



Tiburon

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*The GT
Limited,
Provides the
Ultimate in
Refined Handling
and Performance.*

2006 Tiburon

2006 Tiburon

10. Tiburon Overview

This section provides an overview of Tiburon.

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 Tiburon

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

Where: Showroom floor—next to a 2006 Tiburon

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

- **Exhilarating Performance:** With European-tuned suspension, 4-wheel disc brakes, 17-inch alloy wheels with Michelin® Pilot MXM4 All-Season tires and a 2.7-liter DOHC V6 engine, the Tiburon GT V6 is the most aggressive and exhilarating Hyundai to drive ever.
- **Sporty Styling:** Tiburon has the most distinctive look of any sports coupe on the market; its angular styling and confident wide stance ensures that it won't be mistaken as a sporty car pretender.
- **Smart Choice:** With its unbeatable level of standard features, performance and style, coupled with America's Best Warranty™, the all-new Tiburon is easily the best value in its segment.

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 on the Sales Training Online website at www.HyundaiDealer.com.
- *Tiburon Owner's Manual*
- Tiburon 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: *Tiburon Basics*

ASK:

- How well does Tiburon 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 Tiburon?
- How has Tiburon GT V6 performed at your dealership?
(Have them present what they know.)

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

- Tiburon is the sports car in the Hyundai product line.
- The Tiburon GS appeals to drivers who are on a budget, yet want a good-looking sports coupe with a lot of features.
- The Tiburon SE appeals to customers who want strong performance and performance-oriented trim teamed with good value.
- The Tiburon GT appeals to customers who want performance, but not the aggressive look of the SE. Instead they want more refinement and are willing to pay a little more for it.
- The GT Limited is for those customers who want a GT, with all the options, plus a leather interior.

◆ ***Best Practices***

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

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

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

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

For Tiburon GS, all this is standard:

- 138-horsepower 2.0-liter 16-valve DOHC 4-cylinder engine
- 5-speed manual transmission
- Anti-lock Braking System (ABS)
- Dual front and side-impact airbags
- Fully independent suspension with front and rear stabilizer bars
- P205/55-16 Michelin tires on 5-spoke alloy wheels
- Power-assisted rack-and-pinion steering
- Power-assisted 4-wheel disc brakes
- Air conditioning, power windows, power door locks, dual power heated mirrors
- AM/FM/CD player
- Remote keyless entry system with alarm
- 6-way adjustable driver's seat and 50/50 split-folding rear seat
- Fog lights
- Low-type body-color rear spoiler

◆ Meeting Content

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

For Tiburon GT add:

- 172-horsepower 2.7-liter 24-valve DOHC V6 engine
- Automatic Temperature Control with Air Quality System (AQS) and outside temperature display
- Hyundai AM/FM/Cassette/CD
- Leather steering wheel and leather door inserts
- Cruise control
- Metal-grain interior trim
- Carpeted floor mats
- 17-inch aluminum alloy wheels with P215/45-17 Michelin® Pilot MXM4 All-Season steel-belted radial tires

For Tiburon SE, add all this:

- 6-speed manual transmission
- Red front brake calipers
- Body-color high rear spoiler
- Aluminum drilled foot pedals
- Kenwood AM/FM/CD/MP3 audio system with six speakers
- Multi-gauge unit (torque, volt and fuel consumption)

◆ *Best Practices*

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

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

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

◆ *Be Sure These Points Are Covered*

- A GT Limited trim has been added that includes all GT features, plus the GT Premium Package, beige leather interior and turn signal side repeater lights.
- Trims are now GS (4-cylinder), GT, GT Limited and SE.
- Anti-lock Braking System (ABS) is now standard on all models.
- Fog lights are now standard on all models.
- A panic alarm has been added to the key fob.
- A sunroof is now available as an option on GS models.

◆ *Best Practices*

- Sales Consultants need to know "what's new."

◆ Meeting Content

5-Minute Module #4: *Tiburon 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

- Acura RSX
- Mitsubishi Eclipse
- Ford Mustang V6
- Saturn Ion Coupe
- Scion tC

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

◆ *Be Sure These Points Are Covered*

- Choice of a fuel-efficient 2.0-liter 16-valve DOHC 4-cylinder engine or the 2.7-liter 24-valve DOHC V6 engine
- Choice of transmissions: 5-speed manual, 6-speed manual or optional 4-speed SHIFTRONIC® automatic transmission
- AM/FM/CD stereo system—standard
- Power window, mirrors and door locks
- Remote keyless entry system with alarm
- 50/50 split-folding rear seat
- 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 Tiburon*

◆ *Demo Drive Exercise*

List six points that you cover during a Tiburon 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 (performance is one of your major concerns). Well, the Hyundai (Tiburon GT/SE) comes standard with (a 2.7-liter 24-valve DOHC V6 engine). It (delivers 172 horsepower).

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 Tiburon, 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.
