



# 2006 Source Book

*The ultimate source of Hyundai product information  
for you and your customers.*

♦ *In This Section:*

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**Introduction Letter .....1**

While the information contained in this book was deemed to be correct at the time of printing, specifications and equipment do change. No warranty or guarantee is being extended in this book and Hyundai reserves the right to change product specifications and equipment at any time without incurring any obligation.



*Become a  
True Hyundai Expert*

2006 Source Book

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## Introduction

### **Dear Hyundai Sales Consultant,**

Every year, models change, features are added and technology is elevated to new levels. This puts pressure on you because your customers expect that you “know it all” when it comes to these new models. The 2006 *Source Book* allows you to reference product information faster and develop the perfect delivery, and helps you become a true Hyundai product expert.

**We suggest you START by reading the History/Overview section.** It provides you with insight into questions your customers may ask regarding Hyundai, the company.

**NEXT review the Warranty section.** The Warranty section provides you with a detailed look at America’s Best Warranty™. This builds a solid base of knowledge, which will pay big dividends as you develop and grow your product presentation.

**THEN review the individual product sections one at a time, including the all-new Accent and Azera.** Each section has been refined to get you up to speed on what’s new for 2006, and what’s distinctively different about each product line.

**NOW test-drive the model that you have just reviewed.** Become familiar with the controls and how they perform. These test drives give you time to figure out how everything works so you can share that insight during your product presentation.

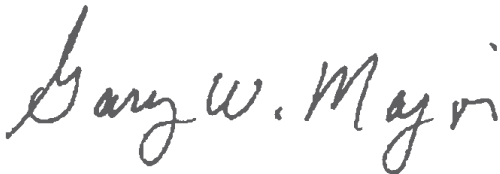
**THEN, review the Delivery Section** and apply that information to the specifics you just learned from your test drive, so you can give your deliveries a personal, knowledgeable touch.

**Let the *Source Book* work for you and your customers.** The binder has been designed to hide the outside rivets so you can use it on vehicles during product presentations, without fear of marring the finish. Another use is to let your customers look through your *Source Book* if you have to leave them for any period of time. This will educate them on their new Hyundai and show them that you respect their time.

**FINALLY, be sure to use the accompanying 2006 *Pocket Guide*.** Also, check the Sales Training Online website at [www.hyundaidealer.com](http://www.hyundaidealer.com). The site has sales news, the latest product information and the most current “Dare to Compare” sheets. It’s easy to access and the site is always updated.

When you use all of the resources that are available to you, you will become more knowledgeable and confident. Research shows that as you listen to your customers and share your knowledge, you become more valuable to your customers, resulting in more sales and higher customer satisfaction.

Good luck and continued sales success,



Gary W. Major  
Manager, National Sales Training