

MAY SALES: 70,907 UNITS

You Made It Our Best Month Ever!

Congratulations – the hard work you and your sales team put in paid huge dividends as May was the best sales month in the history of the company! Thank you and your team for your hard work in achieving that goal. Overall sales were up 3.7% over last May, and our CUV segment jumped up 36%!

“Our excellent spring selling season continued through the month of May with dealerships across the country seeing an increase in customers visiting their showrooms,” said Bob Pradzinski, Vice President, National Sales. “From Accent to our two CUVs, all the way to Equus, we saw double-digit gains over last May.”

Here are the sales highlights for May:

- **Elantra** – our #1 selling car at 21,867 units!
- **Sonata** – our #2 selling car at 20,404 units!
- **Santa Fe** – 10,638 units – up 49% over last May
- **Genesis** – 3,437 units – up 24% over last May
- **Equus** – 324 units – up 26% over last May

In addition, the first 2015 Sonata, built at the company’s Alabama assembly plant, was sold the last weekend in May, and the new Veloster RE:FLEX limited edition has begun arriving at dealers, giving you two additional cars to generate traffic! *Summer kicks off on June 21st – have a sizzling summer and keep breaking records!*

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

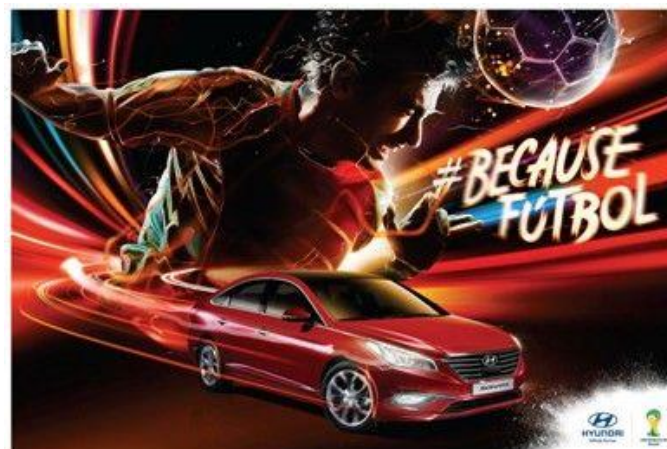
www.HyundaiHopeOnWheels.org – for the latest Hyundai Hope On Wheels pediatric cancer information

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

MARKETING NEWS:

Hyundai Sponsors FIFA World Cup

Hyundai is kicking off the **2014 FIFA World Cup** with a complete 360° integrated marketing platform that celebrates fan passion. Hyundai continues to be a top-tier sponsor of FIFA World Cup as the **Automotive Official Partner** through 2022.



This sponsorship is a key way of connecting with global customers while supporting sports cultures and promoting the Hyundai brand. Through this sponsorship, we aim to position Hyundai as the most impressive automotive brand by delivering the excitement of the planet’s most popular game to fans worldwide.

This year’s creative theme celebrates fan passion and is a nod to what being a true fan really means. Hyundai’s ranking as No. 1 in customer loyalty for the 5th consecutive year, according to research consultancy, Brand Keys, served as the creative inspiration. To promote Hyundai’s relationship with FIFA World Cup in the US, we will use these promotional channels:

- **Tier 1 and Tier 2 television** – these all-new spots highlight the emotional love of the game and aim to inspire fans with two simple words “#Because Futbol”
 - “**Boom**” – this 30-second spot celebrates fan passion as a powerful force shedding light on the world-wide phenomenon of baby booms. The ad illustrates how a single win can literally create a generation – “#BecauseFutbol.”
 - “**Avoidance**” – this 30-second spot follows a man on his emotional journey home to watch a game he

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recorded. He goes to great lengths to avoid spoilers throughout the day, only to be foiled by an unexpected source. Viewers sympathize with the man – “#BecauseFutbol.”

- Print ads in major publications
 - ESPN radio ads
 - Online media on Univision and ESPN.com
 - Social support including Facebook, Twitter and Tumblr
 - Hyundai.com support & BecauseFutbol.com landing page
 - CRM support incl. a *drive to dealership test drive campaign*
- Hyundai’s sponsorship of the World Cup should raise brand awareness while generating floor traffic to your dealership.

Hyundai Connects With Golfers

Fifty well-established charity golf tournaments around the country will add a Hyundai sponsorship this year. Through the [Hyundai Invitational](#) golf tournament series, these 50 events will receive a premium Hyundai experience, including hole-in-one opportunities for the all-new Genesis sedan, donations toward the tournament and numerous other prizes and giveaways.



In 2014, the *Hyundai Invitational* will sponsor a series of ten golf tournaments in each of Hyundai’s five regions. Two winners from each tournament (either determined by low score or auction) will be invited to compete at the *Hyundai Invitational National Final* in Las Vegas at the Cascata Golf Club, Oct. 16.

At the *Hyundai Invitational National Final*, the player with the low-net score from each region will receive a trip to the [2015 Hyundai Tournament of Champions](#) in Hawaii. The player with the overall low-net score will also earn a spot to play in the *Hyundai Tournament of Champions Pro-Am*, the only Pro-Am where players are guaranteed to be partnered with a PGA TOUR winner.

This type of marketing effort will raise awareness with golfers all across the country, so hopefully they will consider a Hyundai when it’s time for their next new car.

FYI: There is no **Order-To-Delivery** news this month... look for an OTD update in the July issue.

TRAINING ANNOUNCEMENT NEWS:

Training Tour Marches Cross Country

The Hyundai Sales Training 36-city **2014 Product Support and STAR Certification Workshop Tour** continues through August 27th. 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.

- **Workshop Cities:** *June* – Atlanta, GA; Austin, TX; Charlotte, NC; Cleveland, OH; Dallas, TX; Houston, TX; Philadelphia, PA; Williamsburg, VA. *First week in July* – Murfreesboro, TN; Norman, OK; Upper Marlboro, VA. Training starts at 10:00 a.m. and ends at 4:30 p.m. to help you avoid “rush hour” traffic.

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:

Genesis Intelligent Assistant App

Owners of our all-new Genesis have a powerful tool at their fingertips to enhance their driving experience: The **Genesis Intelligence Assistant App** is the Blue Link® app for 2015 Genesis owners. The Genesis Intelligence App will soon combine Blue Link features, data from the vehicle, the owner’s smartphone, and the Internet with multiple layers of intelligence.

- Please note that the current Blue Link app WILL NOT support 2015 Genesis owners for accessing their Blue Link features – they have to install the Genesis-specific app.
- In late-June, the app will receive an enhancement to provide proactive notifications and recommendations for owners (i.e. estimates appropriate time of departure to make appointment at destination B, accounting for current traffic or low vehicle gas level).



With the 2015 Genesis App, your customers can:

- Remote Start with Climate Control
- Search and send *Points of Interest* to their Genesis
- Lock or unlock the door remotely
- Activate Horn and Lights remotely

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Blue Link News continued from previous page...

- Find their Genesis
- Make a service appointment
- Access Blue Link Customer Care
- Access maintenance information and Monthly Vehicle Health Report

When demoing the Genesis, include in your discussions the benefits of the Genesis Intelligence App and guide customers to download it from Google Play or the Apple iTunes App Store by searching “2015 Genesis” or by using the QR code below. Once downloaded, they can log in with their MyHyundai.com credentials and be on their way to a seamless experience with their new Genesis.



Genesis QR Code

Top Blue Link Performing Dealers*

NATIONAL – MAY YTD		Enrollment	Credit Card Capture
MI052	Crest Hyundai	100	39
KY025	Hyundai of Nicholasville	100	39
AZ038	Fisher Hyundai	100	36
FL126	Red Hoagland Hyundai	100	41
NV023	Planet Hyundai	99	53
NY041	Garvey Hyundai	99	50
NY121	Mid-Island Hyundai	99	38
NY110	Advantage Hyundai	99	40
WI034	Racine Hyundai	99	76
NV024	Centennial Hyundai	99	85

*Top 10 Enrollment & Associated Credit Card Capture

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

MORE 2015 GENESIS PRODUCT NEWS:

Here are a few reminders related to the 2015 Genesis:

- As stated above, the 2015 Genesis uses the stand alone **Genesis Intelligent Assistant app** – the other Blue Link app *will not* work for the 2015 model. Likewise, older Genesis models will not work with the new Genesis app.
- The iPod/iPhone USB Connector for 2015 Genesis only functions with the Apple White Cable and not the Hyundai Black Cable.
- Before delivering a Genesis, check the operation of the navigation system to ensure that the SD card has been inserted in the Navigation unit and it is functioning properly; then demonstrate how the navigation system functions during the delivery.

CPO NEWS:

CPO Sales: 8,250 - Best May Ever!

The new May sales record of 8,250 CPO units is the second best month all-time in CPO sales. This represents an increase of 23.2% over May 2013. Year-to-date, 721 Hyundai dealers sold 38,528 CPO units, creating a 25.7% gain over last year.

Top Selling CPO Dealers: May '14

NATIONAL – MAY YTD		Sales
FL108	Hyundai of New Port Richey	632
GA037	Jim Ellis Hyundai	391
FL005	Rick Case Hyundai	376
NJ032	Lester Glenn Hyundai	336
NV020	Henderson Hyundai Superstore	278
CA310	Garden Grove Hyundai	274
NC023	Planet Hyundai	273
MN021	Luther Bloomington Hyundai	253
NH009	Autofair Hyundai	248
FL088	O'Brien Hyundai of Fort Myers	238

Special CPO Low APR Financing Rates Continue in June '14:

HMA and HMF are pleased to announce the continuation of special low APR rates for well-qualified buyers during June 2014 in support of CPO vehicle sales. Special rates will be in effect from June 3 – June 30, 2014. See the HMF CPO program bulletin for complete details, terms and conditions.

IN THE NEWS:

Awards and Accolades

“Best Family Car of 2014”

This award was presented to the **2014 Santa Fe** by **Parents Magazine** and **Edmunds.com** in the 7th annual *Parents magazine* and Edmunds.com “Best Family Cars” Awards. The story will appear in the July issue and is online at www.parents.com/best-family-cars.

Greenest Automaker in the U.S.: Hyundai leapfrogs Honda

Automotive News reported: “Hyundai Motor Co., which has championed smaller engines, has dethroned Honda Motor Co. as the greenest automaker in the United States, according to a report released today by the Union of Concerned Scientists. The nonprofit scientific research group ranked Hyundai first and Honda second in its sixth evaluation of the environmental performance of the eight top-selling automakers in the United States. Honda had ranked on top since the report was first published in 2000. Toyota Motor Corp. placed third, followed by Nissan Motor Corp. and Volkswagen AG. Detroit’s three automakers – Ford Motor Co., General Motors and Chrysler Group – placed at the bottom of the survey. The Detroit 3, which are more heavily dependent on light trucks with larger engines, also each scored below the industry average.”

PRODUCT NEWS:

2015 Sonata & BoostUp

HMA will instantly add \$500 to the accounts of any of your customers who are planning to save for and buy a new 2015 Hyundai Sonata through [BoostUp](#), a first of its kind social savings platform. “Through our partnership with BoostUp, we’re creating more dynamic incentive capabilities to support new car purchases and give prospective customers a hassle-free savings platform that comes with a \$500 Starter Boost to get them into their next ride,” said Nathan Miller, Senior Group Manager, Incentives, HMA. Customers can use that \$500 once they have saved a matching \$500. Hyundai was the first automotive company to partner with BoostUp in 2009 (formerly known as Motozuma); and the launch of the 2015 Sonata is the first time a BoostUp partner has provided an immediate financial “Boost” to a user’s account.

HMF NEWS:

Special June Lease Programs

- **’15 Sonata:** \$209/mo. for 36 mos; \$2,499 at lease signing
- **’15 Genesis:** \$429/mo. for 36 mos; \$3,999 at lease signing
- **’14 Elantra:** \$179/mo. for 36 mos.; \$2,299 at lease signing
- **’14 Sonata:** \$199/mo. for 36 mos.; \$2,199 at lease signing
- **’14 Sonata Hybrid:** \$239/mo. for 36 mos; \$3,199 at lease signing
- **’14 Azera:** \$329/mo. for 36 mos.; \$3,199 at lease signing
- **’14 Genesis:** \$349/mo. for 36 mos.; \$3,499 at lease signing
- **’14 Santa Fe Sport:** \$249/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

Refer to HMF’s Marketing announcements for more details.

June / July Auctions

Manheim Arena	Bolingbrook, IL	June 10
Manheim Orlando	Ocoee, FL	June 10
Manheim South Seattle	Kent, WA	June 11
Manheim Kansas City	Kansas City, MO	June 11
Manheim Riverside	Riverside, CA	June 17
Manheim Dallas	Dallas, TX	June 18
Southern Auto Auction	E. Windsor, CT	June 18
Manheim Auto Auction	Manheim, PA	June 20
Manheim Denver	Denver, CO	June 24
Manheim Orlando	Ocoee, FL	June 24
Manheim Arena	Bolingbrook, IL	July 8
Manheim Orlando	Ocoee, FL	July 8
Manheim Auto Auction	Manheim, PA	July 11

Fastlane Closed Event Sale: June 20 – 23

For online sales, log onto www.hyundaifastlane.com

Top HPI Dealers - May YTD*

NATIONAL – Year-To-Date Sales (YTD)		HPI Score
KY017	Gates Hyundai	988
TX141	James Wood Hyundai	985
OH047	Preston Hyundai	985
MA024	Mirak Hyundai	984
HI019	Tony Hyundai Honolulu	984
AR034	Crain Hyundai of Springdale	984
AL028	Hyundai of Auburn	984
UT013	Murdock Hyundai	984
PA058	Auto Land Hyundai of Uniontown	983
CT007	M. J. Sullivan Hyundai	983
LA030	Sterling Hyundai	983

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

Top HSI Dealers - May YTD*

NATIONAL – Year-To-Date Sales (YTD)		HSI Score
IN040	Wetzel Hyundai	981
TX076	Texoma Hyundai	980
IN028	Ray Skillman Southside Hyundai	979
CA349	Winn Hyundai of Santa Maria	978
WV014	Hyundai of Beckley	978
AZ019	Larry H. Miller Hyundai Peoria	978
OH050	Matthews Hyundai	978
AZ032	Chapman Hyundai	977
AR025	Superior Hyundai	976
PA068	Lancaster Hyundai	975

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

Top Selling Dealers - May ‘14 MTD

CENTRAL REGION – Month-To-Date (MTD)		Sales
IL072	World Hyundai Matteson	192
IL018	Green Hyundai	178
IL063	Family Hyundai	169
IL073	McGrath City Hyundai	161
IL080	Gerald Hyundai	149

SOUTHERN REGION		Sales
FL108	Hyundai of New Port Richey	625
FL114	Rick Case Hyundai	402
FL122	Coconut Creek Hyundai	371
FL110	Doral Hyundai	313
FL103	Universal Hyundai	274

EASTERN REGION		Sales
NJ029	Brad Benson Hyundai	508
NJ032	Lester Glenn Hyundai	462
NY075	Atlantic Hyundai	308
NY110	Advantage Hyundai	276
NY058	Plaza Hyundai	188

SOUTH CENTRAL REGION		Sales
TX158	Ron Carter Hyundai	309
TX100	Hyundai of El Paso	291
TX139	South Point Hyundai	271
FL080	Allen Turner Hyundai	232
TX040	Huffines Hyundai Plano	179

WESTERN REGION		Sales
CA293	Hardin Hyundai	372
NV023	Planet Hyundai	341
CA310	Garden Grove Hyundai	297
CA314	Keyes Hyundai	229
NV020	Henderson Hyundai Superstore	221

SALES NEWS:

Honoring Our Top Performers

Everyone at Hyundai Motor America would like to again thank all of the Sales Managers and Salespeople at each of our dealerships, as it is your efforts that make us all successful. Here are some pictures of some of our award-winners:



Above: Jeff Kunz, Green Hyundai, Top Central Region Sales Manager (on the right), receives his plaque from John Cook, HMA RSM



Above: Jonathan Pelc, Atlantic Hyundai, Top Eastern Region Salesperson (on the left), receives his plaque from Bryan Thompson, HMA DSM



Dave Zuchowski, B.H. Lee and Abe Ju present the 2013 #1 Equus Sales Award to the staff at Earnhardt Hyundai in Scottsdale, AZ



Above: Bob Dinella, Ettlison Hyundai, Top Central Region Salesperson (on the right), receives his plaque from John Cook, HMA RSM



Ed Appleby (on the right), dealer principal of Coconut Creek Hyundai in Coconut Creek, Florida, receives the 2013 #1 National Genesis Sedan Sales Volume trophy from James Stewart, HMA

2014 Top Sales Managers:		Dealer	Units Sold	Level
National	Ron Schey	FL122	3,391	Platinum
Southern	Ron Schey	FL122	3,391	Platinum
Western	Danielle Gerbino	CA293	2,774	Platinum
South Central	Suleiman Ebrahim	TX139	2,665	Platinum
Eastern	Daniel Toomey	NY075	2,402	Platinum
Central	Jeffrey Kunz	IL018	2,104	Platinum
2014 Top Salespeople:				
National	William Parente	FL108	556	Platinum
Southern	William Parente	FL108	556	Platinum
Eastern	Jonathan Pelc	NY075	496	Platinum
Western	Steven Yee	CA304	432	Gold
Central	Robert Dinella	IL066	351	Gold
South Central	Ernest Knight	AL015	344	Silver