



HYUNDAI SALES BULLETIN

Subject: 2018 H-Promise Sales Results and 2019 Outlook

No: 50-03-2019

Group: General Information

January 21, 2019

ATTN:

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Dealer Principal | <input checked="" type="checkbox"/> General Manager | <input type="checkbox"/> Parts Manager |
| <input checked="" type="checkbox"/> Sales Manager | <input type="checkbox"/> Service Manager | <input type="checkbox"/> Parts Advisors |
| <input checked="" type="checkbox"/> F&I Manager | <input type="checkbox"/> Service Advisors | <input type="checkbox"/> Warranty Manager |
| <input checked="" type="checkbox"/> Sales Consultant | <input type="checkbox"/> Technicians | <input type="checkbox"/> All Staff |

Model(s): Type in specific model here

Bulletin Summary:

2018 H Promise Sales Results:

- Congratulations to **Brossard Hyundai** – #1 H-Promise CPO Dealer for 2018 Nationally with **367 Sales**
- Congratulations to **Saint John Hyundai** - #1 H-Promise CPO Dealer for 2018 in Atlantic Zone
- Things to get excited about in 2019 with H-Promise

Although H Promise sales in 2018 were down over the previous year, attributable in part to higher program costs and a general shortage of used Hyundai vehicles, many Dealers produced impressive sales numbers. Just as impressive was the growing engagement of Hyundai Dealers with 80%+ reporting H-Promise sales activity.

Please join with me in congratulating the Top Ten performers Nationally and in your Region;

Rank	2018 Sales - National	Sales
1	Brossard Hyundai	367
2	Chomedey Hyundai	242
3	Finch Hyundai	216
4	Richmond Hill Hyundai	199
5	Saint John Hyundai	188
6	Hyundai Blainville	166
7	Bolton Hyundai	159
8	Hyundai Gabriel - Anjou	147
8	Performance Hyundai	147
10	Pathway Hyundai	143

Rank	2018 Sales - Atlantic Zone	Sales
1	Saint John Hyundai	188
2	Fredericton Hyundai	96
3	Capital Hyundai	86
4	Trevors Hyundai	42
5	Century Hyundai	35
6	Penny Hyundai	28
7	Experience Hyundai	28
8	Thistle Hyundai	27
9	Rallye Motors Hyundai	21
10	O'Regan's Dartmouth Hyundai	19

For 2019, Hyundai Auto Canada remains fully committed to H-Promise and we have many exciting things happening which will build your sales and profits. Planned activities for 2019:

- A complete refresh of the **H-Promise Website featuring** improved navigation and functionality
- An ongoing commitment to Consumer Influence spending through **Google ad words** and **“Native” ads**
With a planned **30% Increase** in advertising spend the H-Promise website will aid in driving greater traffic to your dealership
- Updated and expanded **Point-of-Sale** materials available through wheelsauto.com/hyundai
- New and updated **Training Material** designed to keep your staff engaged and informed
- **Stronger incentives and finance rate support** than we saw in the latter half of 2018, making H-Promise CPO units an even greater value for your customers

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