functionality and European driving dynamics to the expanding Elantra lineup. It's a fun-to-drive, functional, 5-door that sets new standards in design, efficiency and functionality. It features our 'Fluidic Sculpture' design and is powered by an advanced 148-hp 1.8-liter 4-cylinder engine (ULEV) paired with a 6-speed automatic or manual transmission. It delivers best-in-class standard fuel economy of 27 mpg city, 39 mpg highway (MT) [28/39 with AT]; and it's the lightest 5-door hatchback in the compact segment. Elantra GT also delivers more passenger and cargo volume (rear seats folded) than Ford Focus, Mazda3, VW Golf and Toyota Matrix; and is more aerodynamic than Subaru Impreza, Toyota Matrix or VW Golf.

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Summer Launch of New Vehicles continued from previous page...

## 2013 ELANTRA COUPE HIGHLIGHTS

The new Elantra 2-Door Coupe joins the *2012 North American Car of the Year*, the Elantra 4-Door sedan, to offer your customers many of the same attributes that made the sedan a sales success, while broadening its market reach to youthful, sporty buyers willing to forgo four-door versatility for coupe design appeal.



The Elantra Coupe is powered by a 1.8-liter 4-cylinder engine teamed with an in-house-developed 6-speed manual and automatic transmission. Standard fuel economy of 29 mpg city, 40 mpg highway (MT) [28/39 with AT] makes it 11% more fuel efficient than Honda Civic Coupe MT. Plus, its longer wheelbase, overall length and width make for a more comfortable, roomy interior cabin than the Honda Civic Coupe.

Print materials for these new models will be shipped to your dealership soon; in the meantime, you can find more product information on: [www.spi1986.com](http://www.spi1986.com).

### IN THE NEWS:

## New Sonata Ad Campaign

Do Sonata owners know something that others don't? Sonata is a smart choice. And for owners, it proves they're in a special club of people who think and care about what they're driving. The notion that Sonata drivers must know something is reflected in these new commercials that are running on national network and cable TV:

**Why** (:30)

<http://www.youtube.com/watch?v=Ymdo4S0zLVE>

**Questions** (:30)

<http://www.youtube.com/watch?v=xTuKABDAHbg>

**Radar** (:15)

<http://www.youtube.com/watch?v=xnEj9WX-XCM>

In addition, we're also running Hispanic Sonata spots during June, which helps us build on the success we have already had as we grow the Sonata family:

**Restaurante** (:30)

<http://www.youtube.com/watch?v=ykri9xQt2c>

**Luis** (:15)

<http://www.youtube.com/watch?v=123aBkTp-nl>

### HMF NEWS:

## Special June Programs

- **2013 Sonata: Lease** – \$199/month for 36 months; \$2,299 due at signing.
- **2012 Sonata: Lease** – 199/month for 36 months; \$1,999 due at signing.
- **2012 Genesis Sedan 3.8L V6: Lease** – \$399/month for 36 months; \$2,499 due at signing.
- **2013 Sonata: Low APR** – 2.9% for 60 months, 3.9% for 72 months + \$500 Bonus Cash.
- **2012 Sonata: Low APR** – 1.9% for 60 months, 2.9% for 72 months + \$1,000 Bonus Cash.
- **2012 Genesis Sedan 3.8L V6: Low APR** – 1.9% for 60 months, 2.9% for 72 months.

Refer to HMF's Marketing announcements for more details.

### CPO NEWS:

## CPO Sales: 5,730 – New May Record

May sales of 5,730 Certified Pre-Owned units represents an increase of 66.3% over May 2011 and a 74.9% gain year-to-date. May year-to-date, Hyundai dealers have sold 26,853 CPO units.

### Top Selling CPO Dealers for May 2012:

NATIONAL	Sales
FL094 Bob Dance Hyundai of Longwood	331
FL108 Hyundai of New Port Richey	241
NJ029 Brad Benson Hyundai	240
NY075 Atlantic Hyundai	236
FL049 Coastal Hyundai	235
NC038 Keffer Hyundai	208
NJ032 Lester Glenn Hyundai	205
NV023 Planet Hyundai	191
FL124 Orlando Hyundai	191
GA002 Rick Case Hyundai	190

### PARTS & ACCESSORIES NEWS:

## All-New Accessories Now Available

**Sonata Hybrid:** Factory-approved, space-saving **Spare Tire Kit**—Part number: 09100-4R999

**Veloster:** **Auto-Dimming Mirror with BlueLink®**—Part number: 2V062-ADU00

Reduces glare from bright headlights behind you while driving with a Hyundai Auto-dimming Mirror

### All-new 2012 Azera:

**Cargo Net**—Part number: 3V017-ADU00

Designed to help organize the trunk area while allowing easy access to possessions.

**Cargo Tray**—Part number: 3V012-ADU00

Helps protect cargo area from spills, dirt and other debris.

BLUE LINK NEWS:

## Blue Link® App is Out!

The *all-new* Blue Link® Mobile App 2.0 is now available in the Apple iTunes App store for iPhone, iPod Touch and iPad, as well as Google Play for many Android devices. The updated BlackBerry version will be released later this year. Completely redesigned from the ground up, the Blue Link Mobile App 2.0 has been significantly enhanced from the previous version and boasts a new user experience, faster navigation and innovative new features.

### Blue Link® Mobile App 2.0 Highlights:

- Completely redesigned interface and navigation
- Swipe gestures allow quick access to core features
- Remotely access many Blue Link® features found on MyHyundai.com
- Manage multiple Blue-Link-enrolled vehicles
- Remote Access vehicle functions: Door lock/unlock, horn & lights, lights-only and remote vehicle start (Remote Vehicle Start *not available* on all models, requires push-button start and automatic or dual-clutch transmission)
- Search, save and send POIs to vehicles for in-car navigation
- Innovative new features: car finder, parking meter/timer and vehicle diagnostics
- Remotely manage Blue Link alerts and notifications

**Note:** Trouble logging into the mobile app, contact the *Hyundai Customer Connect Center* at 800-633-5151. Questions regarding features, contact the *Blue Link Customer Care* at 855-2-BlueLink.

*Remote Start is now available for all Blue Link customers with Remote Vehicle Start capable models* via Blue Link Mobile App. As previously communicated, Remote Vehicle Start would have late availability and may not be available on all models. Remember, customers must be enrolled in the *Blue Link Essentials Package* and vehicles **must be** equipped with the following to use the feature: Pushbutton Start AND Automatic Transmission or Dual-Clutch Transmissions (DCT).

## Top HPI Dealers: May '12 YTD\*

NATIONAL		HPI Score
CA337	Hanford Hyundai	999
VA031	Robert Woodall Hyundai	997
KY009	Jim Johnson Hyundai	991
TX153	Hyundai of Brenham	991
MA053	Balise Hyundai	990
TX141	James Wood Hyundai	988
WI025	Dahl Hyundai	986
VT003	Gateway Hyundai	985
OH053	Ron Marhoffer Hyundai	984
WI029	Scaffidi Hyundai	984
NJ038	Sport Hyundai	984

\*Minimum of 5 surveys for Top Dealer Rankings

## Top Selling Dealers – May 2012

CENTRAL REGION – month-to-date sales (MTD)		
IL069	Patrick Hyundai	271
IL018	Green Hyundai	219
IL063	Family Hyundai	215
MN021	Luther Bloomington Hyundai	204
IL061	Rosen Hyundai	175
SOUTHERN REGION		
FL108	Hyundai New Port Richey	624
FL122	Coconut Creek Hyundai	450
FL114	Rick Case Hyundai	352
VA006	Fairfax Hyundai	301
FL110	Doral Hyundai	263
EASTERN REGION		
NY075	Atlantic Hyundai	585
NJ029	Brad Benson Hyundai	573
NJ032	Lester Glenn Hyundai	559
NY110	Advantage Hyundai	231
NY058	Plaza Hyundai	207
SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	309
TX139	South Point Hyundai	253
TX158	Ron Carter Hyundai	212
TX040	Huffines Hyundai Plano	198
TX095	Round Rock Hyundai	174
WESTERN REGION		
CA293	Hardin Hyundai	359
CA314	Keyes Hyundai	320
CA232	Hyundai of Roseville	318
CA323	Cerritos Hyundai	263
CA310	Garden Grove Hyundai	240

## Product and STAR Quick Links:

- [www.spi1986.com](http://www.spi1986.com) – STAR Product Information
- [www.hstarsandy.com/practices\\_resources](http://www.hstarsandy.com/practices_resources) – STAR Best Practices
- [www.hstarsandy.com](http://www.hstarsandy.com) – STAR Certification
- [www.HyundaiNews.com](http://www.HyundaiNews.com) – Hyundai Media site
- [www.HyundaiDealer.com](http://www.HyundaiDealer.com) – Hyundai Dealer site
- [www.Hyundai.com](http://www.Hyundai.com) – Hyundai Consumer site

## June / July Auctions

Manheim Arena	Bolingbrook, IL	June 12
Manheim Orlando	Ocoee, FL	June 12
Manheim Kansas	Kansas City, MO	June 13
Manheim South Seattle	Kent, WA	June 13
Manheim Auto Auction	Manheim, PA	June 15
Adesa Minnesota	Dayton, MN	June 19
Manheim Denver	Denver, CO	June 19
Manheim Dallas	Dallas, TX	June 20
Southern Auto Auction	E. Windsor, CT	June 20
Manheim Arena	Bolingbrook, IL	June 26
Manheim Orlando	Ocoee, FL	June 26
Manheim Auto Auction	Manheim, PA	June 29
Manheim Auto Auction	Manheim, PA	July 6
Manheim Nevada	Las Vegas, NV	July 6
Manheim Arena	Bolingbrook, IL	July 10
Manheim Orlando	Ocoee, FL	July 10

For online sales, log onto [www.hyundaifastlane.com](http://www.hyundaifastlane.com)