



ELANTRA

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2006 Elantra

*New for 2006,
Elantra Delivers
Strong Safety,
“Class-Above”
Roominess,
and Standard
Front Side
Airbags.*

2006 Elantra

7. *Elantra Overview*

This section provides an overview of Elantra.

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 Elantra

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

Where: Showroom floor—next to a 2006 Elantra

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

- Distinctive, “European” Styling: Stands out from the other cars in this segment.
- Smart Choice: It has the features that are optional or unavailable on its competitors.
- Safe and Secure: Is first in its class with standard front seat-mounted side airbags and 2-stage front airbags.
- Spirited Performance: GT models have sport-tuned suspension and steering so they deliver fun and confidence whether driving on the freeway or a winding, country road.

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.
- *Elantra Owner's Manual*
- Elantra 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: *Elantra Basics*

ASK:

- How well does Elantra 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 Elantra?
- How has Elantra GT 5-door hatchback performed at your dealership?
(Have them present what they know.)

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

- Elantra is larger than Accent, yet smaller than Sonata.
- It comes in both 4-door and 5-door body styles.
- It appeals to customers who want a sensible vehicle that delivers good value.
- It appeals to drivers who are on a budget, yet want a car with a lot of features.
- The GT model appeals to drivers who want something sporty, yet at a practical price.

◆ ***Best Practices***

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

5-Minute Module #2: *Elantra Body Styles and Trim Levels*

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

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

For Elantra GLS 4-Door Sedan, all this is standard:

- 2.0-liter DOHC engine with 138 horsepower (ULEV) or 132 horsepower (SULEV)
- Air conditioning
- Power windows, power door locks and power heated mirrors
- Power-assisted rack-and-pinion steering
- AM/FM/CD audio system with six speakers
- 60/40 split fold-down rear seats
- Remote keyless entry system with alarm

For Elantra GLS 5-Door Hatchback, add the following items:

- Sport-tuned independent suspension and steering
- Rear disc brakes
- Rear window wiper/washer
- Cargo cover
- Black-out treatment on bodyside molding and bumpers

◆ *Meeting Content*

5-Minute Module #2: *Elantra Body Styles and Trim Levels (continued)*

For Elantra Limited 4-Door Sedan, add the following items:

- Beige leather seating surfaces, leather-wrapped steering wheel and shift knob
- Wood trim
- Carpeted floor mats
- Chrome insert bodyside molding
- Chrome vertical bar grille
- Fog lights

◆ ***Best Practices***

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

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

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

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

- A 4-door Limited trim, with automatic transmission only, has been added, providing a fully equipped luxury model.
- The GT 4-door model has been discontinued.
- A new "Premium Package," available on all models, includes sunroof, Anti-lock Braking System (ABS) and Traction Control System (TCS).
- The standard audio system on all Elantra models is a Hyundai AM/FM/CD audio system with six speakers.
- Cruise control is standard on all trims.

◆ ***Best Practices***

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

◆ Meeting Content

5-Minute Module #4: *Elantra 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

- Ford Focus
- Honda Civic
- Chevrolet Cobalt
- Toyota Corolla

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

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

- Standard 2-stage front airbags and front side-impact airbags
- 2.0-liter 16-valve DOHC engine with Continuously Variable Valve Timing (CVT)
- Standard Power Package—power windows, heated mirrors and door locks
- Remote keyless entry with alarm

◆ ***Best Practices***

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

◆ *Exercises/2006 Elantra*

◆ *Demo Drive Exercise*

List six points that you cover during an Elantra 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 (safety is one of your major concerns). Well, the Hyundai (Elantra) comes with (2-stage front and front side-impact airbags). Front side-impact airbags inflate in the event of a certain side collisions and that (is “first in its class and helps provide added occupant protection in the event of an accident).

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 Elantra, 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.
