



TUCSON

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*A New
Limited
Trim Level
Replaces the
LX Trim.*

2006 Tucson

2006 Tucson

11. Tucson Overview

This section provides an overview of Tucson.

Who: Split Sales Consultants into two groups during training, so one group can cover the floor.

What: Training to ensure that all Sales Consultants are familiar with the 2006 Tucson

When: At a convenient time when sales are slow, like a weekday morning

Where: Showroom floor—next to a 2006 Tucson

Why: To make Sales Consultants more familiar with the 2006 Tucson and its key attributes:

- **Distinctive Styling:** Stands out in a “me-too” segment, its broad stance and wide track offer outstanding stability and more road presence than competitive SUVs.
- **Roomy, Versatile Interior:** Tucson provides outstanding passenger roominess, functionality and cargo space.
- **Impressive Performance:** Smooth and comfortable ride combined with responsive handling make Tucson enjoyable to drive in any situation.
- **Smart Choice:** A long list of comfort, convenience and safety features, combined with the security of America's Best Warranty™, make Tucson an unmistakable value.

How Long: Estimated time: 20–30 minutes

Necessary

Materials: Photocopy the exercise sheet on page 5 of this module, be sure to have two copies of this page for each participant (you will conduct a pre- and post-test) and have access to:

- The *2006 Source Book*
- The *2006 Pocket Guide*
- Dare to Compare information is available on the Sales Training Online website at www.HyundaiDealer.com.
- *Tucson Owner's Manual*
- Tucson consumer brochure

♦ *Pre- and Post-Test*

Before training, give Sales Consultants an option to “test-out” of this session: To “test-out,” they must fill out the exercise sheet, getting everything correct.

Pre-test all Sales Consultants: Hand out the exercise sheet and have them fill it in as completely as possible.

Post-test Sales Consultants: Check the exercise sheet to make sure it is complete and accurate for each participant (you will conduct a pre- and post-test).

◆ Meeting Content

5-Minute Module #1: *Tucson Basics*

ASK:

- How well does Tucson sell at your dealership?
- How does it compare to the other Hyundai vehicles in regard to sales?
- Who are your typical buyers?
- Why are they attracted to Tucson?
- What other SUVs are they shopping?
(Have them present what they know.)

◆ ***If Not Discussed, Review These Points***

- Tucson is the newest sport utility vehicle in the Hyundai product lineup.
- Tucson is a unibody or monocoque design that shares the same basic chassis with Elantra; other SUVs—like the Toyota RAV4 and Honda CR-V—also share a passenger car chassis (the RAV4 started life as a Corolla, and the CR-V started as a Civic).
- Tucson appeals to a broad audience, including those who thought an SUV with these features was out of their reach.
- Tucson is as much fun to drive as it is versatile.
- Tucson attracts a new type of buyer—people who are looking for a compact SUV and are not expecting the full range of safety, performance and convenience features that are standard on Tucson. They will be very surprised, and once you've shown them Tucson's full range of features, they'll be ready to buy!

◆ ***Best Practices***

- Sales Consultants need to understand why their customers are shopping Tucson.

5-Minute Module #2: *Tucson Trim Levels*

ASK: What trim levels are available on the 2006 Tucson?
(Have them present what they know.)

◆ ***Be Sure These Points Are Covered***

For Tucson GL, all this is standard:

- | | |
|---|---|
| <ul style="list-style-type: none"> • 2.0-liter 140-horsepower 16-valve DOHC 4-cylinder engine with 5-speed manual transmission • Anti-lock Braking System (ABS) with Traction Control System (TCS) and Electronic Stability Control (ESC) • Dual-stage front airbags • Front seat-mounted side airbags • Front and rear roof trim-mounted side-curtain airbags • Front tilting head rests • Air conditioning, power windows, power door locks and power heated mirrors • 8-way adjustable driver's seat | <ul style="list-style-type: none"> • 60/40 split fold-down and reclining rear seatback • AM/FM/CD 80 watt stereo with six speakers • Remote keyless entry with alarm • Cruise control • Front variable intermittent windshield wipers/washers and rear intermittent wipers/washers • Carpeted floor mats • 16-inch 5-spoke alloy wheels with P215/65R16 tires • 4-wheel disc brakes |
|---|---|

◆ Meeting Content

5-Minute Module #2: *Tucson Trim Levels (continued)*

For Tucson GLS, add all this:

- 2.7-liter 173-horsepower 24-valve DOHC V6 engine with 4-speed SHIFTRONIC® automatic transmission
- 16-inch 6-spoke alloy wheels with P235/60R16 tires
- Tire Pressure Monitoring System
- Bodyside cladding (matte black, with matching bumpers)
- Fog lights
- Body-color door handles
- Windshield wiper deicer
- AM/FM/Cassette/CD/MP3, 140-watt stereo with six speakers
- Leather steering wheel and shift knob
- Metal-grain center stack trim
- Illuminated visor vanity mirrors
- Illuminated ignition switch
- Retractable screen type-cargo cover
- Luggage net

For Tucson Limited, add all this:

- Leather seating trim
- Heated front seats
- Automatic Temperature Control with Air Quality System (AQS) and outside temperature display.
- AM/FM/Cassette, 200-watt stereo with in-dash 6-disc CD changer, six speakers and a woofer
- Electrochromic mirror with compass

Tucson 4WD:

- All three Tucson trim levels are available with 4-wheel-drive. The exception is the GL (4-cylinder) with automatic transmission, which is not available with 4-wheel-drive.
- This is the same fully electronic on-demand 4-wheel-drive system, as Santa Fe with the 3.5-liter engine; with the additional function of being able to be locked into 50-50 4-wheel drive with the push of a button. This system changes from 99% front wheel drive to a 50-50 front to rear split automatically as conditions change.

◆ *Best Practices*

- Sales Consultants need to know the trim levels and basic equipment of each model.

5-Minute Module #3: *Tucson—New for 2006*

ASK: What's new for 2006 on Tucson? (Have them present what they know.)

◆ *Be Sure These Points Are Covered*

- The LX trim has been replaced with the Limited trim.
- GL and GLS seat cloth has been upgraded.
- Front head rests are now a "tilting" type.
- Metal-grain trim is added to the center stack on GLS and Limited models.
- The rear cargo cover is now a retractable screen-type instead of a shelf-type.
- A Tire Pressure Monitoring System (TPMS) is standard on GLS and Limited models.
- The 6-spoke alloy wheel has been replaced by a 10-spoke paired design alloy wheel.

◆ Meeting Content

5-Minute Module #4: *Tucson and the Competition*

ASK: Who are the key competitors in this market? (Have them present what they know.)

◆ *Be Sure These Competitors Are Covered*

Segment Leaders	Secondary Competitors
<ul style="list-style-type: none"> • Toyota RAV4 • Honda CR-V • Saturn VUE • Mitsubishi Outlander 	<ul style="list-style-type: none"> • Kia Sportage • Suzuki Grand Vitara • Honda Element

ASK: What are some of Tucson's strengths when compared to its competition? (Have them present what they know.)

◆ *Be Sure These Points Are Covered*

- Highly flexible, functional SUV that reflects an independent, individual spirit
- 2.0-liter 140-horsepower 16-valve DOHC 4-cylinder (GL) or 2.7-liter 173-horsepower 24-valve DOHC V6 (GLS and Limited)
- 5-speed manual transmission (GL)
- 4-speed SHIFTRONIC® automatic transmission (GLS and Limited, optional on GL)
- Anti-lock Braking System (ABS) with Traction Control System (TCS) and Electronic Stability Control (ESC)—standard
- Front seat-mounted side-impact airbags
- Front and rear, roof trim-mounted side-curtain airbags—standard
- Power windows, mirrors and door locks—standard
- 4-wheel disc brakes—standard
- 2-speed variable intermittent windshield wipers and rear intermittent wiper/washer
- Lower suggested retail price
- Longer warranty coverage

◆ *Best Practices*

- Sales Consultants need to be aware of who the competitors are in the marketplace.

◆ Exercises/2006 Tucson

◆ *Demo Drive Exercise*

List six points that you cover during a Tucson demo drive:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

◆ *Feature/Advantage/Benefit Practice–Role-Playing*

Practice linking advantages and benefits with the feature.

Follow this format:

Example:

“Earlier you mentioned that (traction was a major concern). Well, the Hyundai (Tucson Limited) is available with (electronic InterActive Torque Management 4-wheel-drive). It (provides power to all four wheels all of the time) and that (helps enhance traction—especially on slippery surfaces, making Tucson more secure to drive),

Now, tailor a presentation for a customer who is interested in performance:

“Earlier you mentioned that _____. Well, the Hyundai _____ has _____. These _____ and that _____.”

◆ *Walkaround Fill-in-the-Blanks Exercise*

For Tucson, fill in the features you would include in a typical walkaround presentation:

	Front	Side	Rear	Interior
Safety				
Performance				
Appearance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				

◆ Test Drive Evaluation Worksheet

This is a general vehicle evaluation form. Use a new form with each vehicle you evaluate. At times, you may want to use a (1–5) rating system—5 being best and 1 being least favorable.

Vehicle (Year/Model/Trim) _____ Date _____

1. First do a vehicle inspection. Look for any scratches, dents or excessive dirt. Open and close the doors, trunk and hood. Check oil level.
 - What is your first impression of this vehicle? (1 2 3 4 5)
 - What impression do you get from the sound of the doors closing? (1 2 3 4 5)
(Some doors will rattle if closed with the windows down)
2. Sit in the driver's seat and adjust the multi-position driver's seat and steering wheel to your driving comfort.
 - Are you able to find a comfortable position? (1 2 3 4 5)
 - Are the seat controls easy to use? (1 2 3 4 5)
3. Adjust the interior and exterior mirrors.
 - Are the controls easy to use/understand? (1 2 3 4 5)
4. Fasten the seatbelts and adjust shoulder belt height.
5. Start the engine. Check all gauges.
 - Are the gauges/instruments easy to see and interpret? (1 2 3 4 5)
6. Adjust the heating, ventilation, air conditioning (HVAC) and set a radio station.
 - Are the controls intuitive, and easy to understand and operate? (1 2 3 4 5)
7. Check the lights (low and high beam), turn signals, wipers (if equipped, rear wiper) and washer.
 - Were these controls easy to find and operate? (1 2 3 4 5)
8. Begin driving experience.
 - Is the transmission control/clutch easy and smooth to use? (1 2 3 4 5)
9. Check acceleration and braking under different NORMAL driving situations.
 - What are your impressions of the acceleration and braking for this type of vehicle? (1 2 3 4 5)
10. Make a series of left and right turns.
 - How does the steering feel? Light, quick, responsive? (1 2 3 4 5)
 - With the windows up, how quiet is the passenger compartment? (1 2 3 4 5)
 - Was there much road noise? (1 2 3 4 5)
11. After returning to the dealership, ask questions about any item on the vehicle that you did not understand.
12. List your favorable impressions. You'll find them useful when speaking with customers in the future.
