

DECEMBER SALES: 63,005 UNITS

## 720,783 Units: The Most Ever in Hyundai History!

**You did it – you and your staff set a new all-time sales record!** Congratulations for another record-breaking year – and the numbers were impressive: Best December in company history! First December to break 60,000 units in a month! Annual sales were up 2.5%! We'd like to take this opportunity to thank you and your staff for all of the hard work that went into making that goal a reality.

“An exceptionally strong post-Christmas sales blitz enabled Hyundai to shatter our annual sales record, which was set just last year,” said Dave Zuchowski, Hyundai Motor America's President and CEO. “All year-end indicators appear to be signaling a robust economic environment for 2014. Home prices are back to their pre-recession levels, jobless rates are continuing to decline, and consumer confidence is on the upswing. This is welcome news for the automotive sector and at Hyundai, we're particularly excited to be ringing in the New Year.”

Here are the December sales highlights:

- **Elantra** sales: 21,692 units – our #1 selling vehicle and sales were up 23% for the entire year!
  - **Sonata** sales: 14,479 units – our #2 selling vehicle
  - **Santa Fe** sales: 8,249 units – up 25% for the year
  - **Equus** sales continue to be strong at 352 units
  - **Accent** sales: 7,100 units – up 142% over last December
- “In addition to thanking you for your efforts, we'd also like to take this opportunity to thank the regions for their dealer support,” added Dave Zuchowski, in regard to setting the new sales records.

Now that 2014 is here, it's time to focus on the road ahead and there are a lot of exciting announcements coming in 2014 – **so let's get started breaking new records!**

### Sales Edge Quick Links:

- [www.spi1986.com](http://www.spi1986.com) – STAR Product Information
- [www.HyundaiSalesTraining.com](http://www.HyundaiSalesTraining.com) – new Sales Training site for STAR certification and best practices
- [www.HyundaiNews.com](http://www.HyundaiNews.com) – Hyundai Media site
- [www.HyundaiDealer.com](http://www.HyundaiDealer.com) – Hyundai Dealer site
- [www.HyundaiAdPlanner.com](http://www.HyundaiAdPlanner.com) – Dealership ad planner site
- [www.HyundaiHopeOnWheels.org](http://www.HyundaiHopeOnWheels.org) – Hyundai Hope On Wheels site
- [www.Hyundai.com](http://www.Hyundai.com) – Hyundai Consumer & Smartphone site

### AUTO SHOW NEWS:

## All-New Genesis Makes its Debut

The **2014 North American International Auto Show** opens on January 18<sup>th</sup> in Detroit and on January 13<sup>th</sup>, Hyundai will have a press conference to reveal the all-new 2015 Genesis premium sedan.

- The 2015 Genesis will premier Hyundai's next generation Blue Link<sup>®</sup> telematics platform and infotainment system, which includes Advanced Voice Recognition (AVR) and much more.

For updates, be sure to check out the Hyundai Media Site: <http://www.hyundainews.com>.



### OTD/ALLOCATION NEWS:

## OTD January Update

During January we begin taking all of the feedback and suggestions we have received and converting them into concepts for continuing improvement to the OTD system.

What we've heard loud and clear, and have made our top priority, is the simplification of our stock order bank. Beginning this month, we will be making some changes that will substantially reduce the time you need to spend updating your stock banks over the coming months.

- We'll be communicating some of the more immediate enhancements over the next few weeks, so please keep an eye out for some important OTD announcements.

We'll also be setting up some dealer validation webinars during the month to present some of our new OTD concepts for improvement so we can determine if our proposed changes are the ones you, our dealers, want to see.

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!



## TRAINING NEWS:

### IQS Period Continues through Feb.

Just a reminder: All new 2014 vehicles purchased through the end of February are eligible to receive the **J.D. Power and Associates' Initial Quality Study** survey. We recommend taking time to ensure your customers understand how to operate key features like:

- **SiriusXM® Radio** and the **iPod® cable** (if equipped)
- **Heating / air conditioning / ventilation system**
- **Wiper, headlights, interior and dome light** controls
- Settings like **memory seats, Blue Link®** and **Bluetooth®** (the following link helps your customers check the compatibility of their cell phone with their new Hyundai: [www.hyundaiusa.com/bluetooth/](http://www.hyundaiusa.com/bluetooth/))
- **HomeLink®** personalized user settings, if equipped
- **Check inventory for open service campaigns** – make sure all applicable campaigns are completed
- **During cold weather months** – check batteries and tire pressure, especially for vehicles that have been in storage for a while
- Review **Quick Reference Guide** with every customer

The best scenario is to be sure every customer is comfortable with the controls of their new Hyundai *before* they leave your dealership. Also, encourage customers to call or come back to the dealership if they have any questions so you can ensure they are enjoying their new Hyundai to the fullest.

## MARKETING NEWS:

### 2014 Super Bowl TV Spots

In its 7<sup>th</sup> consecutive year as a Super Bowl advertiser, Hyundai enters the Big Game fray with two game-day ads during the first and fourth quarters of Super Bowl XLVIII on February 2, 2014. The ads use clever interpretations of real life moments to position a Hyundai as the ultimate driving companion and trusted family member:

- The first spot – a 30-second spot titled **“Dad’s Sixth Sense”** – airs during the first quarter. In a sketch that any dad can relate to, the spot dramatizes the near-misses and saves of everyday parenting, giving a dramatic demonstration of the all-new Genesis and its Automatic Emergency Braking capabilities – one of the many features included in Genesis’ comprehensive suite of safety services, the Sensory Surround Safety System.
- **“Nice”** is a 30-second spot running in the fourth quarter, and is inspired and made possible by the new sporty, compact Elantra. The humorous spot follows a young comedic talent in an escalating game of compliments between two identical Elantras, effectively showcasing the innovative performance, style and technology features of Hyundai’s new compact sedan.

## IN THE NEWS:

### Santa Fe: 2013 Good Design Award

For the third year in a row, Hyundai’s innovative and unique design language has earned a **GOOD DESIGN™ Award** from *The Chicago Athenaeum: Museum of Architecture and Design* and *The European Centre for Architecture Art Design and Urban Studies*.



The 2013 Santa Fe was awarded this accolade in the transportation category for its dynamic character lines and bold design features. Now in its 64<sup>th</sup> year, GOOD DESIGN Awards honor the yearly achievements of the best industrial and graphic designers and world manufacturers for their pursuit of extraordinary design excellence.

### Tournament of Champions

The **Hyundai Tournament of Champions**, the PGA TOUR’s exclusive-field event, was played January 2 – 6 at The Plantation Course, Kapalua Resort in Maui, Hawaii. This event features 30 champions from the 2013 calendar year and includes some of the world’s top players, like Masters champion Adam Scott and PGA Championship winner Jason Dufner.



The **Hyundai Tournament of Champions** is a key component in Hyundai’s global sports marketing strategy that matches the world’s passion for sports with the company’s own competitive drive.

“In our fourth year as title sponsor, this event offers a great venue to connect golf fans with Hyundai and this year, we look forward to even a bigger charitable commitment with numerous Maui and Hawaii organizations benefiting from the tournament proceeds. Hyundai’s nonprofit organization **Hope On Wheels** again hosted a 5K Run/Walk

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on Maui,” said Steve Shannon, Vice President, Marketing, Hyundai Motor America.

To build excitement for the tournament, fans could vote through the **PGA TOUR’s Social Hub** to determine the featured pairing for the first round – and the fans selected Adam Scott to be paired with defending champion, Dustin Johnson. This unique social media engagement was a first on the PGA TOUR.

During the tournament, the PGA TOUR players can drive Hyundai’s flagship Equus sedan, Genesis sedan or Santa Fe around Maui. These Hyundai vehicles, as well as Santa Fe Sport, Azera, Sonata Hybrid and Genesis Coupe are featured throughout the Plantation course and Kapalua resort, demonstrating Hyundai’s dynamic vehicle lineup. The winner of **Hyundai Tournament of Champions** also receives an Equus premium luxury sedan to drive complimentary for an entire year.

**PRODUCT NEWS:**

**2014 Azera: Superior Value**

As the 2014 Azera begins to arrive at your dealership, you’ll notice the starting price has been lowered to \$31,000, a reduction of \$1,250, while offering significant new features and refinements to this award-winning model, which has seen a sales leap of 34% this year.



A new Azera Limited model starts at \$34,750 and receives a new 8-inch navigation

system, a new electroluminescent gauge cluster with color LCD trip computer, and power-folding side mirrors that reflect Limited model buyer preferences in the segment.

**ACCESSORY NEWS:**

**Preview: Spare Tire Kit Promotion**

A new *Spare Tire Kit Promotion* will begin on January 23<sup>rd</sup> and run through March 31, 2014. Please preview this with your teammates. A DCS message will be sent prior to the start of the promotion with complete program details. Program highlights:

- Buy 3 or more Spare Tire Kits (mix & match) – get 5% off
- Buy 10 Spare Tire Kits – get the Point of Purchase Kit free



**BLUE LINK® NEWS:**

**Blue Link Drives First Service Visit**

Setting the first maintenance appointment is a great way to build brand loyalty and promote traffic to your service drive – and the Blue Link Welcome Call is the perfect way to drive customers back to your dealerships for that first maintenance appointment. The live agent not only familiarizes the customer with the program, but also offers to schedule their first maintenance appointment for added convenience. Blue Link’s impact on your service drive:

- Welcome Call customers have a 25% higher completion rate than normal first maintenance completion rates
- Blue Link in general has a 13% higher completion rate than normal first maintenance completion rates
- First maintenance completions → **Additional dealer revenue of \$243k** between March – June 2013

Blue Link is bridging the gap between customers and their car care. The Blue Link Welcome Call is where it all begins. Reminding customers to push the button and connecting them to their vehicles will keep customers coming back to your dealerships.

**Top Blue Link Performing Dealers\***

NATIONAL – DEC. YTD		Enrollment	Credit Card Capture
WI021	Van Horn Hyundai	98	49
NV024	Centennial Hyundai	98	64
WI024	Gentile Hyundai	98	67
MN024	Dondelinger Hyundai	98	53
KS013	Scholfield Hyundai West	96	47
OK019	Billingsley Hyundai of Lawton	96	46
WI026	Zimbrick Eastside Hyundai	96	48
OH044	Ganley Westside Hyundai	96	54
IL002	O’Hare Hyundai	96	44

\*Top 10 Enrollment and Associated Credit Card Capture  
NOTE: Enrollment Objective = 95%; Credit Card Capture Objective = 20%

**CPO NEWS:**

**CPO December Sales: 6,029 units**

December sales of 6,029 Certified Pre-Owned units helped to set the new full year CPO sales record – in 2013, Hyundai dealers sold 75,941 CPO units. This represents an increase of 8.2% over 2012.

**Top Selling CPO Dealers: Full Year ‘13**

NATIONAL		Sales
FL108	Hyundai of New Port Richey	1,357
GA037	Jim Ellis Hyundai	842
NJ032	Lester Glenn Hyundai	801
FL122	Coconut Creek Hyundai	721
FL088	O’Brien Hyundai of Fort Myers	635
NV023	Planet Hyundai	625
FL103	Universal Hyundai	616
NC038	Keffer Hyundai	606
FL005	Rick Case Hyundai	588
CA293	Hardin Hyundai	577

HMF NEWS:

## Special January Lease Programs

- **'13 Elantra:** \$159/mo. for 36 mos.; \$2,199 at lease signing
- **'13 Elantra Coupe:** \$169/month for 36 months; \$2,499 at lease signing
- **'13 Elantra GT:** \$179/month for 36 months; \$2,699 at lease signing
- **'13 Genesis:** \$399/mo. for 36 mos.; \$3,499 at lease signing
- **'13 Sonata Hybrid:** \$239/month for 36 months; \$2,999 at lease signing
- **'14 Sonata:** \$199/mo. for 36 mos.; \$2,399 at lease signing
- **'14 Tucson:** \$249/mo. for 36 mos.; \$2,499 at lease signing
- **'14 Equus:** \$739/mo. for 36 mos.; \$4,999 at lease signing
- **'14 Santa Fe Sport:** \$269/month for 36 months; \$3,199 at lease signing

Refer to HMF's Marketing announcements for more details.

FLEET AND REMARKETING NEWS:

## HMA / HMF Auction Partnership

On December 10<sup>th</sup>, 2013, Hyundai Motor Finance (HMF) partnered with Hyundai Motor America (HMA) in offering a wide variety of off-lease units in the Closed Sale at Manheim's Orlando Auto Auction. HMF sold 100% of their vehicles and received overwhelmingly positive responses from the Hyundai dealers who attended and participated in the sale. John Kim, HCA's Director of Sales Planning, stated, "The results were outstanding not only for HMF but also for the Hyundai dealers. The more units we get to our dealers the better. I just wish we had offered more." Gary Knapp, HMA's Senior Group Manager of Fleet and Remarketing, noted, "This partnership is a win-win for all parties. By offering our dealers a broader mix of vehicles, we help support their used car sales while also lending support to CPO sales and improving overall used car retention. The favorable results of running off-lease units in Closed Sales is what other OEMs have known for years and we want to follow this path going forward. With this in mind, we will continue to work with our partners at HCA to help improve synergies and grow retention values."

## January / February Auctions

Manheim Auto Auction	Manheim, PA	Jan. 10
Manheim Auto Auction	Las Vegas, NV	Jan. 10
Adesa Minnesota	Dayton, MN	Jan. 14
Manheim Orlando	Ocoee, FL	Jan. 14
Manheim Kansas City	Kansas City, MO	Jan. 15
Manheim South Seattle	Kent, WA	Jan. 15
Manheim Riverside	Riverside, CA	Jan. 21
Southern Auto Auction	E. Windsor, CT	Jan. 22
Manheim Dallas	Dallas, TX	Jan. 22
Manheim Auto Auction	Manheim, PA	Jan. 24
Manheim Denver	Denver, CO	Jan. 28
Manheim Orlando	Ocoee, FL	Jan. 28
Manheim Riverside	Riverside, CA	Jan. 28
Manheim Arena	Bolingbrook, IL	Feb. 4
Manheim Georgia	Atlanta, GA	Feb. 4

**Fastlane Closed Event Sale:** January 18 – 20

For online sales, log onto [www.hyundai-fastlane.com](http://www.hyundai-fastlane.com)

## Top HPI Dealers - December YTD\*

NATIONAL – Year-To-Date sales (YTD)		HPI Score
WI010	Ken Vance Hyundai	982
LA031	Hyundai of Slidell	980
MN024	Dondelinger Hyundai	978
MA024	Mirak Hyundai	976
PA030	Carousel Hyundai	976
PA080	Hyundai of Greensburg	975
TX141	James Wood Hyundai	974
PA060	Freedom Hyundai	974
NY122	Simmons Rockwell Hyundai	974
MA034	Gary Rome Hyundai	974
KY005	Glenn Hyundai	974
UT013	Murdock Hyundai	974
NY107	Hyundai 112	974
KY020	Linwood Hyundai	974
MO006	Northtowne Hyundai	974
OH047	Preston Hyundai	974
NC027	Medlin Hyundai	974

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

## Top HSI Dealers - December YTD\*

NATIONAL – Year-To-Date sales (YTD)		HSI Score
TX076	Texoma Hyundai	982
IN028	Ray Skillman Southside Hyundai	979
KY009	Jim Johnson Hyundai	977
OH050	Mathews Hyundai	976
NY106	Curry Hyundai	972
AR025	Superior Hyundai	972
IN040	Wetzel Hyundai	970
TN045	Wilson County Hyundai	969
PA068	Lancaster Hyundai	969
MA043	Route 2 Hyundai	968

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

## Top Selling Dealers - Dec. '13 YTD

CENTRAL REGION – Year-To-Date (YTD)		Sales
IL018	Green Hyundai	2,090
IL069	Patrick Hyundai	2,046
IL082	Napleton's Valley Hyundai	1,744
IL063	Family Hyundai	1,714
OH053	Ron Marhofer Hyundai	1,667

SOUTHERN REGION		Sales
FL108	Hyundai of New Port Richey	6,600
FL122	Coconut Creek Hyundai	4,220
FL114	Rick Case Hyundai	3,505
FL110	Doral Hyundai	3,295
FL088	O'Brien Hyundai of Fort Myers	2,614

EASTERN REGION		Sales
NJ029	Brad Benson Hyundai	5,055
NY075	Atlantic Hyundai	4,502
NJ032	Lester Glenn Hyundai	4,351
NY110	Advantage Hyundai	2,575
NY058	Plaza Hyundai	1,809

SOUTH CENTRAL REGION		Sales
TX100	Hyundai of El Paso	3,326
TX158	Ron Carter Hyundai	2,921
TX139	South Point Hyundai	2,672
TX040	Huffines Hyundai Plano	2,072
TX095	Round Rock Hyundai	1,635

WESTERN REGION		Sales
CA293	Hardin Hyundai	3,901
CA314	Keyes Hyundai	3,016
CA310	Garden Grove Hyundai	2,683
NV023	Planet Hyundai	2,570
NV020	Henderson Hyundai Superstore	2,386