

JUNE SALES: 65,007 UNITS

Best June & Mid-Year Sales Ever!

Two more records fell thanks to you! Summer is heating up, but you and your sales staff are already smoking hot as you broke another monthly record *and* set an all-time sales record for the first six months of the year – 361,010 units – **great job, thank you!**

“We clearly felt the impact of the summer selling surge and our improved availability of award-winning vehicles was perfectly timed,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President, National Sales. “Important third-party accolades, such as Genesis taking *J.D. Power’s* trophy for highest initial quality in the midsize premium car segment and the all-new Santa Fe being named *Automobile Magazine’s Family Crossover for 2013*, continues to build strong momentum for our brand.”

Here are the June sales highlights:

- **Elantra** sales: 22,163 units – up 26% over last June and up 29% year-to-date
- **Sonata** sales: 19,454 units – our 2nd best-selling model
- **Santa Fe** sales: 7,656 units – up 14% over last May
- **Fleet mix**: about 19% for the month, which continues to be very low for this industry

“With all of our plants continuing to operate at maximum capacity, sales of the U.S.-built Elantra soared 26% over June 2012,” said John Krafcik, President and CEO of HMA, “and our Hyundai Assurance Connected Care program, now free for three years on most Hyundai models, continues to draw customers to your showrooms.”

Now that summer is in full swing, let’s keep the momentum going as you make this a record-breaking year!

MARKETING NEWS:

Summer Ad Campaign Kicked Off!

It is summertime and the perfect time for the Hyundai Summer Event campaign! The **Hyundai 100,000 Reasons Event** is based on simple math:

Warranty (Hyundai Ownable Benefit)
+ Accolades (Why Buy)
+ Offer (Strong Call to Action) =
Hyundai Traffic & Sales



And consumers can only get this winning combination at your Hyundai Dealership! This is a fully-integrated

Marketing News continues at the top of the next column...

Marketing News continued from the previous column... marketing campaign with:

- Television – supporting Elantra, Sonata, Santa Fe and Premium (Equus/Genesis)
- Radio
- Point-of-Sale
- Digital (Banners, Touts, Hyundai.com)
- Social (YouTube, Facebook)
- CRM (Email and Direct Mail)
- The Tube

The Hyundai “**100,000 Reasons Event**” kicked off on July 8th and ends July 31st. All creative assets will be posted to the Hyundai Ad Planner for your convenience and usage.

Assurance Connected Care Marketing

As you know, we recently launched *Hyundai Assurance: Assurance Connected Care* – another way to show that driving a Hyundai is a no-worry experience. HMA Marketing is supporting this launch with an advertising campaign featuring an all-new remix of Bob Marley’s iconic song, “*Three Little Birds*.” The campaign, featuring Santa Fe, Sonata and Veloster, takes viewers past typical road signs, but instead of the usual warnings, the signs feature worry-free sayings and helpful reminders... meanwhile, the music delivers an important message in a way that a list of features never could.



The campaign is delivering positive results, delivering above average effects on Brand Opinion and Brand Consideration. You should have received your POS kits tying into the theme. Email/ Direct Mail, Owner Welcome Kits and 2014MY brochures for Blue Link-equipped models will include ACC messaging as they roll out, and we will promote ACC at Auto Shows and other events.

NEW ALLOCATION SYSTEM:

Great Feedback on New OTD

The new **Order-to-Delivery (OTD)** system went live on June 17th, 2013 and we have received a lot of positive feedback! On the launch day, over 9,000 users logged in from 749 dealerships and performed over 82,000 transactions. Activities on the new system continue growing since launch.

New Allocation System continues at the top of the next page...

New Allocation System continued from the previous page...

We want to thank everyone involved for your active participation in the training, and for so diligently utilizing the new functionality in the system. Over the next few months, you can expect to see enhancements in the areas of reporting and some fine-tuning to the application as a whole.

During the month of June, from June 19th – July 1st, dealers were advised to update your dealer stock order bank by model, package and color, so that the dealer order banks for the entire country could be compiled into our national production forecast. On July 16th through 20th, we will run the first national allocation based on your order bank for September production. Upon completion of this July allocation, you will have pipeline visibility of all cars committed through September build. When we run the national allocation in August your pipeline visibility will extend another month. For personal assistance, we're here to help:

- For OTD business function questions or clarification, please call your DSM
- For OTD technical issues call IT Help Desk at 800-435-7737 from 5am – 6pm PST

Since the results of the July allocation will be realized during the September to November timeframe, we plan to survey our dealers in October, to ensure we have captured your feedback in terms of what is working well, and what areas you may feel need to be enhanced. We are timing the survey to occur in October to ensure a production cycle is completed in order to have a clear picture, and so that recommendations can be incorporated into the next version of OTD.

IN THE NEWS:

Wins, Awards and Accolades

- **2013 Pikes Peak International Hill Climb** – Rhys Millen and his specially-prepared Hyundai-powered race car (shown below) finished second overall and set the second fastest time for the event – 9:02.192.



- **Pikes Peak, continued** – Paul Dallenbach set a new world record in the Time Attack class piloting the record-setting Hyundai RMR Genesis Coupe that Rhys Millen drove last year; his time was 9:46.001.
- **Veloster** took the top spot on the **10 Coolest New Cars Under \$18,000 of 2013** list from Kelley Blue Book's KBB.com

In The News continues at the top of the next column...

In The News continued from the previous column...

- **J.D. Power 2013 U.S. Initial Quality StudySM (IQS)** – **Genesis** received the trophy for the highest initial quality in the midsize premium car segment; Hyundai finished 10th, gaining eight rank positions; **Accent**, **Sonata** and **Azera** ranked 2nd in their respective segments; the **Santa Fe** ranked 3rd in its segment.
- **2013 AutoPacific Vehicle Satisfaction Awards** – the 2013 Genesis and Veloster topped the *Aspirational Luxury Car* and *Sporty Car* categories respectively.

PRODUCT SALES TRAINING NEWS:

'13 Ride & Drive: July & August Sessions

Our hands-on, interactive 35-city/88-event **2013 Product Support Ride & Drive and STAR Certification Workshop Tour** runs through August 24th. To enroll, go to www.hyundaisalestrainingenroll.com for more info.

- FYI: All Hyundai product information is available at www.spi1986.com

SALES TRAINING NEWS:

New HyundaiSalesTraining.com Site

Hyundai has launched the new www.HyundaiSalesTraining.com site for Sales Consultants and Sales Managers. Now, through a single log-in and point-of-access, users will find a wide range of Hyundai information and resources. This new site reflects the look and feel of the redesigned HyundaiDealer.com site. With a simple mouse over the top navigation area, users can:

- Access STAR Certification testing and Rewards sites
- Explore Hyundai's in-depth knowledge resources
- Enroll in a wide range of training events

The landing page is personalized for each Sales Consultant with announcements, web banners, targeted messages, and an at-a-glance dashboard that displays STAR Certification Status, completed courses and Elite status as well as personal HPI scores and enrollment status of workshops and seminars.

The *My Learning Plan* page gives Consultants a quick look at their STAR status, STAR courses needed to achieve certification, and courses already completed. It even links to the STAR course catalog so users can go to the courses they need to complete.

Hyundai sales personnel will find a wealth of resources on the HyundaiSalesTraining site organized into groups such as Workshops, Sales Tools, and Live webcasts, making it easier for users to find just what they're looking for.

HyundaiSalesTraining.com also includes links to the STAR Product Information site, the Sales Rewards site, and HyundaiDealer.com.

Be sure to start exploring www.HyundaiSalesTraining.com today.

PRODUCT NEWS:

Hybrid Warranty Clarification

Since last month's story on the warranty coverage for 2012 and 2013MY Sonata Hybrid vehicles, some questions have come up in regard to the automatic transmission and the traction motor. These components are covered for 10-years/100,000-miles for both original owners and subsequent owners from original in service date.

RPSS NEWS:

Next Phase Hyundai Priority Launch

Earlier this month we rolled out the next phase of the *Hyundai Priority Experience*. This initiative began in 2012 with an eye toward developing practices to delight Hyundai customers throughout their entire purchase experience. To date, over 19,000 dealership team members have embraced the *Hyundai Priority Experience* message, with more dealerships enrolling in the program daily.

This year, our quest to *Defy, Design, Delight* focuses on understanding and improving every individual team member's performance and communication skills via an exciting in-dealership event for your team.

The event features professional development sessions to give you and your team members a comprehensive look at how to maximize co-worker and customer relationships. You'll walk away from the event with valuable insight into how your own individual behavioral style impacts the workplace, co-workers and customers.

All Sales-Exclusive Dealerships that participated in the 2012 Hyundai Priority Experience are eligible to enroll. Your management team can provide more information about when the event will be coming to your dealership. If your leadership hasn't enrolled for the program, please encourage them to do so.

Go to www.HyundaiSalesTraining.com > Enroll > Hyundai Priority Experience – to learn more about this initiative.

HMF NEWS:

Special July Lease Programs

Here are the HMF lease programs for July:

- **'13 Elantra:** \$169/mo. for 24 months; \$2,199 at lease signing
- **'13 Elantra Coupe:** \$179/mo. for 24 mos.; \$2,499 at lease signing
- **'13 Elantra GT:** \$189/mo. for 24 mos.; \$2,699 at lease signing
- **'13 Genesis:** \$399/mo. for 36 months; \$3,499 at lease signing
- **'13 Equus:** \$739/mo. for 36 months; \$3,999 at lease signing
- **'13 Sonata:** \$199/mo. for 36 months; \$2,199 at lease signing
- **'13 Sonata Hybrid:** \$239/mo. for 36 mos.; \$2,999 at lease signing

Refer to HMF's Marketing announcements for more details.

BLUE LINK NEWS:

Assurance Connected Care Objective

As *Assurance Connected Care* is now *standard* for all Blue Link-equipped vehicles, it's important to ensure that your customers are enrolled during the purchase process so they can benefit from these important safety and car care features.

- The objective is to achieve a **95% enrollment rate** to *Assurance Connected Care* for Blue Link vehicles sold.

We understand some customers may not want to take advantage of these features. For customers who do not wish to enroll, follow the process to have the customer waive services via MyHyundai.com at the time they take delivery. It is important that your customers are an active part of both the Blue Link Enrollment and Waiver process. Ideally, all customers will either be enrolled or waived prior to leaving your dealership in their Blue Link-equipped vehicle. This will ensure customers have the coverage they expect when they drive off your lot. For more information about the Assurance Connected Care program, visit <https://www.hyundaiusa.com/assurance/connected-care.aspx>

Top Blue Link Dealers* – June YTD

NATIONAL		DA Enrollment/DA Auto Renewal	
MN024	Dondelinger Hyundai	100.0	71.1
IN015	Bales Hyundai	100.0	62.8
WI026	Zimbrick Eastside Hyundai	98.2	53.8
WI024	Gentile Hyundai	97.9	59.2
RI009	Hyundai of Newport	96.7	50.6
WI010	Ken Vance Hyundai	96.1	62.7
VA045	Priority Hyundai Greenbrier	95.8	60.8
IL044	Gregory Hyundai	94.9	66.2
CA102	Northwood Hyundai	94.7	100.0
TX150	Demontrond Hyundai	94.5	67.3

*Top 10 Enrollment and Associated Dealer Assist Auto Renewal

NOTE: Enrollment Objective = 85%; D/A Auto Renewal Objective = 50%

CPO NEWS:

6,775 Sales: June & All-Time Record!

Sales of 6,775 Certified Pre-Owned units set a June and all-time CPO sales record, eclipsing the previous best CPO sales month of 6,715 units set in March '13. This represents an increase of 7.5% over June 2012 and a 12.9% gain year-to-date. June year-to-date, Hyundai dealers have sold 37,423 CPO units.

Top Selling CPO Dealers – June '13 YTD

NATIONAL		Sales
FL108	Hyundai of New Port Richey	590
GA037	Jim Ellis Hyundai	365
NJ032	Lester Glenn Hyundai	354
FL122	Coconut Creek Hyundai	344
FL088	O'Brien Hyundai of Fort Myers	317
NC038	Keffer Hyundai	301
NY075	Atlantic Hyundai	298
FL127	Hyundai of St. Augustine	298
FL005	Rick Case Hyundai	281
NJ029	Brad Benson Hyundai	278

ACCESSORY NEWS:

Consumer Accessory Information

HMA is pleased to announce the launch of the **Accessory Resource Center (ARC)** for consumers. The ARC is your customer's one stop shop for all Hyundai Genuine Accessories information and will show the following information for all available accessories:

- Images
- Descriptions
- Fitments
- Your Dealerships prices

To view the ARC, simply click on the "Service & Parts" drop-down menu from your Dealership's website, and select "Hyundai Accessories". The ARC is also Smartphone and Tablet friendly for easy viewing with your customers on the sales lot. Pull up your dealership's website on your Smartphone or Tablet, and click on the "Accessories" button below "Hours & Info" to view.

The Accessory Resource Center is now also available as a link off of www.HyundaiUSA.com under the "Caring for your Car" section at the bottom of the main page. This site shows customers the ARC, but without any pricing. Once the customer has selected their accessories, they can find pricing by selecting the "Price my Accessories" button. This will bring up a dealer locator, which will send them to your dealership's ARC website with your pricing displayed.

The ARC is updated every time a new accessory is released, so be sure to check it out often. Good luck and happy selling!

July / August Auctions

Manheim Auto Auction	Manheim, PA	July 12
Manheim Dallas	Dallas, TX	July 14
Adesa Minnesota	Dayton, MN	July 16
Manheim Georgia	Atlanta, GA	July 16
Manheim Riverside	Riverside, CA	July 16
Southern Auto Auction	E. Windsor, CT	July 17
Manheim Orlando	Ocoee, FL	July 23
Manheim South Seattle	Kent, WA	July 24
Manheim Auto Auction	Manheim, PA	July 26
Manheim Riverside	Riverside, CA	July 30
Manheim Nevada	Las Vegas, NV	Aug. 2
Manheim Arena	Bolingbrook, IL	Aug. 6
Manheim Georgia	Atlanta, GA	Aug. 6
Manheim South Seattle	Kent, WA	Aug. 7
Manheim Auto Auction	Manheim, PA	Aug. 9

Fastlane Highline Closed Event Sale: July 19 – 22

For online sales, log onto www.hyundaifastlane.com

Sales Edge Quick Links:

- www.spi1986.com – STAR Product Information
- www.HyundaiSalesTraining.com – new Sales Training site for STAR certification and best practices
- www.HyundaiNews.com – Hyundai Media site
- www.HyundaiDealer.com – Hyundai Dealer site
- www.Hyundai.com – Hyundai Consumer & Smartphone site

Top HPI Dealers – June YTD*

NATIONAL – Year-To-Date sales (YTD)		HPI Score
WI010	Ken Vance Hyundai	983
KY005	Glenn Hyundai	981
MN024	Dondelinger Hyundai	981
PA080	Hyundai of Greensburg	981
UT013	Murdock Hyundai	981
NY122	Simmons Rockwell Hyundai	980
OH050	Mathews Hyundai	978
MA024	Mirak Hyundai	978
PA070	Ciocca Hyundai	978
LA027	Hyundai of Houma	978
KS013	Scholfield Hyundai West	978

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

Top HSI Dealers – June YTD*

NATIONAL – Year-To-Date sales (YTD)		HSI Score
AR025	Superior Hyundai	984
KY009	Jim Johnson Hyundai	983
TX076	Texoma Hyundai	981
IN028	Ray Skillman Southside Hyundai	980
NY106	Curry Hyundai	974
OH050	Mathews Hyundai	973
WA048	Jack Carroll's Skagit Hyundai	973
WA026	Hyundai of Everett	972
MA043	Route 2 Hyundai	972
CT034	Stamford Hyundai LLC	971

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





































Top Selling Dealers – June '13 MTD

CENTRAL REGION – Month-To-Date sales (MTD)		
IL018	Green Hyundai	182
IL069	Patrick Hyundai	172
IL082	Napleton's Valley Hyundai	163
IL063	Family Hyundai	148
MO030	Suntrup Hyundai	136
SOUTHERN REGION		
FL108	Hyundai of New Port Richey	530
FL122	Coconut Creek Hyundai	338
FL110	Doral Hyundai	300
VA006	Fairfax Hyundai	262
FL114	Rick Case Hyundai	260
EASTERN REGION		
NJ029	Brad Benson Hyundai	360
NY075	Atlantic Hyundai	350
NJ032	Lester Glenn Hyundai	338
NY110	Advantage Hyundai	277
NY116	Long Island City Hyundai	162
SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	295
TX158	Ron Carter Hyundai	267
TX139	South Point Hyundai	225
TX040	Huffines Hyundai Plano	205
OK018	Edmond Hyundai	157

WESTERN REGION		
CA293	Hardin Hyundai	292
NV023	Planet Hyundai	247
CA314	Keyes Hyundai	244
CA310	Garden Grove Hyundai	238
NV020	Henderson Hyundai Superstore	229

ACCENT




























































2013 Accent Competitive Comparison Overview:

 = Hyundai competitive advantage	2013 Hyundai Accent Sedan GLS	2013 Chevrolet Sonic Sedan LT	2013 Ford Fiesta Sedan SE	2013 Nissan Versa Sedan 1.6 SL	2013 Kia Rio 4-Door EX
MSRP – with auto. trans. (as of 7/3/13)	\$15,545	 \$16,925	 \$16,295	 \$16,890	 \$16,500
Pros*	Roomy cargo hold Good gas mileage	Sporty styling Sharp handling Spacious rear seats	Well-made interior Comfortable front seats Great handling	Spacious interior Large trunk Good fuel economy with CVT	Good fuel economy Many standard features
Cons*	Lackluster acceleration	Competitors have higher fuel economy ratings Rivals offer more features	Confusing interior controls	Unexciting driving experience Cheap interior materials Few standard features	Doesn't handle as well as some competitors
Engine Type (liters)	1.6 D-CVTT GDI DOHC I-4	1.8 DOHC I-4	1.6 Ti-VCT DOHC I-4	1.6 DOHC I-4	1.6 D-CVTT GDI DOHC I-4
Horsepower (hp @ rpm)	138 @ 6,300	138 @ 6,300	 120 @ 6,350	 109 @ 6,000	138 @ 6,300
Torque (lb.-ft. @ rpm)	123 @ 4,850	125 @ 3,800	 112 @ 5,000	 107 @ 4,400	123 @ 4,850
Standard Transmission	6-Speed Manual	 5-Speed Manual	 5-Speed Manual	CVT	6-Speed Manual
Optional Transmission	6-Speed SHIFTRONIC® Auto.	6-Speed Automatic, No SHIFTRONIC	6-Speed DCT PowerShift	None	6-Speed SHIFTRONIC® Auto.
MT Fuel economy – city/combined/hwy	28 / 32 / 37	 26 / 30 / 35	29 / 33 / 39	No Manual Trans.	29 / 32 / 37
AT Fuel economy – city/combined/hwy	28 / 31 / 37	 25 / 28 / 35	29 / 33 / 39	31 / 35 / 40	28 / 31 / 36
Active Front Head Restraints	S	 N/A	 N/A	 N/A	 N/A
Active ECO System	S (incl. with AT)	 N/A	 N/A	 N/A	S
Hillstart Assist Control (HAC)	S (incl. with AT)	Hold Control (MT)	 O (DCT)	 N/A	S
4-Wheel Disc Brakes	O (requires AT)	Rear Drum	Rear Drum	Rear Drum	S
16-in. Alloy Wheels	O (requires AT)	15-in.	 15 in. – O	15-in.	 15 in. – O
Fog Lights	O (requires AT)	O	 N/A	S	O
Head Room –front/rear (in.)	39.9 / 37.2	 38.7 / 37.8	 39.1 / 37.1	39.8 / 36.6	40.0 / 37.6
Leg Room –front/rear (in.)	41.8 / 33.3	41.8 / 34.6	 42.2 / 31.2	41.8 / 37.0	43.8 / 31.1
Shoulder Room –front/rear (in.)	53.7 / 53.4	 53.4 / 53.0	 52.7 / 49.0	 51.7 / 51.9	 53.1 / 52.1
Hip Room –front/rear (in.)	51.3 / 47.2	51.4 / 51.6	50.6 / 49.2	 48.1 / 46.2	52.1 / 51.2
Passenger volume (cu. ft.)	89.7	90.4	 85.1	90.2	 88.4
Cargo volume (cu. ft.)	13.7	14.9	 12.8	14.9	13.7

*Source: U.S. News and World Report: <http://usnews.rankingsandreviews.com/cars-trucks/rankings/Affordable-Small-Cars/>

ELANTRA

2013 Elantra Competitive Comparison Overview:



































































 = Hyundai competitive advantage	2013 Hyundai Elantra Sedan GLS	2013 Toyota Corolla LE	2013 Honda Civic LX	2013 Chevrolet Cruze 1LT	2013 Ford Focus SE	2013 Nissan Sentra S
MSRP – with auto. trans. (as of 7/3/13)	\$17,965	 \$18,180	 \$18,965	 \$19,655	 \$19,295	\$16,590
Pros*	Good cargo space Good passenger space High fuel economy ratings	Easy-to-use interior controls	Good gas mileage Plenty of standard interior features Balanced setting	Large trunk High fuel economy ratings Accurate steering Comfortable ride	Sporty and aggressive styling Superb handling Good fuel economy	Impressive gas mileage Straightforward interior controls Spacious back seat Large trunk
Cons*	Engine lacks power for passing and climbing hills	Less cargo space than competitors Underpowered engine Dated automatic transmission Few standard interior features	Competitors have more cargo space	Underpowered base engine	Less cargo space than rivals Confusing infotainment system	Underpowered engine Loud continuously variable transmission Uncomfortable front seats
Engine Type (liters)	1.8 D-CVTT DOHC I-4	1.8 DOHC I-4	 1.8 SOHC I-4	1.4 Turbo DOHC I-4	2.0 Ti-VCT DOHC I-4	1.8 DOHC I-4
Horsepower (hp @ rpm)	148 @ 6,500 145 @ 6,300**	 132 @ 6,000	 140 @ 6,500	 138 @ 4,900	160 @ 6,500	 130 @ 6,000
Torque (lb.-ft. @ rpm)	131 @ 4,700 130 @ 4,700**	 128 @ 4,000	 128 @ 4,300	148 @ 1,850	146 @ 4,450	 128 @ 3,600
Automatic Transmission	6-speed SHIFTRONIC®	 4-speed	 5-speed; no SHIFTRONIC	6-speed with ActiveSelect	6-speed with SelectShift	 CVT
AT Fuel Economy – city/combined/hwy	28 / 32 / 38	 26 / 29 / 34	28 / 32 / 39	26 / 30 / 38	 27 / 31 / 38	30 / 33 / 39
Active ECO System	S	 N/A	 N/A	 N/A	 N/A	 N/A
4-Wheel Disc Brakes	S	 Front only	 Front only	 Front only	 Front only	 Front only
16-in. Alloy Wheels	S	 O	 A	S	S	 A
Body-Color Power Heated Outside Mirrors	S	S	 Not heated	 O – Heated	 O	 Not heated
Split Fold-Down 60/40 Rear Seats	S	S	 N/A	S	 O	S
Steering Wheel Audio/Cruise Controls	O	S (Audio only)	S	S	S	 N/A
Head Room –front/rear (in.)	40.0 / 37.1	 38.8 / 37.2	 39.0 / 37.1	 39.3 / 37.9	 38.3 / 38.0	 39.4 / 36.7
Leg Room –front/rear (in.)	43.6 / 33.1	41.7 / 36.3	42.0 / 36.2	42.3 / 35.4	 41.9 / 33.2	42.5 / 37.4
Shoulder Room –front/rear (in.)	55.9 / 54.8	 54.8 / 54.7	56.6 / 53.3	 54.7 / 53.9	 55.6 / 53.7	 54.7 / 53.9
Hip Room –front/rear (in.)	53.5 / 52.7	 53.0 / 43.9	 50.5 / 51.4	 53.0 / 52.4	53.9 / 52.7	 50.9 / 53.9
Passenger volume (cu. ft.)	95.6	 92.1	 94.6	 94.6	 90.7	95.9
Cargo volume (cu. ft.)	14.8	 12.3	 12.5	15.0	 13.2	15.1

*Source: U.S. News and World Report: <http://usnews.rankingsandreviews.com/cars-trucks/rankings/Affordable-Small-Cars/>

**PZEV – these model vehicles only in CA, NY, MA, VT and ME

SONATA

2013 Sonata Competitive Comparison Overview:

 = Hyundai competitive advantage	2013 Hyundai Sonata GLS	2013 Toyota Camry L	2013 Honda Accord LX	2013 Nissan Altima 2.5	2014 Ford Fusion S	2013 Chevrolet Malibu 1LS
MSRP – with auto. trans. (as of 7/3/13)	\$21,195	 \$22,235	 \$22,480	 \$21,760	 \$21,900	 \$21,995
Pros*	Good fuel economy ratings High safety scores Warranty coverage among the best in class Comfortable, upscale interior	Strong performance Great fuel economy High reliability rating	Comfortable, upscale cabin High-tech avail. safety features Smooth CVT Powerful optional V6	Nimble handling Smooth CVT Comfortable interior Strong fuel economy estimates	Engaging handling Comfortable seats High reliability rating Attractive exterior	Easy-to-use infotainment system High reliability rating More athletic handling than rivals Precise steering High-quality, spacious interior
Cons*	Engines are noisy during highway passing	Numb steering Boring exterior styling Some cheap interior materials	Numb steering Bland exterior styling Back seat folds down in one piece rather than two	Loud 4-cylinder engine Some complaints of unintuitive tech features	Confusing Sync infotainment system Blank interior styling	Base engine struggles with hills and highway passing Disappointing fuel economy in Eco model
Engine Type (liters)	2.4 D-CVTT DOHC I-4	2.5 VVT-i DOHC I-4	2.4 i-VTEC DOHC I-4	2.5 CVTCS DOHC I-4	2.5 DOHC I-4	2.5 VVT DOHC I-4
Horsepower (hp @ rpm)	198 @ 6,300 190 @ 6,300*	 178 @ 6,000	 185 @ 6,400	 182 @ 6,000	 175 @ 6,000	197 @ 6,300
Torque (lb.-ft. @ rpm)	184 @ 4,250 179 @ 4,250*	 170 @ 4,100	 181 @ 3,900	 180 @ 4,000	 175 @ 4,500	191 @ 4,400
Standard Transmission	6-Speed Automatic with SHIFTRONIC®	6-Speed Automatic with sequential shift	 S – 6-Speed Manual; O – CVT	 Xtronic CVT®	6-Speed Automatic with SelectShift	 6-Speed auto. no SHIFTRONIC
AT Fuel Economy – city/combined/hwy	24 / 28 / 35	25 / 28 / 35	27 / 30 / 36	27 / 31 / 38	 22 / 26 / 34	 22 / 26 / 34
Active ECO System	S	 N/A	Eco Assist™	 N/A	 N/A	 N/A
Fog Lights	O	 N/A	 N/A	 N/A	 N/A	 N/A
Body-Color Power Heated Outside Mirrors	S	 Not heated	 Not heated	 Not heated	 Not heated	S
iPod®/USB and MP3 Auxiliary Input Jack	S	S	S	 S / no USB	S	 S / no USB
8-Way Power Driver's Seat	O	 N/A	 N/A	 N/A	 N/A	 N/A
Heated Front Seats	O	 N/A	 N/A	 N/A	 N/A	 N/A
Head Room –front/rear (in.)	40.0 / 37.8	 38.8 / 38.1	 39.1 / 37.5	 40.0 / 37.1	 39.2 / 37.8	 39.0 / 37.5
Leg Room –front/rear (in.)	45.5 / 34.6	 41.6 / 38.9	 42.5 / 38.5	45.0 / 36.1	44.3 / 38.3	 42.1 / 36.8
Shoulder Room –front/rear (in.)	57.9 / 56.7	58.0 / 56.6	58.6 / 56.5	 56.4 / 56.4	57.8 / 56.9	57.5 / 57.1
Hip Room –front/rear (in.)	55.2 / 54.9	 54.5 / 54.5	55.6 / 54.7	 54.0 / 52.1	 55.0 / 54.4	 55.0 / 54.3
Passenger volume (cu. ft.)	103.8	 102.7	 103.2	 101.9	 102.8	 100.0
Cargo volume (cu. ft.)	16.4	 15.4	 15.8	 15.4	 16.0	16.3

*Source: U.S. News and World Report: <http://usnews.rankingsandreviews.com/cars-trucks/rankings/Affordable-Midsize-Cars/>

**PZEV – these model vehicles only in CA, NY, MA, VT and ME