

SEPTEMBER SALES: 60,025 UNITS

Best-Ever September Sales!

Can you believe it: 25 straight months of year-over-year sales increases! *You and your staff are on a roll!* And if that's not enough, September was the 7th month in a row that you topped the 60,000 units, plus you set an all-time record for the month! **Thank you and your staff!**

"September was a very encouraging month for Hyundai as we avoided the traditional back-to-school sales decline and began to reap the benefits of a materially improved inventory situation on our core vehicle lines," said Dave Zuchowski, Executive Vice President of Sales, Hyundai Motor America. "We're well positioned for a strong fourth quarter as sales of the newly launched Elantra GT, Elantra Coupe, the all-new Azera and all-new Santa Fe continued at a brisk pace. Our fourth quarter production plan is up nearly 20% on a year-over-year basis."

September sales highlights:

- **22,998 vehicles** sold with an EPA estimated 40 mpg highway fuel economy rating – *38% of all vehicles sold!*
- **Elantra:** beat out the Sonata to be our #1 selling car – 18,305 units – up 27%
- **Tucson:** 4,573 units – up 23%
- **Veloster:** 3,020 units – 28,338 units year-to-date
- **Azera:** 891 units – up 1,028% over last September
- **Fleet sales:** 9% – amongst the lowest in the industry!

"With our improved inventory position driven by the addition of the third shift in September at our Alabama plant, and the improving availability of our all-new Georgia-built Santa Fe, we're looking forward to higher dealer stock levels and strong sales results through year-end," said John Krafcik, President and CEO of Hyundai Motor America.

Yes, you and your staff sizzled all summer long – now let's make it a real **Rocktober to remember!**

COMING NEXT MONTH:

It's Almost IQS Survey Time!

Starting November 1 and running through the end of February, every new 2013 buyer is a potential survey recipient for the 2013 *J.D. Power and Associates' Initial Quality Study*SM. Starting in this issue, we're featuring stories on what you can do to enhance your IQS results.



ADVERTISING NEWS:

New Santa Fe TV Spot

As you know, the new Santa Fe Sport models are at your dealership, and now, they're also appearing on TV. The first spot aired on *Sunday Night Football* (Giants/Eagles). This creative runs throughout October and November.

While developing our Santa Fe strategy, we identified an "alternadult" target of Gen Xers, who, while they've grown up, don't necessarily want to grow old. As parents, they want to teach their kids the good stuff, sharing the best of our world and exposing them to the things they love about life.

Our :30 TV spot – "**Don't Tell**" – features Santa Fe as the co-conspirator that inspires and enables you to share your passions with your kids and create authentic, off-the-beaten-path family experiences together – because life is best when it's... well, lived. Here's a link to the spot: <http://www.youtube.com/watch?v=3jEU7yd4yuI&feature=youtu.be>

CUSTOMER SATISFACTION:

Addressing Customer Concerns

With the IQS survey period right around the corner, here are some areas that are of importance to your customers:

WARRANTY COVERAGE

Hyundai offers *America's Best Warranty*TM, so it's important that salespeople properly present the warranty coverage:

- **"Bumper-to-Bumper" Warranty:** the truth is that none of our warranties are "bumper-to-bumper" – they are *limited warranties*.
- **Transferring a Warranty:** 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...

More warranty highlights:

- **Wear Items:** covered for 12-months or 12,000 miles; includes bulbs, wiper blades, etc.
- **Electronics:** covered for 3 years or 36,000 miles, whichever comes first; includes the radio, CD changer and navigation system.

For more information, go to www.spi1986.com – then find “Warranty Info” at the top right hand side of the page for more details and comparisons.

ACCURATE RDRS

If the RDR is wrong when entered in the system, that can create payment troubles for you, your dealership and your customer.

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

QUICK REFERENCE GUIDE (QRG)

It is recommended that your salespeople review the QRG with their customers at the time of delivery. When customers take delivery, it's a challenge for them to remember how to operate all of the features. But if the salesperson has walked the customer through the QRG, then even if the customer forgets, they know where to go to find answers, and that reduces the number of calls and emails to the *Hyundai Customer Connect Center*. Here are some suggestions of what can be done at the dealership:

- **Review:** the QRG with every customer.
- **Have the customer demonstrate:** how to operate the lights, turn signals, wipers, trunk/rear hatch release, HVAC, and the fuel filler door release (unleaded fuel).
- **Review:** the features of the audio system, navigation system, Bluetooth® and Blue Link.
- **Present:** the *Maintenance Schedule* so customers know when to bring their vehicle in for service.
- **Sign:** the last page of the QRG must be torn off, *signed by the customer, salesperson and Sales Manager* – and then filed with the deal paperwork.
- **Follow-up:** calls customers to answer any questions.
- **Invite:** customers to 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 asset for your owners so they can make use of the many benefits on this site.



ACCESSORY NEWS:

All-Weather Protection Promotion

The **2012 All-Weather Protection Promotion** is in full swing – it launched on October 1st and runs through November 30th. This accessory promotion features:

- All-weather mats
- Splash guards
- Cargo trays

These accessories are available for most 2011, 2012 and 2013 models. Your customers should be asking you about this promotion because we're featuring it in a number of different places starting October 8th, including the Tier 2 and Tier 3 dealer and dealer group websites, MyHyundai.com, Think Tank, The Tube, Facebook and more.

In addition, your dealership has the **OnDemand** program available for this promotion, with both postcard and email options. Don't miss out on the opportunity to support your customers during the winter season! There should already be merchandising stands in your busiest customer areas. Good luck and happy selling!



MARKETING NEWS:

Getting Elantras into Driveways

We're working to get customers into your dealership by helping them “see” how a new Elantra would look in *their* driveway – with the simple click of a mouse! We've made that vision a reality with our “*Driveway Decision Maker.*” This innovative tool, <http://www.pickmyelantra.com/>, allows customers to style and tailor their favorite Elantra model, in the comfort of their home.

Story continues on the next page...

Marketing News continued from previous page...

This is a first for a U.S. automotive company as it allows visitors to “test-drive” the Elantra on a personal level:

- It’s available on any flash-enabled web browser.
- The website taps in to the Google Maps API and prompts visitors to enter their desired street address, color and model of choice.
- Users then experience a real life view, powered by Google Street View, of their chosen Elantra model – GT, Coupe or Sedan – *driving to the destination!*
- Upon arrival, users can rotate, park in a driveway, tilt and even parallel park.

In addition, users can download, save and share this with friends on *Facebook*, *Twitter* and *Pinterest*. This taps into the customers’ love of the Internet and combines it with social media – and that should be a win-win for you!

IN THE NEWS:

Hyundai Headlines & Accolades

It’s been a busy month for Hyundai with a lot of positive press. Here are the highlights:

AUTOPACIFIC & INTELLICHOICE: EQUUS AWARDS

- *IntelliChoice* and *AutoPacific* announced their [2012 Motorist Choice Awards](#) with the Equus taking the honors for most Popular High Tech and Luxury Lifestyle.

HYUNDAI BRAND:

- *Interbrand’s 2012 Best 100 Global Brands* reports that **Hyundai Motor Company is the fastest growing automotive company by brand!** In the last year, Hyundai’s brand value surge 24.4% to \$7.5 billion and is ranked 53rd in the **Best 100 Global Brands**. Hyundai is ranked ahead of Audi (55th), Porsche (72nd), Nissan (73rd), Kia (87th), and Ferrari (99th). Beyond the auto industry, Hyundai is also one of the world’s fastest growing brands, trailing the growth rate of brands such as Apple Inc., Google Inc., and Amazon.com.

SEMA SHOW:

- Hyundai will debut seven concept vehicles at the annual SEMA Show in Las Vegas, which opens October 30th – cars from Cosworth, ARK Performance, Bisimoto, John Pangilinan, PM Lifestyle and HATCI.

PARIS MOTOR SHOW:

- Hyundai revealed three world premieres at the Paris Motor Show: the latest Europe-focused production car, the **New Generation i30** three-door; the all-new motorsport contender, the **rally-ready i20**; and the **ix35 Fuel Cell**, which is ready for European fleet use.

HMF NEWS:

Special October Lease Programs

There are four “\$0 Down Payment” lease programs plus five other great lease programs for October:

- **2013 Azera** for \$369/month for 36 months; \$3,299 due at lease signing
- **2013 Elantra** for \$179/month for 36 months; \$1,999 due at lease signing
- **2013 Elantra** for \$239/month for 36 months; **\$0 due at lease signing**
- **2013 Sonata** for \$199/month for 36 months; \$1,999 due at lease signing
- **2013 Sonata** for \$259/month for 36 months; **\$0 due at lease signing**
- **2013 Equus** for \$739/month for 36 months; \$3,999 due at lease signing
- **2013 Equus** for \$739/month for 48 months; **\$0 due at lease signing**
- **2013 Tucson** for \$239/month for 36 months; \$2,399 due at lease signing
- **2013 Tucson** for 309/month for 36 months; **\$0 due at lease signing**

Refer to HMF’s Marketing announcements for more details.

CPO NEWS:

CPO Sales: 6,522 – September Record

Sales of 6,522 Certified Pre-Owned units set a September CPO sales record. This represents an **increase of 27.5%** over September 2011 and a 54.4% gain year-to-date. September year-to-date, Hyundai dealers have sold 51,923 CPO units, and set an all-time best quarter record of 18,790 CPO units.

To support a strong finish to Q4, special low APR rates of **0.9% for 36 months and 1.9% for 37 – 48 months** continue for Hyundai CPO through October 31, 2012. These rates and the 2012 IntelliChoice award for *Best Certified Pre-Owned Program – Popular Category* are currently promoted through advertising on AutoTrader.com and Cars.com.

Top Selling CPO Dealers – September 2012 YTD:

| NATIONAL | | Sales |
|----------|-------------------------------|-------|
| FL094 | Bob Dance Hyundai of Longwood | 668 |
| FL108 | Hyundai of New Port Richey | 495 |
| NY075 | Atlantic Hyundai | 485 |
| NJ032 | Lester Glenn Hyundai | 466 |
| NJ029 | Brad Benson Hyundai | 422 |
| FL124 | Orlando Hyundai | 419 |
| FL088 | O’Brien Hyundai | 413 |
| NC038 | Keffer Hyundai | 401 |
| NJ046 | Hudson Hyundai | 364 |
| FL049 | Coastal Hyundai | 364 |

Blue Link News

POI Send-to-Car – in addition to being able to search for POIs and send to car from the Blue Link Mobile App and MyHyundai.com, customers have the ability to check their *POI Send to Car* history from both systems:

- **POI History** is a convenient way to access POIs that you have previously searched and send them to your vehicle.
- **Check POI history on Mobile App:** select the *Maps/POI* at the bottom right corner of the app main screen. Then select the *My POIs* icon in the top right corner. Select the POI that you want and then you can send the POI to your vehicle.
- **Check POI history from web:** log into MyHyundai.com and select Navigation from the menu. On the Navigation page, select *My Points of Interest* and select the location you would like from your history and send it to your vehicle.

Eco-Coach Contest – Blue Link has teamed with HMA Service Marketing to run a National Eco-Coach Contest, awarding the most fuel-efficient drivers with excellent prizes. The purpose of the contest is to demonstrate how valuable Blue Link is at helping customers drive more efficiently and save money at the pump. The contest will award the **TOP Eco-Coach Performers** for each model in the month of October 2012. The winners will be announced in November. Each contest winner will be awarded with a 1-Year Free Subscription to Assurance, Essentials, & Guidance Packages, plus a free oil change and official Hyundai Gear. Now's the time to get your customers excited about the *National Eco-Coach Contest*.

Top Blue Link Dealers – Sept. YTD

| NATIONAL | | DA Enrollment/DA Auto Renewal | |
|----------|-----------------------------------|-------------------------------|------|
| MN024 | Dondelinger Hyundai | 98.8 | 58.7 |
| KS011 | Laird Noller Hyundai | 98.3 | 51.5 |
| MI028 | Elhart Hyundai | 96.7 | 55.6 |
| RI009 | Hyundai of Newport | 96.4 | 59.6 |
| IN038 | Webb Hyundai | 96.3 | 54.0 |
| WI010 | Ken Vance Hyundai | 95.9 | 60.8 |
| OH044 | Ganley Westside Hyundai | 95.8 | 60.6 |
| KS013 | Scholfield Hyundai West | 95.7 | 51.2 |
| CO025 | Phil Long Hyundai of Chapel Hills | 95.6 | 54.1 |
| FL126 | Red Hoagland Hyundai | 94.1 | 51.7 |

*Top 10 Enrollment & Associated Dealer Assist Auto Renewal

Note: Enrollment Obj. = 85%; D/A Auto Renewal Obj. = 50%

Top HPI Dealers – September YTD*

| NATIONAL | | HPI Score |
|----------|-----------------------------------|-----------|
| TX141 | James Wood Hyundai | 985 |
| WV014 | Hyundai of Beckley | 983 |
| LA031 | Hyundai of Slidell | 982 |
| KY009 | Jim Johnson Hyundai | 981 |
| TX118 | Orr Hyundai | 977 |
| IN032 | Goshen Hyundai | 975 |
| MA024 | Mirak Hyundai | 974 |
| MA034 | Gary Rome Hyundai | 974 |
| PA054 | Preston Hyundai of Sharon | 972 |
| WI029 | Scaffidi Hyundai | 972 |
| AZ031 | Jim Click Hyundai of Green Valley | 972 |
| NJ037 | Quality Hyundai | 972 |

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

Top Selling Dealers – September '12

CENTRAL REGION – Month-To-Date sales (MTD)

| | | |
|-------|----------------------------|-----|
| IL069 | Patrick Hyundai | 230 |
| IL018 | Green Hyundai | 191 |
| IL063 | Family Hyundai | 173 |
| MN021 | Luther Bloomington Hyundai | 152 |
| MO035 | Mungenast Hyundai | 145 |

SOUTHERN REGION

| | | |
|-------|-------------------------|-----|
| FL108 | Hyundai New Port Richey | 550 |
| FL122 | Coconut Creek Hyundai | 404 |
| FL114 | Rick Case Hyundai | 312 |
| FL110 | Doral Hyundai | 270 |
| VA006 | Fairfax Hyundai | 235 |

EASTERN REGION

| | | |
|-------|----------------------|-----|
| NY075 | Atlantic Hyundai | 523 |
| NJ029 | Brad Benson Hyundai | 453 |
| NJ032 | Lester Glenn Hyundai | 429 |
| NY110 | Advantage Hyundai | 202 |
| NY058 | Plaza Hyundai | 179 |

SOUTH CENTRAL REGION

| | | |
|-------|------------------------|-----|
| TX100 | Hyundai of El Paso | 288 |
| TX139 | South Point Hyundai | 213 |
| TX158 | Ron Carter Hyundai | 177 |
| TX040 | Huffines Hyundai Plano | 176 |
| TX095 | Round Rock Hyundai | 145 |

WESTERN REGION

| | | |
|-------|----------------------|-----|
| CA293 | Hardin Hyundai | 349 |
| CA310 | Garden Grove Hyundai | 255 |
| CA323 | Cerritos Hyundai | 241 |
| CA232 | Hyundai of Roseville | 222 |
| CA304 | Capitol Hyundai | 218 |

STAR and Product 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 & Smartphone site

October / November Auctions

| | | |
|-----------------------|-----------------|---------|
| Adesa Minnesota | Dayton, MN | Oct. 9 |
| Manheim Orlando | Ocoee, FL | Oct. 9 |
| Manheim Kansas | Kansas City, MO | Oct. 10 |
| Manheim South Seattle | Kent, WA | Oct. 10 |
| Manheim Auto Auction | Manheim, PA | Oct. 12 |
| Manheim Arena | Bolingbrook, IL | Oct. 16 |
| Manheim Georgia | Atlanta, GA | Oct. 16 |
| Manheim Riverside | Riverside, CA | Oct. 16 |
| Manheim Dallas | Dallas, TX | Oct. 17 |
| Southern Auto Auction | E. Windsor, CT | Oct. 17 |
| Manheim Auto Auction | Manheim, PA | Oct. 19 |
| Manheim Denver | Denver, CO | Oct. 23 |
| Manheim Orlando | Ocoee, FL | Oct. 23 |
| Manheim Auto Auction | Manheim, PA | Nov. 2 |
| Adesa Minnesota | Dayton, MN | Nov. 6 |
| Southern Auto Auction | E. Windsor, CT | Nov. 7 |

For online sales, log onto www.hyundaifastlane.com