



Hyundai History and Awareness

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Hyundai in the U.S.A.

History/Awareness

History/Awareness

3. *Hyundai History and Awareness*

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 their roles and responsibilities

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

Where: Showroom floor or training room

Why: So Sales Consultants know about Hyundai—the company and its role in the United States.

How Long: Estimated time: 20–30 minutes

Necessary

Materials: Photocopy the exercise sheet on page 4 of this module; be sure to have two copies of this page for each participant (you will conduct a pre- and post-test).

◆ *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, 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: *The History of Hyundai*

To many customers, Hyundai is still a “new” name in the automotive industry. (Have the Sales Consultants share what they know about Hyundai.)

◆ *Be Sure These Points Are Covered*

- Hyundai was founded in 1947 by Chung Ju-Yung.
- Hyundai is the number-one-selling car in Korea.
- Hyundai Motor Company (“HMC”) operates the world’s largest integrated automobile manufacturing plant.
- Hyundai exports vehicles to nearly 190 countries worldwide.
- HMC is the seventh-largest auto manufacturer in the world, followed by Honda, Nissan and Renault.
- Kia is owned by Hyundai, but operates with separate manufacturing, marketing and sales groups.

◆ *Review*

- This type of information builds credibility in the eyes of your customers.

◆ *Best Practices*

- Encourage Sales Consultants to be Hyundai experts as well as product experts.

5-Minute Module #2: *Hyundai—Investing in the Future*

(Have the Sales Consultants share what they know about how Hyundai designs vehicles.)

◆ *Be Sure These Points Are Covered*

- Hyundai’s Namyang Technology Research Center in Korea includes a complete testing facility and a 2.8-mile oval test track.
- Namyang’s \$40 million wind tunnel is capable of producing wind speeds of nearly 125 miles per hour.
- Hyundai conducts research at eight research centers in Korea and four international centers.
- Ongoing projects include electric vehicles, low-emission gasoline engines, solar-powered vehicles, hydrogen-powered fuel cell vehicles and other alternative-fuel vehicles.

◆ *Best Practices*

- Customers want to hear the Hyundai story—that Hyundai is investing heavily in research and development to help refine their next generation of vehicles.

◆ Meeting Content

5-Minute Module #3: *Hyundai in the U.S.*

Few people are aware of Hyundai's investment in the United States.
(Have the Sales Consultants share what they know about Hyundai's U.S. involvement.)

◆ *Be Sure These Points Are Covered*

- Hyundai Motor America (HMA) is the U.S. sales and distribution arm of Hyundai Motor Company.
- HMA was established in 1986.
- Hyundai operates a \$30 million Hyundai/Kia design and technical center in Irvine, California, opened in February 2003.
- A \$50 million automobile proving grounds/test track was built in the Mojave Desert in California, and technical centers in Fontana, California, and Ann Arbor, Michigan.
- Hyundai built a \$1.1 billion automotive assembly and manufacturing plant in Montgomery, Alabama, the company's first assembly and manufacturing plant in the U.S. The plant began production in 2005 and created approximately 2,000 plant jobs.
- HMA is headquartered in Fountain Valley, California.
- Five regional offices provide Hyundai with a direct link to its dealer network:
 - Western Region—Fountain Valley, California
 - Central Region—Aurora, Illinois
 - Southern Region—Austell, Georgia
 - Eastern Region—Jamesburg, New Jersey
 - South Central Region—Dallas, Texas

◆ *Best Practices*

- It is important to be able to tell customers about the investment Hyundai has made in this country to support our vehicles.

5-Minute Module #4: *Hyundai Dealers and Parts*

Hyundai has an extensive dealer network in the U.S., and a parts supply network to support the dealers. This is an excellent story to communicate to customers.
(Have the Sales Consultants share what they know about Hyundai's U.S. involvement.)

◆ *Be Sure These Points Are Covered*

- There are more than 670 Hyundai dealers in 50 states.
- Hyundai dealers have sold more than 2 million automobiles since 1986.
- Hyundai's parts warehouses are located in Ontario, California; Aurora, Illinois; and Jamesburg, New Jersey.
- A computer network links the dealers to the parts warehouses to ensure timely parts availability, with most requests filled within 24 hours.

◆ *Best Practices*

- Some customers are concerned about the service they'll receive in different parts of the country. This story helps alleviate any concerns while enhancing Hyundai's strengths in the eyes of these customers.

◆ *Exercise/Hyundai Awareness*

◆ *Fill in the Blanks*

- Hyundai is the _____ selling car in Korea.
- Hyundai Motor Company is the _____ largest auto manufacturer in the world.
- How many countries does Hyundai export cars to? _____
- How much did the wind tunnel cost at the Namyang Technology center? _____
- How fast are the winds it is capable of generating? _____
- What future engine technologies is Hyundai researching? _____

- In which year was Hyundai Motor America established? _____
- How many Hyundai dealers are there in the U.S.? _____
- In the U.S., how many Hyundais have been sold since 1986? _____
- On the average, how quickly are parts orders filled? _____
- How much did it cost to build the U.S. assembly plant? _____
- Where is the new U.S. research and development center based? _____

- Where is the U.S. test track facility? _____

◆ *Answer Sheet*

◆ *Fill in the Blanks*

- Hyundai is the **number-one selling car** in Korea.
- Hyundai Motor Company is the **seventh-largest auto manufacturer in the world**.
- How many countries does Hyundai export cars to? **190**
- How much did the wind tunnel cost at the Namyang Technology center? **\$40 million**
- How fast are the winds it is capable of generating? **125 mph**
- What future engine technologies is Hyundai researching?

Electric vehicles

Low-emission gasoline engines

Solar-powered vehicles

Hydrogen fuel-cell powered vehicles

Alternative-fuel engines

- In which year was Hyundai Motor America established? **1986**
- How many Hyundai dealers are there in the U.S.? **More than 600**
- In the U.S., how many Hyundais have been sold since 1986? **More than 2 million**
- On the average, how quickly are parts orders filled? **Within 24 hours**
- How much did it cost to build the U.S. assembly plant? **\$1 billion**
- Where is the new U.S. research and development center based? **Irvine, California**
- Where is the U.S. test track facility being built? **Mojave Desert, California**