

JANUARY SALES: 43,713 units

All-Time January Sales Record!

Congratulations! Coming off a record-setting 2012 sales year, you kept that momentum going strong by setting a new all-time sales record – up 2.4% over January 2012! *Thank you and your staff for your hard work – it paid off!*

“Despite some lingering economic concerns, January was a solid month for us,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President, National Sales. “The Santa Fe Sport, recently named **Best New Crossover** in *Kiplinger’s Personal Finance* magazine, was up 24% compared to last year. *Kiplinger’s* also named the Elantra GT the **Best New Car Under \$20,000**, with Elantra family sales up 11% over last year. You should start seeing the 7-passenger Santa Fe arriving at your dealerships later this month; it will expand the Hyundai product line and appeal to growing families.”

Here are the sales highlights for January:

- **Sonata:** #1 selling vehicle at 13,247 units
- **Elantra** family was #2 at 12,174 units – up 11%
- **Genesis** – 2,472 units – up 8%
- **Santa Fe** – 5,991 units – up 24% over last January!

Your team is doing great – *here’s to making 2013 another record-setting year!*

Sales Edge Special Feature:

STAR Recognition & Commitment Awards – page 4

AUTO SHOW NEWS:

Turning Show-goers into Customers

One of the goals of displaying at the auto shows is to get customers excited so they visit a dealership after the show. Case in point, for the upcoming **2013 Chicago Auto Show** Hyundai has extensive interactive exhibits that offer a wide array of exciting technology and entertainment:

- **Hyundai Performance Stage:** Attendees receive a free commemorative auto show photograph, and on selected days, they may get their picture taken with a celebrity athlete that Hyundai has scheduled to appear.
- **Experience Hyundai Ride and Drive:** Consumers can test drive seven new Hyundai models.
- **Equus Premium Zone** reinforces it premium features.

ADVERTISING NEWS:

Hyundai: Star of Super Bowl XLVII

Over 114 million people tuned in to watch *Super Bowl XLVII*

last Sunday – and Hyundai took center stage as five ads were aired on game day. It was Hyundai’s 6th consecutive year as a Super Bowl advertiser, and the spots used humor to highlight vehicle performance and function in a fun and memorable way.

Pre-Game ads:

- **Genesis R-Spec Sedan:** “Excited” (:30)
- **Santa Fe Sport:** “Don’t Tell” (:30)
- Hyundai sponsored the pre-game show

Pre-Kick ad:

- **7-Passenger Santa Fe:** “Epic PlayDate” – featuring The Flaming Lips rock band (:60)

In-Game ads:

- 1st Quarter: **7-Passenger Santa Fe** “Team” (:30)
- 2nd Quarter: **Sonata Turbo** “Stuck” (:30)

To view all of the ads, go to:

<http://www.youtube.com/Hyundai>



Hyundai at the GRAMMY® Awards

The GRAMMY’s and Hyundai join forces to celebrate and enable the next innovation in music with an “award” in support of the GRAMMY Amplifier artist discovery Program: www.grammyamplifier.com.

Using social media and a network of noted music artists “curators” from Kelly Clarkson, Linkin Park and others, the *GRAMMY Amplifier program* provides a way for young musicians to share their music and get a shot at being heard by some of the most influential artists in the world. These “curators” will then hand-select their favorites and share them via Twitter and Facebook to millions of their fans worldwide.

The Experiential activations of this concept will span GRAMMY Week with consumer engagements, multiple vehicle displays, and opportunities for social sharing for GRAMMY attendees. In addition, a fleet of Equus vehicles will transport key celebrities to GRAMMY week events.



SOCIAL MEDIA NEWS:

Where does your dealership stand?

WardsAuto recently published a story about how HMA has appointed a member of our Customer Connect team “to troll the ‘Twitterverse’ every hour or so” each day to seek out complainers.

Chris Hosford, HMA’s Executive Director, Corporate Communications said that early on, Hyundai took a little bit of time to deal with the tweeted gripes, but now the social-media site is just another medium with negative feedback about our vehicles, no different than a phone call

Social Media Story continued from previous column...

for your competitors and independent repair shops in the area. The site – *shown below* – tracks Yelp, Google and Yahoo.

“The goal for this program,” says Tracy Kikawa, HMA Sr. Manager, Sales Satisfaction & HPI, “is to pull together all this information in one place so it’s easier for dealers to keep a finger on the pulse of their dealership. Then, when there is an issue, they can react quicker to that customer. Our customers are very proficient at using social media – and now the dealers have access to a tool that can help them raise the level of their sales experience by listening to the voice of their customers.”

Dealer Social Media Monitor

Use the “Competitor Map” to see competitive dealership ratings (Google+ ratings only)

Breakdown view of the # of reviews and average rating for Google, Yahoo, and Yelp

See your dealership’s Google, Yahoo, and Yelp reviews in one place

See a trend of the # of reviews and ratings over time

	TOTAL REVIEWS	LAST WEEK'S REVIEWS	TOTAL AVG. RATING	LAST WEEK'S RATING
T2		1	3.7	5.0
T1				
Google	10	1	3.6	5.0
Yelp	2	0	4.0	
Total	12	1	3.7	5.0

Month	Reviews	Rating
Jan	10	3.6
Feb	1	5.0
Mar	0	4.0
Apr	2	4.0
May	1	3.7
Jun	1	5.0

or email. “The function is the same: People have problems, and we take care of the problems. It’s really just the communications method that has changed,” he says.

Dave Zuchowski added that Hyundai’s Twitter-response plan didn’t exist a year ago and a year from now will have evolved further due to the ever-changing nature of the technology. He also added that customer feedback on Twitter or other online sites may be the future in terms of dealer-satisfaction surveys, he says.

That raises the question: **Do you know where your dealership stands in the eyes of your customers?**

At HMA, we realize that it can be a daunting task to try to follow all of the social media sites. To help make life easier, a *Social Media Tab* has been added to the **Hyundai Customer Insights Tracking Tool**. It provides you with a quick snapshot of what your customers are saying about your dealership, as well as allowing you to see the ratings

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

HMF NEWS:

Special February Lease Programs

New for Q1, we have special HMF 24-Month Luxury Leases:

- ‘13 Genesis: \$549/mo. for 24 months; \$3,499 at lease signing
- ‘13 Equus: \$939/mo. for 24 months; \$3,999 at lease signing

In addition, there are four “\$0 Down Payment” lease programs plus five other great lease programs for February:

- ‘13 Elantra: \$179/mo. for 36 months; \$1,999 at lease signing
- ‘13 Elantra: \$239/mo. for 36 months; \$0 at lease signing
- ‘13 Sonata: \$199/mo. for 36 months; \$1,999 at lease signing
- ‘13 Sonata: \$245/mo. for 36 months; \$0 at lease signing
- ‘13 Azera: \$369/mo. for 36 months; \$3,299 at lease signing
- ‘13 Equus: \$739/mo. for 36 months; \$3,999 at lease signing
- ‘13 Equus: \$739/mo. for 48 months; \$0 at lease signing
- ‘13 Tucson: \$239/mo. for 36 months; \$2,399 at lease signing
- ‘13 Tucson: \$309/mo. for 36 months; \$0 at lease signing

Refer to HMF’s Marketing announcements for more details.

BLUE LINK NEWS:

Mobile App Updates

We are excited to share with you a few new **Blue Link Mobile App** enhancements coming soon in version 2.4:

1. You no longer have to enter your username and password every time you log-in to the mobile app – the app will automatically save your credentials. This will save time to quickly Remote Start or unlock a vehicle, among many other great remote features.
2. We have enhanced the performance of the app to operate much quicker through navigating the pages to sending a command and receiving a confirmation.
3. There are a variety of User Interface changes including new App icon, Destination / Send to Car is now in the carousel main menu page of the app for quicker access, and Quick Vehicle Diagnostics section on home screen. Users will now see new Blue and Red Diagnostic indicators for vehicle maintenance while in the landscape view, with larger messages for what to fix. Also an enhanced Car Care Scheduler for service appointments.

Mobile App Features Usage

We are starting to see very high usage with the Mobile App, especially Remote Start, which has been the MOST used feature for the months of November and December.

- In December, there were 241k Remote Starts and nearly 1 million total in 2012.

This is a good reminder to integrate using the mobile app demo during the sales process. With cold weather across the nation, now is a better time than ever to sell the Remote Start features to warm up a vehicle during the winter months. Never get into a cold vehicle again!

- Please remember when selling that Remote Start requires a Push Button Start and Automatic or Dual Clutch Transmission.

Top Blue Link Dealers – Jan. YTD

NATIONAL		DA Enrollment/DA Auto Renewal	
CA312	Tracy Hyundai	250.0	100.00
WV014	Hyundai of Beckley	100.0	100.00
ID008	Lithia Hyundai of Pocatello	100.0	100.00
CA173	Selma Hyundai	100.0	100.00
CA203	Hyundai of Santa Maria	100.0	100.00
TN045	Wilson County Hyundai, Inc.	100.0	80.00
TX126	Car Town Hyundai USA	100.0	80.00
WA045	Rairdons Hyundai of Bellingham	100.0	80.00
WI032	Bergstrom Hyundai	100.0	77.78
GA029	Five Star Hyundai	100.0	75.00

Top 10 Enrollment and Associated Dealer Assist Auto Renewal

NOTE: Enrollment Objective = 85%

D/A Auto Renewal Objective = 50%

CPO NEWS:

5,393 units: A New January Record!

The sale of 5,393 Certified Pre-Owned units set a new January CPO sales record that represents an increase of 16.8% over January 2012.

New CPO Program Launched January 11, 2013: On January 11th, Hyundai launched an all-new, in-house CPO Program. Changes include:

- Enhanced vehicle inventory management.
- Sales reporting through WebDCS
- All-new merchandising materials

We're keeping the same great warranty and improving roadside assistance and other benefits.

2013 CPO Customer Benefits:

- **Powertrain Warranty:** 10-Year /100,000-Mile from original in-service date with \$50 deductible
- **Comprehensive 150-Point Quality Assurance Inspection** (154-pt for Sonata Hybrid, 166-pt for Equus)
- **Roadside Assistance:** 10-year /Unlimited miles from original in-service date
 - Towing – no cost cap to nearest Hyundai dealer
- **No-Charge CARFAX® Vehicle History Report™**
- **1st Day Rental Car for Covered Repairs**
 - Reimbursement up to \$35/day for up to 10 days
- **Travel Breakdown Benefit:** up to \$100/day; \$500 per occurrence for food and lodging if more than 150 miles from home
- **Transferrable:** to Subsequent Owners at No Charge (Private Sale Only)
- **90-Day, No-Charge Trial of Sirius XM Satellite Radio and Hyundai Blue Link**

Features like these helped Hyundai receive the **IntelliChoice Certified Pre-Owned Program Award** for two consecutive years. Contact your Hyundai DSM with any questions regarding this very exciting program transformation.

Top Selling CPO Dealers – January 2013

NATIONAL		Sales
FL108	Hyundai of New Port Richey	74
NY075	Atlantic Hyundai	63
NJ032	Lester Glenn Hyundai	63
NC038	Keffer Hyundai	55
FL125	Hoffer Hyundai	46
FL127	Hyundai of St. Augustine	45
NJ046	Hudson Hyundai	44
CA293	Hardin Hyundai	42
FL094	Bob Dance Hyundai of Longwood	42
NY110	Advantage Hyundai	42

2012 STAR Recognition Awards

STAR PERFORMANCE AWARDS

Here are the highlights of the 2012 STAR Recognition Awards: Platinum, Gold, Silver and Bronze level winners earn a letter of recognition and appreciation, a custom plaque and a luggage tag. To qualify for STAR Recognition Awards, you must achieve these annual sales volumes:

LEVEL	SALES CONSULTANT	SALES MANAGER
Platinum	450+ units sold	1300+ units sold
Gold	350 – 449	900 – 1299
Silver	250 – 349	600 – 899
Bronze	150 – 249	400 – 599

Top National and Regional Sales Consultants and Sales Managers also receive an additional **\$1,000 cash bonus**. All awards are scheduled to be delivered in March 2013.

TOP NATIONAL SALES MANAGERS:

Daniel Toomey	NY075	5,591 sales	Top National
Jeffrey Kunz	IL018	2,266 sales	Top Central
Daniel Toomey	NY075	5,591 sales	Top Eastern
Suleiman Ebrahim	TX139	2,414 sales	Top South Central
Pedro Casal	FL110	2,790 sales	Top Southern
Danielle Gerbino	CA293	2,528 sales	Top Western

TOP NATIONAL SALES CONSULTANTS:

Jonathan Pelc	NY075	1,165 sales	Top National
Jaran McClellan	IL018	360 sales	Top Central
Jonathan Pelc	NY075	1,165 sales	Top Eastern
Ernest Knight	AL015	508 sales	Top South Central
William Parente	FL108	502 sales	Top Southern
Steven Yee	CA304	533 sales	Top Western

SALES MANAGERS – PLATINUM – Top 10

Daniel Toomey	Atlantic Hyundai	5,591
David Cantin	Brad Benson Hyundai	3,047
Pedro Casal	Doral Hyundai	2,790
Danielle Gerbino	Hardin Hyundai	2,528
Suleiman Ebrahim	South Point Hyundai	2,414
Marcello Sciarmino	Plaza Hyundai	2,284
Jeffrey Kunz	Green Hyundai	2,266
Raul Gomila	Napleton's Hyundai	2,247
Rocco Barba	King Hyundai	2,216
Ralph Moser	Keffer Hyundai	2,194

SALES MANAGERS – GOLD – Top 10

Brian Sobel	Keyes Hyundai	1,288
Chad Berger	Faulkner Hyundai	1,275
Thomas Ruppen	Bowser Hyundai	1,270
Andy Kim	Alexandria Hyundai	1,269
Rene De Moya	Potamkin Hyundai	1,263
Travis Kost	Lehigh Valley Hyundai	1,254
Michael Birmingham	Capitol Hyundai	1,251
Josh Brown	Keyes Hyundai	1,245
Robert Murray	Garvey Hyundai	1,231
Michael Boccantuso	Route 2 Hyundai	1,222

SALES MANAGERS – SILVER – Top 10

Michael Antwerpen	Antwerpen Hyundai	894
John Gribbins	Rick Case Hyundai	894
Jon McFarland	Columbia Hyundai	893
Randy Heiser	Buerkle Hyundai	893
Jeffrey Glascoe	Antwerpen Hyundai	891
Steve Hewitt	Ron Carter Hyundai	889
Mark McKibben	Glenbrook Hyundai	876
Kevin Clark	Palm Hyundai	874
Jefferey McDonald	Flemington Hyundai	873
Brooke Brown	Pearson Hyundai	871

SALES MANAGERS – BRONZE – Top 10

Chady Garmakani	Hyundai of Milford	598
Mario Rosado	Rockland Hyundai	598
Wade Wahy	Hyundai of St. Augustine	597

Bronze winners continue in the next column...

SALES MANAGERS – BRONZE – Top 10 continued...

Jason Heath	Preston Hyundai	594
Geovanny Loor	Maxon Hyundai	592
Jon Gray	Keith Hawthorne Hyundai	592
Shermica Malcolm	Millennium Hyundai	591
Mike Eckert	Eckert Hyundai, Inc.	591
Gregg Dickey	Red McCombs Superior Hyundai	591
Russell Mays	Hallmark Hyundai	590

SALES ASSOCIATES – PLATINUM

Jonathan Pelc	Atlantic Hyundai	1,165
Steven Yee	Capitol Hyundai	533
Ernest Knight	Capitol Hyundai	508
William Parente	Hyundai of New Port Richey	502
Joseph Ippolito Jr.	Towne Hyundai	477
Sandra Redway	Atlantic Hyundai	459

SALES ASSOCIATES – GOLD – Top 10

Andrew Getchell	West Broad Hyundai	440
Michael Aznavoorian	Route 60 Hyundai	415
Susan DeFalco	Atlantic Hyundai	408
Thomas Toscas	Hardin Hyundai	381
Matt Franco	Hardin Hyundai	378
Dong Jin Kim	Garden Grove Hyundai	376
Mark DeSantis	Vision Hyundai	371
Stanley Becker	Eckert Hyundai, Inc.	365
Paul Workman	Jason Pilger Hyundai	365
Jaran McClellan	Green Hyundai	360

SALES ASSOCIATES – SILVER – Top 10

Sky Kim	Cerritos Hyundai	346
Patrick Harrigan	Taylor Hyundai	340
Peyman Sanandaji	Brad Benson Hyundai	339
Richard Chan	Keyes Hyundai	333
Youngki Jeong	Puente Hills Hyundai	326
Mouawia Aljallad	Brad Benson Hyundai	324
Navid Aghaseyedtaher	Alexandria Hyundai	324
Hans Ham	Hardin Hyundai	322
Kimberly Garner	Gateway Hyundai	321
Dongwoo Kim	Hyundai of Kirkland	319

SALES ASSOCIATES – BRONZE – Top 10

Donald Barker	Fairfax Hyundai	247
Joon-Ho Bae	Alexandria Hyundai	247
William Landes	Orr Hyundai	247
Frank Acquaviva	Lester Glenn Hyundai	247
Fred Supnick	Hyundai City	247
Spencer Widmeyer	Hyundai of Roseville	247
Adrian Powell	Advantage Hyundai	246
Michael Theodorakis	Manfredi Hyundai	246
Steve Cooke	Hardin Hyundai	246
Jon-David McCarrick	Coconut Creek Hyundai	246

STAR COMMITMENT AWARDS

We appreciate the loyalty and commitment of our Sales Managers and Sales Associates. When you reach a significant number of sales service years, you receive a specially designed longevity award lapel pin inscribed with your length of service as well as a prestigious gift as a token of our thanks for your commitment to Hyundai Motor America.

Award	2012CY Total		
24 Years	3	24 Years: Lou Viapiano	Northtown Hyundai
22 years	5	Bruce Spratford	Butler Hyundai
20 Years	9	Dexter Dove	Lee Hyundai
18 Years	10		
16 Years	26	22 Years: Kelly Swaim	Drew Hyundai
14 Years	56	Christopher Gleason	Price Hyundai
12 Years	114	Salvatore Serio	World Hyundai
10 Years	292	James Diskin, Jr.	Carmack Hyundai
8 Years	269	Rita Anderson	K. Vance Hyundai
6 Years	383		
4 Years	502		
2 Years	1,185		
TOTAL	2,854	A complete list of all 2012 STAR Recognition award winners is on Sales Training Online: www.spi1986.com	

ACCESSORY NEWS:

Spring Cleaning Promotion

Hyundai Motor America is pleased to announce the **2013 Spring Cleaning Promotion!** The promotion will run from February 1st to March 31st. This *Spring Cleaning Promotion* will include the following Genuine Hyundai Accessories for most 2011 - 2013 models:



Cargo Organizer

Cargo Net



Cargo Covers & Screens

Don't miss out on this opportunity to help your customers get clean and organized this spring with our *Spring Cleaning Promotion*. To find out more about these accessories, as well as all of the available Hyundai Genuine Accessories, please visit the *Accessory Resource Center* (ARC) via www.HyundaiDealer.com and click on the *Accessory Resource Center* link on the sales tab, or ask your Parts Manager.

Top HPI Dealers – January YTD*

NATIONAL		HPI Score
WV005	Dutch Miller Hyundai	1,000
TX036	Waco Hyundai	999
NY107	Hyundai 112	996
PA058	Auto Land Hyundai of Uniontown	995
MI039	Randy Wise Hyundai	994
GA014	Carl Gregory Hyundai	994
PA042	Sussman Hyundai	993
MS038	Barnes Crossing Hyundai	993
KY021	Don Moore Hyundai	990
TX136	Jerry's Hyundai	990

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

Top HSI Dealers – January YTD*

NATIONAL		HSI Score
AR025	Superior Hyundai	996
RI009	Hyundai of Newport	988
TX076	Texoma Hyundai	985
NY102	Shults Hyundai	984
AL009	Tuscaloosa Hyundai	982
CT034	Stamford Hyundai LLC	981
MD010	Massey Hyundai	981
NY105	Fuccillo Hyundai of Greece	980
WA048	Jack Carroll's Skagit Hyundai	979
KY017	Gates Hyundai	978

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

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

Top Selling Dealers – Jan. 2013 MTD

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

IL069	Patrick Hyundai	148
IL018	Green Hyundai	112
MO035	Mungenast Hyundai	106
OH053	Ron Marhofer Hyundai	105
IL063	Family Hyundai	101

SOUTHERN REGION

FL108	Hyundai of New Port Richey	425
FL122	Coconut Creek Hyundai	334
FL114	Rick Case Hyundai	236
FL110	Doral Hyundai	216
FL088	O'Brien Hyundai	166

EASTERN REGION

NY075	Atlantic Hyundai	400
NJ029	Brad Benson Hyundai	340
NJ032	Lester Glenn Hyundai	312
NY110	Advantage Hyundai	181
NY058	Plaza Hyundai	138

SOUTH CENTRAL REGION

TX100	Hyundai of El Paso	230
TX158	Ron Carter Hyundai	196
TX139	South Point Hyundai	143
TX040	Huffines Hyundai Plano	116
OK018	Edmond Hyundai	100

WESTERN REGION

CA293	Hardin Hyundai	253
CA314	Keyes Hyundai	241
CA310	Garden Grove Hyundai	169
CA304	Capitol Hyundai	151
CA232	Hyundai of Roseville	148

STAR and Product 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

February / March Auctions

Adesa Minnesota	Dayton, MN	Feb. 12
Manheim Orlando	Ocoee, FL	Feb. 12
Manheim Riverside	Riverside, CA	Feb. 12
Manheim Auto Auction	Manheim, PA	Feb. 15
<i>FASTLANE event</i>	online	Feb. 15–17
Southern Auto Auction	E. Windsor, CT	Feb. 20
Manheim South Seattle	Kent, WA	Feb. 20
<i>FASTLANE HIGHLINE sale</i>	online	Feb. 22–25
Manheim Denver	Denver, CO	Feb. 26
Manheim Orlando	Ocoee, FL	Feb. 26
Manheim Riverside	Riverside, CA	Feb. 26
Manheim Dallas	Dallas, TX	Feb. 27
Manheim Auto Auction	Manheim, PA	Mar. 1
Manheim Arena	Bolingbrook, IL	Mar. 5
Manheim Georgia	Atlanta, GA	Mar. 5
Manheim Kansas	Kansas City, MO	Mar. 6

For online sales, log onto www.hyundaifastlane.com