



AZERA

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*Azera Is an
All-New Model
with New Levels
of Premium Appointments,
Safety Features,
Interior Roominess
and Performance.*

2006 Azera

2006 Azera

9. *Azera Overview*

This section provides an overview of Azera.

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 Azera

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

Where: Showroom floor—next to a 2006 Azera

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

- **Classic, Elegant, Refined Styling:** Azera is a high-quality premium sedan with flagship features. It enables buyers to satisfy their desire to reward themselves—making them feel good, not guilty.
- **Roomy Interior with Upscale Appointments:** Comfortable seating and impressive interior room, and high-quality interior materials and beautiful design impart a sense of true luxury.
- **A Rewarding Driving Experience:** Finely tuned suspension provides ride quality that is supremely comfortable. A 3.8-liter 24-valve V6 engine and ABS with Traction Control System and Electronic Stability Control add to the thoroughly pampering driving experience.
- **Smart Choice:** Comprehensive list of standard luxury features surpasses its competitors.

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

ASK:

- How well does Azera 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 Azera?
- How has the Azera Limited model performed at your dealership compared to the SE?
(Have them present what they know.)

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

- Azera is the most expensive and most luxurious model in the Hyundai lineup.
- It is larger than Sonata.
- It appeals to a very broad audience—particularly to those people who want a luxury car, but felt it was out of their budget.
- Azera is as much fun to drive as it is luxurious.

◆ ***Best Practices***

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

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

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

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

For Azera SE, all this is standard:

- 3.8-liter 24-valve DOHC V6 engine with 5-speed SHIFTRONIC® automatic transmission
- Traction Control System (TCS)
- 4-wheel disc brakes with Anti-lock Braking System (ABS) and Electronic Brake Force Distribution (EBD)
- Eight standard airbags
- Front active head restraints
- Dual automatic temperature control with Air Quality System and outside temperature display.
- Power windows, door locks and heated mirrors
- Cruise control
- 8-way power driver's seat, 4-way power front-passenger's seat
- 60/40 split fold-down rear seatbacks and rear reading lights
- AM/FM/CD/MP3 audio system
- Remote keyless entry system with alarm
- Inside electrochromic rearview mirror (auto-dimming) with built-in HomeLink® integrated transceiver
- 16-inch aluminum-alloy wheels

◆ *Meeting Content*

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

For Azera Limited, add all this:

- Leather seating surfaces
- Leather-wrapped steering wheel with wood-grain inserts
- Heated front seats
- Electroluminescent instrument cluster
- Electric rear sunshade
- 17-inch aluminum-alloy wheels
- Optional power adjustable foot pedals
- Optional Integrated Memory System
- Optional premium audio system
- Optional power tilt and telescopic steering column

◆ *Best Practices*

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

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

ASK: What are some of Azera's key features over the 2005 XG350?
(Have them present what they know.)

- Azera has a larger, more powerful engine than XG350—a 3.8-liter with 263 horsepower versus 3.5-liter with 194 horsepower.
- Azera has eight standard airbags, including dual-stage front, front and rear side-impact, and front and rear side-curtain airbags.
- Azera has Electronic Stability Control (ESC), which was not available on XG350.
- Azera has dual automatic temperature control with Air Quality System (AQS) and outside temperature display, while XG350 had a single ATC system without AQS or outside temperature display.
- Optional on Azera are power adjustable foot pedals, which were not available on XG350.

◆ Meeting Content

5-Minute Module #4: *Azera 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

- Toyota Avalon
- Mercedes-Benz S350
- BMW 760i

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

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

- Comfortable and compliant ride characteristics
- Anti-lock Braking System (ABS) with Traction Control System (TCS), Electronic Brake Force Distribution (EBD) and Electronic Stability Control (ESC)—standard
- Eight standard airbags, extending protection to both the front and rear passengers
- Front active head restraints
- Dual fully automatic climate control with Air Quality System (AQS) and outside temperature display—standard
- Remote keyless entry system with alarm
- Fully automatic headlights
- Electric rear sunshade (Limited)
- Optional power adjustable foot pedals
- Optional Integrated Memory System
- Optional power tilt and telescopic steering column
- 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 Azera*

◆ *Demo Drive Exercise*

List six points that you cover during an Azera 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 (convenience was one of your major concerns). Well, the Hyundai (Azera) comes standard with (an electrochromic rearview mirror). It (automatically dims the mirror when someone with bright headlights is driving behind you) and that (helps reduce eyestrain at night and makes the Azera 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 Azera, fill in the features you would include in a typical walkaround presentation:

- 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.
