

SEPTEMBER SALES: 56,010 UNITS

Second Best September Ever

Congratulations – as any runner will tell you, it's a challenge to come out of the gates strong, then maintain that momentum – but that's what you've been doing as you continue to out-sell 2013. *Keep going strong and thank you and your team for all of your efforts!*

“Following a red-hot August, sales cooled a bit in September as we held the line on our incentive spending in a very aggressive market,” said Bob Pradzynski, Vice President, National Sales. “Still, there were a number of bright spots in the Hyundai lineup.” Here are the sales highlights for September:

- **Elantra** – our #1 selling car at 18,848 units
- **Sonata** – our #2 selling car at 14,918 units – up 7%
- **Santa Fe** – 8,945 units – up 35% over last September
- **Tucson** – 3,589 units – up 26% over last September
- **Veloster** – 2,777 units – up 22% over last September

More and more new 2015 models are arriving at your dealership, like the new Sonata Eco, *so as summer turns to fall, now's a good time to continue setting records!*

OTD NEWS:

October Update

October brings the next exciting release of OTD V6 – Release 3 will include the following new features:

- Dashboard Alerts and Messaging
- Enhanced Export Functionality
- Priority Filling of Customer Orders



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 Hyundai Dealer Operations

www.HyundaiAdPlanner.com – for 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 News continued...

These enhancements are based on feedback from dealer surveys and dealer focus group meetings. We will continue to communicate updates as we continue to enhance OTD V6.

For more information on OTD Training, please visit **HyundaiDealer.com** → Sales → OTD Reference **Material tab** – it includes OTD training manuals, videos, FAQs and more!

TRAINING NEWS:

Fall Sales Manager's Tour

The **2014 Fall Sales Manager Workshops** kicks off on October 8th, focusing on sales activities for the 4th quarter of 2014 and the 1st quarter of 2015. Participants will receive *Dealership Kits* with electronic files for product support, printed reference guides and Hyundai-branded gifts to aid your sales staff and promote the Hyundai brand.

Workshop Preview:

- 2014 Sales Report, HyundaiDealer.com site updates and Order-to-Delivery/Allocation System updates
- IQS / APEAL, SSI, HPI Review and Buyer Style update
- 4th and 1st Quarter Product Launch, Advertising, Merchandising and Marketing Support
- Upcoming STAR Product and Practice Testing
- Upcoming Product and more

Attendance & Workshop Hours:

- Workshops are open to all **Sales Managers, General Managers and Dealer Principals** (Parts, Service, F&I Managers – optional); **no salespeople**
- **Registration:** 10:00 a.m. – 10:30 a.m. with Continental Breakfast
- **Workshop begins:** 10:30 a.m. / ends at 2:30 p.m. – includes a hot working lunch

Enrollment Fee & No-Shows:

- **Fee:** Your dealership Parts Account will be charged \$100 per attendee; a “no-show” fee of \$100 will be applied to enrolled no-shows
- **Cancellation:** We request a notification of **72 hours** prior to the event; we will accept substitutions

Enroll at: www.HyundaiSalesTraining.com

Roll over the “ENROLL” tab → click on **2014 Fall Sales Manager Workshop** → select from the Enrollment site HOME page details on content, cities, venues and maps.

BLUE LINK® NEWS: MyHyundai.com Enhancements

Recent enhancements to Myhyundai.com provide Blue Link® Gen 1 and Next Gen customers with a similar Myhyundai.com experience. These updates mainly affect Gen 1 customers and simplify access to personal and subscription information, notification settings and preference setup.

Key enhancements for Blue Link Gen 1 customers include:

- Removal of the secondary menu bar to better streamline menu options (shown at right)
- Account information and notifications are accessed on the right side of the vehicle page
- Feature access and preferences are located on the bottom of the vehicle page within each feature widget

New Blue Link Mobile App

In a continual effort to provide Gen 1 and Next Gen customers with a similar Blue Link experience, Hyundai Blue Link is pleased to announce the launch of the *new* Blue Link mobile app coming late October. This *new* Blue Link app will replace the current Blue Link mobile app and the 2015 Sonata Blue Link app, resulting in a single app to support all Blue Link equipped vehicles.

The *new* Blue Link Mobile App highlights include the following:

- Simpler user interface and faster navigation
- Updated map now includes Google Point of Interest (POI) details – business hours, distance to location and ratings

Current users of the Blue Link app will receive a notification on their smartphone to download the new app. Depending on the user's preferences, 2015 Sonata Blue Link app users will receive the update automatically or a notification that an update is available.

Look for a DCS message letting you know when the *new* app is available.

Top Blue Link Performing Dealers*

NATIONAL SEPTEMBER YTD		Enrollment %	Credit Card Capture %
MA059	Bernardi Hyundai	101	56
NV023	Planet Hyundai	99	59
MI052	Crest Hyundai	99	40
NH014	Salem Hyundai	99	68
IL085	AutoNation Hyundai O'Hare	99	49
NC046	Pinehurst Hyundai	99	70
PA062	Washington Hyundai	99	46
NY121	Mid-Island Hyundai	99	41
TX158	Ron Carter Hyundai	98	47
MA061	Prime Hyundai South	98	38

*Top 10 Enrollment & Associated Credit Card Capture
NOTE: Enrollment Objective = 80%; Credit Card Capture Objective = 35%

DEALER NEWS:

Initial Quality StudySM: coming soon!

Your customers will soon be receiving the *Initial Quality Study* (IQS) surveys from J.D. Power:

Vehicle Purchase Month	Nov	Dec	Jan	Feb
Survey Month	Feb	Mar	Apr	May

Use Your 3 Keys to Quality:

1. Confirm a thorough Pre-Delivery Inspection is complete!
2. Verify all applicable Service Campaigns have been performed!
3. Review the *Quick Reference Guide* with the customer during vehicle delivery!



IN THE NEWS:

Latest Awards and Accolades

- Hyundai's flagship Equus sedan received its third **Motorist Choice Award** in a row as the **Popular Luxury Lifestyle Vehicle** from automotive industry research firms *AutoPacific* and *IntelliChoice*.
- The **North American Car of the Year**, one of the most prestigious automotive awards in the industry, named its short list and Hyundai Motor America was the only brand with two vehicles among the 10 selected: the all-new Genesis and all-new Sonata.
- The **Veloster** and **Santa Fe** won their category in the **2014 Vincentric Best CPO Value in America** awards. Veloster won in the subcompact coupe segment, while Santa Fe beat out all other CUV competitors in the mid-size crossover category.



Rhys Millen in his Team Hyundai Veloster rallycross racer won the Los Angeles event on September 21st and won the Daytona event. Rhys was also honored on October 4th when he was interviewed during "Inside the Motoman Studio" event at the Petersen Automotive Museum.

CPO NEWS:

7,567 units: Best Sept. on Record!

We have a new September CPO sales record of 7,657 units. This represents an increase of 29.2% over September 2013. Year-to-date, 753 Hyundai dealers sold 71,253 CPO units, creating a 24.2% gain over last year.

Top Selling CPO Dealers: Sept. '14 YTD

NATIONAL – SEPTEMBER YTD		Sales
FL108	Hyundai of New Port Richey	1,169
FL005	Rick Case Hyundai	684
GA037	Jim Ellis Hyundai	678
NJ032	Lester Glenn Hyundai	626
TX100	Hyundai of El Paso	598
NC023	Planet Hyundai	583
NV020	Henderson Hyundai Superstore	513
CA293	Hardin Hyundai	482
CA310	Garden Grove Hyundai	442
MN021	Luther Bloomington Hyundai	433

Special CPO Low APR Financing Rates Continue:

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

HPI/HSI SURVEY NEWS:

HyundaiCustomerInsights.com

HyundaiCustomerInsights.com (HPI/HSI Survey site) has been updated to bring better awareness to its information, help with individual and dealer process improvement, and to create greater opportunity for success with **Hyundai Star Rewards** and **Dealer Performance Bonus** achievement.

- We have provided your DSMs with new dealership passwords specifically for salespeople use to access a modified HPI site. Please ask your DSM for your dealership's salesperson password and have the salespeople use this link to access the HPI site. Because this is a modified version, they will see only summary level detail to help them improve their performance and manage their money relating to **STAR Rewards**. Keep in mind they should always look at where they stand from a 3-month picture. The best report for them to pull is the newly designed, T6 Employee Report Card.
- The **Employee Report Card report** is a great one-page reporting tool for salespeople to get a monthly and 3-month view into their own survey results. It highlights where they are doing well, areas to improve, a 1-month trend, salesperson ranking and customer verbatims for the last 3 months.
- The **Dealer/Employee Summary Report** is a one-page report that you can easily post in the dealership on a daily basis to help salespeople and management gauge where individuals are at relating to HPI, STAR, as well as in key performance indicators relating to the sales survey. It is recommended that dealership's pull this report on a rolling 3-month view to closely align with our STAR Rewards program and Dealer Performance Bonus program.
- New Survey Rules:** We have updated and posted new survey rules in the RESOURCE section of www.hyundaicustomerinsights.com that highlight, the survey process, appeal process, close dates, and consequences for manipulation. We would encourage that you print out a copy and review with your team.

Coming in October – the **Survey Status Report:** This reporting tool will allow dealers a view into the status of each sold customers and where they are in the survey process. This is designed to help dealers in their follow-up process, help improve with response rates, and help increase accurate email addresses on the RDRs.

ENGAGEMENT NEWS:

Hyundai Rewards Program

Hyundai has launched **Hyundai Rewards**, a comprehensive engagement program that rewards owners for shopping online and servicing their vehicles at participating dealerships. The free Hyundai Rewards program (www.hyundai-rewards.com) offers members points for every dollar spent shopping online through the Hyundai Rewards site or every time they visit a participating dealer's service department. Points can be applied towards the purchase or lease of a new Hyundai vehicle or future service visit.

ACCESSORY NEWS:

All-Weather Promotion

Take advantage of the All-Weather Promotion running from **October 1st to November 31st**! The following accessories are featured on this promotion and include a list of over 100+ part numbers:

- All-Weather Mats
- Splashguards
- Cargo Trays
- Cargo Mats
- Trunk Trays
- Remote Starts
- Washer Heaters



Dealerships will receive a discount based on the overall spend for a mix and match on the accessories found in the part list and is cumulative for this period. Work with your parts department to get stocked. Your All-Weather Promotion Kit should have arrived – it includes:

- Floor Cling
- Standee
- Flyer – 2-sided – Utilize the **OnDemand** options available for email, postcard, and flyers.

HMF NEWS:

October Lease Programs

- '15 Veloster: \$179/mo. for 36 mos; \$2,499 at lease signing
- '15 Sonata Hybrid: \$239/mo. for 36 mos; \$3,199 at lease signing
- '15 Genesis Coupe: \$319/mo. for 36 mos; \$2,799 at lease signing
- '15 Genesis: \$429/mo. for 36 mos; \$3,999 at lease signing
- '15 Equus: \$739/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 Azera: \$329/mo. for 36 mos; \$3,199 at lease signing
- '14 Santa Fe Sport: \$249/mo. for 36 mos; \$3,199 at lease signing
- '14 Santa Fe LWB: \$299/mo. for 36 mos; \$3,199 at lease signing

*Refer to HMF's Marketing announcement for the newest rates.

October / November Auctions

Adesa Minnesota	Dayton, MN	Oct. 14
Manheim Orlando	Ocoee, FL	Oct. 14
Manheim Riverside	Riverside, CA	Oct. 14
Manheim Kansas City	Kansas City, MO	Oct. 15
Manheim Seattle	Seattle, WA	Oct. 15
Manheim Auto Auction	Manheim, PA	Oct. 17
Manheim Dallas	Dallas, TX	Oct. 22
Southern Auto Auction	E. Windsor, CT	Oct. 22
Manheim Denver	Denver, CO	Oct. 28
Manheim Orlando	Ocoee, FL	Oct. 28
Manheim Arena	Bolingbrook, IL	Nov. 4
Manheim Georgia	Atlanta, GA	Nov. 4
Manheim Auto Auction	Manheim, PA	Nov. 7

Fastlane Closed Event Sale: October 17 – 19

For online sales, log onto www.hyundaifastlane.com

Top HPI Dealers - September YTD*

NATIONAL – Year-To-Date (YTD)		HPI Score
MA024	Mirak Hyundai	987
KY017	Gates Hyundai	984
WA026	Hyundai of Everett	983
AR034	Crain Hyundai of Springdale	982
AL028	Hyundai of Auburn	981
NY107	Hyundai 112	981
PA060	Freedom Hyundai	980
OH047	Preston Hyundai	980
TN031	Gossett Hyundai South	979
MS025	Mack Grubbs Hyundai	979
OH051	Rick Case Hyundai	979
MO006	Northtowne Hyundai	979

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

Top HSI Dealers - September YTD*

NATIONAL – Year-To-Date (YTD)		HSI Score
TX170	Texoma Hyundai	981
IN040	Wetzel Hyundai	978
IN028	Ray Skillman Southside Hyundai	978
NC058	Bob Mayberry Hyundai	978
CA349	Winn Hyundai of Santa Maria	976
OH050	Mathews Hyundai	976
WV014	Hyundai of Beckley	975
PA068	Lancaster Hyundai	975
FL126	Red Hoagland Hyundai	975
TN034	Gray Epperson Hyundai	975

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

Top Selling Dealers - Sept. '14 MTD

CENTRAL REGION – Month-To-Date (MTD)		Sales
IL018	Green Hyundai	145
IL061	Rosen Hyundai	125
IL063	Family Hyundai	125
OH053	Ron Marhofer Hyundai	108
IL080	Gerald Hyundai	106

SOUTHERN REGION		Sales
FL108	Hyundai of New Port Richey	555
FL122	Coconut Creek Hyundai	299
FL114	Rick Case Hyundai	254
FL088	O'Brien Hyundai of Fort Myers	208
FL110	Doral Hyundai	207

EASTERN REGION		Sales
NJ029	Brad Benson Hyundai	300
NY075	Atlantic Hyundai	281
NJ032	Lester Glenn Hyundai	267
NY110	Advantage Hyundai	225
NY058	Plaza Hyundai	150

SOUTH CENTRAL REGION		Sales
TX158	Ron Carter Hyundai	269
TX100	Hyundai of El Paso	261
TX171	South Point Hyundai	188
TX104	North Freeway Hyundai	142
TX124	Vandergriff Hyundai	133

WESTERN REGION		Sales
CA293	Hardin Hyundai	324
NV023	Planet Hyundai	236
CA310	Garden Grove Hyundai	202
WA044	Hyundai of Kirkland	186
CA321	Puente Hills Hyundai	170