

AUGUST SALES: 70,003 UNITS

Sales Top 500,000 Fastest in History

Well, it turned into a sizzling summer with you and your sales team setting the all-time sales record for August at 70,003 units! That was a 6% gain over last year, and it marked only the second time ever sales have topped 70,000 units in a month! In addition, it was the fastest time in our history to pass 500,000 units – *thank you and your team for all of your hard work!*

“Sales continued to gain momentum as the month progressed and we finished the Labor Day holiday weekend strong. The all-new Sonata, Genesis and our CUVs played a big role in helping us score a record August” said Bob Pradzinski, Vice President, National Sales.

Here are the sales highlights for August:

- **Elantra** – our #1 selling car at 22,845 units
- **Sonata** – our #2 selling car at 21,092 units – up 25%
- **Santa Fe** – 9,302 units – up 15% over last August
- **Tucson** – 5,266 units – up 35% over last August
- **Genesis** – 3,029 units – up 15% over last August

This is an exciting time as the new 2015 models are arriving at your dealership plus Hyundai being named the best non-premium brand in the J.D. Power IQS and APEAL studies – *now's the time to make the most of these opportunities and finish the summer strong!*

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 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:

September Update

We are quickly approaching the next exciting release of OTD V6 Release 3!

The following new features will be included:

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

These enhancements are based off feedback from dealer surveys and dealer focus group meetings. We will continue to communicate updates as we approach each milestone in enhancing OTD V6. We look forward to the release 3 launch date at the end of September.

For more information on OTD Training, please visit HyundaiDealer.com → Sales → OTD Reference **Material tab**. There, you can find OTD training manuals, videos, FAQ's and more!

TRAINING NEWS:

Coming soon: '15 Pocket Guides

Shipping to all dealers the first week of September are updates to your current **2014 Product Pocket Guide**. In addition to a new **2014/2015 Product Pocket Guide** cover and Model Line (front) section, you will receive 2015 editions of: Accent, Elantra Sedan, Veloster, Sonata, Sonata Hybrid, Tucson, Santa Fe, Genesis Coupe, and Equus.

Later this fall, be on the lookout for the **2015 Azera** booklet and a revised **2015 Sonata** booklet, when the Sport 2.0T with Ultimate Package is re-named as the Limited 2.0T. Also worth noting, Elantra GT has a short carry-over model year for 2015, so the 2014 version will not be replaced until the 2016 Elantra GT becomes available.

Sales Managers can order additional Pocket Guides, with complete current model year content, at: www.HyundaiSalesTraining.com.

HYUNDAI HOPE ON WHEELS® NEWS:

GOAL: To Surpass \$87 million

Hyundai Hope On Wheels® will host its fifth annual national *September is Childhood Cancer Awareness Month* campaign. The nonprofit plans to award \$9 million in pediatric cancer research grants during September.

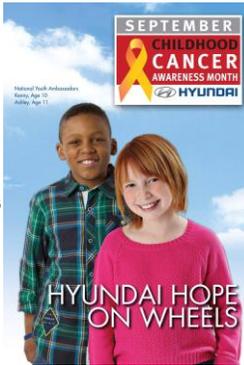
Hyundai Hope On Wheels News continued...



Hyundai Hope On Wheels News continued...

Hyundai Hope On Wheels has selected 36 children's hospitals across the U.S. to receive a total of \$9 million for pediatric cancer research during the month. The **2014 Hyundai Hope On Wheels** September campaign is called

"Every Handprint Tells A Story." It builds on the success of last year's effort and brings awareness to the cause via social media. This year's campaign will showcase stories of several child cancer survivors and of many doctor researchers who are working to find a cure for the disease. Each of their handprints represents a story of courage, determination and hope in the pursuit of a cure. The public can show its support by visiting



by visiting www.HyundaiHopeOnWheels.org/September. On the website, visitors can view video stories of courageous child cancer survivors; learn about the work of several Hyundai Scholar researchers; post and share their own messages of hope; and join an online community of supporters. Additional activities during September include a 5K race series, a 1.1 million show-of-support decal mailing to Hyundai owners, a dealership handprint fundraising effort, and events on Capitol Hill in conjunction with the Congressional Childhood Cancer Caucus.

PRODUCT NEWS:

SiriusXM® Enhancements

The '15 Genesis Sedans and navigation-equipped '15 Sonatas include enhanced services over and above the audio programming and data services previously available from SiriusXM. These may not be apparent at first glance, but are easy to show customers – here are the new audio features:

- **Smart Favorites** – the first 6 SiriusXM presets are cached for up to one hour – that allows you to pause the programming, then go forward and rewind, like a DVR in your home
- **Featured Favorites** – convenient additional preset banks broadcast by SXM, grouped thematically
- **Electronic Programming Guide (EPG)** – this programming guide is like what you have on your home TV – it provides descriptions for all channels for span of 1-7 days
- **DIS System** in Genesis also offers iTunes® Song Tagging
- **Over 30 new channels**, 20+ new Spanish language channels and SiriusXM All Access for in-vehicle, mobile or tablet

SiriusXM Travel Link® improvements and features:

- **Traffic flow** coverage for 154 markets
- **154,000 traffic flow miles** covered

SiriusXM Enhancements continued...

- **Sports Scores & Stocks**
- **Enhanced Weather** – hourly weather forecasts (next 3 hours, 6 hours), 5-day forecast, alerts, and improved graphics
 - DIS system in Genesis also offers a graphical weather map
- **Movie times** – new
- **Fuel prices** – new

Refer to the glovebox insert for additional details on features and pricing. Every new '15 Hyundai includes a 3-month free SiriusXM audio subscription; navigation-equipped '15 Sonata customers receive 3 months free of **Travel Link**, while '15 Genesis Sedan customers receive 3 years free of **Travel Link**. All subscriptions start from vehicle RDR date.

CSI NEWS:

It's Customer Satisfaction Season

This October, J.D. Power will mail invitations to original owners and lessees of 2012 – 2014 model year vehicles to participate in the **2015 Customer Service Index (CSI) Study**. Through this online survey, CSI customers rate their satisfaction with sixteen different aspects of their most recent Hyundai dealership repair or maintenance experience, such as thoroughness of explanations, amenities offered and condition of vehicle after service.

Nearly half of CSI customers evaluate a service visit between September and November. Take advantage now of these ten tips to deliver a premium service experience. Your service staff can make the difference to elevate Hyundai's CSI competitive rank to the top tier:

1. Advisor greets customer at vehicle with a smile
2. Advisor inspects wipers and tires and notes condition on MPI form
3. Advisor tests lights and battery and notes condition on MPI form
4. Advisor provides helpful and honest advice (doesn't upsell unnecessary services)
5. Advisor provides accurate cost and wait time
6. Dealership offers a full service car wash
7. Advisor gives a care package with snack and water
8. Technician ensures any problem with vehicle is fixed right first time
9. Advisor explains work performed by technician
10. Advisor reviews multi-point inspection form

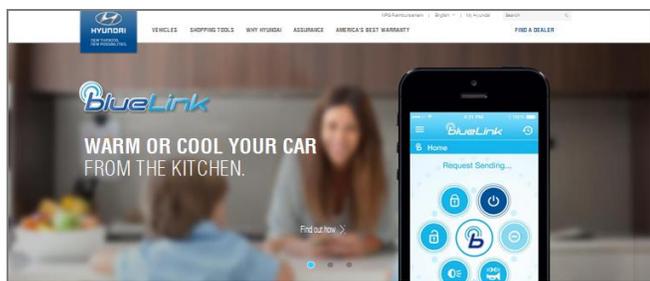
J.D. Power reports that brand loyalty increases as CSI score increases. Making Hyundai customers feel special today increases the number of times they will return to Hyundai for service, recommend Hyundai to their family and friends, and buy another Hyundai.

BLUE LINK® NEWS:

All-New HyundaiBlueLink.com

The newly redesigned HyundaiBlueLink.com site is now available. With a new clean and simple layout, you and your customers have easy access to valuable information about the Blue Link® program. Key changes and highlights:

- Image carousel showcases top three mobile app features
- Easy to find, direct link to Activate Blue Link for current Hyundai owners
- Key features in each package are highlighted:
 - Connected Care – Car Care & Emergency Services
 - Remote – Remote Access
 - Guidance – Destination Search powered by Google™
- New Blue Link overview video (in Connected Care section)
- Customer testimonial videos where you can hear from satisfied customers
- The Blue Link equipped vehicle selector provides available Blue Link features by model:
 - Currently only MY15 models are listed; however, all Blue Link equipped vehicles (2012-2015) will be available by late September
 - This is a dynamic tool displaying the latest and greatest when it comes to Blue Link features offered in properly equipped models, trims and packages
- Also coming soon will be new How-To videos that will link directly to related FAQs



Share these new enhancements with your team and customers to get them excited about Blue Link. It is a powerful resource that is both informational and personal as it highlights real customer experiences.

Top Blue Link Performing Dealers*

NATIONAL AUGUST YTD		Enrollment	Credit Card Capture
CO043	Crossroads Hyundai	102	75
MI052	Crest Hyundai	99	40
NV023	Planet Hyundai	99	58
IL085	AutoNation Hyundai O'Hare	99	48
NY041	Garvey Hyundai	99	46
FL126	Red Hoagland Hyundai	98	44
TX158	Ron Carter Hyundai	98	46
OK019	Billingsley Hyundai, Lawton	98	52
NY126	Millennium Hyundai	98	44
NC008	Lee Hyundai	98	49

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

CPO NEWS:

CPO Sales: 9,254 units - Best Ever Sales Month on Record!

The August CPO sales record of 9,254 units also marked the best sales month for CPO all-time. This represents an increase of 26.7% over August 2013. Year-to-date, 749 Hyundai dealers sold 63,596 CPO units, creating a 23.6% gain over last year.

Top Selling CPO Dealers: Aug '14 YTD

NATIONAL – AUGUST YTD		Sales
FL108	Hyundai of New Port Richey	1,058
GA037	Jim Ellis Hyundai	617
FL005	Rick Case Hyundai	612
NJ032	Lester Glenn Hyundai	572
TX100	Hyundai of El Paso	563
NC023	Planet Hyundai	519
NV020	Henderson Hyundai Superstore	462
CA293	Hardin Hyundai	407
MN021	Luther Bloomington Hyundai	395
CA310	Garden Grove Hyundai	389



Rick Case Hyundai, Plantation, FL was one of the Top 10 Certified Pre-Owned dealers in 2013. Juan Castrillo, Regional Operations Manager (left) presents an award to Leroy Larson (center), with Mark Delaney, HMA District Sales Manager (right).

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 September 2014 in support of CPO vehicle sales. Special rates will be in effect and available from September 3 – September 30, 2014. See the HMF CPO program bulletin for complete details, terms and conditions.

DEALER NEWS:

Sonata Dealer Feedback Survey

HMA needs your help in getting an early read on how the market is receiving the all-new **2015 Sonata**. Please log into Hyundaidealer.com to share your first-hand experiences with 2015 Sonata shoppers by completing a short survey in that portal. Product planning will definitely use this dealer survey feedback to help shape future Sonata product enhancements so log on now and let your voice be heard! Please access the survey by logging into Hyundaidealer.com and hovering over the “Sales” menu in the top navigation. The Sonata survey is located under the “Dealer Resources” section.

ACCESSORY NEWS:

Door Visors - *Get Them Now!*

Door visors are one of the **most requested** accessories and they're available for order for the Elantra and Accent! The part numbers are listed below. Check them out and order now! Here's what makes them so popular:

1. You can put the windows down a bit when parked to help the car cool inside during those hot months without running the air conditioning!
2. Shields from rain when windows are open.
3. When it rains, you can lower the window to circulate some fresh air without getting wet or allow a vent for the cigarette smoke.
4. The visors help to reduce the need for air conditioning when defrosting when it rains.
5. When it rains, the visors help to avoid using the A/C to de-fog the windshield, just keep the windows slightly open. You don't want to have to use A/C when the weather is so nice outside!

Part Number	Part Name	Model / Year
1R022ADU00	Door Visor Set	4-Door Accent (2011-2014)
1R022ADU50	Door Visor Set	5-Door Accent (2011-2014)
3X022ADU00	Door Visor Set	Elantra Sedan (2011-2015)
A5022ADU00	Sport Visor-Elantra GT	Elantra GT (2012-2014)

HMF NEWS:

September Lease Programs

- '15 Sonata: \$199/mo. for 36 mos; \$2,399 at lease signing
- '15 Sonata Hybrid: \$239/mo. for 36 mos; \$3,199 at 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 signing
- '14 Genesis Coupe: \$309/mo. for 36 mos; \$2,699 at signing
- '14 Genesis: \$349/mo. for 36 mos; \$3,499 at lease signing

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

September / October Auctions

Adesa Minnesota	Dayton, MN	Sept. 16
Manheim Georgia	Atlanta, GA	Sept. 16
Manheim Riverside	Riverside, CA	Sept. 16
Manheim Kansas City	Kansas City, MO	Sept. 17
Southern Auto Auction	E. Windsor, CT	Sept. 17
Manheim Auto Auction	Manheim, PA	Sept. 19
Manheim Orlando	Ocoee, FL	Sept. 23
Manheim Riverside	Riverside, CA	Sept. 23
Manheim Dallas	Dallas, TX	Sept. 24
Manheim Auto Auction	Manheim, PA	Oct. 3
Manheim Las Vegas	Las Vegas, NV	Oct. 3
Manheim Arena	Bolingbrook, IL	Oct. 7
Manheim Georgia	Atlanta, GA	Oct. 7

Fastlane Closed Event Sale: September 19 - 22

For online sales, log onto www.hyundaifastlane.com

Top HPI Dealers - August YTD*

NATIONAL - Year-To-Date (YTD)		HPI Score
NY110	Advantage Hyundai	988
FL062	Fitzgerald's Countryside Hyundai	984
CA323	Cerritos Hyundai	979
FL121	Napleton's Hyundai	977
FL103	Universal Hyundai	976
AZ035	San Tan Hyundai	974
FL088	O'Brien Hyundai of Fort Myers	970
FL108	Hyundai of New Port Richey	966
TX100	Hyundai of El Paso	965
NJ032	Lester Glenn Hyundai	961
FL005	Rick Case Hyundai	961

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

Top HSI Dealers - August YTD*

NATIONAL - Year-To-Date (YTD)		HSI Score
TX170	Texoma Hyundai	981
IN028	Ray Skillman Southside Hyundai	979
IN040	Wetzel Hyundai	978
FL126	Red Hoagland Hyundai	976
NC058	Bob Mayberry Hyundai	976
AZ019	Larry H. Miller Hyundai Peoria	975
CA349	Winn Hyundai of Santa Maria	975
AZ032	Chapman Hyundai	975
WV014	Hyundai of Beckley	975
PA068	Lancaster Hyundai	975

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

Top Selling Dealers - August '14 MTD

CENTRAL REGION - Month-To-Date (MTD)		Sales
IL063	Family Hyundai	161
IL018	Green Hyundai	160
IL073	McGrath City Hyundai	156
IL082	Napleton's Valley Hyundai	148
OH066	Taylor Hyundai	135

SOUTHERN REGION

FL108	Hyundai of New Port Richey	705
FL114	Rick Case Hyundai	416
FL122	Coconut Creek Hyundai	375
FL110	Doral Hyundai	327
FL005	Rick Case Hyundai	257

EASTERN REGION

NJ032	Lester Glenn Hyundai	413
NJ029	Brad Benson Hyundai	405
NY075	Atlantic Hyundai	361
NY110	Advantage Hyundai	222
NY058	Plaza Hyundai	205

SOUTH CENTRAL REGION

TX158	Ron Carter Hyundai	321
TX100	Hyundai of El Paso	297
TX040	Huffines Hyundai Plano	168
TX171	South Point Hyundai	167
TX167	Frank Smith Hyundai	164

WESTERN REGION

CA293	Hardin Hyundai	336
NV023	Planet Hyundai	334
CA310	Garden Grove Hyundai	240
CA232	Hyundai of Roseville	211
NV020	Henderson Hyundai Superstore	209