

MARCH SALES: 68,306 units – 2nd best month ever! **All-Time Record 1st Quarter Sales!**

Thanks to you and your team, sales were up over 30% compared to February, and at 164,330 units, this was the best first quarter in Hyundai's history – **thank you!**

"March just felt great as we benefitted from better inventories of Elantra, thanks to the addition of the third shift at our Alabama plant. In addition, improved weather conditions in our Northern markets and more robust retail activity reflects a steady recovery in consumer confidence," said Dave Zuchowski, Hyundai Motor America's Executive Vice President, National Sales.

March sales highlights:

- **Elantra** family was #1 at 26,153 units – up 33%
- **Sonata**: #2 selling vehicle at 18,031 units
- **Sonata Hybrid**: 2,006 sales – an all-time record
- **Santa Fe** – 7,116 units – up 21% over last March!

"March was incredibly strong for us, the second best sales month in our history, and just 2% below our all-time record from last March," said John Krafcik, President and CEO of HMA. "While our plants continue to stretch to hit our demand levels, we still have one of the tightest inventory levels in the industry. This month, you could see the impact of improved Elantra availability, but we realize that you remain constrained on Sonata, which is one of the fastest turning mid-size cars in the industry."

Now let's make April another record-breaking month!

STAR RECOGNITION & REWARD NEWS:

Final Awards Shipped

The **2012CY STAR Recognition Awards** for Sales Performance and Longevity were shipped on March 22nd to all award-winning Sales Managers and Salespeople.

There was one Top National Salesperson and Sales Manager, and five top Regional Salespeople and Sales Managers. Each received:

- A special piano black plaque
- Personalized letter from Dave Zuchowski
- Luggage tag
- American Express \$1,000 gift card bonus

Congratulations! Look for pictures in the next issue.

HYUNDAIDEALER.COM NEWS:

New Hyundai Dealer Dashboard

Great News! The **Hyundai Dealer Dashboard** is ready to launch on April 22, 2013. Accessed through the www.hyundaidealer.com website, HDD will provide key performance indicators (KPIs) directly to Dealers through the use of performance dashboards. The dashboards will present at-a-glance information about the performance of your store. HDD functionality will include graphically-represented KPIs, user selectable criteria and views, "drill-down" capabilities to obtain supporting details and export-to-Excel capabilities. Levels of access to HDD will be based upon existing role-based permissions.



Dealer Benefits:

- One common platform for Sales, Service and Parts KPIs
- Single source of data for both Dealers and HMA
- Increased visibility of objectives and actual performance at the Dealer, District, Market, Region and National level



Mobile Device Access: HDD will support pilot KPIs on mobile devices. To enable faster access to data, select KPIs will be scaled down. HDD will be supported on both iOS and Android systems.

HDD is compatible with Internet Explorer 8.0 (IE8), Apple Safari, Google Chrome and Mozilla Firefox browsers. IE9 is the preferred browser for best visual experience.

HyundaiDealer.com News continues on the next page...

HyundaiDealer.com News continued from the previous page...

Dealer Webinar Training: You can attend one or more of the daily 1 – 1½ hour training sessions. Dealer Training Webinars are scheduled to be held every weekday the week of April 22nd. The schedule will be posted on the www.HyundaiDealer.com message board soon.

We are excited about the launch of the **Hyundai Dealer Dashboard** and feel it will give you access to some powerful tools that can have a positive impact on your operation.

Allocation System – Great News!

A new way of ordering and managing your vehicles through www.HyundaiDealer.com is coming this summer. The new **Hyundai Order-To-Delivery (OTD)** allocation system is designed to improve dealership ordering flexibility, as well as to provide you with greater control of the vehicles in your pipeline to ensure you have the right car... at the right place... at the right time.

DEALER BENEFITS OF THE NEW ALLOCATION SYSTEM:

- Allocation and production ordering become one monthly process.
- Dealer / Region requested specs will be considered first when building the production order.
- More fair and equitable distribution to regions and dealers.
- Increased flexibility: Extends current Dealer Trade capability to Pre-production vehicles.
- Increased opportunity for Preference Request Fulfillment.
- Transit time allowance for a more balanced days supply calculation.



NEW OTD TERMS YOU'LL START HEARING:

- **“Dealer Priority Order Bank”** – Customize and prioritize vehicles preference request.
- **“Dealer Stock Order Bank”** – Request a specific production mix at model, package and color levels.
- **“Dealer Pipeline Swap”** – Initiate system automated search for pre-production vehicles for dealer trade (in other words, you can conduct a dealer swap *before* the vehicle arrives at your dealership).

Look for training dates and more information in the May issue and on the www.Hyundaidealer.com calendar.

HOPE ON WHEELS:

15 Years Fighting Pediatric Cancer

At the *New York International Auto Show*, Hyundai announced the **2013 Hope On Wheels** program, our long-standing joint effort of HMA and you, our dealers, to end pediatric cancer. Since the program’s inception in 1998, we have awarded over \$72 million towards life-saving research.

Hope On Wheels continues at the top of the next column...

Hope On Wheels continued from the previous column...

This level of support places Hyundai among the leading funders, public or private, of pediatric cancer research in the nation.



Here are some of the highlights of our commitment for 2013:

- In 2013, **Hope On Wheels** will donate \$14 million for pediatric cancer research to institutions across the U.S.
- We rolled out **Give Hope A Hand** (left) – our call-to-action hashtag that underlines our **Hope on Wheels** social media efforts on Facebook, Instagram, Pinterest and Twitter.
- Additional events are planned for September, which is *National Childhood Cancer Awareness* month.
- This year, **Hope On Wheels** will award 81 grants through its *Scholar Grant* and *Hope Grant* programs to Children’s Oncology Group member institutions across the U.S.

PRODUCT SALES TRAINING NEWS:

Announcing ‘13 Ride & Drive Events

Our 35-city/88-event **2013 Product Support Ride & Drive and STAR Certification Workshop Tour** runs from May 7th through August 24th. These hands-on, interactive events focus on the 2013 Santa Fe, Genesis, Sonata Hybrid, Blue Link, Bluetooth® and the new Mobis Driver Information System (DIS).

- **Attendance and STAR Certification:** All Sales Managers and Sales Team Members are invited to attend. Each attendee can achieve Santa Fe, Sonata Hybrid, DIS and Blue Link STAR Certification for completing the workshop sessions.

Go to www.hyundaisalestrainingenroll.com for more details on event content, enrollment procedures, cities, venues, and maps – **enroll today!** More information to follow in the May issue.

HMF NEWS:

Special April Lease Programs

Here are the HMF lease programs for April:

- **‘13 Elantra:** \$159/mo. for 24 months; \$1,999 at lease signing
- **‘13 Elantra Coupe:** \$169/mo. for 24 months; \$2,299 at lease signing
- **‘13 Elantra GT:** \$179/mo. for 24 months; \$2,499 at lease signing
- **‘13 Genesis:** \$489/mo. for 24 months; \$3,499 at lease signing
- **‘13 Equus:** \$899/mo. for 24 months; \$3,999 at lease signing
- **‘13 Sonata:** \$199/mo. for 36 months; \$1,999 at lease signing
- **‘13 Sonata Hybrid:** \$239/mo. for 36 months; \$2,999 at lease signing

Refer to HMF’s Marketing announcements for more details.

Sales Edge Quick Links:

- www.spi1986.com – STAR Product Information
- http://hyundai.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

ADVERTISING NEWS:

Let's Go! Spring Sales Event

Our new Spring Sales Event ad campaign is designed to "get butts off of couches and into Hyundai dealerships". The **Hyundai "Let's Go!" Spring Sales Event!** kicked-off on April 2nd and ends April 30th, 2013. All creative assets have been posted to the Hyundai Ad Planner for your convenience and usage.

BLUE LINK NEWS:

Announcing Blue Link App 2.4

Recently, your customers received an email announcing the **Blue Link 2.4 App**. Now, more Blue Link features are right at your customers' fingertips. Prior to Blue Link Enrollment, you can use the *Demo Log-in* feature to demonstrate the new app to your customers. Then when you enroll customers in Blue Link, encourage them to download the app to stay better connected and in-tune with their vehicle. Blue Link 2.4 App enhancements:

- **Stay Logged In:** A new feature that creates an option on the main screen of the Blue Link App allowing users to quickly access the App without having to enter their username and password information every time they launch the app.
- **Diagnostics:** An enhancement to the existing Vehicle Diagnostics feature where the landing page of the App will provide the date of the last diagnostic report as well as quick alert to the icons that may have trouble codes associated to them. Additionally, new diagnostic views will be available directly from the menu screen.
- **Social Media Connection:** This new feature gives customers the ability to share recent Remote Services requests and POIs via Facebook, Twitter or SMS by tapping on the "Share" icon. Customers will need to link their accounts from the "Social Network Setup" option in the menu list.
- **Blue Link FAQs:** This new feature makes Blue Link-specific Frequently Asked Questions (FAQs) accessible from the App, as well as linking to the Blue Link How-To videos. These are found under "Learn About Blue Link" from the menu list.

Top Blue Link Dealers* – March YTD

NATIONAL	DA Enrollment/DA Auto Renewal		
IA013	Lujack Hyundai	100.0	57.14
VA045	Priority Hyundai Greenbrier	99.3	68.13
PA030	Carousel Hyundai	97.6	56.06
IL003	Loren Hyundai	97.2	50.00
MA051	Bill Dube Hyundai	96.8	53.70
CA173	Selma Hyundai	96.4	84.00
NY102	Shults Hyundai	96.4	56.00
MI051	Hyundai of Lansing	96.4	50.00
KY021	Don Moore Hyundai	96.3	52.00
GA029	Five Star Hyundai	96.0	50.00

*Top 10 Enrollment and Associated Dealer Assist Auto Renewal
NOTE: Enrollment Objective = 85%; D/A Auto Renewal Objective = 50%

CPO NEWS:

6,715 units: New All-Time Record!

Congratulations and thank you to all of our Hyundai CPO-selling dealers! Sales of 6,715 Certified Pre-Owned units set both a March and an All-Time CPO sales record. This represents an increase of 1.3% over March 2012 and a 7.9% gain year-to-date. March year-to-date, 673 Hyundai dealers have sold 17,734 CPO units.

Top Selling CPO Dealers – March 2013

NATIONAL		Sales
FL108	Hyundai of New Port Richey	271
NJ032	Lester Glenn Hyundai	164
NY075	Atlantic Hyundai	154
FL122	Coconut Creek Hyundai	151
NC038	Keffer Hyundai	150
GA037	Jim Ellis Hyundai	142
FL127	Hyundai of St. Augustine	140
FL125	Holler Hyundai	140
CA293	Hardin Hyundai	135
NY110	Advantage Hyundai	126

J. D. Power Q4 2012 CPO Market Study:

- At 37 days, Hyundai CPO "days-to-turn" performance ranked 2nd among non-premium nameplates in Q4, behind only Honda at 36 days. Used Hyundai vehicles sold on average in 46 days.
- Hyundai CPO sales in Q4 2012 were 21.8% of all used Hyundai vehicle sales at Hyundai Dealers.
- Hyundai CPO units were the among the youngest and lowest mileage CPO units sold in Q4 '12 (ranking 3rd in mileage and 1st in vehicle age)

2013 IntelliChoice CPO Award

Hyundai CPO earned the 2013 IntelliChoice award for **Best Certified Pre-Owned Program – Popular Category**. Hyundai has received the IntelliChoice Certified Pre-Owned Program Award for two consecutive years. Receipt of this award is currently promoted on AutoTrader.com, Cars.com and HyundaiCertified.com.

PARTS NEWS:

It's A Wrap – New 3M® Program!

The Parts Sales department is pleased to announce the upcoming launch of the 3M – Original Wraps DIO Program! Here are some quick facts about the program:



- Launch date is April 18th, 2013
- The program launches with 10 graphics for Veloster and Veloster Turbo; Genesis Coupe will be added post launch
- The program is DIO only with a similar billing structure to the Dealer Tire program

ACCESSORY NEWS:

Best Practice to Increase Sales

Did you know that less than 3% of our dealerships were responsible for 30% of all the Spare Tire Kits sold in 2012? That's only 20 dealers who were able to make more than \$930K additional profit from one accessory. The Parts Sales Department contacted the DPSMs that represents those dealers and asked, "How did they do it?" The most common response was pre-loading the Spare Tire Kits and then adding the accessory to a customized addendum label, which can be printed through the Accessory Resource Center (ARC). The DPSMs interviewed suggested that pre-loading the Spare Tire Kit increases customer satisfaction, and increases gross sales on accessories. So, consider ordering up on Spare Tire Kits so that you can pre-load them at your dealership today!

PART NUMBER	MODEL
09100-3Y111	'11-'13 Elantra
09100-4R999	'11-'12 Sonata Hybrid
2VF40-AC900	'12-'13 Veloster
1RF40-AC900	'11-'13 Accent

Consumer Credit Card Program

Hyundai Capital America (HCA) has partnered with GE Capital to bring dealers a consumer credit card program called **CarCareOne**. It is a nationally-recognized consumer financing program that dealers can offer to their customers early in the service, parts or sales process. The card would be used to pay for repairs or accessories that they would otherwise pay for out-of-pocket. *Keep in mind, a customer with payment options is more likely to have **all** suggested work done **and** may even add a spoiler or all-weather mats to the invoice.*

This will definitely increase dealer sales and solidify customer loyalty. For more information, call GE Capital directly at (866) 209-4457 or visit them at:

<https://www.gogecapital.com/en/consumer-credit-financing/business/merchants/car-care-one.html>

GET MORE YES from your customers on service and accessory sales!

April / May Auctions

Manheim Orlando	Ocoee, FL	April 9
Adesa Minnesota	Dayton, MN	April 9
Manheim South Seattle	Kent, WA	April 10
Manheim Denver	Denver, CO	April 16
Manheim Riverside	Riverside, CA	April 16
Southern Auto Auction	E. Windsor, CT	April 17
Manheim Auto Auction	Manheim, PA	April 19
Manheim Orlando	Ocoee, FL	April 23
Manheim Dallas	Dallas, TX	April 24
Manheim South Seattle	Kent, WA	April 24
Manheim Riverside	Riverside, CA	April 30
Manheim Pennsylvania	Manheim, PA	May 3
Adesa Minnesota	Dayton, MN	May 7
Manheim Orlando	Ocoee, FL	May 7

Fastlane Highline Closed Event Sale: April 12 – 15

For online sales, log onto www.hyundaifastlane.com

Top HPI Dealers – March YTD*

NATIONAL – Year-To-Date sales (YTD)		HPI Score
UT013	Murdock Hyundai	988
KY005	Glenn Hyundai	986
PA073	Bowser Hyundai	985
NC043	Paramount Hyundai of Hickory	985
RI009	Hyundai of Newport	984
IN006	Shaffer Hyundai	983
OH051	Rick Case Hyundai	982
IN028	Ray Skillman Southside Hyundai	981
IN036	Ray Skillman Westside Hyundai	981
PA042	Sussman Hyundai	981
NC061	Lee Hyundai of Goldsboro	981

*Minimum of 10 surveys a month to qualify for Top Dealer Rankings

Top HSI Dealers – March YTD*

NATIONAL – Year-To-Date sales (YTD)		HSI Score
KY017	Gates Hyundai	988
KS009	Noller Hyundai	982
WA048	Jack Carroll's Skagit Hyundai	981
TX076	Texoma Hyundai	980
NY096	Garvey Hyundai North	979
CT034	Stamford Hyundai LLC	978
IN028	Ray Skillman Southside Hyundai	978
WA026	Hyundai of Everett	975
AL009	Tuscaloosa Hyundai	974
NY082	Vision Hyundai of Canandaigua	974

*Minimum of 25 HSI surveys a month to qualify for Top HSI Ranking

Top Selling Dealers – March '13 MTD

CENTRAL REGION – Month-To-Date sales (MTD)		
OH053	Ron Marhofer Hyundai	209
IL069	Patrick Hyundai	206
IL018	Green Hyundai	173
MN021	Luther Bloomington Hyundai	170
IL082	Napleton's Valley Hyundai	165

SOUTHERN REGION		
FL108	Hyundai of New Port Richey	585
FL122	Coconut Creek Hyundai	419
FL114	Rick Case Hyundai	398
FL110	Doral Hyundai	310
FL088	O'Brien Hyundai of Fort Myers	266

EASTERN REGION		
NY075	Atlantic Hyundai	517
NJ029	Brad Benson Hyundai	487
NJ032	Lester Glenn Hyundai	422
NY110	Advantage Hyundai	274
NJ011	Freehold Hyundai	193

SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	313
TX139	South Point Hyundai	304
TX158	Ron Carter Hyundai	273
TX040	Huffines Hyundai Plano	180
TX095	Round Rock Hyundai	162

WESTERN REGION		
CA293	Hardin Hyundai	341
CA314	Keyes Hyundai	315
CA323	Cerritos Hyundai	237
CA310	Garden Grove Hyundai	221
CA304	Capitol Hyundai	215