



# SANTA FE

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

## 12. *Santa Fe Overview*

This section provides an overview of Santa Fe.

**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 Santa Fe

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

**Where:** Showroom floor—next to a 2006 Santa Fe

**Why:** To make Sales Consultants more familiar with the 2006 Santa Fe and its key attributes:

- **Distinctive Styling:** Stands out in a “me-too” segment, its broad shouldered stance and wide track offer outstanding stability and more road presence than competitive SUVs.
- **Roomy Interior:** Santa Fe offers outstanding passenger roominess and cargo space.
- **Impressive Performance:** Smooth and comfortable ride combined with responsive handling make Santa Fe 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 Warrant™, make it 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](http://www.HyundaiDealer.com).
- *Santa Fe Owner's Manual*
- Santa Fe 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: *Santa Fe Basics*

**ASK:**

- How well does Santa Fe 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 Santa Fe?
  - What other SUVs are they shopping?
- (Have them present what they know.)

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

- Santa Fe is the largest sport utility vehicle in the Hyundai product lineup.
- Santa Fe is a unibody or monocoque design that shares the same basic chassis with Sonata. Other SUVs—like the Lexus RX 330 and Honda CR-V—also share a passenger car chassis (the Lexus RX 330 started life as a Camry and the CR-V started as a Civic).
- Santa Fe appeals to a broad audience, including those who thought an SUV was out of their reach.
- Santa Fe is as much fun to drive as it is versatile.
- Santa Fe attracts a new type of buyer: these people tend to be well-read and very prepared when they walk into a dealership; in general, these customers know what they're looking for—and they will be coming into your dealership to see how Santa Fe measures up.

◆ ***Best Practices***

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

### 5-Minute Module #2: *Santa Fe Trim Levels*

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

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

**For Santa Fe GLS 2WD, all this is standard:**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• 2.7-liter 170-horsepower, 24-valve DOHC V6 engine with 4-speed SHIFTRONIC® automatic transmission</li> <li>• Anti-lock Braking System (ABS) with Traction Control System (TCS)</li> <li>• Front side airbags</li> <li>• Air conditioning, power windows, power door locks and power heated mirrors</li> <li>• Deluxe full seat cloth, 8-way adjustable driver's seat with adjustable lumbar support</li> <li>• 60/40 split fold-down and reclining rear seatback</li> </ul> | <ul style="list-style-type: none"> <li>• Leather-wrapped steering wheel and shift knob</li> <li>• Monsoon® AM/FM stereo with cassette and CD player with a 218-watt external amplifier</li> <li>• Remote keyless entry with alarm</li> <li>• Cruise control</li> <li>• Front variable intermittent windshield wipers/washers and rear intermittent wipers/washers.</li> <li>• Carpeted floor mats</li> <li>• 16-inch aluminum-alloy wheels</li> <li>• 4-wheel disc brakes</li> </ul> |
|--|--|

## ◆ Meeting Content

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

#### For Santa Fe GLS 4WD, add:

- Mechanical full-time 4-wheel-drive (always engaged, 60% front wheels, 40% rear wheels)

#### For Santa Fe Limited 2WD, add all this:

- 3.5-liter 200-horsepower 24-valve DOHC V6 engine with 5-speed SHIFTRONIC® automatic transmission
- Power driver's seat
- Leather seating trim, heated front seats
- Fully automatic temperature control with outside temperature display
- Electrochromic auto-dimming inside rearview mirror
- HomeLink® wireless control system
- Monsoon® AM/FM stereo with in-dash 6-disc CD changer and 218-watt external amplifier
- Chrome exterior door handles and brushed stainless-steel door scuff plates

#### For Santa Fe Limited 4WD, add:

- Fully electronic on-demand 4-wheel drive, ranging 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: *Santa Fe—New for 2006*

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

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

- Models for 2006 will be the GLS and the Limited (replaces the LX ) in both 2- and 4-wheel-drive trims.
- 4-wheel-drive models will continue using the same 4-wheel-drive system as 2005—mechanical full-time on GLS and electronic on-demand on Limited.
- The 2.7-liter V6 with 4-speed SHIFTRONIC® automatic transmission is standard on the GLS.
- The 3.5-liter V6 with 5-speed SHIFTRONIC® automatic transmission is standard on the Limited and optional on the GLS.
- Anti-lock Braking System (ABS) and Traction Control System (TCS) are standard on both the GLS and the Limited.
- Both models have dual-stage airbags with an Occupant Classification Sensor and Passenger Presence Indicator light at the top of the center stack to show when the airbag senses a passenger in the front-passenger seat.
- Electrochromic interior mirror with HomeLink® is standard on both trims with the 3.5-liter engine.
- Black Limited models have a monochromatic color scheme.
- “B” and “C” pillars are now black on both trims, instead of body-color as in 2005.

#### ◆ *Best Practices*

- Sales Consultants need to know “what's new.”

## ◆ Meeting Content

### 5-Minute Module #4: *Santa Fe 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 Escape
- Toyota Highlander
- Chevrolet Equinox

##### **Secondly Competitors**

- Jeep Liberty (introduced as 2002 model)
- Mazda Tribute
- Kia Sorento

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

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

- An SUV that reflects an independent, individual spirit
- 2.7-liter 170-horsepower 24-valve DOHC V6 (GLS) or 3.5-liter 200-horsepower 24-valve DOHC V6 (standard on Limited; optional on GLS)
- 5-speed SHIFTRONIC® automatic transmission (with 3.5-liter V6)
- Anti-lock Braking System (ABS) and Traction Control System (TCS)—standard
- Front seat-mounted side impact airbags—standard
- Monsoon® stereo system
- Power windows, mirrors and door locks
- 4-wheel disc brakes and full-size spare tire on an alloy wheel
- 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 Santa Fe

### ◆ *Demo Drive Exercise*

List six points that you cover during an Santa Fe 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 (Santa Fe 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 Santa Fe 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 Santa Fe, 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.

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