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TO: Western Region Hyundai Dealers

Happy New Year! While 2016 was a challenging year, the Western Region sales performance was one of the best in the country, and many Western Region dealers ended 2016 with year-over-year increases in sales and profitability. As we move into 2017, we have an aggressive target of achieving an 8% increase in sales. This goal will require great effort on all fronts, as well as close teamwork and collaboration.

We have done an excellent job retaining our existing customers over the last 24 months through our relationship with Dominion Dealer Solutions. However, many of you have asked for a second choice in equity mining partners. In an effort to support this request, as well as continue our momentum, today the Western Region is announcing a new partnership with Auto Alert.

I am confident that you will find Auto Alert to have a compelling product and field support staffing model that will support you in maintaining and ultimately increasing your ability to manage your existing customer database. Our relationship with Dominion Dealer Solutions will continue, however we are excited to add an additional equity mining option for Western Region Hyundai dealers. You will find that we have negotiated an aggressive price, and look forward to continuing to see fantastic equity mining results in the Western Region.

Your local Auto Alert Representative and your Hyundai District Sales Manager will be contacting you during the next few days to schedule a joint meeting at your dealership, where they will review the Auto Alert product and answer any questions that you may have. In the meantime, you can learn more at: <http://autoalert.com/HyundaiWesternRegion/>

I feel strongly that this tool will provide great growth opportunity as we charge forward in 2017, and look forward to working together to make this year a huge success!

Thank you for all you do in supporting the Hyundai brand!

Sincerely,

Kimberly Walker
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