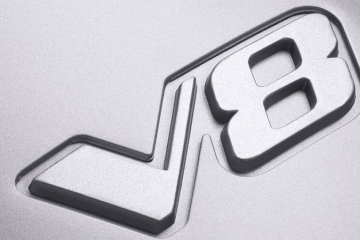




# HYUNDAI





































































**John Krafcik**

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CEO and President  
Hyundai Motor America

# Hyundai – 5<sup>th</sup> Largest OEM

## Global Automotive Sales Ranking

1999	2000	2001	2004	2005	2006	2007
						
						
						
						
						
						
						
						
						
						
						



Source: Automotive News



# 2009 North American Car of The Year



**2009 HYUNDAI GENESIS  
WINS NORTH AMERICAN  
CAR OF THE YEAR**



**HYUNDAI**



**Evil twin up next...**

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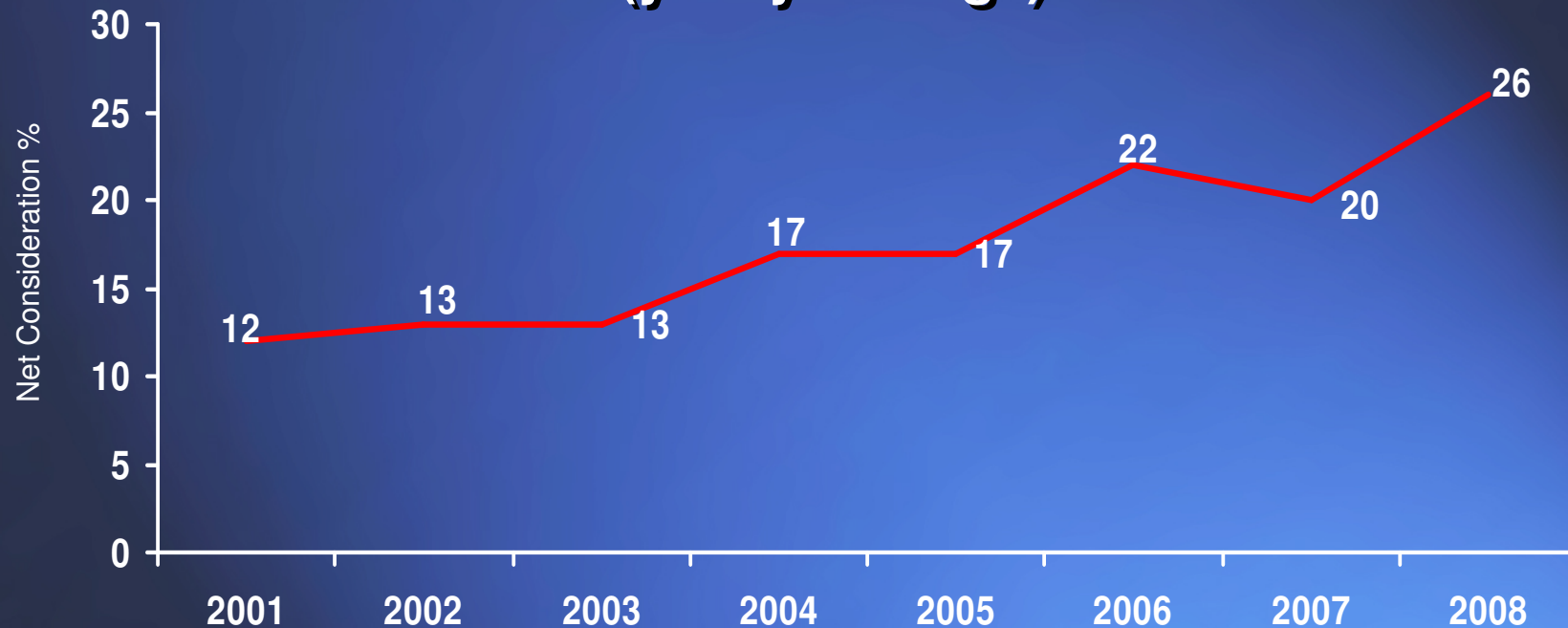


**HYUNDAI**



# Consideration is improving.

## Hyundai 'Net Consideration' (yearly average)



Source: Allison Fisher (GfK)  
Yearly average: June / December waves  
Net Consideration: Awareness X Consideration





# So what's different about Hyundai?

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- Hands-on
- Humble listeners
- HyundaiSpeed





# **“Never let a serious crisis go to waste”\***

## **Down-Markets Spawn Innovation\*\***

	<b>Great Depression</b>	<b>1973 - 1975</b>	<b>1980 - 1982</b>
Overview	<ul style="list-style-type: none"><li>• Auto sales crashed 71% from 1929 to 1932</li></ul>	<ul style="list-style-type: none"><li>• Energy crisis and economic crisis</li><li>• Gas price surged 36% in 1974; auto sales dropped 21%</li></ul>	<ul style="list-style-type: none"><li>• Gas prices doubled from 1978 to 1981</li><li>• Interest rates, inflation and unemployment rate in the double digits</li></ul>
Problems	<ul style="list-style-type: none"><li>• Overhang of used cars</li><li>• Cars not selling</li></ul>	<ul style="list-style-type: none"><li>• Toyota: couldn't keep up with demand</li><li>• Chrysler: 136-day supply</li></ul>	<ul style="list-style-type: none"><li>• Prime rate at 21.5%</li><li>• Credit markets frozen</li><li>• Chrysler verge of collapse</li></ul>
Solutions	<ul style="list-style-type: none"><li>• GM gave dealers \$50 for each junker - trade-in sent to scrap yard</li><li>• Plymouth's \$495 "Thrift Models"</li></ul>	<ul style="list-style-type: none"><li>• Toyota: Stayed the course and didn't decrease advertising spend</li><li>• Chrysler: "Buy a car, get a check"</li></ul>	<ul style="list-style-type: none"><li>• Subsidized loans.<ul style="list-style-type: none"><li>• GM: "13.8%. Here's good news for car buyers."</li></ul></li><li>• Loan guarantees—and Iacocca's patriotic pitch</li></ul>



Sources: \*Rahm Emanuel, Obama Chief of Staff

\*\*Marketing and Media Innovation in the Great Depression and Great Recessions, Bradley Johnson, Ad Age



# Hyundai Assurance – How it started

- 50% consumers had delayed a car purchase
- 75% delaying due to Job Loss concerns
- Traditional offers not resonating... ‘noise’

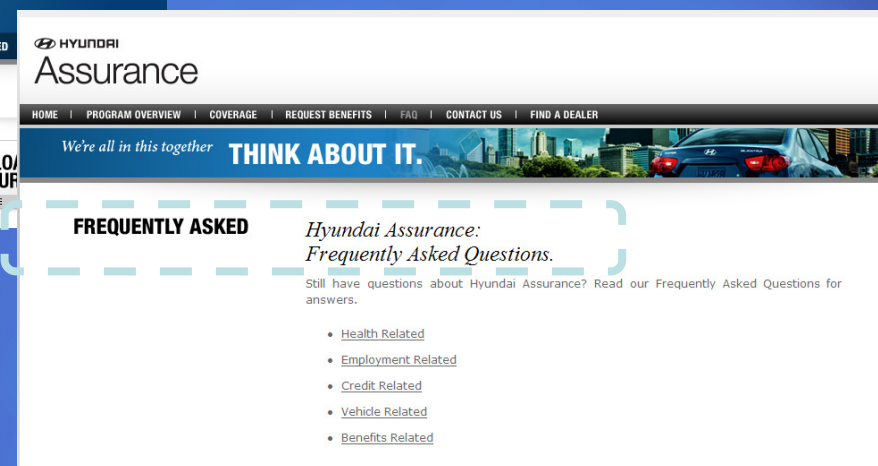
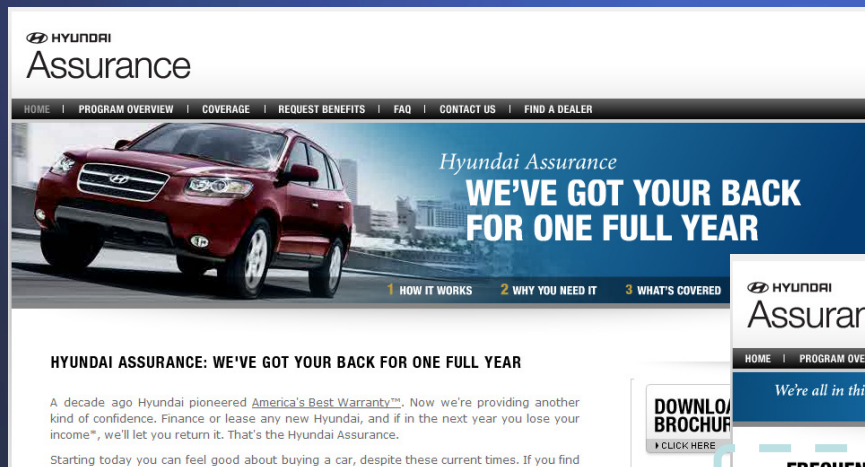


Source: Hyundai research



# First to market was critical.

- 37 days from first meeting to on-air
- HyundaiSpeed!



# Goal: Simple and easy to understand.

- 12-month coverage on any new Hyundai:
  - Involuntary Unemployment
  - Physical Disability
  - Loss of Driver License due to medical impairment
  - International Employment transfer
  - Self-Employed Personal Bankruptcy
  - Accidental Death
- Covers negative equity up to \$7,500



## Assurance





# **Assurance is about the consumer.**

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- Focused on a consumer concern - Job Loss...not a Hyundai concern (sales)
- Consumers felt we heard their concerns
- They've been listening, and our message is resonating



## **Early results are promising.**

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- Edmunds.com says Hyundai share of purchase intent is up 15 percent YTD
- Web traffic and dealer leads are up 50% YOY
- Consumer requests for quotes from dealers have more than doubled YOY
- Sales are up YOY (Jan 3-15)





# New model launches continue, 24/7.

## First 24/7 Q4 '04 – Q3 '06



## Flagship Model Launches March 2007 / July 2008



## 24/7 v2.0 2009 – 2011



**HYUNDAI**



