

MAY SALES: 68,358 UNITS:

Fastest Daily Selling Rate Ever!

Congratulations on the second-best sales month ever!

You and your sales staff did it again – you shattered the monthly record for May, pushing both Elantra and Sonata sales over 20,000 units per month, as well as setting an all-time single day selling record – *well done!*

“May was a high-velocity sales month for us, with the post-Memorial Day frenzy leaving us well positioned for the summer selling season. An across-the-board strengthening of key economic indicators and our strong **Assurance Connected Care** message attracted prospective customers to our showrooms in droves to check out our lineup,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President, National Sales. “Our core products – Elantra, Sonata and Santa Fe – all performed exceptionally well. We’re selling each of these three U.S.-built products as fast as we can build them.”

May sales highlights:

- **Elantra** sales: 25,090 units – up 33% over last May and up 30% year-to-date
- **Sonata** sales: 20,194 units
- **Santa Fe** sales: 7,116 units – up 21% over last May
- **Fleet mix**: about 18% for the month, which is very low for this industry

“Our new complimentary **Assurance Connected Care** telematics program is clearly resonating with customers, with record website traffic and signup activity for all of our telematics services,” said John Krafcik, President and CEO of HMA, “and the updated 2014 Equus will be arriving later this month, joining the high-performance Genesis for a strong one-two punch at the top of our lineup.”

Summer starts Friday, June 21st... but it’s already sizzling at your dealership – keep up the momentum!

SALES TRAINING NEWS:

New Hyundai Sales Training Portal

There’s a new online portal for you and your sales force – www.HyundaiSalesTraining.com. Here’s what you’ll find:

- A personalized landing page with announcements and a dashboard that displays your STAR Certification Status
- Access to STAR Certification testing and review courses
- Access to enrollment of sales training events

Take a minute and check out the new site – we’ll have more details in our July issue.

NEW ALLOCATION SYSTEM:

A True Order-To-Delivery System

It is our pleasure to announce the launch of the new **Order-to-Delivery** (OTD) system! The new OTD will be accessible via the HyundaiDealer.com portal. This allocation system is designed to put the ordering in the hands of each dealer, to ensure you get the right car... at the right place... at the right time. Primary dealer benefits of OTD include:

- Allocations are run on a national basis
- Creation of a dealer stock order bank which HMA will use to build the cars in your allocations
- Fair and equitable management of all factory production constraints
- Ability to order sold or priority stock units down to the model, package, color and PIO levels
- Capability to dealer trade pre-production cars on a national basis and dealer specific in-transit time allowances to compensate for any geographical differences in delivery time

Key Dates:

June 19th and 28th: it is imperative that you update your dealer stock order bank by model, package and color. The dealer order banks for the entire country will be compiled into our national production forecast.

July 16th–20th: we 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.

Dealer Webinars:

Join one or more to ensure you are fully trained!

- **June 7th** – Session #3 – Offered at 8 a.m. – 10 a.m. PST / 10 a.m. – 12 a.m. CT / 11 a.m. – 1 p.m. ET
- **June 12th** – Session #4 – Offered at 7 a.m. – 9 a.m. PST / 9 a.m. – 11 a.m. CT / 10 a.m. – 12 p.m. ET
- **June 14th** – Session #5 – Offered at 8 a.m. – 10 a.m. PST / 10 a.m. – 12 a.m. CT / 11 a.m. – 1 p.m. ET

In support of the launch of our new OTD system we will have multiple training aids besides the June live webinar training sessions.

OTD continues on the next page...

OTD continued from the previous page...

Training Resources:

These are available on HyundaiDealer.com and include:

- **OTD User Training Manual** – each dealer principal will receive a hard copy in mail prior to go-live
- **Self-Guided OTD Training Videos**
- **Webinar Training Session** (pre-recorded)
- **Dealer Support Escalation Process**
- **FAQ** (Frequently Asked Questions)
- **Business Policies and Procedures**

For personal assistance, we're here to help!

- OTD allocation issues: your DSM is primary resource
- OTD technical issues: call IT Help Desk at 800-435-7737 from 5 a.m. – 6 p.m. PST

After our launch on June 17th we will also conduct multiple webinars to ensure all dealership personnel are comfortable and confident in the new OTD system. Please continue to watch for training dates and other important announcements on www.HyundaiDealer.com!

We look forward to a successful launch and with your valuable feedback we can make the new OTD allocation system the global standard for Hyundai Motor Company.

BLUE LINK NEWS:

Understanding Coverage Limits

Now that **Assurance Connected Care** has launched, there have been some questions regarding the Blue Link trial periods for subsequent owners. Coverage is based on the **Date of First Use (DFU)**, which is the day the consumer takes delivery of the vehicle; it is the key indicator to help you understand what the trial period should be for the customer. Here's how Blue Link trial periods apply to subsequent owners:

- **Vehicles originally sold prior to May 16th** (DFU prior to 5/16): they are eligible for a free 3-month trial period for all 3 packages (Assurance, Essentials, Guidance); enrollment requires a credit card.
- **Vehicles originally sold on or after May 16th** (DFU ≥ 5/16): they are eligible for the balance of the 3 years of the Assurance package (if time remains from the original owner's vehicle DFU) and *will not* require a credit card to enroll for Assurance only. If the vehicle is *beyond* 3 years from DFU, then the customer is eligible for a 3-month free trial of Assurance, along with Essentials and Guidance; this enrollment requires a credit card.
 - No matter the time period, a 3-month trial of Essentials and Guidance is available; a credit card is required at time of enrollment.

During enrollment, subsequent owners of vehicles originally sold **prior** to May 16th will see the **Assurance**

Blue Link continues at the top of the next column...

Blue Link continued from the previous column...

Connected Care button, but will not have the option to enroll in this product. As a result, the chart will not show any available time if the radio button is clicked. *Remember: No bars shown is your visual cue that this is not an available option for this customer.* The customer must click on: **“Add Essentials & Guidance Trial”** and enter a credit card in order to get 3 months of each package and to continue enrollment. The chart will then update to show 3 months of each package.

Top Blue Link Dealers* – May YTD

NATIONAL		DA Enrollment/DA Auto Renewal	
CA203	Hyundai of Santa Maria	133.3	100.0
KY021	Don Moore Hyundai	97.9	51.3
RI009	Hyundai of Newport	97.5	53.5
WI024	Gentile Hyundai	96.3	58.6
IA013	Lujack Hyundai	96.2	54.0
IN015	Bales Hyundai	96.0	66.7
NY102	Shults Hyundai	95.8	51.2
VA045	Priority Hyundai Greenbrier	95.6	62.7
MA051	Bill Dube Hyundai	95.4	59.7
KS013	Scholfield Hyundai West	95.1	51.4

*Top 10 Enrollment and Associated Dealer Assist Auto Renewal

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

PRODUCT SALES TRAINING NEWS:

Ride & Drive Events Roll On...

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

- **Attendance** – All Sales Managers, Sales Team Members and Dealer Personnel are invited to attend.
- **STAR Certification** – Santa Fe, Sonata Hybrid, Mobis DIS and Product Assurance Connected Care.
- **Registration** – go to www.hyundaisalestrainingenroll.com for more information and to enroll.

ACCESSORY NEWS:

Summer Prep Promotion

The **2013 Summer Prep Promotion** has arrived and runs from June 1st through July 31st! Take advantage of the **Summer Prep Promotion** so you're prepared for when your customers start their summer road trips. The following available accessories for 2011, 2012 and 2013 model years are included in the **Summer Prep Promotion**:

- Tow hitches
- Cross rails
- Rear bumper appliques
- Hood protector films
- Sunroof wind deflectors

To find out more about these accessories, as well as all of the available Hyundai Genuine Accessories, please visit the Accessory Resource Center (ARC). To access the ARC, go to www.HyundaiDealer.com, navigate to the Sales, Service or Parts pages, and select *Accessory Resource Center* from the right side menu.

Hyundai Graphics from 3M®

Hyundai Motor America is pleased to announce the launch of Hyundai Graphics from 3M. Hyundai Graphics from 3M is a partnership between Hyundai and 3M, the leader in on-demand vehicle personalization that offers exciting graphics for the Veloster and Veloster Turbo, with more models coming soon. Please visit www.hyundaigraphic.com to take a look at all the exciting designs!



Here are a few reasons why Hyundai Graphics from 3M are a great sales opportunity for you and your Dealership:

- Additional profit to be made by your Dealership
- Helps customers personalize their vehicle
- Graphics and installation are covered under 3-year / 36,000-mile warranty
- Quick, easy installation performed by 3M approved installation professionals
- No fade film leaves no residue or paint damage when removed
- Variety of eye-catching designs sure to please your customers

If you have any questions, talk to your Parts, Service or Sales Manager, or visit www.hyundaigraphics.com.

NAVIGATION-EQUIPPED VEHICLES:

SD Card PDI Information

Vehicles equipped with a navigation system are being shipped to dealerships with the SD card in the glovebox. It is the dealership's responsibility to load the SD card into the system, then verify the system is operating properly during the PDI.

WARRANTY NEWS:

Sonata Hybrid Warranty Coverage

Here are answers to some consumer questions relating to Sonata Hybrid battery, battery pack assembly, starter/generator, power control unit, transmission, traction motor and engine warranty as it relates to original and subsequent owners:

Model Year	Owner	Hybrid Battery	Hybrid Drive Components	Engine
2011	Original	10/100	10/100	10/100
	Subsequent	Balance 10/100	Balance 10/100	Balance 5/60
2012 & 2013	Original	Lifetime	10/100	10/100
	Subsequent	Balance 10/100	Balance 10/100	Balance 5/60
AT-PZEV states*	Original	Lifetime	10/100	10/100
	Subsequent	Balance 10/150*	Balance 10/100	Balance 5/60

*2012 and 2013 MY only – AT (Advanced Technology) PZEV states: CA, CT, ME, MD, MA, NJ, NY, OR, RI, VT; AZ (2012 MY only)

HMF NEWS:

Special June Lease Programs

Here are the HMF lease programs for June:

- **'13 Elantra:** \$169/mo. for 24 months; \$2,199 at lease signing
- **'13 Elantra Coupe:** \$179/mo. for 24 months; \$2,499 at lease signing
- **'13 Elantra GT:** \$189/mo. for 24 months; \$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 months; \$2,999 at lease signing

Refer to HMF's Marketing announcements for more details.

CPO NEWS:

CPO Sales 6,696: New May Record!

Sales of 6,696 Certified Pre-Owned units set a May CPO sales record. This represents an increase of 16.9% over May 2012 and a 14.1% gain year-to-date. May year-to-date, Hyundai dealers have sold 30,648 CPO units. It was Hyundai's second-best CPO sales month of all-time, second only to March 2013.

Top Selling CPO Dealers – May '13 YTD

NATIONAL		Sales
FL108	Hyundai of New Port Richey	474
NJ032	Lester Glenn Hyundai	296
GA037	Jim Ellis Hyundai	287
FL122	Coconut Creek Hyundai	285
NY075	Atlantic Hyundai	259
FL088	O'Brien Hyundai of Fort Myers	254
NC038	Keffer Hyundai	251
FL127	Hyundai of St. Augustine	245
FL005	Rick Case Hyundai	236
CA293	Hardin Hyundai	235

AUCTION NEWS:

Special Hope on Wheels Event

On May 3rd, HMA's Fleet and Remarketing Department held a Closed Auction at Manheim's Pennsylvania Auto Auction with a special "Hope On Wheels" promotion. The event centered on the sale of a 2013 Tucson GLS – Hope On Wheels Edition and three gift baskets packed full of Hope On Wheels merchandise. Throughout the entire sale, HMA Dealers were given Hope On Wheels merchandise to take back to the dealerships, including golf towels, water bottles, wrist bands and shirts.

The effort was headed by George Koditek, HMA's Eastern Remarketing Manager, in an effort to increase the visibility on the dealer level to such a wonderful cause.



There was very active bidding on the Tucson with Medlin Hyundai of Rocky Mount, NC having the winning bid. Included with the Tucson was a gift basket and a 24"x24" work of art prepared by children from a local hospital. Gary Knapp, Senior Group Manager, Fleet and Remarketing, said "The day was a success with 51 HMA dealers in attendance, 83% of HMA's units being sold and, most importantly, we were able to further help the kids in our Hope On Wheels program."

June / July Auctions

Manheim Arena	Bolingbrook, IL	June 11
Manheim Orlando	Ocoee, FL	June 11
Manheim Kansas City	Kansas City, MO	June 12
Manheim South Seattle	Kent, WA	June 12
Manheim Denver	Denver, CO	June 18
Manheim Riverside	Riverside, CA	June 18
Manheim Dallas	Dallas, TX	June 19
Southern Auto Auction	E. Windsor, CT	June 19
Manheim Auto Auction	Manheim, PA	June 21
Manheim Orlando	Ocoee, FL	June 25
Manheim South Seattle	Kent, WA	June 26
Manheim Nevada	Las Vegas, NV	July 2
Manheim Arena	Bolingbrook, IL	July 9
Manheim Orlando	Ocoee, FL	July 9
Manheim South Seattle	Kent, WA	July 10
Manheim Kansas City	Kansas City, MO	July 10

Fastlane Highline Closed Event Sale: June 21 – 24

For online sales, log onto www.hyundaifastlane.com

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.HyundaiSalesTraining.com – new Sales Training site
- www.HyundaiNews.com – Hyundai Media site
- www.HyundaiDealer.com – Hyundai Dealer site
- www.Hyundai.com – Hyundai Consumer & Smartphone site

Top HPI Dealers – May YTD*

NATIONAL – Year-To-Date sales (YTD)		HPI Score
WI010	Ken Vance Hyundai	985
KY005	Glenn Hyundai	984
MN024	Dondelinger Hyundai	984
PA073	Bowser Hyundai	984
PA080	Hyundai of Greensburg	983
MA024	Mirak Hyundai	981
IN006	Shaffer Hyundai	980
MN005	Adamson Hyundai	980
UT013	Murdock Hyundai	980
OH050	Mathews Hyundai	979
NY126	Millennium Hyundai	979
KS013	Scholfield Hyundai West	979
NC018	Joe Pecheles Hyundai	979

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

Top HSI Dealers – May YTD*

NATIONAL – Year-To-Date sales (YTD)		HSI Score
KY009	Jim Johnson Hyundai	982
TX076	Texoma Hyundai	981
AR025	Superior Hyundai	981
IN028	Ray Skillman Southside Hyundai	980
WA048	Jack Carroll's Skagit Hyundai	977
KY017	Gates Hyundai	976
TX159	Young Hyundai	974
OH050	Mathews Hyundai	973
MA043	Route 2 Hyundai	973
NY106	Curry Hyundai	972

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

Top Selling Dealers – May '13 MTD

CENTRAL REGION – Month-To-Date sales (MTD)		
IL069	Patrick Hyundai	201
IL018	Green Hyundai	185
IL082	Napleton's Valley Hyundai	178
IL063	Family Hyundai	167
MN021	Luther Bloomington Hyundai	154

SOUTHERN REGION		
FL108	Hyundai of New Port Richey	565
FL122	Coconut Creek Hyundai	350
FL110	Doral Hyundai	312
FL114	Rick Case Hyundai	312
FL088	O'Brien Hyundai of Fort Myers	296

EASTERN REGION		
NJ029	Brad Benson Hyundai	464
NJ032	Lester Glenn Hyundai	440
NY075	Atlantic Hyundai	440
NY110	Advantage Hyundai	215
NJ011	Freehold Hyundai	185

SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	308
TX158	Ron Carter Hyundai	252
TX139	South Point Hyundai	221
TX040	Huffines Hyundai Plano	196
OK018	Edmond Hyundai	171

WESTERN REGION		
CA293	Hardin Hyundai	361
CA314	Keyes Hyundai	303
NV023	Planet Hyundai	266
CA310	Garden Grove Hyundai	236
CA323	Cerritos Hyundai	222