

MARCH SALES: 67,005 UNITS

Sales Up 37% Over February

Even though March was a better month than February, overall, the weather continued to have a negative effect on sales, which were down 1.9% from last year. Now that spring is here, hopefully as the weather heats up, sales will follow.

“While we were hoping weather across the country would finally break, much of the nation continued to experience winter conditions, resulting in slower sales early in the month,” said Bob Pradzinski, Vice President, National Sales. “During the second half of March, we saw very nice gains in our retail pace that we expect to continue throughout the month of April.”

Here are the sales highlights for March:

- **Elantra** – our #1 selling car at 21,518!
- **Sonata** – our #2 selling car at 19,248 – up 6.8%
- **Veloster** – 2,782 units – up 3.3% over last March
- **Santa Fe** – 9,726 units – up 36.7% over last March
- **Tucson** – 4,627 units – up 13.6% over last March
- **Equus** – 331 units – up 13.8% over last March

As we enter the spring selling season, we’re looking forward to the launch of the all-new 2015 Genesis sedan, which is set to arrive at your dealerships later this month. We expect this all-new sedan to draw a new group of premium customers to your dealership!

Sales Edge Quick Links:

www.HyundaiProductInformation.com – for Hyundai Product Information

www.HyundaiSalesTraining.com – for Sales Training Tracking and STAR certification

www.HyundaiSalesReward.com – for Sales Person / Manager STAR rewards

www.HyundaiNews.com – Hyundai Media & press releases

www.HyundaiDealer.com – for all things related to Hyundai Dealer Operations

www.HyundaiAdPlanner.com – for things to assist in Dealership advertising

www.HyundaiHopeOnWheels.org – for the latest Hyundai Hope On Wheels pediatric cancer information

www.Hyundai.com – Hyundai Consumer Site that includes “build your own” model information and Bluetooth pairing information

OTD/ALLOCATION NEWS: OTD April Update

We are pleased to announce the availability of the new features with the first release of OTD Version 6, which was deployed in mid-March. Look for continuing enhancements in OTD with the launch of each future release, over the next six months.

In the first release, the enhancements included:

- More flexible vehicle searches in OTD inventory / locator tabs with the addition of multi-select filters
- Inclusion of dealers’ own inventory in locator results (with highlighting)
- The addition of a generic color description column to the inventory detail screen

The second release will include the long awaited transition from stock bank to ideal mix, which includes the largely requested ability to set an ideal mix “inventory profile” that will be automatically saved each month without dealer action. In addition, the system will generate vehicle specification change alerts to advise dealers of models and colors that are no longer available and national ideal mix suggestions of newly introduced models and colors.

There are more changes, but these are the ones that will be most visible to you. We will continue to communicate the more immediate enhancements as we come close to each release deployment.

For more information on OTD Training, please visit the videos on HyundaiDealer.com → Sales → OTD Reference Material. In this OTD Reference Material link, you can also view a list of already implemented enhancements as well as the most current vehicle information we have for each series. For your convenience, we will be adding additional training videos on new enhancements for your use. Please stay tuned!

MARKETING NEWS:

Spring Event Launched April 1st

The *Spring Event* campaign was launched on April 1st with integrated messaging across all our marketing channels, including television, radio, paid search, H.com, dealer sites, digital display, CRM, and point of sale.

The *Hyundai 100,000 Reasons Spring* campaign

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messaging leverages the successful equity from last Summer's event and evolves the demonstration of our 10-year warranty to take advantage of the "selfies" social picture sharing phenomena.

Three unique TV spots will support the April retail effort. Each spot features a 6-second demonstration of emotional aging followed by 14 seconds of dynamic vehicle footage, closing with 10 seconds of our incentive offer to drive traffic to www.buyhyundai.com.

HMA's advertising agency typically tests TV commercials prior to their release to gauge consumer acceptance and effectiveness. Based on very positive research results, we expect this campaign to parallel the successful Summer

	Event results:	
	100K Reasons Spring Event Sonata	Competitive Event Benchmark
Makes me want to visit a Hyundai Dealer (Top 2 scale agreement)	56%	36%
Increased my interest in this vehicle (Top 2 scale agreement)	63%	44%
Stands out as different than other ads in Spring (Top 2 scale agreement)	59%	49%
Greatly/Somewhat increases my Consideration	70%	47%

All Hyundai 100,000 Reasons Event creative assets have been posted to the Hyundai AdPlanner for your usage. The Point-of-Sale kits have been delivered to your dealerships. We hope you will use all of the available materials to take advantage of the momentum this program will generate to drive traffic to your stores.

If you have any questions regarding this communication or need any marketing support, please contact your Hyundai Region personnel for assistance.

Looking forward to a successful traffic driving campaign and supporting a strong April retail result.

TRAINING ANNOUNCEMENT NEWS:

2014 Product STAR Certification

The 2014 STAR Certification Test period began on March 12th and was scheduled to close on April 30, 2014. Unfortunately, there have been some programing issues for the past two weeks – we apologize for the inconvenience – and because of that that, we are extending the closing date until May 16, 2014. FYI: As of April 2nd, there are already 1,695 associates who are *Regular Product Certified*, and 1,907 who are *Elite Product Certified*, so there are a

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Training Announcement News continued from previous column...

total of 3,682 associates fully Product Certified. In addition, there are 2,550 Fully Certified Salespeople and 372 Fully Certified Sales Managers.

- **REMEMBER: All STAR Certification Tests** for all 2014 models – and EQUUS for Premium Dealer personnel – **must be completed by May 16, 2014.**

2014 Product Support - 36-City Tour

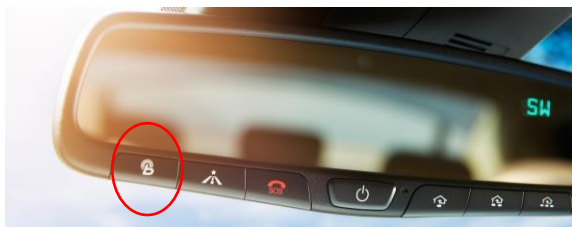
Hyundai National Sales is happy to announce the 36-city **2014 Product Support and STAR Certification Workshop Tour**. Be sure to sign up your Sales Team today for this exciting hands-on product event day! For more details on event content, enrollment procedures, cities, venues and maps, go to www.HyundaiSalesTraining.com – roll over the "Enroll" tab, then click on the link to the Tour. This Tour focuses on the exciting all-new **2015 Genesis**, **2014 Elantra** and **2014 Tucson** and begins on May 6, 2014.

- **Workshop Hours:** Training starts at 10:00 a.m. and ends at 4:30 p.m. – this gives attendees enough time to arrive and depart, avoiding "rush hour" traffic.
- **Attendance and STAR Certification:** All Sales Managers and Sales Team Members who attend can achieve 2014 Elantra, 2014 Tucson and 2015 Genesis Product STAR Certification.
- **Days and Cities:** 2 – 5 training days per city provide sales floor flexibility, allowing your entire sales team to experience a "deep dive" into the exciting features and technologies of key Hyundai models.
- **Training Content:** The training day includes:
 - ▷ **Walkaround:** hands-on interactive session with a 2015 Genesis 3.8 HTRAC® (AWD model), including a comparison with the Mercedes-Benz E350 4MATIC AWD; this session also covers Blue Link enhancements.
 - ▷ **Dare to Compare:** Elantra Limited side-by-side with key competitors: Civic, Focus and Corolla.
 - ▷ **Technology:** interactive "how to operate" session that includes Genesis Driver Information System, steering wheel personal settings and new Genesis technology.
 - ▷ **Driving Experience:** side-by-side and head-to-head driving exercises with Tucson, Escape and RAV4.
 - ▷ **New Model Product Preview & STAR Testing:** takes place in the Closing Session.
- **Enrollment and "No Show" Fee:** Enrollment is \$150 per attendee. Any combination of 10 or more attendees qualifies you for a "dealership discount" of \$25 per attendee. A "no show" attendee fee will apply if an enrolled person is not cancelled with program headquarters 48 hours in advance of the enrolled event.

BLUE LINK® NEWS:

'15 Genesis Blue Link Enhancements

The Connected Car team is proud to launch our next generation of Blue Link with the launch of the 2015 Genesis, arriving later this month. A new Blue Link app with brand new screens will provide customers with access to remote features, vehicle diagnostics, alert history/settings and much more!



Blue Link enhancements arriving with 2015 Genesis:

- Remote Access:** Key enhancements to Remote Start include the addition of an engine timer (1 – 10 min. engine run time), Remote Stop (after Remote Start initiated), and Remote Climate Control (set the desired temperature), including the option to turn on the rear window defroster.
- Genesis Intelligent Assistant App:** The app combines Blue Link features, data from the vehicle, owner's smartphone and the Internet with multiple layers of intelligence. This allows the Genesis Intelligent Assistant app to send proactive notifications and recommendations to the Genesis owner in preparation for their drive.
- Multimedia App Capabilities (In-Vehicle Apps):** The 2015 Genesis will launch with select new in-vehicle apps: SoundHound (select multimedia systems), Aha™ Radio and Pandora®. Other in-vehicle apps planned for future deployment include Car Care, Location Sharing and Alerts App, and will be available for download through the in-vehicle Blue Link App Download Center.

These features and capabilities set Blue Link above the competition. For example, our remote start feature gives us a competitive advantage over other OEMs thanks to its customizable settings that allow your customers to pre-set the perfect temperature for their drive ahead. In addition, the various apps are convenient as they automatically remind customers of vehicle maintenance needs or appointments, allowing your customers the peace of mind to focus on the other important things in their life.

Give your customers the power of safety, convenience and navigation by showing them the features of the All-New Genesis powered by Blue Link.

See page 5 for a 2015 Genesis product overview.

Top Blue Link Performing Dealers*

NATIONAL – MARCH YTD		Enrollment	Credit Card Capture
AZ038	Fisher Hyundai	104	42
PA073	Bowser Hyundai	100	61
PA062	Washington Hyundai	100	58
NH011	Grappone Hyundai	100	54
WI030	Broadway Hyundai	100	44
AR031	Smart Hyundai	100	36
IL003	Loren Hyundai	99	42
PA079	Faulkner Hyundai	98	44
NY126	Millennium Hyundai	98	43
KY025	Hyundai of Nicholasville	98	41

*Top 10 Enrollment & Associated Credit Card Capture

NOTE: Enrollment Objective = 80%; Credit Card Capture Objective = 35%

CPO NEWS:

CPO March Sales: 8,484 units

After setting new January and February CPO sales records, sales of 8,484 Certified Pre-Owned units marked a new all-time CPO sales record. This new March record represents an increase of 26.3% over March 2013. Year-to-date, 686 Hyundai dealers sold 22,348 CPO units, creating a 26.0% gain over last year.

Top Selling CPO Dealers: March '14

NATIONAL – MARCH YTD		Sales
FL108	Hyundai of New Port Richey	381
GA037	Jim Ellis Hyundai	237
FL005	Rick Case Hyundai	217
NJ032	Lester Glenn Hyundai	197
FL110	Doral Hyundai	173
FL088	O'Brien Hyundai of Fort Myers	157
MN021	Luther Bloomington Hyundai	154
CA293	Hardin Hyundai	150
NH009	Autofair Hyundai	150
FL122	Coconut Creek Hyundai	142

HPP VSC Sales: 4,134 – Increase 32.0% Year-Over-Year

Nationally, 438 producing Hyundai dealers sold 4,134 Vehicle Service Contracts in March, a 24.5% gain over February. This number puts Q1 2014 HPP VSC sales at 11,040.

Top Selling HPP VSC Dealers: March '14

NATIONAL – MARCH YTD		Sales
TX100	Hyundai of El Paso	389
NV023	Planet Hyundai	329
CA293	Hardin Hyundai	270
TX040	Huffines Hyundai Plano	208
CA232	Hyundai of Roseville	195
CA197	Riverside Hyundai	151
TX104	North Freeway Hyundai	146
FL049	Coastal Hyundai	145
FL127	Hyundai of St Augustine	139
TX095	Round Rock Hyundai	132

Special CPO Low APR Financing Rates Continue in April:

HMA and HMF are pleased to announce the continuation of special low APR rates for well-qualified buyers during April 2014 in support of CPO vehicle sales. Special rates will be in effect and available from April 1 – April 30, 2014. See the HMF CPO program bulletin for complete details, terms and conditions.

IN THE NEWS:

Accolades and Awards

- **National Highway Traffic Safety Administration** (NHTSA) awarded an *overall five-star crash test rating* to the **2014 Veloster**. It received four stars in front and rollover crash tests, and five stars in the side crash test. This is the first time the Veloster has been rated under NHTSA's tougher tests and five-star rating system
- **Best Affordable Crossover under \$28,000** – for the second year in a row, Santa Fe earned that distinction in the **2014 Winter Vehicle Awards** presented by the *New England Motor Press Association* (this year the Santa Fe tied with the 2014 Kia Sorento).
- **Best Bets** – the 2014 Santa Fe Sport and Sonata were named **“BEST BETS”** in the 34th edition of *The Car Book*; this year marks the fourth consecutive year the Hyundai Sonata has earned this distinction.

HMF NEWS:

Special April Lease Programs

- **'14 Sonata:** \$199/mo. for 36 mos.; \$2,199 at lease signing
- **'14 Elantra:** \$179/mo. for 36 mos.; \$2,299 at lease signing
- **'14 Genesis:** \$349/mo. for 36 mos.; \$3,499 at lease signing
- **'14 Tucson:** \$249/mo. for 36 mos.; \$2,499 at lease signing
- **'14 Santa Fe Sport:** \$269/month for 36 months; \$3,199 at lease signing
- **'14 Equus low mileage lease:** \$689/mo. for 36 mos.; \$4,999 at lease signing
- **'14 Equus:** \$739/mo. for 36 mos.; \$3,999 at lease signing
- **'13 Elantra:** \$169/mo. for 36 mos.; \$2,199 at lease signing
- **'13 Genesis:** \$349/mo. for 36 mos.; \$3,499 at lease signing
- **'13 Sonata Hybrid:** \$239/month for 36 months; \$2,999 at lease signing

Refer to HMF's Marketing announcements for more details.

April / May Auctions

Adesa Minnesota	Dayton, MN	April 8
Manheim Orlando	Ocoee, FL	April 8
Manheim South Seattle	Kent, WA	April 9
Manheim Arena	Bolingbrook, IL	April 15
Manheim Riverside	Riverside, CA	April 15
Southern Auto Auction	E. Windsor, CT	April 16
Manheim Kansas City	Kansas City, MO	April 16
Manheim Auto Auction	Manheim, PA	April 18
Manheim Orlando	Ocoee, FL	April 22
Manheim Dallas	Dallas, TX	April 23
Manheim Riverside	Riverside, CA	April 29
Manheim Denver	Denver, CO	April 29
Manheim Auto Auction	Las Vegas, NV	May 2
Manheim Auto Auction	Manheim, PA	May 2
Manheim Georgia	Atlanta, GA	May 6
Adesa Minnesota	Dayton, MN	May 6

Fastlane Closed Event Sale: April 18 – 20

For online sales, log onto www.hyundaifastlane.com

Top HPI Dealers - March YTD*

NATIONAL – Year-To-Date Sales (YTD)		HPI Score
OH051	Rick Case Hyundai	991
TX141	James Wood Hyundai	990
KY017	Gates Hyundai	990
OH047	Preston Hyundai	988
GA068	Milledgeville Hyundai	987
HI019	Tony Hyundai Honolulu	987
UT013	Murdock Hyundai	986
LA033	Hyundai of Metairie	986
NY106	Curry Hyundai	986
LA028	Bill Hood Hyundai	986

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

Top HSI Dealers - March YTD*

NATIONAL – Year-To-Date Sales (YTD)		HSI Score
WV014	Hyundai of Beckley	985
CA349	Winn Hyundai of Santa Maria	982
TX076	Texoma Hyundai	980
IN040	Wetzel Hyundai	979
OK026	James Hodge Hyundai	978
NC058	Bob Mayberry Hyundai	978
IN028	Ray Skillman Southside Hyundai	978
AZ032	Chapman Hyundai	977
AZ019	Larry H. Miller Hyundai Peoria	977
NY082	Vision Hyundai of Canandaigua	976

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

Top Selling Dealers - March '14 MTD

CENTRAL REGION – Month-To-Date (MTD)		Sales
IL082	Napleton's Hyundai	157
MO030	Suntrup Hyundai	152
IL063	Family Hyundai	151
OH053	Ron Marhofer Hyundai	151
IL018	Green Hyundai	143

SOUTHERN REGION		Sales
FL108	Hyundai of New Port Richey	590
FL114	Rick Case Hyundai	330
FL122	Coconut Creek Hyundai	326
FL110	Doral Hyundai	268
FL008	Potamkin Hyundai	226

EASTERN REGION		Sales
NY075	Atlantic Hyundai	436
NJ029	Brad Benson Hyundai	338
NJ032	Lester Glenn Hyundai	328
NY110	Advantage Hyundai	248
NY126	Millennium Hyundai	159

SOUTH CENTRAL REGION		Sales
TX100	Hyundai of El Paso	316
TX158	Ron Carter Hyundai	277
TX139	South Point Hyundai	235
TX131	Absolute Hyundai of Mesquite	208
TX040	Huffines Hyundai Plano	192

WESTERN REGION		Sales
CA293	Hardin Hyundai	302
NV023	Planet Hyundai	267
CA314	Keyes Hyundai	249
CA310	Garden Grove Hyundai	226
NV020	Henderson Hyundai Superstore	200

PRODUCT NEWS:

All-New 2015 Genesis

Arriving at your showroom later this month, the all-new 2015 Genesis will start at \$38,000 for the 3.8L V6, and \$51,500 for the 5.0L V8. The combination of bold design, superb driving dynamics, unmatched standard technology and attractive pricing positions Genesis as the premium sedan to beat.

Model	Engine	Transmission	MSRP
3.8L RWD	3.8L V6	8-Speed A/T	\$38,000
3.8L AWD	3.8L V6	8-Speed A/T	\$40,500
5.0L RWD	5.0L V8	8-Speed A/T	\$51,500

Freight charges for the 2015MY Genesis are \$950



Compared to the 2014 model, the 2015 Genesis delivers more standard content, including an all-new interior and exterior design. Here is a breakdown on what comes on each model as well as the various option packages:

Genesis 3.8 RWD: \$38,000.00 MSRP

- Vehicle Stability Management (VSM), Electronic Stability Control (ESC) with Traction Control System (TCS), and Anti-lock Braking System (ABS)
- Nine airbags, including a driver knee airbag
- Automatic headlights w/LED headlight accents
- 4.3-inch TFT LCD cluster display
- Hands-free Smart Trunk opener
- Heated, folding dual power outside mirrors with turn signal indicators and Genesis logo puddle lamps
- 12-way power heated leather front seats
- Proximity key with push-button start
- Intelligent drive mode select
- Dual automatic temperature control
- Touchscreen Navigation System w/8-inch Display
- Rearview camera
- AM/FM/SiriusXM®/CD/MP3/HD Radio® audio system with 7 speakers
- Bluetooth® hands-free phone and audio streaming
- Rain-sensing wipers w/auto defogger windshield
- Hyundai Blue Link® Infotainment System with Google™ (90-day trial)
- SiriusXM Travel Link® (incl. SiriusXM Traffic, stock, sports, weather, gas prices, movie info; 3-year complimentary)

Genesis 3.8 AWD: \$40,500.00 MSRP; *addl. features:*

- HTRAC® All-Wheel Drive system
- Heated rear seats
- Heated steering wheel
- Headlamp washer

3.8 Signature Package: \$4,000 Option Package MSRP

- Power tilt-and-slide panoramic sunroof
- Integrated Memory System (IMS)
- Power tilt-and-telescopic steering wheel
- Auto-dimming outside mirrors
- Blind Spot Detection with Rear Cross-Traffic Alert
- Lexicon® 14-speaker Discrete Logic 7 Surround Audio
- HID headlights
- Parking guidelines
- Power rear sunshade and manual rear side shades
- Ventilated front seats

3.8 Technology Package: \$3,500 Option Package MSRP;

requires Signature Package

- Ultra-premium leather seats
- Power driver seat cushion extender and side bolster
- Lane departure warning system
- Lane Keep Assist
- Smart Cruise Control (full stop/start capability)
- Haptic steering wheel
- Automatic Emergency Braking (AEB)
- Electronic parking brake w/automatic vehicle hold
- High Beam Assist
- Front & rear parking assistance system
- 7-inch TFT LCD cluster display

3.8 Ultimate Package: \$3,500 Option Package MSRP;

requires Technology Package

- Genuine matte finish wood trim & aluminum trim
- Full color heads-up display
- Premium DIS Navigation w/9.2-inch HD Display
- Lexicon® 17-speaker Discrete Logic 7 Surround Audio
- Power trunk lid
- Dual-mode climate control with CO₂ sensor



Genesis 5.0 RWD: \$51,500.00 MSRP; includes all of the Genesis 3.8 Technology Package equipment plus:

- 5.0L GDI DOHC V8
- 19-inch Alloy wheels
- LED fog lamps
- Quad exhaust tips
- Illuminated door sill plates
- Genuine matte finish wood trim & aluminum trim

5.0 Ultimate Package: \$3,250 Option Package MSRP

- Continuous Damping Control Suspension
- Full color heads-up display
- Premium DIS Navigation w/9.2-inch HD Display
- Lexicon® 17-speaker Discrete Logic 7 Surround Audio
- Power trunk lid
- Dual-mode climate control with CO₂ sensor

Find more info on www.HyundaiProductInformation.com.