

FEBRUARY SALES: 49,003 UNITS

Weather Wreaks Havoc on Sales

The big news last month was the weather, as extreme winter weather stifled sales across the country. The net result was that sales were down 6% from last year – but they were up 11% over January – and that’s great news! Thank you for persevering through these conditions.

“I don’t like to make excuses, but the awful weather we saw across the country really hurt traffic to our dealerships and ultimately kept our sales at a pace well below what we were expecting,” said Bob Pradzinski, Vice President, National Sales. “They say ‘If you want to see the sunshine you have to weather the storm,’ so we’re all looking forward to some sunshine in March.”

Here are the sales highlights for February:

- **Elantra** – our #1 selling car at 16,393!
- **Accent** – 5,925 units – sales were up 20%
- **Veloster** – 2,083 units – sales were up 20%
- **Santa Fe** – 6,993 units – up 12% over last February!
- **Tucson** – 3,956 units – up 12% over last February!
- **Equus** – 260 units

As we move into spring – and daylight savings begins in most parts of the country on March 9th – the longer days and better weather should help make March a solid month for sales!

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 March Update

We are pleased to announce the availability of new features with the first release of OTD Version 6. We will be rolling out the first release enhancements in mid-March! Over the next eight months, you will be seeing continuing enhancements in OTD as each release gets deployed. In the first release, the primary functionality enhancements that you will see include:

- In the OTD inventory / locator tabs, vehicle searches will be much more flexible – only requiring that you select the “series” – then all of the other filters are available as multi-select dropdowns.
- Your own inventory will be included in locator results (with highlighting).
- We have added a generic color description column to the inventory detail screen.

There are additional changes, but these are the ones that will be most visible to you. We’ll continue to communicate some of the more immediate enhancements as we come closer 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!

TRAINING NEWS:

‘15 Genesis Stars on Hyundai LIVE!

On **Thursday, March 20th**, there will be **two Hyundai LIVE! webcasts**. The first is at **7:00 a.m. PDT / 10:00 a.m. EDT**, the second is at **10:00 a.m. PDT / 1:00 p.m. EDT**. Please join us and learn about the all-new 2015 Genesis. During the webcast, Hyundai Senior Manager, Product Planning, Ricky Lao, will point out key features and insights that you can pass on to your customers. Larry Perrault of Hyundai’s Connected Car Team will also be on hand to discuss the new Blue Link Packaging on the 2015 Genesis. Larry’s presentation includes tips on explaining and

Story continues at the top of the next page...



Training News continued from previous page...

demonstrating Blue Link. The webcast includes interactive exercises and 2015 Blue Link STAR Certification. To get more information and register for this live webcast, go to www.HyundaiSalesTraining.com

2014 Product STAR Certification

The **2014 STAR Certification Test period will begin on Wednesday, March 12, 2014**. This certification will include all 2014 models, including EQUUS for Premium Dealer Sales Consultants and Managers.

- Elite Status will be offered to those people who have two years of STAR Product Testing on a “carry-over” model and have a minimum, three month average 940 HPI score.
- In addition, to be currently STAR Certified, you must pass all the 2014 STAR Product Certification courses, plus a new Premium course.
- **All 2014 STAR Tests must be completed by Wednesday, April 30, 2014.** A Dealer Communication System (DCS) message will officially announce this program later this month.

New 2015 Genesis Blue Link STAR Certification

Following the *Hyundai LIVE!* webcast on March 21st, **Blue Link STAR Certification** will open two new Blue Link courses, which will also be announced via a DCS message:

- The first Blue Link Course updates package name changes, features and feature offerings. Those currently certified in Blue Link may take the “Elite Status” version by simply downloading a study guide and successfully completing the course test. Those not currently certified in Blue Link must complete the revised Blue Link course.
- The second course includes the *Hyundai LIVE* course that includes 2015 Genesis Blue Link package content and offerings.
- All testing must be completed by **Wed., April 30, 2014**.

BLUE LINK® NEWS:

Assurance Connected Care News

Hyundai Assurance Connected Care puts a powerful program in your hands – and it is driving both vehicle sales and future service visits.

With Assurance Connected Care, customers not only have the peace of mind of added safety, but also enjoy features that will have them returning regularly for maintenance and other services. These are key services that many of our competitors, like Honda and Nissan, do not offer today. In conjunction with Assurance Connected Care, HMA launched a live-operator Welcome Call that is driving additional business back to your Hyundai Dealership.

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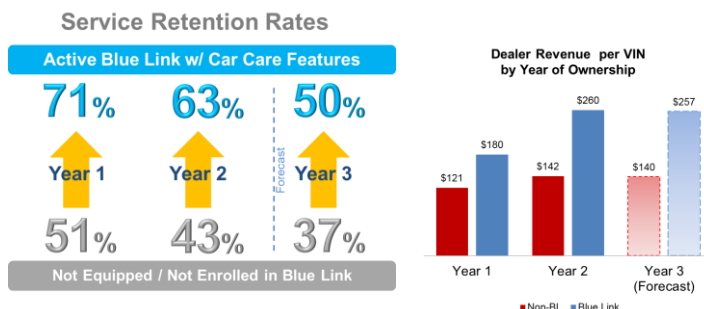
Blue Link story continued from previous column...

Increase Service Drive Revenue Today

Blue Link customers with the support of the many Car Care features are regularly engaged through the Monthly Vehicle Report and Maintenance Alerts.

The Welcome Call at the first button push brings customers back in for their first maintenance appointment. Currently, about 38% of Blue Link customers are completing the Welcome Call and with your help, we can increase that completion rate, which positively impacts maintenance completes.

Blue Link is significantly increasing service business retention (customers with 2+ visits within a 12-month period).



Here are some highlights:

- 29% higher Welcome Call Completion rate than the Hyundai average
- 71% of Blue Link customers with Car Care features are returning to dealerships for service vs. 51% of customers without in the first year
- For 3 years of ownership, it is forecasted that customers will spend an incremental \$293 over the average Hyundai owner

The improvement in retention overall is being supported by the Welcome Call, 1st Maintenance Complete and higher customer spend each year per VIN enrolled in Blue Link. Now your dealership can capitalize on the Hyundai Assurance Connected Care program that is not only designed to provide benefits to your customers but also to your dealership.

Top Blue Link Performing Dealers*

NATIONAL – FEB. YTD		Enrollment	Credit Card Capture
IN040	Wetzel Hyundai	113	50
IN025	Bill Gaddis Hyundai	100	100
OH070	Norwalk Hyundai	100	75
TX102	Baytown Hyundai	100	67
MN005	Adamson Hyundai	100	65
IN042	Dorsett's Hyundai	100	62
NH011	Grappone Hyundai	100	55
PA062	Washington Hyundai	100	54
TX150	Demontrond Hyundai	100	53
MA059	Bernardi Hyundai	100	51

*Top 10 Enrollment & Associated Credit Card Capture

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

CPO NEWS:

CPO February Sales: 6,804 units

Following a new January CPO sales record, sales of 6,804 Certified Pre-Owned units set a new February record. This represents an increase of 20.9% over February 2013. Year-to-date, 649 Hyundai dealers sold 13,864 CPO units, creating a 25.8% gain over last year.

Top Selling CPO Dealers: Feb. '14

NATIONAL		Sales
FL108	Hyundai of New Port Richey	247
GA037	Jim Ellis Hyundai	152
FL005	Rick Case Hyundai	147
NJ032	Lester Glenn Hyundai	130
FL103	Universal Hyundai	108
NH009	Autofair Hyundai	103
FL110	Doral Hyundai	102
FL088	O'Brien Hyundai of Fort Myers	94
TX100	Hyundai of El Paso	91
CA310	Garden Grove Hyundai	90

Special CPO Low APR Financing Rates Continue in March '14 – HMA and HMF are pleased to announce the continuation of special low APR rates for well-qualified buyers during March 2014 in support of CPO vehicle sales. Special rates will be in effect and available from March 1 – March 31, 2014. See the HMF CPO program bulletin for complete details, terms and conditions.

PRODUCT NEWS:

Veloster RE:FLEX Coming Soon

The newest addition to the Veloster line-up – the **RE:FLEX Edition** – goes on sale early this Spring, with a limited production run of 3,000 units.

It will feature black or red full leather seating, projector headlights with LED headlight accents, LED taillights, illuminated door



sills, 18-inch alloy wheels with a PVD chrome finish, chrome hood accents, chrome door handles and RE:FLEX badging on the exterior and floor mats.

- **What is a PVD finish?** PVD stands for *Physical Vapor Disposition* – but all you need to know is that this finish is very corrosion resistant and it looks better than chrome!

Wheel Cleaning Tips for PVD Finish Wheels:

- Use a soft sponge, water and either a mild dish soap or an automotive soap that is safe for painted finishes.

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Veloster RE:FLEX story continued from previous column...

- Dry the wheels with a soft cloth.
- Always allow wheels to cool before cleaning.
- Never spray cold water on extremely hot wheels.
- **DO NOT** use abrasive cleaners, acid based chrome or wire wheel cleaners, steel wool or bristly brushes.

IN THE NEWS:

Five Strategic Vision Awards

The Elantra GT, Sonata, Genesis, Equus, and Santa Fe have been named to *Strategic Vision's* list of the **"Most Loved Vehicles in America."** With five "loved" cars, Hyundai has more than any other brand. These five Hyundai vehicles ranked "Most Loved" in their respective segments as rated by new vehicle buyers: Small Multi-Function Car (Elantra GT), Mid-Size Car (Sonata), Near-Luxury Car (Genesis), Luxury Car (Equus), and Mid-Size CUV (Santa Fe). Equus was also the second highest scoring vehicle overall, behind the Tesla Model S.

Santa Fe: Best Car for the Money

The 2014 Santa Fe added another award to its trophy case as it was named the **Best Car for the Money** in the 3-Row Midsize SUV segment, by *U.S. News & World Report*.

HOPE ON WHEELS NEWS:

Celebrating 16 Years of Support

"This year marks Hyundai's 16th consecutive year of being involved with this cause. You might say it's our 'sweet 16!' During this special year, we are more committed than ever in our fight, and we have some amazing things planned in the effort," said Dave Zuchowski, Hyundai Motor America's President and CEO. "There are some familiar things you will see, like our monthly newsletter update, doctor's spotlight, handprint ceremony tour, 5K run-walk series, and national childhood cancer month efforts. But expect a few new things along the ways. Soon, we will announce the grant recipients for 2014, including a significant new research project being led by the Children's Oncology Group. And in April, we will introduce the new 2014 National Youth Ambassador, with whom we will travel the nation sharing our message of Hope."

Hope On Wheels Customer Service Award: Hyundai Motor America and Minacs Marketing Solutions received a **silver 2014 Stevie® Award for Sales and Customer Service**. These awards recognize the achievements of call center, customer service, and sales professionals worldwide. Hyundai and Minacs' **Hyundai Hope On Wheels®** campaign was honored in the *Sales Achievement Category* for the Outbound Marketing Program of the Year. Through Hyundai dealership service department participation in the campaign and a donation match from Minacs, more than \$60,000 was donated to the **Hope On Wheels Foundation** last year.

HMF NEWS:

Special March Lease Programs

- **'13 Elantra:** \$169/mo. for 36 mos.; \$2,199 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.; \$2,199 at lease signing
- **'14 Elantra:** \$179/mo. for 36 mos.; \$2,299 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.; \$4,999 at lease signing

Refer to HMF's Marketing announcements for more details.

AUCTION NEWS:

Manheim Riverside Wins Award

HMA named Manheim Riverside as its **2013 Auction of the Year**. The annual award is presented to the best performing auction in terms of sales values, customer service, dealer satisfaction, quality, and overall performance.

- Hyundai began remarketing vehicles at Manheim Riverside in 2012; this is the first time a west coast auction has won this award.
 "The staff at Manheim Riverside has stepped up and consistently puts forth great effort while making sure our dealers always feel welcome," said Gary Knapp, Senior Group Manager, Fleet & Remarketing, Hyundai Motor America.

March / April Auctions

Manheim Auto Auction	Manheim, PA	Mar. 7
Manheim Auto Auction	Las Vegas, NV	Mar. 7
Adesa Minnesota	Dayton, MN	Mar. 11
Manheim Orlando	Ocoee, FL	Mar. 11
Manheim Kansas City	Kansas City, MO	Mar. 12
Manheim South Seattle	Kent, WA	Mar. 12
Manheim Riverside	Riverside, CA	Mar. 18
Southern Auto Auction	E. Windsor, CT	Mar. 19
Manheim Dallas	Dallas, TX	Mar. 19
Manheim Auto Auction	Manheim, PA	Mar. 21
Manheim Denver	Denver, CO	Mar. 25
Manheim Orlando	Ocoee, FL	Mar. 25
Manheim Georgia	Atlanta, GA	April 1
Manheim Auto Auction	Las Vegas, NV	April 4
Manheim Auto Auction	Manheim, PA	April 4
Adesa Minnesota	Dayton, MN	April 8
Manheim Orlando	Ocoee, FL	April 8

Fastlane Closed Event Sale: March 21 – 24

For online sales, log onto www.hyundaifastlane.com

Top HPI Dealers - February YTD*

NATIONAL – Year-To-Date Sales (YTD)		HPI Score
PA060	Freedom Hyundai	997
OH048	Jeff Wyler Hyundai	994
MA024	Mirak Hyundai	994
TX103	Philpott Motors Hyundai	993
AL028	Hyundai of Auburn	991
WV017	Bill Cole Hyundai	991
MS025	Mack Grubbs Hyundai	991
TN035	Friendship Hyundai of Johnson	991
LA028	Bill Hood Hyundai	990
OH047	Preston Hyundai	989
AZ034	Hyundai of Cottonwood	989
OH051	Rick Case Hyundai	989

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

Top HSI Dealers - February YTD*

NATIONAL – Year-To-Date Sales (YTD)		HSI Score
WV014	Hyundai of Beckley	983
IN040	Wetzel Hyundai	982
OK026	James Hodge Hyundai	982
CA349	Winn Hyundai of Santa Maria	982
TX098	Star Hyundai	981
NY082	Vision Hyundai of Canandaigua	981
NC058	Bob Mayberry Hyundai	978
AZ032	Chapman Hyundai	978
TN045	Wilson County Hyundai, Inc.	977
VA047	Williamsburg Hyundai	977

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

Top Selling Dealers - Feb. '13 MTD

CENTRAL REGION – Month-To-Date (MTD)		Sales
IL018	Green Hyundai	115
IL063	Family Hyundai	113
MO030	Suntrup Hyundai	105
OH053	Ron Marhofer Hyundai	92
OH042	Hatfield Hyundai	90

SOUTHERN REGION		Sales
FL108	Hyundai of New Port Richey	500
FL114	Rick Case Hyundai	274
FL122	Coconut Creek Hyundai	269
FL103	Universal Hyundai	194
FL110	Doral Hyundai	188

EASTERN REGION		Sales
NY075	Atlantic Hyundai	305
NJ032	Lester Glenn Hyundai	303
NJ029	Brad Benson Hyundai	203
NY110	Advantage Hyundai	171
NJ034	Sansone's Route 1 Hyundai	114

SOUTH CENTRAL REGION		Sales
TX100	Hyundai of El Paso	256
TX158	Ron Carter Hyundai	222
TX139	South Point Hyundai	199
TX040	Huffines Hyundai Plano	131
FL081	Courtesy Hyundai	109

WESTERN REGION		Sales
NV023	Planet Hyundai	234
CA293	Hardin Hyundai	233
CA310	Garden Grove Hyundai	189
CA323	Cerritos Hyundai	169
CA314	Keyes Hyundai	155