

2009/2010

SALES MANAGER/SALESPERSON SOURCE BOOK

16 Orientation Tools to Help your Customers Understand:

- Hyundai
- Your Dealership
- Hyundai Products
- And more . . .



16-STEP SALES ORIENTATION

Welcome to the 2009/2010 Sales Manager/Salesperson Source Book

We at Hyundai recognize that you face challenges training and maintaining an effective, efficient, informed sales force. Accordingly, we have created this 16-Step Sales Orientation Guide to provide a framework for learning basic customer-focused information.

You'll notice that each Sales Orientation Module is designed to be very time-efficient. In other words, you can get a lot accomplished in a very short period of time. These modules can be used to learn individually or in groups. This will allow you to conduct each course yourself or to have your sales staff complete each module on their own. This is particularly helpful with new hires and experienced sales personnel. Both groups will gain information that will help them improve their presentations and answer customer questions.

The Sales Source Book is divided into two sections:

1. Hyundai and your dealership
2. The 2009/2010 Hyundai products

After completing each product module, we suggest that a discovery walkaround and test-drive be completed on that model, then the accompanying Test-Drive Evaluation Worksheet should be filled out. Upon completion of the test-drive and Test-Drive Worksheet, have the manager, or salesperson present that vehicle to another manager or experienced salesperson. This process accelerates comprehension and indicates how this vehicle will be presented to the next customer. During this process, both participants gain insight on the product and their presentation.

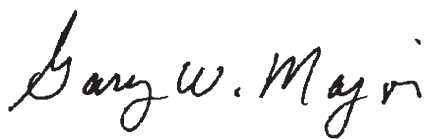
Other resources available include:

- 2009/2010 Product Source Booklet—online
- 2009/2010 Pocket Guide—online
- 2009 Product Quick Reference Guides—online and printed
- In-Dealership New Model Product Flip-Tag Kits—printed
- “Dare to Compare” Charts—online
- Sales Training Online—includes all product training modules, videos, links, tests and a complete Training Site Orientation Course. These can be found at www.HyundaiDealer.com in the Training or Sales Sections.

All of these resources provide a vital reference source of product, industry and customer information. Each sales team needs to be familiar with each of these tools to be truly successful in 2009 and 2010.

Thank you for your time.

Good Learning and Good Selling!



Gary W. Major
Manager, National Sales Training

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1. UNDERSTANDING YOUR DEALERSHIP

DEALERSHIP POLICIES, PROCEDURES AND PERSONNEL: WHAT YOU NEED YOUR SALES PEOPLE TO KNOW

Your goal is to learn about the dealership so you can present that information to your customers.

Key Dealership Selling Points

This exercise sets the stage for *selling* your dealership to your customers. Today's customers believe that because you work at your dealership, you should have all of the answers.

ANSWER THESE QUESTIONS	
How long has this dealership been open?	
Who is the Dealer Principal?	
How long has he/she owned the dealership?	
Does he/she own any other dealerships?	
How long has he/she been in the automotive business?	
What are the hours of operation for your dealership?	
Are the Service Department hours different than the Sales Department hours?	
What does the dealership do outside in the community (e.g., sponsor a softball team, etc.)?	
Is there anything that sets your dealership apart from the other dealerships in the area?	

Best Practices

- Become an expert on your dealership and share that message with your customers.
- In a selling situation, your goal should be to “sell” yourself first (to build trust with the customer).
- Sell the dealership second (to demonstrate strength and commitment).
- Sell the vehicle third (establish that it precisely meets the customer's needs).

The Purpose of Sales Consultants

Your goals should be:

- To “create” satisfied customers.
- To provide maximum value for customer's time.
- Build repeat and referral business—particularly now as more and more people are buying their second, third and fourth Hyundai vehicles.
- To sell vehicles.

Best Practices

When you keep customers satisfied and stay “in touch,” you increase the chance that they will return when it is time to buy another new car, that they will send their family members to your dealership and that they will refer their friends to your dealership. This is the “success formula” for Sales Consultants: Building business through repeat and referral customers.

1. UNDERSTANDING YOUR DEALERSHIP

Service and Parts Departments

There's an old saying: "The Sales Department sells the first car, but it's the Service Department that sells all of the rest." A good service experience is essential to maintaining repeat and referral customers.

ANSWER THESE QUESTIONS	
How do you get to the Service Department?	
How do you get to the Parts Department?	
Are their hours the same as the Sales Department?	
Who would you send a customer to in the Service Department?	
Name three Service Advisors:	
Name the Service Manager:	
Do you have any of their business cards?	
Does your Service Department have a night drop?	
Do you know where the Cashier is located?	
Can you come in early to function as a "greeter" for service customers?	
Where is your customer waiting room?	
Do you offer refreshments in the waiting room?	
Are the customer restrooms clean?	

Best Practices

You, as a Sales Consultant, are a part of a team. Be sure you know all of the "players" on your team—particularly those who come into contact with your customers after the sale is complete. Depending on dealership practices, Sales Consultants may want to come in early to "greet" service customers. This not only keeps them in front of their customers, it allows them to help the Service Advisors at a time when they are the busiest.

Other Resources

Be sure you are aware of every aspect of day-to-day life at the dealership:

- Directions to your dealership from various locations—when you provide directions, also tell the customer where to find the parking lot (which can be confusing at some dealerships).
- Hours of operation—for sales and service
- If you have a Body Shop or any other special services
- Anything else of importance as it relates to your dealership and your customers

Best Practices

You need to be a "product expert," but you also have to be a dealership expert.

2. SALESPERSON BASICS

INITIAL QUALITY SURVEY (IQS)—KEY AREA'S OF CUSTOMER SATISFACTION

There are some key customer satisfaction issues that have been reoccurring with each Initial Quality Survey (IQS).

IT IS IMPORTANT TO BE ABLE TO EXPLAIN THESE ITEMS IN YOUR PRESENTATION AND AT THE TIME OF DELIVERY

Operation of exterior lights, including headlights, fog lights and turn signals
How to use the windshield wipers and washers, both front and rear
Dome/overhead lights, maplights and overhead storage
Heating, ventilation and air conditioning (HVAC) operation
How to defog the windshield with both manual and automatic air conditioning
AM/FM/XM radio/CD/DVD player, presets, equalizer and multi-disc changer controls
How to use the iPod®/auxiliary port
Steering wheel-mounted audio and cruise controls
HomeLink® (if equipped)
Integrated Memory System (IMS) (if equipped)
Tire Pressure Monitoring System (TPMS)

Want to Make the Sale? Appeal to Your Customer's Emotions

How Does Relationship-Building Assist You in the Selling Process?

- You begin to understand and share each other's concerns.
- By doing that, the customer grants you the right to spend more time with them. We call this process earning the Right of Passage.
- The Right of Passage helps you use the "give-and-take" of a conversation to establish a rapport and engage the customer. A good rule to follow is that if you want to give some information, you need to take in some information in return.
- For example, you welcome a customer, give them your name and perhaps mention an interesting personal tidbit. In return, you ask what brings them to the dealership today.
- Use this "give-and-take" to work your way through the Right of Passage. This process enables you to sell yourself to the customer and, thereby, build trust.

The Importance of Conducting an Effective Greeting

During the greeting, your typical customer wants:

- To be acknowledged promptly and courteously by any and all dealership employees.
- To feel welcome in the dealership.
- To be treated as an individual—not just the next "up."

What should you include in an effective greeting?

- Welcome the customer promptly—be cheerful and talk with a smile.
- Start by offering your name and business card, then ask the customer's name (use their name often during the conversation to help remember it).
- Treat the customer as if they are guests in your home.
- Be sure to make eye contact.
- Allow the customer to set the pace.
- Ask open-ended questions to determine their purpose for visiting the dealership. Why did they come in today—a new car, used car, parts, etc.?
- Be sure to record the customer's name, address, telephone number and/or e-mail address so you can follow up with them—the way they want to be contacted—if they are not yet ready to buy.

2. SALESPERSON BASICS

If you can appeal to your customer's emotions, they won't just like the car you're presenting; they'll want it, need it and realize they can't get along without it—then they'll buy it. Trying following these steps:

- Be genuinely interested in doing your best for your customer. Once they see you're on their side, they'll begin to like you and trust you. Then, they'll tell you their true needs. So always make an effort to see the world through your client's eyes.
- Use your product knowledge to guide your customer to the best solution that your dealership provides them.
- The key is to be disciplined to wait for a positive response from your customer. Unless you do, you'll find yourself presenting something they don't like—and before you know it, they're gone.
- The fact that you're a salesperson will arouse their negative emotions and they'll have a tendency to fight you. Customers are either emotionally *for* you or *against* you—so you have to find common ground, build rapport and get them on your side.
- Emotion has a trigger. You can hit the target with it. Every time you generate a positive emotion, you're pulling the trigger on another accurate shot at closing the sale.

No skill that you can acquire in sales will enhance your earning power more than learning how to arouse emotions in your buyers in ways that are positive to the sale.

Remember: *Positive emotions trigger sales, negative emotions destroy sales.*

2. SALESPERSON BASICS

Resolutions for the Sales Professional

The following 10 items will help assure your sales success and put your daily sales activities in perspective:

1. **Listen so my customers will talk and talk so that my customers will listen.** This year I will improve my listening skills by focusing on the other person. I must remember that when I get wrapped up in myself, I have a small package. This year I will be customer-focused.
2. **Maintain a professional appearance.** I will look the part of a successful sales professional. I will dress appropriately for my customer base. My shoes, clothes, hands, face and hair will be clean, and my appearance will always be ready for the next “first impression”!
3. **Floss at least once a day.** Brushing after meals, flossing and the occasional mouth wash never hurts. Bad breath never helped anyone, but it does make a strong impression!
4. **Continue to learn my profession.** Since no one ever graduates from selling, I will invest my time in studying sales training materials and my competition, and improving my knowledge of the Internet. I will continue to test myself throughout the year. I will become more effective than I am right now!
5. **Better prepare for each and every sales day.** This way, I can eliminate many daily surprises. I will plan each month and week, and set realistic goals for each day. I will be flexible and see what works best for me. Each day as opportunity arises, I will be prepared and ready!
6. **Separate refusal from rejection.** One is professional, the other personal. My customers don't know me well enough to personally reject me. Therefore, I will accept a customer's saying “no” as a refusal to buy from me, the professional. I will not take it personally. A “no” today moves me closer to a “yes” tomorrow.
7. **Value my customer's time.** This year I will value my customer's dealership experience. I will help each customer as I would a friend. I will work to not waste their time or my own!
8. **Take better notes and follow up; earn more sales, referrals and repeat business.** This year I will find better ways of taking notes and following up with new and existing customers to “add value” to their Hyundai experience with me. I will make a plan to reach out and stay in touch.
9. **Never miss an opportunity to laugh at myself.** I will take the customers and their needs seriously. I will take myself less seriously. Angels fly because they take themselves lightly! Having fun making money is what it is all about!
10. **Enjoy the sales profession more this year than any year in the past!** I am in the helping profession. I help my customers save money, help them increase their lifestyle and help solve their problems. I help my customers win! I am proud to be a Hyundai sales professional.

Other Resources

Sales Consultants need to learn all they can about the Hyundai products. Here are some places where you find product information:

- 2009 Source Book
- 2009 Pocket Guide
- Owner's Manuals for each model
- Quick Reference Guide for each model
- Dare to Compare charts
- Consumer brochures
- Warranty Booklet (in Service Department)
- Value Delivery Checklist/Delivery Package
- The Sales Edge newsletters
- Roadside Assistance brochure
- Point-of-sale materials
- Online Sales Training website at www.hyundaiusa.com
(www.hyundaidealer.com also contains links to consumer sites and manufacturer sites)
- Resolutions for the Sales Professional

Best Practices

To build Hyundai product awareness, get in each vehicle, locate the controls, adjust the seat, set the radio, use the heating/air conditioning system, etc. Spend time learning the Hyundai products. Customers look to Sales Consultants to be product experts—and it's an educational process that requires an investment in time.

3. HYUNDAI HISTORY AND AWARENESS

THE HISTORY OF HYUNDAI—TO MANY CUSTOMERS, HYUNDAI IS STILL A “NEW” NAME IN THE AUTOMOTIVE INDUSTRY.

YOU SHOULD LEARN THIS INFORMATION

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 193 countries worldwide.

HMC is the fifth-largest auto manufacturer in the world, followed by Honda, Nissan, Peugeot, Chrysler and Fiat.

Kia is owned by Hyundai, but operates with separate manufacturing, marketing and sales groups.

Hyundai opened its first U.S. manufacturing facility in Montgomery, Alabama, in 2005. With a capacity of 300,000 vehicles, its first product was the 2006 Sonata, followed by the 2008 Santa Fe.

Hyundai—Investing in the Future

- 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.
- U.S. research facilities include:
 - Design and research center in Irvine, California
 - Technical center in Michigan
 - Proving ground in California’s Mojave Desert with 4,300 acres, a 6.4-mile high-speed oval, 2.75-mile road course and a 3.3-mile hill road.
- Ongoing projects include electric vehicles, low-emission gasoline engines, solar-powered vehicles, hydrogen-powered fuel cell vehicles and other alternative-fuel vehicles.

Hyundai in the U.S.

Few people are aware of Hyundai’s investment in the United States:

- 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, which 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:

- Central Region: Aurora, Illinois
- California Region: Fountain Valley, California
- Southern Region: Austell, Georgia
- Eastern Region: Jamesburg, New Jersey
- South Central Region: Dallas, Texas
- Western Region: Fountain Valley, California

3. HYUNDAI HISTORY AND AWARENESS

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 another excellent story to communicate to customers.

- There are nearly 800 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.

Hyundai's Ecological Efforts

Hyundai is also committed to preserving our environment. Here are some of the programs we are currently supporting as well as goals for the future:

- Hyundai plans to lead all automotive brands in the U.S. in fuel economy by achieving a fleet average of 35 miles per gallon by 2015, five years ahead of the National Highway Traffic Safety Administration's (NHTSA) deadline, powered by the Hyundai Blue Drive global product strategy.
- Hyundai will begin building a gas-electric full hybrid edition of the next-generation Sonata for the North American market in 2010. This Sonata will use a parallel hybrid drive system and lithium polymer battery technology—leapfrogging competitive in-market nickel-metal hydride and planned lithium-ion applications.
- Near-term, high mileage "Blue" editions of Accent and Elantra will join the Hyundai Blue Drive family in 2009.
- An all-new crossover, shown in concept form with a 2.0-liter Theta turbocharged GDI four-cylinder engine, is green lighted for the U.S. market. The engine will appear in various Hyundai models in the future.
- Long-term, the Hyundai Blue Drive family will be expanded to include Plug-in Hybrid Electric Vehicles (PHEV) and Fuel Cell Electric Vehicles (FCEV).
- In 2008, Hyundai launched the Genesis Forest Project, which will offset 93,170 metric tons of CO₂ through the permanent conservation and reforestation of more than 3,000 acres of tropical forest using the Social Carbon™ methodology. Hyundai is offsetting the carbon emissions of every new 2009 Genesis sold for its first full year on the road by supporting the reforestation of Brazil.
- Hyundai formed its first fuel-cell task force team in 2000 and by October of the same year, it unveiled the Santa Fe FCEV, its first prototype fuel-cell vehicle. Hyundai has been an active member in the California Fuel Cell Partnership (CaFCP) in Sacramento, California, for five years.
- In August, 2008, Hyundai celebrated the successful completion of a 13-day, cross-country road trip which served as the first significant U.S. test for the company's proprietary fuel cell technology. Two Tucson Fuel Cell Electric Vehicles (FCEVs) powered by Hyundai-developed fuel cell stacks completed the nearly 4,300-mile trip.

Hope on Wheels

Since 1998, Hyundai dealers across the country, together with Hyundai Motor America, have been helping kids fight cancer. Support began in 1998 through the efforts of Boston-area Hyundai dealers and their donations benefiting The Jimmy Fund at the Dana-Farber Institute.

In 2004, Hyundai established the "Hope On Wheels" tour to benefit pediatric cancer institutions throughout the U.S.

- Hope On Wheels is a Hyundai Santa Fe that travels the country collecting handprints from children who are battling—and beating—pediatric cancer. At each stop, local children contribute their colorful handprints to the hundreds of others on the car, in celebration of reaching milestones in their cancer treatment. Local Hyundai dealers in each city also present a donation to the hospital, earmarked for pediatric cancer research.
- In 2005, Hyundai partnered with CureSearch National Childhood Cancer Foundation to help continue to raise awareness and much-needed funding for this important cause.
- Since its inception in 2004, Hyundai Hope on Wheels, has donated more than \$10 million to institutions nationwide to help kids fight cancer.
- The Hope on Wheels Medical Advisory Board is made up of leaders in cancer research treatment, including Dr. Leonard Sender, Dr. David Poplack and Dr. Dan Wechsler, and has provided essential guidance in the development of the Hope on Wheels program.

4. WARRANTY COVERAGE AND THE COMPETITION

New Vehicle Limited Warranty, Powertrain Protection Warranty

ANSWER THESE QUESTIONS	
What are the basic time and mileage limits of the New Vehicle Limited Warranty?	
What does it cover?	
What about radio and sound systems, paint, battery, air conditioner refrigerant, adjustments and wear items?	
What are the basic time and mileage limits of the Powertrain Protection Warranty?	
What does it cover?	
What are the coverages for the second and subsequent owners?	
Which vehicles are excluded under this coverage?	

Remember these points:

- Radio/sound systems and paint have 3-year/36,000-mile coverage.
- Wear items (wiper blades, belts, brake pads and linings, clutch, filters, bulbs and fuses) have 1-year/12,000-mile coverage.
- The 10-year/100,000-mile powertrain coverage only applies to the original owner; second and subsequent owner coverage is 5 years/60,000 miles.

You need to understand that the Hyundai Advantage™ is an important feature of Hyundai products, one of which they should be proud.

24-Hour Roadside Assistance, Anti-Perforation Warranty, Federal Emission Defect and Performance Warranty, California Emission Control System Warranty, Replacement Parts and Accessory Limited Warranty

ANSWER THESE QUESTIONS	
What are the coverage, time and mileage limits of Roadside Assistance?	
What are the time and mileage limits of the Anti-Perforation Warranty?	
What are the time and mileage limits of the Federal Emission Defect and Performance Warranty?	
What are the time and mileage limits of the California Emission Control System Warranty?	
What are the coverage, time and mileage limits of the Replacement Parts Accessory Limited Warranty?	

Remember these points:

- Roadside Assistance covers the original owner for 10 years/100,000 miles and subsequent owners for 5 years/60,000 miles.
- Roadside Assistance includes towing, accidents, jump-starts, changing flat tires, lockout, out of fuel and trip interruption.
- The Federal and California emission warranties are the same for all manufacturers and are mandated by law.
- Roadside Assistance is limited to a maximum of two service calls per service year.
- As with all manufacturers, the Anti-Perforation Warranty covers rust-through of the sheet metal from the inside out. It excludes surface corrosion.
- Accessories installed at the time of first date of use are covered for 5 years/60,000 miles. Accessories installed after the first date of use are covered for 12 months/12,000 miles.

4. WARRANTY COVERAGE AND THE COMPETITION

Hyundai Assurance Fulfillment Program

On January 2, 2009 Hyundai Motor America was thrilled to be the first auto manufacturer to introduce a revolutionary new product that will not only help drive traffic into your dealership and help to convert sales, but improve brand opinion AND help our customers. It may sound too good to be true, but it isn't. It's Hyundai Assurance.

A decade ago Hyundai pioneered America's Best Warranty to show people the faith we have in our cars. Today, in addition to our warranty, we have Hyundai Assurance, to show you the faith we have in our customers.

Overview

Hyundai Assurance is the first and only automotive manufacturer vehicle return program. It lets your customers return their vehicle in case of certain life altering circumstances.

Program details

- Available on all new Hyundai vehicles.
- Available to everyone regardless of age, health, employment record, amount financed.
- 12 months complimentary on every new Hyundai vehicle loan or lease.
- Covers up to \$7500 in negative equity.
- Coverage in case of: Involuntary Unemployment, Physical Disability, Loss of Driver's License due to Medical Impairment, International Employment Transfer, Self-Employed Personal Bankruptcy, Accidental Death

Additional information

For additional information go to the Hyundai Assurance Fulfillment Site at <https://hyundai.walkawayusa.com> to register and view training and learn more about this exciting new program that will drive showroom traffic and help convert sales. All dealership personnel should review the Hyundai Assurance training material.

- 1) Click "Register account" on the log in page.
- 2) Enter your Hyundai Dealer Code, dealership ZIP code and the password "ThinkAboutIt"
- 3) Verify that the dealer name and address returned by the system is your dealership.
- 4) Enter your personal contact information and a unique password to create your user account.
- 5) Once you have completed your registration, you will be returned to the home page, where you can log in with your new user name and password.
- 6) You will find the training presentation and other support materials in the Resource Center, which is located on the left-hand navigation bar.

Note: This program is fully funded by HMA. The primary dealer responsibilities are to register every retail customer at the time of delivery and to agree to buy the vehicle back in the event of a claim (at the average of your appraisal plus three independent vehicle guide appraisals).

4. WARRANTY COVERAGE AND THE COMPETITION

Hyundai Protection Plan (HPP)

What Is the Hyundai Protection Plan and What Does It Cover?

- HPP is a Hyundai service contract that provides additional coverage beyond the New Vehicle Limited Warranty (5 years/60,000 miles) to original owners and additional coverage beyond both the New Vehicle Limited Warranty and the Powertrain Protection warranties to non-original owners.
- Original owners of cars less than 12 months old can opt to purchase either of two plans to extend the New Vehicle Limited Warranty:
 - Plan 4A (Advantage): Extends the limited warranty to 6 years/75,000 miles.
 - Plan 4B (Advantage Plus): Extends the limited warranty to 10 years/100,000 miles.
- Non-original owners: Remember, when a car is sold, the 10-year/100,000-mile Powertrain Warranty drops to 5 years/60,000 miles. However, a buyer of a used Hyundai can upgrade those warranty terms if the car is:
 - A previously owned car purchased within 12 months of its original in-service date
 - A program car (previously registered fleet car) purchased within 24 months/24,000 miles of its original in-service date
- Four plans are available for non-original owners:
 - Plan 5A (Powertrain): Extends the Powertrain Protection Warranty to 6 years/75,000 miles.
 - Plan 5B (Advantage Powertrain): Extends the Powertrain Protection Warranty and the New Vehicle Limited Warranty to 6 years/75,000 miles.
 - Plan 6A (Powertrain Plus): Extends the Powertrain Warranty to 10 years/100,000 miles.
 - Plan 6B (Advantage Powertrain Plus): Extends the Powertrain Protection Warranty and the New Vehicle Limited Warranty to 10 years/100,000 miles.
- HPP customers enjoy free rental car privileges with all HPP service visits (up to \$25 a day, four days maximum per occurrence).
- HPP covers 14,000 parts across the product lineup.

4. WARRANTY COVERAGE AND THE COMPETITION

Competitor Warranties

How Do Competitors' New Vehicle Limited and Powertrain Warranties Compare to Hyundai's?

	10-YEAR/100,000-MILE POWERTRAIN WARRANTY	5-YEAR/60,000-MILE BUMPER-TO-BUMPER	5-YEAR/UNLIMITED-MILEAGE ROADSIDE ASSISTANCE
All 2009 Hyundai Models	YES	YES	YES
Key Competitors			
Toyota	NO—5-Year/60,000-Mile ¹	NO—3-Year/36,000-Mile	NO—Not Available
Honda	NO—5-Year/60,000-Mile ²	NO—3-Year/36,000-Mile	NO—Not Available
Nissan	NO—5-Year/60,000-Mile	NO—3-Year/36,000-Mile	NO—3-Year/36,000-Mile
Mazda	NO—5-Year/60,000-Mile	NO—3-Year/36,000-Mile	NO—3-Year/36,000-Mile
MINI	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile
Mitsubishi	NO—10-Year/100,000-Mile	NO—5-Year/60,000-Mile	YES—5-Year/Unlimited-Mileage
Isuzu	NO—7-year/75,000-Mile	NO—3-Year/50,000-Mile	NO—7-Year/75,000-Mile
Subaru	NO—5-Year/60,000-Mile	NO—3-Year/36,000-Mile	NO—3-Year/36,000-Mile
Suzuki	NO—7-Year/100,000-Mile	NO—3-Year/36,000-Mile	NO—3-Year/36,000-Mile
Volkswagen	NO—5-Year/60,000-Mile	NO—3-Year/36,000-Mile	NO—3-Year/36,000-Mile
Kia	YES—10-Year/100,000-Mile	YES—5-Year/60,000-Mile	NO—5-Year/60,000-Mile
Domestic Brands			
Chevrolet, Buick, GMC, Pontiac, Saturn	NO—5-Year/100,000-Mile ¹	NO—3-Year/36,000-Mile	NO—5-Year/100,000-Mile
Chrysler, Dodge, Jeep	YES—Lifetime ¹	NO—3-Year/36,000-Mile	NO—3-Year/36,000-Mile
Ford, Mercury	NO—5-Year/60,000-Mile ¹	NO—3-Year/36,000-Mile	NO—5-Year/60,000-Mile
Premium Brands			
Acura	NO—6-Year/70,000-Mile	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile
Audi	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile	NO—4-Year/Unlimited-Mileage
BMW	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile	NO—4-Year/Unlimited-Mileage
Cadillac	NO—5-Year/100,000-Mile	NO—4-Year/50,000-Mile	NO—5-Year/100,000-Mile
HUMMER	NO—5-Year/100,000-Mile	NO—4-Year/50,000-Mile	NO—5-Year/100,000-Mile
Infiniti	NO—6-Year/70,000-Mile	NO—4-Year/60,000-Mile	NO—4-Year/60,000-Mile
Jaguar	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile
Land Rover	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile
Lexus	NO—6-Year/70,000-Mile ¹	NO—4-Year/50,000-Mile	NO—4-Year/Unlimited-Mileage
Lincoln	NO—6-Year/70,000-Mile	NO—4-Year/50,000-Mile	NO—6-Year/70,000-Mile
Mercedes-Benz	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile	YES—Lifetime
Porsche	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile
Saab	NO—5-Year/100,000-Mile	NO—4-Year/50,000-Mile	NO—5-Year/100,000-Mile
Volvo	NO—4-Year/50,000-Mile	NO—4-Year/50,000-Mile	NO—4-Year/Unlimited-Mileage

¹ Hybrid vehicles come with an 8-year/100,000-mile battery and hybrid-related component warranty.

² Honda Hybrid vehicles come with an 8-year/80,000-mile or a 10-year/150,000-mile (CA, CT, MA, ME, NY and VT) battery pack warranty.

5. HYUNDAI BUYERS AND THE INTERNET

Who Are the Hyundai Buyers?

Hyundai attracts a wide range of buyers, including:

- First-time new car buyers
- College students
- Young couples
- Families with children
- Retired couples
- Thanks to Genesis: Drivers who want elite luxury combined with Hyundai value
- Virtually everyone is a prospective Hyundai customer.

Best Practice

Do not “pre-qualify” anyone—virtually everyone is a prospective customer as Hyundai customers come from all walks of life.

Why Are People Attracted to Hyundai?

- Hyundai vehicles are backed with the best warranty in the U.S. That gives you the **Ultimate Sales Advantage**. It represents a bold step on Hyundai’s part. This warranty is superior to the warranties offered on the premium brands. It’s better than BMW, better than Lexus and better than Mercedes-Benz. Why? It proves that Hyundai stands behind the cars they build. And second, if the vehicles didn’t hold up, Hyundai couldn’t afford to back them with such a powerful warranty.
- Value packaging means Hyundai equips the vehicles the way your customers want to buy them. That’s why Hyundai offers so few options. People are wary whenever anything is “added” to the sticker price, so we equip our vehicles with the features customers want without having to add a lot of options. That makes it easier for you to remember what’s standard, while making it less confusing for your customers to select what they want.
- Value pricing means offering a well-equipped vehicle for a fair price. That point becomes quite evident when you take a Hyundai and comparably equip its competitors—they cannot deliver the same value.

Best Practice

This is the cornerstone of why people are attracted to Hyundai vehicles. Be sure to focus on the warranty during the presentation and point out the superior value and pricing.

Vocabulary 101

The automotive industry has its own unique vocabulary and, thanks to the Internet, more and more customers know the “lingo,” too. Therefore, you should be familiar with the terms they will come across in day-to-day business and fully understand their meanings.

Refer to the **Automotive Picture Dictionary** located at www.HyundaiDealer.com to define these terms:

- Active headrests
- Anti-lock Braking System (ABS)
- Traction Control System (TCS)
- Electronic Stability Control (ESC)

Best Practice

It is essential that you be fluent in “auto-speak” to effectively do your job.

5. HYUNDAI BUYERS AND THE INTERNET

Hyundai Buyers and the Internet

Consider these facts that were compiled by J.D. Power and Associates about Internet buyers:

- 87% of all Internet car shoppers visit at least one automotive manufacturer's website during their search for a new vehicle.
- 47% of new-vehicle buyers using the Internet in their shopping process start by visiting an independent site, while 46% first visit a manufacturer site. This marks a substantial shift from 2003, when 62% of new-vehicle online shoppers first visited an independent website, compared with only 36% initially visiting an auto manufacturer website.
- The trend is not limited to the beginning of the shopping process—buyers are relying on manufacturer sites throughout the entire purchase cycle more than ever before.
- Continued improvements in usability and site content on manufacturer websites have contributed to increased consumer reliance during the shopping process. In other words, more and more consumers are starting their shopping on www.hyundaiusa.com.
- The J.D. Power and Associates study demonstrated that the more useful a manufacturer website is, the more traffic it is likely to drive to dealerships. Offering satisfying online shopping experiences to more shoppers has made manufacturer websites a key destination for shoppers researching new vehicles.
- When you receive an Internet lead, you need to respond in a timely manner or that lead will be sent to another Hyundai dealer in your area.
- The study finds that online shoppers who visit a brand site are far more likely to purchase that brand than shoppers who do not visit the manufacturer's site—in other words, your Internet leads are “hot”—these people are viable prospects.

Are You Ready for these Internet Customers?

Keep in mind, these customers come in with a lot of information—they tend to be well prepared—so you need to be a real product expert.

Where to find consumer automotive information on the Internet:

- www.hyundaiusa.com
- autobytel.com, kbb.com, edmunds.com
- www.hyundaidealer.com—Sales Training Online
- From the sales training site, links to other key sites:
 - Manufacturer links: Toyota, Nissan, Honda, Ford, etc.
 - Automotive links: AutoSite, AutoWeb, Auto-By-Tel, AutoVantage, etc.
 - Links to other Hyundai sites: Hyundai Motor America, Hyundai News, etc.

5. HYUNDAI BUYERS AND THE INTERNET

Internet Best Practices

Not too long ago, it used to be the dealership with the fastest response got the customer. No more. Today's Internet shoppers are better educated and better equipped—so if all you're doing is answering emails with price quotes, you're not in the Internet sales business.

Consider this

- Speed won't get you the deal, but *lack of speed* will cost you the deal.
- Price is not the deciding factor.
- What does it take?

Be a service provider, not a price business

- Offer a timely and personal response.
- Provide a streamlined purchase process.
- Deliver what you promise.
- Eliminate surprises.

Place greater control in your customer's hands

- Provide a full, honest disclosure of pricing:
 - Include things like transportation, advertising, profit, discounts, etc.
- Deliver what is promised, so there are no surprises:
 - Process: quick and efficient
 - Product: the right model and trim level
 - Price: the best price you can offer
 - Inform the customer about F&I needs and offerings like credit life, extended warranties, etc.
 - Inform your customer about things they will need to bring in to purchase the vehicle, like their driver's license, proof of employment, W2s, etc.
- Follow up on every lead.

How soon do you think an Internet shopper wants to buy a car?

- You won't know until you clarify and qualify—either via email or phone.

What is the *number-one* thing today's Internet shoppers are looking for from your dealership?

- Customer service

Your keys to success with Internet customers

- Have a clear, clear process that makes it easy for the customer.
- Have the right philosophy regarding Internet sales.
- Have a clear outline of the Internet purchase process.
- Agree on dealership expectations with the customer.
- Understand different customer time expectations.
- Communication: to the customer and within the dealership
- Lead management and tracking system: personal or dealership
- Distinct plans for handling Internet, fleet, sales and leasing deliveries
- Follow-up procedure: whether the customer buys or not

Internet Review

The Internet is the research tool of choice for today's informed consumers. Therefore, to be prepared, you need to know where to turn to find the information you need. Don't wait until it's too late. During your down time, get on the computer and research our Hyundai models, view the walkaround modules on Sales Training Online, check out the competition, and read the reviews on the independent sites. In this way, you will be prepared when the next customer lead comes in via the Internet—or when the customer walks into the dealership.

5. HYUNDAI BUYERS AND THE INTERNET

SHARED FEATURES

These are features shared by all Hyundai vehicles.

FEATURES	FUNCTION
Dual front airbags and front side-impact airbags*	Help provide driver and front-seat passenger protection in certain front-end or side-impact collisions.
Steel-belted radial tires	Interface with road surface to provide traction.
Front seatbelts with adjustable height anchors	Adapt shoulder belt position to the wearer.
Front 3-point seatbelts with pretensioners with force limiters	Automatically "lock" the seatbelt in a moderate-to-severe impact; built-in force limiters reduce torso stress at impact.
ALR (automatic locking retractors)/ELR (emergency locking retractors) seatbelt system	ALR: when activated, they allow seatbelts to retract, only allowing child safety seats to be locked into position. ELR: seatbelts that allow freedom of movement, but lock in the event of an impact or even sudden braking.
Energy-absorbing crumple zones	Are designed to channel energy away from the passenger compartment.
Side door-beam impact protection	Provides protection in the event of a side impact.
Dual remote exterior mirrors	Provide excellent rear and side visibility, reducing "blind spots"; remote control makes the mirrors easier to adjust.
Dual overhead cam engine (DOHC)	Features a pair of camshafts: one activates the intake valves and one activates the exhaust valves.
Self-adjusting hydraulic valve lash adjusters	Automatically adjust themselves as the engine is running.
Power-assisted rack-and-pinion steering	Reduces steering effort; provides precise road feel.
Power-assisted front disc brakes with brake pad warning sensors	Power assist for less pedal pressure; disc brakes cool quicker for reduced brake fade; sensors make noise to let driver know when brake pads need to be checked.
4-wheel independent suspension	Provide smooth ride as each wheel reacts independently to the ruts and bumps in the road.
Front stabilizer bars	Reduce body lean in corners.
Variable intermittent windshield wipers	Allows the driver to adjust wiper speed based on the demands of the weather.
Electric rear window defroster with timer	Keeps rear window clear of frost, fog or ice; timer automatically shuts off defroster to reduce load on electrical system.
Remote fuel-filler door release	Provides control from the driver seat.
Unibody construction	Creates a strong chassis; lighter than conventional body-on-frame construction.
XM® Satellite Radio	Three month free trial or one year with Technology Package on Genesis
America's Best Warranty™	Hyundai's signature warranty coverage

* The Supplemental Restraint (airbag) System (SRS) is designed to work with the 3-point seatbelt system. The SRS deploys in certain front-end impact conditions where significant injury is likely. The SRS is not a substitute for seatbelts, which should be worn at all times. Children under the age of 13 should be restrained securely in the rear seat. NEVER place a rear facing child seat in the front seat of a vehicle.

6. 2009 ACCENT

UNPRECEDENTED COMBINATION OF ECONOMY, SAFETY, SPACE, VALUE AND WARRANTY

Exercise: Once you have finished this module, make a presentation to your Sales Manager or another Sales Consultant to demonstrate that you know the material and are comfortable with this vehicle.

Then, complete fill-in-the-blank exercise page at the end of this section.

2009 Accent key attributes

- **Affordable:** Lowest priced vehicle in the U.S. (as of December 2008)
- **Economical:** Re-tuned for better mileage, as fuel economy improves from 24 to 26 mpg city and from 33 to 35 mpg highway (with automatic transmission)
- **Well-Built:** Reliable, durable and backed by America's Best Warranty™
- **Safe and Secure:** Six airbags—2-stage front airbags, front side airbags, and front and rear side-curtain airbags

Sources for Accent information

- 2009/2010 Source Book
- 2009/2010 Pocket Guide
- Dare to Compare information on the Sales Training Online website at www.hyundaidealer.com
- Accent Owner's Manual
- Accent Quick Reference Guide
- Accent consumer brochure

Accent basics

- Know your Accent inventory and your dealership policy.
- Determine how well Accent sells at your dealership.
- Determine how Accent sells compared to the other Hyundai vehicles.
- Who are your typical buyers? Who bought Accent in the last six months?
- Why are they attracted to Accent?
- Accent delivers a unique mix of value, safety, style and economy, and an exceptionally long list of standard equipment.

6. 2009 ACCENT

Accent Body Styles and Trim Levels

ACCENT GS 3-DOOR SEDAN	ACCENT SE 3-DOOR (SPORT MODEL)	ACCENT GLS 4-DOOR SEDAN
1.6-liter CVT DOHC I-4, 5-speed manual transmission	1.6-liter CVT DOHC I-4, 5-speed manual transmission	1.6-liter CVT DOHC I-4, 5-speed manual transmission
1.6-liter CVT DOHC I-4, 4-speed automatic transmission	1.6-liter CVT DOHC I-4, 4-speed automatic transmission	1.6-liter CVT DOHC I-4, 4-speed automatic transmission
All this is standard	Adds the following	All this is standard
<ul style="list-style-type: none"> • Four speakers • Power steering • 6-way adjustable driver seat • Driver armrest • 60/40 split fold-down rear seatback • Rear coat hooks • Tachometer • Adjustable head restraints for all seating positions • Advanced front airbags, front seat-mounted side-impact airbags, roof-mounted side curtain airbags • Front variable intermittent windshield wipers • Side marker lamps • 14-inch steel wheels with full wheel covers • P175/70R14 tires • Tire Pressure Monitoring System (TPMS) • Rear spoiler 	<ul style="list-style-type: none"> • 172-watt with six speakers AM/FM/XM/CD/MP3 audio system • Auxiliary input jack • Air conditioning • Power windows/mirrors/door locks • Tilt steering wheel • Leather-wrapped steering wheel and shift knob • Metallic interior accents • Driver and passenger illuminated vanity mirrors with covers • Passenger seatback storage pocket • Maplight with sunglass holder • Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD) • Remote keyless entry with alarm and panic alert • Rear wiper • Fog lights • Tinted glass • Bodycolor mirrors and door handles • 16-inch alloy wheels • P205/45R16 tires • B&M Racing® Sport Shifter (with manual transmission) • Sport-tuned suspension 	<ul style="list-style-type: none"> • Four speakers • Air conditioning • Power steering • 6-way adjustable driver seat • Driver armrest • Rear-seat center armrest with cupholders • 60/40 split fold-down rear seatback • Rear coat hook • Maplight with sunglass holder • Driver and passenger illuminated vanity mirrors with covers • Tachometer • Adjustable head restraints for all seating positions • Advanced front airbags, front seat-mounted side-impact airbags, roof-mounted side curtain airbags • Front variable intermittent wipers • Tinted glass • 14-inch steel wheels with full wheel covers • P185/65R14 tires • Tire Pressure Monitoring System (TPMS)

6. 2009 ACCENT

Accent and the Competition

Accent key competitors

Review latest *Dare to Compare* charts on website:

- Chevy Aveo
- Scion xD
- Honda Fit
- Toyota Yaris
- Nissan Versa

Accent strengths

- Three trim levels and two body styles—buyers can select what works best for their lifestyle
- Affordable to own and operate—dependable with minimum maintenance
- Fun to drive
- Safety-conscious, with 2-stage front airbags, side airbags, and front and rear side curtain airbags
- Anti-lock Braking System (ABS) (standard on SE, optional on GLS 4-Door)
- Multi-adjustable driver seat with folding armrest
- 60/40 split-fold-down rear seat

ACCENT HAS SEGMENT-LEADING HORSEPOWER IN ITS CLASS

	2009 Hyundai Accent 3-Dr/4-Dr	2009 Chevrolet Aveo 4-Dr/5-Dr	2009 Kia Rio 4-Dr/5-Dr	2009 Toyota Yaris 3-Dr/4-Dr	2009 Honda Fit 5-Dr	2009 Nissan Versa 4-Dr/5-Dr
Displacement (lit.)	1.6	1.6	1.6	1.5	1.5	1.8
Horsepower (@ rpm)	110 @ 6,000	106 @ 6,400	110 @ 6,000	106 @ 6,000	117 @ 6,600	122 @ 5,200
Torque (lb.-ft. @ rpm)	106 @ 4,500	106 @ 3,800	107 @ 4,500	103 @ 4,200	106 @ 4,800	127 @ 4,800
Automatic Transmission Speeds	4	4	4	4	5	4
Manual Transmission Fuel Economy— City/Highway (mpg)	27/33	27/34	27/32	29/36	27/33	26/31
Automatic Transmission Fuel Economy—City/Highway (mpg)	26/35	25/34	25/35	29/35	28/35	24/32
Curb Weight (lb.)	2,365	2,568	2,365	2,293	2,489	2,693

6. 2009 ACCENT

EXERCISE				
Discovery—fill in the blanks				
For Accent, fill in the features that belong in the following categories.				
	Front	Side	Rear	Interior
Safety				
Performance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				
Presentation practice				
It's not how well you can <i>demonstrate</i> a feature that counts—it's how well you can <i>teach</i> a customer how to operate a feature that's important. Working in pairs, demonstrate how you would teach a customer how to operate these features:				
<ul style="list-style-type: none"> • Headlights • Windshield wipers • Setting a radio station • Setting the heating/ventilation/air conditioning system for defrosting the windshield 				
Walkaround exercise				
List six points that you cover during an Accent walkaround.				
1.				
2.				
3.				
4.				
5.				
6.				

7. 2009 ELANTRA SEDAN

UNSURPASSED STANDARD SAFETY FEATURES, EXPRESSIVE EXTERIOR AND INTERIOR DESIGN ALONG WITH AMERICA'S BEST WARRANTY®.

Exercise: Once you have finished this module, make a presentation to your Sales Manager or another Sales Consultant to demonstrate that they know the material and you are comfortable with their level of familiarity.

Then, fill-in the exercise page at the back of this section.

2009 Elantra key attributes

- **Roomiest Interior:** Most interior room (passenger and cargo) for a sedan in its class
- **Smart Choice:** All Elantra models have features that are optional or unavailable on its competitors
- **Safe and Secure:** Standard 2-stage front airbags, front seat-mounted side airbags, front and rear side curtain airbags, front active head restraints, plus 4-wheel disc brakes, Anti-lock Braking System and Electronic Brakeforce Distribution

Sources for Elantra information

- 2009/2010 Source Book
- 2009/2010 Pocket Guide
- Dare to Compare information is available on the Sales Training Online website at www.hyundaidealer.com
- Elantra Owner's Manual
- Elantra Quick Reference Guide
- Elantra consumer brochure

Elantra basics

- Know your Elantra inventory and dealership policy.
- Determine how well Elantra sells at your dealership.
- Determine how Elantra sells compared to the other Hyundai vehicles.
- Who are your typical Elantra buyers? Who bought Elantra in the last six months?
- Why are they attracted to Elantra? Elantra is larger than Accent, yet smaller than Sonata.
- Elantra appeals to customers who want a sensible vehicle that delivers good value.
- Elantra appeals to drivers who are on a budget, yet want a car with a lot of features.

7. 2009 ELANTRA SEDAN

Elantra Sedan Trim Levels

ELANTRA GLS 4-DOOR SEDAN	ELANTRA SE 4-DOOR SEDAN
2.0-liter DOHC CVT I-4, 5-speed manual transmission	2.0-liter DOHC CVT I-4, 5-speed manual transmission
2.0-liter DOHC CVT I-4, 4-speed automatic transmission	2.0-liter DOHC CVT I-4, 4-speed automatic transmission
2.0-liter DOHC CVT I-4, 4-speed automatic transmission, PZEV*	2.0-liter DOHC CVT I-4, 4-speed automatic transmission, PZEV*
All this is standard	Adds the following
<ul style="list-style-type: none"> • Audio Prep Package with four speakers • Power windows and door locks • Tilt steering wheel • Deluxe console with storage box armrest • Front door map pockets • Seatback pockets • Cigarette lighter and ashtray • 60/40 split fold-down rear seatback • Rear-seat center armrest • Front Active head restraints • Remote keyless entry with alarm, panic feature and trunk open • Front, front seat side and side curtain airbags • Anti-lock Braking System (ABS) with 4-wheel disc brakes • Front variable intermittent wipers • Tinted glass • Bodycolor door handles, bumpers, rear garnish and sideview mirrors • Power heated outside mirrors • 15-inch steel wheels with full wheel covers and P195/65R15 tires • 2.0-liter DOHC 4-cylinder engine with 138 horsepower (ULEV) or 132 horsepower (SULEV) • 4-wheel independent suspension • Tire Pressure Monitoring System (TPMS) 	<p>GLS Popular Equipment Package plus:</p> <ul style="list-style-type: none"> • Manual telescoping steering wheel • Steering wheel-mounted audio controls • Leather-wrapped steering wheel and shift knob • Trip computer • Electronic Stability Control (ESC) with Traction Control System (TCS) • 16-inch alloy wheels with P205/55HR16 tires
<p>Popular Equipment Package 02:</p> <ul style="list-style-type: none"> • 172-watt AM/FM/XM/CD/MP3 audio system with tweeters, auxiliary input jack/USB and iPod® ports, in-glass antenna • Air conditioning • Dual illuminated vanity mirrors • Front sunvisor extensions • Windshield shade band • Cruise control • Fog lights 	<p>Premium Package 04:</p> <ul style="list-style-type: none"> • Heated front seats • Power sunroof
<p>Popular Equipment plus Sunroof Package 03:</p> <ul style="list-style-type: none"> • Popular Equipment Package above • Power sunroof 	<p>Premium plus Leather Package 05:</p> <ul style="list-style-type: none"> • Premium Package • Leather seating surfaces

*PZEV model vehicles available only in CA, NY, MA, VT, CT and RI

7. 2009 ELANTRA SEDAN

Elantra and the Competition

Elantra Sedan key competitors

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

Elantra Sedan strengths

- Standard 2-stage front airbags, front side-impact airbags, front and rear side curtain airbags, and front active head restraints
- 2.0-liter 16-valve DOHC 4-cylinder engine with Continuously Variable Valve Timing (CVVT)
- 4-wheel disc brakes with Anti-lock Braking System and Electronic Brake Force Distribution
- Standard Power Package: power windows, heated mirrors and door locks
- Remote keyless entry with alarm

ELANTRA FEATURES UNSURPASSED STANDARD SAFETY TECHNOLOGIES IN ITS CLASS

	2009 Hyundai Elantra	2009 Nissan Sentra	2009 Toyota Corolla	2009 Honda Civic	2009 Ford Focus	2009 Chevrolet Cobalt
Side-Impact Airbags	S	S	S	S	S	S
Side-Curtain Airbags	S	S	S	S	S	S
ABS	S	O (2.0)	S	S	O	O (LS, LT)
EBD	S	O (2.0)	S	S	NA	NA
4-Wheel Disc Brakes	S	Front only	Front only	Front only (DX, LX)	Front only	Front only (LS, LT)
Active Front Head Restraints	S	S	S	S	NA	NA

S = Standard O = Optional NA = Not Available

ELANTRA HAS THE MOST INTERIOR VOLUME FOR A SEDAN IN ITS CLASS

	2009 Hyundai Elantra	2009 Nissan Sentra	2009 Toyota Corolla	2009 Honda Civic	2009 Ford Focus	2009 Chevrolet Cobalt
Total Volume (cu. ft.)	112.1	110.5	104.3	102.9	107.2	100.0
EPA Size Classification	Mid-size	Mid-size	Compact	Sub-compact	Compact	Sub-compact

7. 2009 ELANTRA SEDAN

EXERCISE

Discovery—fill in the blanks

For Elantra Sedan, fill in the features that belong in the following categories.

	Front	Side	Rear	Interior
Safety				
Performance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				

Presentation practice

It's not how well you can *demonstrate* a feature that counts—it's how well you can *teach* a customer how to operate a feature that's important. Working in pairs, demonstrate how you would teach a customer how to operate these features:

- Headlights
- Windshield wipers
- Setting a radio station
- Setting the heating/ventilation/air conditioning system for defrosting the windshield

Walkaround exercise

List six points that you cover during an Elantra Sedan walkaround.

1.
2.
3.
4.
5.
6.

8. ALL NEW 2009 ELANTRA TOURING

DELIVERS VERSATILITY, FUN AND CLASS-LEADING SAFETY FEATURES

Exercise: Once you have finished this module, make a presentation to your Sales Manager or another Sales Consultant to demonstrate that they know the material and you are comfortable with their level of familiarity.

Then, fill-in the exercise page at the back of this section.

2009 Elantra key attributes

- **Two Body Styles:** Customers can select either the Sedan or all new Touring.
- **Smart Choice:** All Elantra models have features that are optional or unavailable on its competitors.
- **Safe and Secure:** Standard 2-stage front airbags, front seat-mounted side airbags, front and rear side curtain airbags, front active head restraints, plus 4-wheel disc brakes, Anti-lock Braking System and Electronic Brakeforce Distribution

Sources for Elantra information

- 2009/2010 Source Book
- 2009/2010 Pocket Guide
- Dare to Compare information is available on the Sales Training Online website at www.hyundaidealer.com
- Elantra Owner's Manual
- Elantra Quick Reference Guide
- Elantra consumer brochure

Elantra basics

- Know your Elantra inventory and dealership policy.
- Who buys Elantra Touring at your dealership? What is their age? Marital status?
- Who are your typical Elantra buyers—for the Sedan? For the Touring?
- Why are they attracted to Elantra? Elantra is larger than Accent, yet smaller than Sonata.
- Elantra appeals to customers who want a sensible vehicle that delivers good value.
- Elantra appeals to drivers who are on a budget, yet want a car with a lot of features.

8. ALL NEW 2009 ELANTRA TOURING

Elantra Touring Trim Levels

ELANTRA TOURING	
2.0-liter DOHC CVT I-4, 5-speed manual transmission	
2.0-liter DOHC CVT I-4, 4-speed automatic transmission	
All this is standard	
<ul style="list-style-type: none"> • 172-watt six speakers AM/FM/XM/CD/MP3 audio system with auxiliary input jack, USB and iPod® inputs • Air conditioning • Power windows/door locks/heated mirrors • Illuminated ignition • Tilt and telescopic leather-wrapped steering wheel • Steering wheel-mounted audio controls • Cruise control • Deluxe center console with storage box and armrest • Cooled glovebox • Cloth door trim • Front map pockets and seatback pockets • Trip computer • Maplights • Ashtray and cigarette lighter • Sliding sunvisors and sunglass holder • Dual front illuminated vanity mirrors • 60/40 split fold-down rear seatback • Rear-seat center armrest with cupholders • Rear power retained outlet • Cargo cover 	<ul style="list-style-type: none"> • Adjustable head restraints • Front Active head restraints • Remote keyless entry with alarm • Front, front seat side and side curtain airbags • Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD) and 4-wheel disc brakes • Electronic Stability Control (ESC) with Traction Control System (TCS) • Front variable intermittent wipers • Rear wiper • Rear defroster • Solar glass • Roof antenna • Front fog lights • 16-inch alloy wheels with P205/55HR16 tires • 2.0-liter DOHC 4-cylinder engine with 138 horsepower (ULEV) or 132 horsepower (SULEV) • 4-wheel independent suspension • B&M Racing® Sport Shifter—with manual transmission • Tire Pressure Monitoring System (TPMS)

8. ALL NEW 2009 ELANTRA TOURING

Elantra and the Competition

Elantra Touring key competitors

- Toyota Matrix
- Dodge Caliber
- Mazda 3

Elantra Touring strengths

- Standard 2-stage front airbags, front side-impact airbags, front and rear side curtain airbags, and front active head restraints
- 2.0-liter 16-valve DOHC 4-cylinder engine with Continuously Variable Valve Timing (CVVT)
- 4-wheel disc brakes with Anti-lock Braking System and Electronic Brake Force Distribution
- Standard Power Package: power windows, heated mirrors and door locks
- Remote keyless entry with alarm

ELANTRA TOURING FEATURES UNSURPASSED STANDARD SAFETY TECHNOLOGIES IN ITS CLASS

	2009 Hyundai Elantra	2009 Toyota Matrix	2009 Dodge Caliber	2009 Mazda3 5-door	2009 Kia Spectra5	2009 VW Rabbit 5-door
Side-Impact Airbags	S	S	NA	S	S	S
Side-Curtain Airbags	S	S	S	S	S	S
ABS	S	S	S	S	NA	S
ESC	S	NA	NA	NA	NA	
TCS	S	NA	NA	NA	NA	S
Brake Assist	S	S	NA	S	NA	S
4-Wheel Disc Brakes	S	S	NA	S	S	S
Active Front Head Restraints	S	S	NA	S	S	S

S = Standard O = Optional NA = Not Available

ELANTRA TOURING HAS THE MOST INTERIOR VOLUME FOR A SEDAN IN ITS CLASS

	2009 Hyundai Elantra	2009 Toyota Matrix	2009 Dodge Caliber	2009 Mazda3 5-door	2009 Kia Spectra5	2009 VW Rabbit 5-door
Cargo Volume (cu. ft.)	24.3	19.8	18.5	17.1	18.3	15.0
Maximum Cargo Capacity (cu. ft.)	65.3	48.9	48.0	43.8	53.0	–

8. ALL NEW 2009 ELANTRA TOURING

EXERCISE

Discovery—fill in the blanks

For Elantra Touring, fill in the features that belong in the following categories.

	Front	Side	Rear	Interior
Safety				
Performance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				

Presentation practice

It's not how well you can *demonstrate* a feature that counts—it's how well you can *teach* a customer how to operate a feature that's important. Working in pairs, demonstrate how you would teach a customer how to operate these features:

- Headlights
- Windshield wipers
- Setting a radio station
- Setting the heating/ventilation/air conditioning system for defrosting the windshield

Walkaround exercise

List six points that you cover during an Elantra Touring walkaround.

1.
2.
3.
4.
5.
6.

9. 2009 SONATA

SMART, SAFE, SOPHISTICATED

Exercise: Once you have finished this module, make a presentation to your Sales Manager or another Sales Consultant to demonstrate that they know the material and you are comfortable with their level of familiarity.

Then, fill-in the exercise page at the back of this section.

2009 Sonata key attributes

Sonata is a refined and sophisticated sedan that inspires driving confidence and offers an unprecedented combination of safety, power, package and value:

- **Sophisticated Styling:** Stands out from the other cars in this class.
- **Endearing Value:** Is one of the best-equipped cars in its segment.
- **Smart Design:** Has excellent aerodynamics and a comfortable passenger cabin.
- **Advanced Safety Features:** Occupant protection features include dual front airbags, front side-impact airbags, front and rear side curtain airbags, Front Active head restraints, front seatbelt pretensioners and force limiters, Tire Pressure Monitoring System (TPMS), and steel safety cage construction.

Sources for Sonata information

- 2009/2010 Source Book
- 2009/2010 Pocket Guide
- Dare to Compare information is available on the Sales Training Online website at www.hyundaidealer.com
- Sonata Quick Reference Guide
- Sonata Owner's Manual
- Sonata consumer brochure

Sonata basics

- Know your Sonata inventory and dealership policy.
- Determine how well Sonata sells at your dealership.
- Determine how Sonata sells compared to the other Hyundai vehicles.
- Who are your typical Sonata buyers? Who bought Sonata in the last six months?
- Why are they attracted to Sonata? Sonata is larger than Elantra, yet smaller than Azera.
- Sonata appeals to customers who want superior value, a spacious interior and a distinctive appearance.
- Sonata appeals to buyers who want a Toyota Camry V6 or a Nissan Maxima, but find those vehicles out of their price range (instead, those people then shop the 4-cylinder Honda Accord and Nissan Altima).

9. 2009 SONATA

Sonata Body Styles and Trim Levels

SONATA GLS	SONATA SE	SONATA LIMITED
2.4-liter 4-cylinder, 5-speed manual transmission	2.4-liter 4-cylinder, 5-speed SHIFTRONIC® automatic transmission	2.4-liter 4-cylinder, 5-speed SHIFTRONIC® automatic transmission
2.4-liter 4-cylinder, 5-speed SHIFTRONIC® automatic transmission	3.3-liter V6, 5-speed SHIFTRONIC® automatic transmission	3.3-liter V6, 5-speed SHIFTRONIC® automatic transmission
3.3-liter V6, 5-speed SHIFTRONIC® automatic transmission		
All this is standard	Adds the following	Adds the following
<ul style="list-style-type: none"> • AM/FM/XM/CD/MP3 audio system with auxiliary/USB/iPod® input jacks • Air conditioning • Power windows, locks and heated mirrors • Leather-wrapped steering wheel/shift knob (V6 only) • Tilt steering wheel • Cruise control • Solar control glass (V6 models) • Front active head restraints • Remote keyless entry and alarm • Front, front seat side and curtain airbags • Anti-lock Braking System (ABS) • Electronic Stability Control (ESC) with Traction Control System (TCS) • 16-inch steel wheels • 2.4-liter 16-valve DOHC 4-cylinder or 3.3-liter 24-valve DOHC V6 • 5-speed manual transmission (with 4-cylinder Engine) • Dual exhaust with V6 engine • Tire Pressure Monitoring System (TPMS) 	<ul style="list-style-type: none"> • Power driver seat • Driver lumbar support • Leather-wrapped steering wheel/shift knob • Telescoping steering wheel • Steering wheel-mounted audio controls • Trip computer • Chrome window belt moldings • Metalgrain interior accents • SE leather bolster/cloth insert sport seats • Automatic light control • Solar control glass • Rear deck spoiler • Fog lights • 17-inch alloy wheels with 215/55R17 performance tires • Sport-tuned suspension 	<ul style="list-style-type: none"> • 6-disc CD changer with Infinity® speakers, subwoofer and external amplifier • Automatic temperature control • Leather-trimmed seating surfaces • Heated front seats • HomeLink® • Compass • Auto-dimming mirror • Sunroof • Chrome grille/exterior door handles • Premium door sill plates with "Limited" badge • Chrome inserts on bumper fascia and bodyside moldings • 215/55R17 standard tire • Delete SE rear deck spoiler

9. 2009 SONATA

Sonata and the Competition

Sonata key competitors:

- Toyota Camry
- Honda Accord
- Nissan Altima
- Ford Fusion
- Chevrolet Malibu

Sonata secondary competitors:

- Dodge Stratus/Avenger
- Mazda6
- Kia Optima
- Pontiac G6

Sonata strengths:

- Choice of a fuel-efficient 2.4-liter 16-valve DOHC 4-cylinder engine or 3.3-liter 24-valve DOHC V6 engine
- 5-speed SHIFTRONIC® automatic transmission—standard with V6
- Standard safety features on all models that are either not available or optional on some of the competition:
 - Front side-impact airbags
 - Front and rear side curtain airbags
 - Anti-lock Braking System (ABS), Panic Brake Assist, Traction Control System (TCS) and Electronic Stability Control (ECS)
 - 4-wheel disc brakes
- Lower suggested retail price
- Longer warranty coverage
- AM/FM/XM/CD/MP3 player with six speakers and three months of free XM service
- Power window, door locks and mirrors with heated lenses
- Remote keyless entry system with alarm
- 60/40 split-folding rear seat
- Variable intermittent windshield wipers

SONATA CLASSED LARGE CAR BY EPA—A CLASS ABOVE ITS COMPETITION

	2009 Hyundai Sonata	2009 Toyota Camry	2009 Ford Fusion	2009 Nissan Altima
Passenger Volume (cu. ft.)	105.4	101.4	100.7	100.7
Cargo Volume (cu. ft.)	16.3	15.0	15.8	15.3
EPA Size Classification	Large	Midsized	Midsized	Midsized

9. 2009 SONATA

EXERCISE

Discovery—fill in the blanks

For Sonata, fill in the features that belong in the following categories.

	Front	Side	Rear	Interior
Safety				
Performance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				

Presentation practice

It's not how well you can *demonstrate* a feature that counts—it's how well you can *teach* a customer how to operate a feature that's important. Working in pairs, demonstrate how you would teach a customer how to operate these features:

- Headlights
- Windshield wipers
- Setting a radio station
- Setting the heating/ventilation/air conditioning system for defrosting the windshield

Walkaround exercise

List six points that you cover during a Sonata walkaround.

1.
2.
3.
4.
5.
6.

10. 2009 AZERA

HIGH-QUALITY, PREMIUM SEDAN WITH FLAGSHIP FEATURES

Exercise: Once you have finished this module, make a presentation to your Sales Manager or another Sales Consultant to demonstrate that they know the material and you are comfortable with their level of familiarity.

Then, fill-in the exercise page at the back of this section.

2009 Azera key attributes

- **Classic, Elegant, Refined Styling:** Buying Azera enables buyers to satisfy their desire to reward themselves—making them feel good, not guilty.
- **Roomy Interior with Upscale Appointments:** More interior volume than Toyota Avalon, Mercedes E-Class sedans and BMW 7-Series; 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 or 3.3-liter 24-valve V6 engine, Anti-lock Braking System (ABS) with Traction Control System (TCS) and Electronic Stability Control (ESC) add to the thoroughly pampering driving experience.
- **Smart Choice:** Comprehensive list of standard luxury features surpasses its competitors.

Sources for Azera information

- 2009/2010 Source Book
- 2009/2010 Pocket Guide
- Dare to Compare information is available on the Sales Training Online website at www.hyundaidealer.com
- Azera Quick Reference Guide
- Azera Owner's Manual
- Azera consumer brochure

Azera basics

- Know your Azera inventory and dealership policy.
- Determine how Azera sells at your dealership.
- Determine how Azera sells compared to the other Hyundai vehicles.
- Who are your typical Azera buyers? Who bought Azera in the last six months?
- Why are they attracted to Azera? Azera is the most expensive and most luxurious sedan in the Hyundai lineup. Azera is larger than Sonata.
- Azera appeals to a very broad audience—particularly to those people who want a luxury car, but felt it was out of their budget.

10. 2009 AZERA

Azera Trim Levels

AZERA GLS	AZERA LIMITED
3.3-liter DOHC V6, 5-speed SHIFTRONIC® automatic transmission	3.8-liter DOHC V6, 5-speed SHIFTRONIC® automatic transmission
All this is standard	Adds the following
<ul style="list-style-type: none"> • AM/FM/CD/XM/MP3 audio system with auxiliary/USB/iPod® input jacks • Dual-zone automatic climate controls • Power windows with driver auto-up/down • Power door locks • Leather-wrapped steering wheel and shift knob • Manual tilt and telescopic steering column • Steering wheel-mounted audio controls • Cruise control • HomeLink® • Electrochromic mirror with compass • Power driver and front-passenger seats with premium cloth • Automatic headlight control • Solar glass • Electroluminescent instrument cluster • Blue interior illumination • 60:40 split-folding rear seat • Front dual active head restraints • Keyless entry and alarm • Advanced front airbags, front and rear side airbags, and side curtain airbags • Anti-theft engine immobilizer • Anti-lock Braking System (ABS) • Electronic Stability Control (ESC) with Traction Control System (TCS) • Windshield wiper deicer • Bodycolor side sills/rocker panels • Bodycolor with chrome insert bodyside moldings • LED tail lights • 17-inch alloy wheels with P235/55VR tires • 3.3-liter 24-valve DOHC V6 with 5-speed SHIFTRONIC® automatic transmission • Tire Pressure Monitoring System (TPMS) 	<ul style="list-style-type: none"> • Premium Infinity® audio with in-dash 6-disc CD changer with auxiliary/USB/ iPod® input jacks • Leather-trimmed seating surfaces • Heated front seats • Power glass sunroof with tilt and slide • Power rear sunshade • Power-folding side mirrors with turn signal indicators • Hyper Silver alloy wheels • 3.8-liter 24-valve DOHC V6 with 5-speed SHIFTRONIC® automatic transmission

10. 2009 AZERA

Azera and the Competition

Azera key competitors:

- Toyota Avalon
- Nissan Maxima
- Buick LaCrosse
- Ford Taurus

Azera strengths:

- Comfortable and compliant ride characteristics
- Anti-lock Braking System (ABS) with Panic Brake Assist, 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-zone fully automatic climate control with Air Quality System (AQS) and outside temperature display—standard
- AM/FM/CD/MP3/XM audio system with three months of free XM service and auxillary/USB/iPod® input jacks
- Available LG DVD navigation system
- 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

AZERA'S POWERTRAIN IS COMPETITIVE WITH SEGMENT LEADERS AND HAS THE LARGEST DISPLACEMENT

	2009 Hyundai Azera Limited	2009 Toyota Avalon	2009 Nissan Maxima	2009 Ford Taurus
Displacement (lit.)	3.8	3.5	3.5	3.5
Horsepower (@ rpm)	263 @ 6,000	268 @ 6,200	290 @ 6,400	263 @ 6,250
Torque (lb.-ft. @ rpm)	257 @ 4,500	248 @ 4,700	261 @ 4,400	249 @ 4,500
Automatic Transmission Speeds	5	6	CVT	6
SHIFTRONIC®	Yes	Yes	Yes	No

10. 2009 AZERA

EXERCISE

Discovery—fill in the blanks

For Azera, fill in the features that belong in the following categories.

	Front	Side	Rear	Interior
Safety				
Performance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				

Presentation practice

It's not how well you can *demonstrate* a feature that counts—it's how well you can *teach* a customer how to operate a feature that's important. Working in pairs, demonstrate how you would teach a customer how to operate these features:

- Headlights
- Windshield wipers
- Setting a radio station
- Setting the heating/ventilation/air conditioning system for defrosting the windshield

Walkaround exercise

List six points that you cover during an Azera walkaround.

1.
2.
3.
4.
5.
6.

11. 2009 GENESIS

PROGRESSIVE FLAGSHIP SPORTS SEDAN REINVENTS NEAR LUXURY TRADITION WITH UNPRECEDENTED TECHNOLOGY, PREMIUM COMFORT AND PERFORMANCE

Exercise: Once you have finished this module, make a presentation to your Sales Manager or another Sales Consultant to demonstrate that they know the material and you are comfortable with their level of familiarity.

Then, fill-in the exercise page at the back of this section.

2009 Genesis key attributes

- Premium performance:
 - First V8 performance sedan offered by a non-luxury Asian automaker, providing more than 300 horsepower (0–60 mph in under 6 seconds)—375 horsepower or 81.5 horsepower/liter
 - Hyundai's first high-performance 3.8-liter V6 with dual variable valve timing
 - 6-speed SHIFTRONIC® transmission (V6—Aisin; V8—ZF)
- Technologically-advanced features:
 - Available 528-watt Lexicon 7.1 discrete audio system with 17 speakers
 - First popular brand to offer High-Definition (HD) radio
 - Available state-of-the-art navigation system with joystick control
 - Class-leading with standard Bluetooth® hands-free interface
 - Available adaptive front lighting system
 - High-Intensity Discharge (HID) headlights with dynamic auto-leveling
- Class-leading standard safety features:
 - Electronic Stability Control (ESC) with Traction Control System (TCS) and Anti-lock Braking System (ABS) with Brake Assist
 - Electronic Front Active head restraints
 - Eight airbags
- Quality and reliability, backed by America's Best Warranty™

Sources for Genesis information

- 2009/2010 Source Book
- 2009/2010 Pocket Guide
- Dare to Compare information is available on the Sales Training Online website at www.hyundaidealer.com
- Genesis Quick Reference Guide
- Genesis Owner's Manual
- Genesis Navigation Quick Reference Guide
- Navigation System Owner's Manual
- Genesis Accessory Update
- Genesis consumer brochure

Genesis basics

- Know your Genesis inventory and dealership policy.
- Determine how Genesis sells at your dealership.
- Determine how Genesis sells compared to the other Hyundai vehicles.
- Who are your typical Genesis buyers? Who bought Genesis in the last six months?
- Why are they attracted to Genesis? Genesis is the most expensive and most luxurious sedan in the Hyundai lineup. It is larger than Azera and Sonata.
- Genesis appeals to a very broad audience—particularly to those people who want a premium luxury car, but feel it's out of their budget.

11. 2009 GENESIS

Genesis Trim Levels

GENESIS 3.8L V6	GENESIS 4.6L V8
3.8-liter DOHC V6 engine, Aisin 6-speed SHIFTRONIC® automatic transmission	4.6-liter DOHC V8 engine, ZF 6-speed SHIFTRONIC® automatic transmission
All this is standard	Adds the following
<ul style="list-style-type: none"> • 330 watts 7-speaker Autonet AM/FM/CD/MP3/XM/iPod® and USB auxiliary jacks • Dual-zone front fully automatic heater, ventilation, air conditioning system • Proximity Entry with electric push-button start • Leather-wrapped tilt steering wheel with audio controls • Cruise control • Leather-trimmed seating surfaces • Power front seats • Heated front seat • Auto-dimming interior mirror with HomeLink® and compass • Bluetooth®—pairs up to seven phones, stores up to 128 numbers • Front and rear carpeted floor mats • Automatic halogen headlights • Acoustic laminated windshield and front side glass • Electroluminescent cluster (Supervision) • Electronic Front Active head restraints • Advanced front airbags, front and rear seat-mounted side airbags, and roof-mounted side curtain airbags • 4-wheel disc brakes with Anti-lock Braking System (ABS) • Electronic Stability Control (ESC) with Traction Control System (TCS) • Fog lights • Dual power heated body-colored side mirrors with turn signal indicators • 17-inch alloy wheels with P225/55R17 tires and Tire Pressure Monitoring System (TPMS) 	<ul style="list-style-type: none"> • 605 watts 14-speaker Lexicon® surround sound audio system; 6-disc CD changer • Wood-trimmed leather-wrapped steering wheel • Power tilt and telescopic steering column • Ultra-premium leather-trimmed seating surfaces • Tailored leather-wrapped dash and door trim inserts • Power glass sunroof with tilt and slide • Power rear sunshade • Integrated Memory System with two positions • Rain-sensing wipers with auto defogger windshield • Electrochromic auto-dimming outside mirrors • Illuminated scuff plates • Chrome lower bodyside moldings • 18-inch Silver alloy wheels with P235/50R18 tires
<p>Premium Package (P2):</p> <ul style="list-style-type: none"> • 605 watts 14-speaker Lexicon® surround sound 6-disc CD changer • Power tilt and telescopic steering column • Tailored leather-wrapped dash and door trim inserts • Power sunroof with tilt and slide • Power rear sunshade • Integrated Memory System • Rain-sensing wipers with auto defogger windshield 	<p>Technology Package (P6):</p> <ul style="list-style-type: none"> • 528 watts 17-speaker Lexicon® Discrete LOGIC 7® 7.1 audio system with HD Radio® • 6-disc in-dash DVD changer Navigation system with 40GB hard drive and Bluetooth® that pairs up to seven phones and stores up to 200 phone numbers • XM® Satellite Radio and NavTraffic® with complimentary 1-year subscription • Driver Information System (DIS) • Multimedia controller • Cooled driver seat • High-Intensity Discharge (HID) headlights with auto-leveling and adaptive auto-cornering • Rear backup warning camera • Front and rear parking assistance sensors
<p>Premium Package Plus (P3); includes Premium Package plus:</p> <ul style="list-style-type: none"> • 18-inch Hyper Silver alloy wheels with 235/50R18 tires 	

11. 2009 GENESIS

GENESIS 3.8L V6	GENESIS 4.6L V8
<p>Technology Package (P4); requires Premium Plus Package then adds:</p> <ul style="list-style-type: none"> • 528 watts 17-speaker Lexicon® Discrete LOGIC 7® 7.1 audio system with HD Radio® • 6-disc in-dash DVD changer navigation system with 40GB hard drive and Bluetooth® that pairs up to seven phones and stores up to 200 phone numbers • XM® Satellite Radio and NavTraffic® with complimentary 1-year subscription • Driver Information System (DIS) • Multimedia controller • Cooled driver seat • High-Intensity Discharge (HID) headlights with auto-leveling and adaptive auto-cornering • Rear backup warning camera • Front and rear parking assistance sensors 	

Genesis and the Competition

Genesis key competitors:

- Chrysler 300C
- Lexus ES 350
- Lincoln MKS
- Cadillac CTS

Genesis secondary competitors:

- Infiniti M
- Lexus GS
- BMW 5-Series
- Mercedes-Benz E-Class

Genesis strengths:

- Genesis has a larger interior than the Lexus GS, Infiniti M or BMW 5-Series, and rivals the Chrysler 300 and BMW 7-Series in size.
- Genesis is stiffer, more rigid and lighter than the BMW 5-Series, Mercedes-Benz E-Class and Lexus LS.
- Available state-of-the-art navigation system with Driver Information System (DIS)—large 8-inch display with 40GB hard drive-based navigation and multimedia controller with joystick type control
- Speech dialog system
- 17-speaker, 528 watt Lexicon® Discrete LOGIC® 7.1 surround sound system
- 6-disc in-dash CD/DVD changer with iPod®/USB and auxiliary input jacks
- XM® Satellite Radio and XM NavTraffic® with complimentary 1-year subscription
- HD Radio® technology
- Bluetooth® and hands-free mobile phone connection
- Heated driver and front-passenger seats
- Cooled driver seat
- Front and rear parking assistance sensors with rear backup camera
- Integrated Memory System
- Rain-sensing wipers with auto defogger windshield
- Power rear sunshade

11. 2009 GENESIS

GENESIS'S POWERTRAIN IS SUPERIOR TO SEGMENT VOLUME LEADERS

	2009 Hyundai Genesis 3.8L	2009 Chrysler 300 Limited	2009 Pontiac G8	2009 Lexus ES350	2009 Cadillac CTS
Displacement (lit.)	3.8 V6	3.5 V6	3.6 V6	3.5 V6	3.6 V6
Horsepower (@ rpm)	290 @ 4,500	250 @ 6,400	256 @ 6,300	272 @ 6,200	263 @ 4,500
Torque (lb.-ft. @ rpm)	264 @ 6,200	250 @ 3,800	248 @ 3,200	224 @ 4,700	253 @ 3,100
Automatic Transmission Speeds	6	4	5	6	6
SHIFTRONIC®	Yes	Yes	Yes	Yes	Yes

COMPETITIVE SET

	2009 Hyundai Genesis 4.6L	2009 Chrysler 300 C	2009 Pontiac G8 GT	2008 Lexus ES350	2008 Cadillac CTS
Displacement (lit.)	4.6 V8	5.7 V8	6.0 V8	No V8	No V8
Horsepower (@ rpm)	375 @ 6,500 ¹ 368 @ 6,500 ²	340 @ 5,000	361 @ 5,700		
Torque (lb.-ft. @ rpm)	333 @ 3,500 ¹ 324 @ 3,500 ²	390 @ 4,000	385 @ 4,400		
Automatic Transmission Speeds	6	5	6		
SHIFTRONIC®	Yes	Yes	Yes		

¹Premium fuel ²Regular fuel

IMAGE SET

	2009 Hyundai Genesis 4.6L	2009 Lexus GS460	2009 Infiniti M45	2009 BMW 550i	2009 Mercedes-Benz E550
Displacement (lit.)	4.6 V8	4.8 V8	6.0 V8	4.8V8	5.5 V8
Horsepower (@ rpm)	375 @ 6,500 ¹ 368 @ 6,500 ²	342 @ 6,200	325 @ 6,200	360 @ 6,300	382 @ 6,000
Torque (lb.-ft. @ rpm)	333 @ 3,500 ¹ 324 @ 3,500 ²	339 @ 3,600	336 @ 3,100	360 @ 3,400	391 @ 2,800
Automatic Transmission Speeds	6	8	5	6	7
SHIFTRONIC®	Yes	Yes	Yes	Yes	Yes

¹Premium fuel ²Regular fuel

11. 2009 GENESIS

EXERCISE

Discovery—fill in the blanks

For Genesis, fill in the features that belong in the following categories.

	Front	Side	Rear	Interior
Safety				
Performance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				

Presentation practice

It's not how well you can *demonstrate* a feature that counts—it's how well you can *teach* a customer how to operate a feature that's important. Working in pairs, demonstrate how you would teach a customer how to operate these features:

- Headlights
- Windshield wipers
- Setting a radio station
- Setting the heating/ventilation/air conditioning system for defrosting the windshield

Walkaround exercise

List six points that you cover during a Genesis walkaround.

1.
2.
3.
4.
5.
6.

12. ALL NEW 2010 GENESIS COUPE

A GAME-CHANGING PLAYER WITH PURPOSEFUL PERFORMANCE AND STRIKING APPEARANCE—THIS COUPE IS GOING TO DRAMATICALLY CHANGE OPINIONS ABOUT THE HYUNDAI BRAND.

Exercise: Once you have finished this module, make a presentation to your Sales Manager or another Sales Consultant to demonstrate that they know the material and you are comfortable with their level of familiarity.

Then, fill-in the exercise page at the back of this section.

2010 Genesis Coupe Key Attributes

- **Three 2.0T models:**
 - 2.0T standard equipment: air conditioning; remote keyless entry system; cruise control; power windows and door locks; sport-tuned independent suspension; 4-wheel disc brakes; Anti-lock Braking System (ABS); Electronic Brake force Distribution (EBD); Brake Assist; Electronic Stability Control (ESC) with Traction Control System (TCS); Tire Pressure Monitoring System (TPMS)
 - 2.0T Premium adds: power driver seat; Proximity Entry with electric pushbutton start; auto-dimming interior mirror; HomeLink®; compass; power tilt and slide sunroof
 - 2.0T Track adds: black leather bolster with red cloth insert seats; aluminum pedals; Brembo® braking system; Track-tuned suspension with heavier sway bars, springs, struts/shocks and bushings; Torsen® limited-slip differential; aero wiper blades; rear spoiler; High-Intensity Discharge (HID) Xenon headlights and fog lights
- **Three 3.8L models:**
 - 3.8 standard equipment: black leather seats; fully automatic temperature control; fog lights; remote keyless entry system; cruise control; power windows and door locks; sport-tuned independent suspension; 4-wheel disc brakes; Anti-lock Braking System (ABS); Electronic Brake force Distribution; Brake Assist; Electronic Stability Control (ESC) with Traction Control System (TCS); Tire Pressure Monitoring System (TPMS)
 - 3.8 Grand Touring adds: unique brown leather seats; power driver seat and heated front seats; Proximity Entry with electric pushbutton start; power tilt and slide sunroof; auto-dimming interior mirror, Homelink®; compass; dual power heated body-colored side mirrors with turn signal indicators; High-Intensity Discharge (HID) Xenon headlights; back-up warning system
 - 3.8 Track adds: black leather seats; aluminum pedals; Brembo® braking system; Track-tuned suspension with heavier sway bars, springs, struts/shocks and bushings; Torsen® limited-slip differential; aero wiper blades; rear spoiler
- **Dynamic performance:**
 - Rear-wheel drive eliminates torque steer while providing better dynamic balance towards the ideal 50/50 front-to-rear weight distribution
 - Fully independent suspension: McPherson front suspension teamed with 5-link independent rear suspension
- **Choice of powertrains:**
 - **3.8-liter V6 engine:**
 - 306 horsepower @ 6,300 rpm; 266 lb.-ft. of torque @ 4,700 rpm (regular fuel)
 - All-aluminum construction
 - Dual CVVT, DOHC 24-valve
 - Standard close-ratio 6-speed manual transmission
 - Optional ZF® 6-speed automatic with SHIFTRONIC® and paddle shifters
 - **2.0-liter turbocharged, intercooled inline-4 cylinder engine:**
 - 210 horsepower @ 6,000 rpm; 223 lb.-ft. of torque @ 2,000 rpm (regular fuel)
 - Dual CVVT, DOHC 16-valve
 - Standard close-ratio 6-speed manual transmission
 - Optional 5-speed automatic with SHIFTRONIC® and paddle shifters
- **Innovative design:** Classic yet innovative sports car wedge design with short overhangs typical of a rear-wheel drive design and edgy surface detailing

12. ALL NEW 2010 GENESIS COUPE

- **Audio systems:**
 - **2.0T and 3.8:** Autonet 170-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system
 - **2.0T Premium, 2.0T Track, 3.8 Grand Touring, 3.8 Track:** Infinity® 360-watt 10-speaker AM/FM/XM® Satellite Radio/CD changer/MP3 audio system
 - **Standard on all:** USB and iPod® auxiliary jacks
 - **Standard on all:** Bluetooth® pairs up to 7 phones, stores up to 128 numbers; Voice Response feature programmable to English, French or Spanish
 - **Standard:** XM® Satellite Radio (3-month free trial)
- **Navigation system**—available beginning June 2009: 6.5-inch touch-screen with 8G USB memory:
 - Optional on 2.0T Premium
 - Standard on 3.8 Grand Touring and 3.8 Track
- **Wheels and tires:**
 - **2.0T, 2.0T Premium, 3.8, 3.8 Grand Touring:** 18-inch alloy wheels with P225/45VR18 front tires and P245/45VR18 rear tires
 - **2.0T Track, 3.8 Track:** 19-inch alloy wheels with P225/40YR19 front tires and P245/40YR19 rear tires
- **Key convenience technologies:** Both Proximity Key or standard ignition key have alarm and remote with panic button; Bluetooth® integrated unit with voice response activation; Voice Response feature programmable to English, French or Spanish; USB/iPod® auxiliary input jack; standard XM® Satellite Radio (3-month free trial); and much more

Sources for Genesis Coupe information

- 2009/2010 Source Book
- 2009/2010 Pocket Guide
- Dare to Compare information is available on the Sales Training Online website at www.hyundaidealer.com
- Genesis Coupe Quick Reference Guide
- Genesis Coupe Owner's Manual
- Genesis Coupe consumer brochure

Genesis Coupe basics

- Know your Genesis Coupe inventory and dealership policy.
- Determine how Genesis Coupe sells at your dealership.
- Determine how Genesis Coupe sells compared to other Hyundai vehicles.
- Who are your typical Genesis Coupe buyers?
- Why are they attracted to Genesis Coupe?
- Genesis Coupe appeals to passionate, sophisticated enthusiasts who want an accessible, affordable, true performance machine.

12. ALL NEW 2010 GENESIS COUPE

Genesis Coupe Trim Levels

GENESIS COUPE 2.0T	GENESIS COUPE 2.0T PREMIUM	GENESIS COUPE 2.0T TRACK
2.0-liter turbo 4-cylinder engine, 6-speed manual transmission	2.0-liter turbo 4-cylinder engine, 6-speed manual transmission	2.0-liter turbo 4-cylinder engine, 6-speed manual transmission
2.0-liter turbo 4-cylinder engine, 5-speed SHIFTRONIC® automatic transmission	2.0-liter turbo 4-cylinder engine, 5-speed SHIFTRONIC® automatic transmission	
All this is standard	Adds the following	Adds the following
<p>COMFORT AND CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning • Autonet 170-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system • USB and iPod® auxiliary jacks • Steering wheel-mounted audio controls • Bluetooth®—pairs up to 7 phones, stores up to 128 numbers • Remote keyless entry system • Cruise control • Power windows and door locks • Dual power body-colored side mirrors • Leather-wrapped tilt steering wheel with audio controls • Driver's adjustable lumbar support • Metalgrain and chrome interior accents • Multi-information display with trip computer • Automatic halogen headlights <p>PERFORMANCE</p> <ul style="list-style-type: none"> • Rear-wheel drive with near 50:50 weight distribution • Dual CVT 16-valve cylinder heads • Available SHIFTRONIC® automatic transmission with steering wheel-mounted paddle shifters • Sport-tuned independent suspension with strut brace • 18-inch alloy wheels with P225/45VR18 front tires and P245/45VR18 rear tires <p>SAFETY</p> <ul style="list-style-type: none"> • 4-wheel disc brakes with Anti-lock Braking System (ABS), Electronic Brake Force Distribution (EBD) and Brake Assist • Electronic Stability Control (ESC) with Traction Control System (TCS) • Advanced front airbags, front seat-mounted side airbags and side curtain airbags • Active front head restraints • Tire Pressure Monitoring System (TPMS) 	<p>COMFORT AND CONVENIENCE</p> <ul style="list-style-type: none"> • Power driver seat • Infinity® 360-watt 10-speaker AM/FM/XM® Satellite Radio/CD changer/MP3 audio system • Proximity Entry with electric pushbutton start • Auto-dimming interior mirror with HomeLink® and compass • Power sunroof with tilt and slide <p>ADDITIONAL COMFORT AND CONVENIENCE</p> <ul style="list-style-type: none"> • Navigation system*: <ul style="list-style-type: none"> ◦ 6.5-inch touch-screen with 8G USB memory ◦ Replaces multi-information display <p>* <i>Navigation system availability beginning June 2009 order</i></p>	<p>COMFORT AND CONVENIENCE</p> <ul style="list-style-type: none"> • Black leather bolster with red cloth insert seats • Aluminum pedals <p>PERFORMANCE</p> <ul style="list-style-type: none"> • Brembo® braking system • Track-tuned suspension— with heavier sway bars, springs, struts/shocks and bushings • Torsen® limited-slip differential • 19-inch alloy wheels with summer tires • Aero wiper blades • Rear spoiler • High-Intensity Discharge (HID) Xenon headlights • Fog lights

12. ALL NEW 2010 GENESIS COUPE

TRIM LEVEL BREAKDOWN

GENESIS COUPE 3.8	GENESIS COUPE 3.8 GRAND TOURING	GENESIS COUPE 3.8 TRACK
3.8-liter DOHC V6 engine, 6-speed manual transmission	3.8-liter DOHC V6 engine, 6-speed manual transmission	3.8-liter DOHC V6 engine, 6-speed manual transmission
3.8-liter DOHC V6 engine, 6-speed ZF® SHIFTRONIC® automatic transmission	3.8-liter DOHC V6 engine, 6-speed ZF® SHIFTRONIC® automatic transmission	3.8-liter DOHC V6 engine, 6-speed ZF® SHIFTRONIC® automatic transmission
All this is standard	Adds the following	Adds the following
<p>COMFORT AND CONVENIENCE</p> <ul style="list-style-type: none"> Fully automatic temperature control Autonet 170-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system USB and iPod® auxiliary jacks Steering wheel-mounted audio controls Bluetooth®—pairs up to 7 phones, stores up to 128 numbers Remote keyless entry system Black leather seat trim Driver's adjustable lumbar support Cruise control Power windows and door locks Dual power body-colored side mirrors Leather-wrapped tilt steering wheel with audio controls Premium door sill plates Multi-information display with trip computer Metalgrain and chrome interior accents Automatic halogen headlights Chrome front fascia accents <p>PERFORMANCE</p> <ul style="list-style-type: none"> Rear-wheel drive with near 50:50 weight distribution Dual CVT 24-valve cylinder heads Available ZF® SHIFTRONIC® automatic transmission with steering wheel-mounted paddle shifters Sport-tuned independent suspension with strut brace 18-inch alloy wheels with P225/45VR18 front tires and P245/45VR18 rear tires Fog lights <p>SAFETY</p> <ul style="list-style-type: none"> 4-wheel disc brakes with Anti-lock Braking System (ABS), Electronic Brake Force Distribution (EBD) and Brake Assist Electronic Stability Control (ESC) with Traction Control System (TCS) Advanced front airbags, front seat-mounted side airbags and side curtain airbags Active front head restraints Tire Pressure Monitoring System (TPMS) 	<p>(Through June 2009 production)</p> <p>COMFORT AND CONVENIENCE</p> <ul style="list-style-type: none"> Unique brown leather seats Power driver seat and heated front passenger seats Infinity® 360-watt 10-speaker AM/FM/XM® Satellite Radio/CD changer/MP3 audio system Proximity Entry with electric pushbutton start Power sunroof with tilt and slide Auto-dimming interior mirror with HomeLink® and compass Dual power heated body-colored side mirrors with turn signal indicators <p>PERFORMANCE</p> <ul style="list-style-type: none"> High-Intensity Discharge (HID) Xenon headlights <p>SAFETY</p> <ul style="list-style-type: none"> Back-up warning system <p>(From June 2009 production)</p> <p>Navigation System*</p> <ul style="list-style-type: none"> 6.5-inch touch-screen with 8G USB memory Replaces multi-information display <p>* Navigation system availability beginning June 2009 order</p>	<p>(Through June 2009 production)</p> <p>COMFORT AND CONVENIENCE</p> <ul style="list-style-type: none"> Black leather seats Aluminum pedals <p>PERFORMANCE</p> <ul style="list-style-type: none"> Brembo® braking system Track-tuned suspension—heavier sway bars, springs, struts/shocks and bushings Torsen® limited-slip differential 19-inch alloy wheels with summer tires Aero wiper blades Rear spoiler <p>DELETE</p> <ul style="list-style-type: none"> Chrome front fascia accents Back-up warning system

12. ALL NEW 2010 GENESIS COUPE

Genesis and the Competition

Genesis Coupe key competitors:

- Mitsubishi Eclipse V6
- Nissan Altima V6
- Ford Mustang V8

Genesis Coupe secondary competitors:

- Infiniti G37
- Mazda RX-8

Genesis Coupe strengths:

- All-new design from the ground up
- Choice of 2.0-liter turbo 4-cylinder engine or 3.8-liter V6 with 306 horsepower
- Track models for ultimate performance
- Rear-wheel drive
- Independent rear suspension
- Exceptional price points

COMPETITIVE COMPARISON SUMMARY

	Hyundai Genesis Coupe 2.0T	Mitsubishi Eclipse GS	Nissan Altima Coupe 2.5S	Ford Mustang V6
Engine	2.0-liter inline-4 turbo DOHC with Dual CVT	2.4-liter inline-4 DOHC 16-Valve	2.5-liter inline-4 DOHC 16-Valve	4.0-liter V6 SOHC 12-Valve
Horsepower (@ rpm)	210* @ 6,000	162 @ 6,000	175 @ 5,600	210 @ 5,300
Torque (lb.-ft. @ rpm)	223* @ 2,000	162 @ 4,000	180 @ 3,900	240 @ 3,500
Curb Weight	3,294**	3,274	3,271	3,300
Power-to-Weight (lb./horsepower)	15.7	20.2	18.7	15.7
Recommended Fuel Grade	Regular	Regular	Regular	Regular

* Regular unleaded fuel

** Based on HMC base inline-4 equipment level

	Hyundai Genesis Coupe 3.8	Infiniti G37 Coupe	BMW 335i Coupe	Ford Mustang GT	Mazda RX-8	Mitsubishi Eclipse GT
Engine	3.8-liter V6 DOHC with Dual CVT	3.7-liter V6 DOHC with CVT	3.0-liter inline-6 with twin turbo	4.6-liter V8 3-Valve	1.3-liter twin rotor	3.8-liter V6 MIVEC
Horsepower (@ rpm)	306* @ 6,300	330 @ 7,000	300 @ 5,800	300 @ 5,750	232 @ 8,500	265 @ 5,750
Torque (lb.-ft. @ rpm)	266* @ 4,700	270 @ 5,200	300 @ 1,400–5,000	320 @ 4,500	159 @ 5,500	262 @ 4,500
Curb Weight	3,389**	3,616	3,571	3,518	3,053	3,483
Power-to-Weight (lb./horsepower)	11.1	11.0	11.9	11.7	13.2	13.1
0–60 MPH***	5.5 ¹	5.5	4.8	5.3	7.03 ²	5.9
Recommended Fuel Grade	Regular	Premium	Premium	Regular	Premium	Premium

* Regular unleaded fuel

** Based on HMC base V6 equipment level

*** Source: *Road & Track*

¹ *Motor Trend*

² *Edmunds*

12. ALL NEW 2010 GENESIS COUPE

EXERCISE

Discovery—fill in the blanks

For Genesis Coupe, fill in the features that belong in the following categories.

	Front	Side	Rear	Interior
Safety				
Performance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				

Presentation practice

It's not how well you can *demonstrate* a feature that counts—it's how well you can *teach* a customer how to operate a feature that's important. Working in pairs, demonstrate how you would teach a customer how to operate these features:

- Headlights
- Windshield wipers
- Setting a radio station
- Setting the heating/ventilation/air conditioning system for defrosting the windshield

Walkaround exercise

List six points that you cover during a Genesis Coupe walkaround.

1.
2.
3.
4.
5.
6.

13. 2009 TUCSON

“A GEARBAG FOR YOUR LIFE”—A VERSATILE COMPANION THAT’S READY FOR EVERYDAY ADVENTURES

Exercise: Once you have finished this module, make a presentation to your Sales Manager or another Sales Consultant to demonstrate that they know the material and you are comfortable with their level of familiarity.

Then, fill-in the exercise page at the back of this section.

2009 Tucson key attributes

- **Distinctive Styling:** Stands out in a “me-too” segment with its broad stance and wide track that offer outstanding stability and more road presence than competitive SUVs.
- **Roomy, Versatile Interior:** Tucson provides outstanding passenger roominess, functionality and cargo space.
- **Impressive Performance:** Smooth and comfortable ride combined with responsive handling make Tucson 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 Warranty™, make Tucson an unmistakable value.

Sources for Tucson information

- 2009/2010 Source Book
- 2009/2010 Pocket Guide
- Dare to Compare information is available on the Sales Training Online website at www.hyundaidealer.com
- Tucson Quick Reference Guide
- Tucson Owner’s Manual
- Tucson consumer brochure

Tucson basics

- Know your Tucson inventory and dealership policy.
- Determine how Tucson sells at your dealership.
- Determine how Tucson sells compared to the other Hyundai vehicles.
- Who are your typical Tucson buyers? Who bought Tucson in the last six months?
- Why are they attracted to Tucson?
- Which other SUVs are they shopping?
- Tucson is a unibody design that shares the same basic chassis with Elantra; other SUVs—like the Toyota RAV4 and Honda CR-V—also share a passenger car chassis (RAV4 started life as a Corolla, and the CR-V started as a Civic).
- Tucson is as much fun to drive as it is versatile.
- Tucson attracts a new type of buyer—people who are looking for a compact SUV and are not expecting the full range of safety, performance and convenience features that are standard on Tucson. Once you’ve shown them Tucson’s full range of features, they’ll be ready to buy!
- Tucson appeals to a broad audience, including those who thought an SUV with these features was out of their reach.

13. 2009 TUCSON

Tucson Trim Levels

TUCSON GLS	TUCSON SE	TUCSON LIMITED
2.0-liter DOHC 4-cylinder, 5-speed manual transmission, FWD	2.7-liter DOHC V6, 4-speed SHIFTRONIC® automatic transmission, FWD	2.0-liter DOHC 4-cylinder, 4-speed SHIFTRONIC® automatic transmission, FWD
2.0-liter DOHC 4-cylinder, 4-speed SHIFTRONIC® automatic transmission, FWD	2.7-liter DOHC V6, 4-speed SHIFTRONIC® automatic transmission, 4WD	
All this is standard	Adds GLS with AT equipment plus	Adds SE equipment plus
<ul style="list-style-type: none"> • Six speakers AM/FM/XM® Satellite Radio/CD/MP3 audio system with auxiliary input jack • Air conditioning • Cabin air filter • Power windows • Power door locks • Tilt steering wheel • 8-way adjustable driver seat • Cloth seating surfaces • Cruise control (with automatic transmission only) • 2-tier center console with armrest • Fold-flat 60/40 rear seatback • Rear privacy glass (with automatic transmission only) • Tilt front head restraints • Remote keyless entry system with alarm (with automatic transmission only) • Front Active head restraints • Advanced front airbags, front seat-mounted side-impact airbags and roof-mounted side curtain airbags • 4-wheel disc brakes with Anti-lock Braking System (ABS), Electronic Brakeforce Distribution (EBD) and Brake Assist • Electronic Stability Control (ESC) with Traction Control System (TCS) • Variable intermittent front windshield wipers • Rear window wiper and defroster • Power heated mirrors • Flip-up tailgate glass • Black mirrors and door handles • Roof rack side rails (with automatic transmission only) • 16-inch alloy wheels with P215/65R16 tires • 2.0-liter 16-valve 4-cylinder engine • Fully independent suspension • Tire Pressure Monitoring System (TPMS) 	<ul style="list-style-type: none"> • Leather-wrapped steering wheel and shift knob • Premium cloth seating surfaces • Metalgrain interior trim • Dual front illuminated vanity mirrors • Trip computer • Fog lights • Bodycolor door handles and mirrors • Chrome rear accent and dual exhaust finishers • Bodyside cladding • 16-inch alloy wheels with P235/60R16 tires 	<ul style="list-style-type: none"> • 6-disc CD/MP3 changer with subwoofer • Kenwood® navigation system (beginning with December 2008 production) • Automatic temperature control with outside temperature readout • Leather-trimmed seating surfaces • Heated front seats • Windshield wiper de-icer • Rear retractable cargo screen • Carpeted cargo mat • Monochromatic exterior color scheme
	SE 4WD includes	Tucson Limited V6 adds
	<ul style="list-style-type: none"> • Heated front seats • Windshield wiper de-icer • 4-wheel drive 	<ul style="list-style-type: none"> • Power tilt-and-slide sunroof • Chrome dual exhaust finishers • 2.7-liter DOHC V6 engine

13. 2009 TUCSON

Tucson and the Competition

Tucson key competitors:

- Honda CR-V
- Nissan Rogue
- Ford Escape
- Jeep Patriot

Tucson secondary competitors:

- Kia Sportage
- Suzuki Grand Vitara
- Honda Element

Tucson strengths:

- Flexible, functional SUV that reflects an independent, individual spirit
- 2.0-liter 140-horsepower 16-valve DOHC 4-cylinder (GLS and Limited) or 2.7-liter 173-horsepower 24-valve DOHC V6 (SE and Limited)
- 5-speed manual transmission (GLS)
- 4-speed SHIFTRONIC® automatic transmission (SE and Limited, optional on GLS)
- Anti-lock Braking System (ABS), Traction Control System (TCS) and Electronic Stability Control (ESC)—standard
- Front seat-mounted side-impact airbags
- Front and rear, roof trim-mounted side curtain airbags—standard
- Front Active head restraints
- Power windows, mirrors and door locks—standard
- 4-wheel disc brakes—standard
- 2-speed variable intermittent windshield wipers and rear wiper/washer
- Lower suggested retail price
- Longer warranty coverage

TUCSON V6 LEADS THE COMPETITIVE HORSEPOWER AND TORQUE FIGURES

	2009 Hyundai Tucson V6	2009 Honda CR-V	2009 Nissan Rogue	2009 Ford Escape
Displacement (lit.)	2.7	2.4	2.5	2.5
Horsepower (@ rpm)	173 @ 6,000	166 @ 5,800	170 @ 6,000 ¹	171 @ 6,000
Torque (lb.-ft. @ rpm)	178 @ 4,000	161 @ 4,200	175 @ 4,400 ¹	171 @ 4,500
Automatic Transmission Speeds	4	5	CVT	6
SHIFTRONIC®	Yes	No	Yes	No

¹ In California, Rogue rated at 167 horsepower and 170 lb.-ft. of torque

13. 2009 TUCSON

EXERCISE

Discovery—fill in the blanks

For Tucson, fill in the features that belong in the following categories.

	Front	Side	Rear	Interior
Safety				
Performance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				

Presentation practice

It's not how well you can *demonstrate* a feature that counts—it's how well you can *teach* a customer how to operate a feature that's important. Working in pairs, demonstrate how you would teach a customer how to operate these features:

- Headlights
- Windshield wipers
- Setting a radio station
- Setting the heating/ventilation/air conditioning system for defrosting the windshield

Walkaround exercise

List six points that you cover during a Tucson walkaround.

1.
2.
3.
4.
5.
6.

14. 2009 SANTA FE

STYLISH, REFINED CROSSOVER—UPSCALE, SLEEK ALTERNATIVE TO OTHER SUVs

Exercise: Once you have finished this module, make a presentation to your Sales Manager or another Sales Consultant to demonstrate that they know the material and you are comfortable with their level of familiarity.

Then, fill-in the exercise page at the back of this section.

2009 Santa Fe key attributes

- **Distinctive Styling:** Evolutionary styling stands out in a “me-too” segment thanks to its broad-shouldered stance and wide track that offer more road presence than competitive SUVs.
- **Roomy Interior:** 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 Santa Fe an unmistakable value.

Sources for Santa Fe information

- 2009/2010 Source Book
- 2009/2010 Pocket Guide
- Dare to Compare information is available on the Sales Training Online website at www.hyundaidealer.com
- Santa Fe Quick Reference Guide
- Santa Fe Owner's Manual
- Santa Fe consumer brochure

Santa Fe basics

- Know your Santa Fe inventory and dealership policy.
- Determine how Santa Fe sells at your dealership.
- Determine how Santa Fe sells compared to the other Hyundai vehicles.
- Who are your typical Santa Fe buyers? Who bought Santa Fe in the last six months?
- Why are they attracted to Santa Fe? Santa Fe is a unibody design that shares the same basic chassis with Sonata. Other SUVs—like the Lexus RX 350 and Honda CR-V—also share a passenger car chassis (the Lexus RX 350 started life as a Camry, while the CR-V started as a Civic).
- Santa Fe attracts a new type of buyer—people who 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.
- Santa Fe appeals to a broad audience looking for a more spacious SUV without paying a premium price to get it.

14. 2009 SANTA FE

Santa Fe Trim Levels

SANTA FE GLS 2WD	SANTA FE SE 2WD	SANTA FE LIMITED 2WD
2.7-liter DOHC V6 engine, 5-speed manual transmission, FWD	3.3-liter DOHC V6 engine, 5-speed SHIFTRONIC® automatic transmission, FWD	3.3-liter DOHC V6 engine, 5-speed SHIFTRONIC® automatic transmission, FWD
2.7-liter DOHC V6 engine, 4-speed SHIFTRONIC® automatic transmission, FWD	3.3-liter DOHC V6 engine, 5-speed SHIFTRONIC® automatic transmission, AWD	3.3-liter DOHC V6 engine, 5-speed SHIFTRONIC® automatic transmission, AWD
2.7-liter DOHC V6 engine, 4-speed SHIFTRONIC® automatic transmission, AWD		
All this is standard	Adds GLS with Popular Equipment Package plus	Adds SE equipment plus
<ul style="list-style-type: none"> • Six speakers AM/FM/XM/CD/MP3 audio system with auxiliary input jack, USB and iPod® inputs and three months of XM® service • Air conditioning • Power windows with driver auto down • Power door/tailgate locks • Tilt and telescopic steering wheel • Steering wheel-mounted cruise controls • Sun visors with illuminated vanity mirrors • Deluxe seat cloth • 5-passenger seating • Woodgrain trim • Rear privacy glass • Keyless entry system with alarm • Front Active head restraints with tilt feature • Advanced front airbags, front seat-mounted side airbags and roof-mounted side curtain airbags • Anti-lock Braking System (ABS) with Brake Assist and Electronic Brakeforce Distribution (EBD) • Electronic Stability Control (ESC) with Traction Control System (TCS) • Power mirrors (manual folding, black) • Roof rack side rails • Bodyside molding • 16-inch steel wheels • 2.7-liter 185-horsepower 24-valve DOHC V6 engine • Tire Pressure Monitoring System (TPMS) 	<ul style="list-style-type: none"> • Leather-wrapped steering wheel and shift knob • Auto-dimming mirror with compass • Door courtesy light • Windshield wiper deicer • Chrome grille surround • Bodycolor exterior mirrors • Fog lights • 18-inch 6-spoke alloy wheels • 3.3-liter 242 horsepower 24-valve DOHC V6 engine <p>Trailer Prep Package includes:</p> <ul style="list-style-type: none"> • Transmission cooler • Upgraded radiator • Upgraded fans • Trailer pre-wiring <p>Premium Package 4:</p> <ul style="list-style-type: none"> • Power driver seat with power lumbar support • Heated front seats • HomeLink® • Power tilt-and-slide sunroof 	<ul style="list-style-type: none"> • 605-watt amp 10 speakers Infinity® LOGIC 7® CD changer audio system • Dual-zone automatic temperature control with outside temperature display • Power driver seat with power lumbar support • Leather-trimmed seating surfaces • Heated front seats • HomeLink® • Power tilt-and-slide sunroof • Chrome accent grille plus exterior door and liftgate handles • Deluxe metal accent door scuff plates • Bodycolor rear spoiler <p>Navigation Package 5 (replaces CD changer and aux/USB port)</p> <p>Rear-Seat Entertainment (RSE) Package 6:</p> <ul style="list-style-type: none"> • Rear-seat DVD entertainment with 8-inch LCD • 115-volt power outlet

14. 2009 SANTA FE

SANTA FE GLS 2WD	SANTA FE SE 2WD	SANTA FE LIMITED 2WD
<p>Popular Equipment Package 2 (with automatic transmission only):</p> <ul style="list-style-type: none"> Steering wheel-mounted audio controls Premium seat cloth Driver seat lumbar support Trip computer Automatic headlights Heated mirrors Roof rack cross rails 	<p>Touring Package 11:</p> <ul style="list-style-type: none"> 3rd-row auxiliary climate control Power driver seat with power lumbar support HomeLink® 7-passenger seating with 3rd-row seat 	<p>Touring Package with Navigation 15:</p> <ul style="list-style-type: none"> Navigation Package (replaces CD changer and aux/USB port) 3rd-row auxiliary climate control 115-volt power outlet 7-passenger seating with 3rd-row seat (vinyl seating surfaces)
<p>Premium Package 3: Popular Equipment Package plus:</p> <ul style="list-style-type: none"> Leather-wrapped steering wheel and shift knob Heated front seats Power tilt-and-slide sunroof 		<p>Touring Package with Rear-Seat Entertainment (RSE) 16:</p> <ul style="list-style-type: none"> Rear-seat DVD entertainment with 8-inch LCD 3rd-row auxiliary climate control 115-volt power outlet 7-passenger seating with 3rd-row seat (vinyl seating surfaces)
Santa Fe GLS 4WD adds		Santa Fe Limited 4WD adds
<ul style="list-style-type: none"> Electronic on-demand 4-wheel drive, ranging from 99% front-wheel drive to a 50-50 front-to-rear split, automatically as conditions change 		<ul style="list-style-type: none"> Electronic on-demand 4-wheel drive, ranging from 99% front-wheel drive to a 50-50 front-to-rear split, automatically as conditions change

Santa Fe and the Competition

Santa Fe key competitors:

- Toyota RAV4
- Mazda CX-7
- Ford Edge
- Chevrolet Equinox
- Saturn Vue
- Mitsubishi Outlander

Santa Fe secondary competitors:

- Kia Sorento
- Dodge Nitro
- Suzuki XL-7

Santa Fe strengths:

- An SUV that reflects an independent, individual spirit
- 2.7-liter 185-horsepower 24-valve DOHC V6 (GLS) with 5-speed manual transmission or 4-speed SHIFTRONIC® automatic transmission
- 3.3-liter 242-horsepower 24-valve DOHC V6 (SE and Limited)
- 5-speed SHIFTRONIC® automatic transmission (with 3.3-liter V6)
- 2- or 4-wheel drive with electronic on-demand BorgWarner system
- Anti-lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Electronic Stability Control (ESC) with Traction Control System (TCS)—standard
- Front seat-mounted side-impact airbags, front active head restraints and side curtain airbags for all three seating rows
- AM/FM/CD/MP3/XM audio system with three months of free XM service
- Available 50/50 split fold-into-floor 3rd-row seating
- Power windows, mirrors and door locks
- 2-speed variable intermittent windshield wipers and rear intermittent wiper/washer
- Lower suggested retail price
- Longer warranty coverage

14. 2009 SANTA FE

ADVANCED STANDARD SAFETY EQUIPMENT DIFFERENTIATES SANTA FE FROM ITS COMPETITORS

	2009 Hyundai Santa Fe	2009 Toyota RAV4	2009 Ford Edge	2009 Mazda CX-7	2009 Chevrolet Equinox
Standard airbags	6	6	6	6	4
Active front head restraints	S	S	NA	S	NA
ESC	S	S	S	S	S
TCS	S	S	S	S	S
ABS	S	S	S	S	S
Brake Assist	S	S	NA	S	NA

S = Standard O = Optional NA = Not Available

14. 2009 SANTA FE

EXERCISE

Discovery—fill in the blanks

For Santa Fe, fill in the features that belong in the following categories.

	Front	Side	Rear	Interior
Safety				
Performance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				

Presentation practice

It's not how well you can *demonstrate* a feature that counts—it's how well you can *teach* a customer how to operate a feature that's important. Working in pairs, demonstrate how you would teach a customer how to operate these features:

- Headlights
- Windshield wipers
- Setting a radio station
- Setting the heating/ventilation/air conditioning system for defrosting the windshield

Walkaround exercise

List six points that you cover during a Santa Fe walkaround.

1.
2.
3.
4.
5.
6.

15. 2009 VERACRUZ

UNPRECEDENTED COMBINATION OF STYLING, SAFETY, COMFORT, CONVENIENCE AND POWER

Exercise: Once you have finished this module, make a presentation to your Sales Manager or another Sales Consultant to demonstrate that they know the material and you are comfortable with their level of familiarity.

Then, fill-in the exercise page at the back of this section.

2009 Veracruz key attributes

- **Distinctive Styling:** Stands out in a “me-too” segment.
- **Roomy Interior:** Outstanding passenger roominess and cargo space in a smart, functional design
- **Muscular Performance:** 3.8-liter V6 power with a 6-speed automatic transmission and available all-wheel drive; smooth ride and responsive handling make the Veracruz fun to drive.
- **Smart Choice:** A long list of comfort, convenience and safety features, combined with the security of America's Best Warranty™, make Veracruz an unmistakable value.

Sources for Veracruz information

- 2009/2010 Source Book
- 2009/2010 Pocket Guide
- Dare to Compare information is available on the Sales Training Online website at www.hyundaidealer.com
- Veracruz Quick Reference Guide
- Veracruz Owner's Manual
- Veracruz consumer brochure

Veracruz basics

- Know your Veracruz inventory and dealership policy.
- Determine how well Veracruz sells at your dealership.
- Determine how Veracruz sells compared to the other Hyundai vehicles.
- Who are your typical Veracruz buyers? Who bought Veracruz in the last six months?
- Why are they attracted to Veracruz?
- Veracruz is the largest SUV in the Hyundai line.
- Veracruz is as fun to drive as it is versatile.
- Veracruz attracts a new type of buyer—people who 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 Veracruz measures up.
- Veracruz appeals to a broad audience looking for a more spacious SUV without paying a premium price to get it—it goes bumper-to-bumper with premium SUVs like the Lexus RX 350 and comes out the winner.

15. 2009 VERACRUZ

Veracruz Trim Levels

Veracruz GLS	Veracruz Limited
3.8-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, FWD	3.8-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, FWD
3.8-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, AWD	3.8-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, AWD
All this is standard	Adds GLS Premium Package Equipment plus
<ul style="list-style-type: none"> • Six speakers AM/FM/XM® Satellite Radio/CD/MP3 audio system • Auxiliary/USB/iPod® jacks • Air conditioning with separate rear controls • Outside temperature display • Power windows and door/tailgate locks • Tilt and telescopic steering wheel • Steering wheel-mounted audio and cruise controls • Trip computer • Premium cloth seats • 7-passenger seating with 3rd-row seat • Front solar glass and rear privacy glass • Front Active head restraints • Keyless entry system with alarm • Advanced front airbags, front seat-mounted side airbags and roof-mounted side curtain airbags extending to all three rows • Anti-lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Brake Assist (BA) • Electronic Stability Control (ESC) with Traction Control (TCS) • Rear window wiper and washer • Power heated external bodycolor mirrors with approach lights and side repeater lights • Rear spoiler • 17-inch 5-split spoke alloy wheels • 3.8-liter DOHC V6 engine with dual exhaust • 6-speed automatic transmission with SHIFTRONIC® • Tire Pressure Monitoring System (TPMS) 	<ul style="list-style-type: none"> • Infinity® CD/MP3 changer audio system with subwoofer and external amp • Dual-zone automatic temperature control with Air Quality System (AQS) • Power front-passenger seat • Power tilt and telescopic steering wheel • Adjustable pedals • Memory settings • Proximity key with engine immobilizer • Rain-sensing windshield wipers • Windshield wiper deicer • Auto-dimming, tilt-in-reverse exterior mirrors • Chrome door handles • Lighted door scuff plates <p>Navigation Package 04:</p> <ul style="list-style-type: none"> • 605-watt amp LOGIC 7® surround sound audio • Navigation system (replaces CD changer and auxiliary jack)

15. 2009 VERACRUZ

Veracruz GLS	Veracruz Limited
<p>Preferred Package 02:</p> <ul style="list-style-type: none"> • Leather-wrapped steering wheel and shift knob • Power driver seat • Heated front seats • Backup warning system • Conversation mirror • Power tilt and slide sunroof • Temperature controlled console storage • Automatic headlights • Fog lights • 115-volt power outlet • Roof rack side rails 	<p>Rear-Seat Entertainment Package 05:</p> <ul style="list-style-type: none"> • 605-watt amp LOGIC 7® surround sound audio • Rear-seat DVD entertainment system with 8-inch LCD
<p>Premium Package 03; requires Preferred Package:</p> <ul style="list-style-type: none"> • Leather-trimmed seating surfaces • HomeLink® • Auto-dimming interior mirror • Power tailgate • 18-inch 5-spoke alloy wheels with Michelin® tires 	
<p>AWD models add</p>	
<ul style="list-style-type: none"> • Electronic on-demand all-wheel drive, ranging from 99% front-wheel drive to a 50-50 front-to-rear split, automatically as conditions change <p>Note: Black Diamond models have monochromatic cladding with chrome wheels</p>	

15. 2009 VERACRUZ

Veracruz and the Competition

Veracruz key competitors:

- Honda Pilot
- Toyota Highlander
- Mazda CX-9
- GMC Acadia
- Ford Edge
- Saturn Outlook

Veracruz secondary competitors:

- Buick Enclave
- Subaru Tribeca
- Nissan Murano

Veracruz strengths:

- An SUV that reflects an independent, individual spirit
- 3.8-liter 260-horsepower 24-valve DOHC V6
- 6-speed SHIFTRONIC® automatic transmission
- Front- or all-wheel drive with electronic on-demand BorgWarner system
- Anti-lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Electronic Stability Control (ESC) with Traction Control System (TCS)—all standard
- Front seat-mounted side-impact airbags, front active head restraints and side curtain airbags for all three seating rows
- XM® Satellite Radio audio system with three months of free XM service—standard
- 50/50 split fold-flat-into-floor 3rd-row seating
- Power windows, mirrors and door locks
- Available power adjustable pedals
- Available power tailgate
- Standard rear climate controls
- Lower suggested retail price
- Longer warranty coverage

VERACRUZ'S POWERTRAIN IS SUPERIOR TO SEGMENT VOLUME LEADERS

	2009 Hyundai Veracruz	2009 Honda Pilot	2009 Toyota Highlander	2009 Nissan Murano
Displacement (lit.)	3.8	3.5	3.5	3.5
Horsepower (@ rpm)	260 @ 6,000	250 @ 5,700	270 @ 6,200	265 @ 6,000
Torque (lb.-ft. @ rpm)	257 @ 4,500	240 @ 4,500	248 @ 4,700	248 @ 4,000
Fuel	Regular	Regular	Regular	Premium
Automatic Transmission Speeds	6	5	5	CVT
SHIFTRONIC®	Yes	No	Yes	No
2WD Fuel Economy— City/Highway (mpg)	16/23	17/23	18/24	18/23 (FWD)
4WD Fuel Economy— City/Highway (mpg)	15/22	16/22	17/23	16/23 (AWD)

15. 2009 VERACRUZ

EXERCISE				
Discovery—fill in the blanks				
For Veracruz, fill in the features that belong in the following categories.				
	Front	Side	Rear	Interior
Safety				
Performance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				
Presentation practice				
It's not how well you can <i>demonstrate</i> a feature that counts—it's how well you can <i>teach</i> a customer how to operate a feature that's important. Working in pairs, demonstrate how you would teach a customer how to operate these features:				
<ul style="list-style-type: none"> • Headlights • Windshield wipers • Setting a radio station • Setting the heating/ventilation/air conditioning system for defrosting the windshield 				
Walkaround exercise				
List six points that you cover during a Veracruz walkaround.				
1.				
2.				
3.				
4.				
5.				
6.				

16. 2009 ENTOURAGE

UNPRECEDENTED COMBINATION OF SAFETY, COMFORT, POWER AND QUALITY

Exercise: Once you have finished this module, make a presentation to your Sales Manager or another Sales Consultant to demonstrate that they know the material and you are comfortable with their level of familiarity.

Then, fill-in the exercise page at the back of this section.

2009 Entourage key attributes

- **State-of-the-Art Safety Equipment:** With six standard airbags, including side curtain airbags for all three rows of passengers, Front Active head restraints, and Anti-lock Braking System with Traction Control System and Electronic Stability Control, Entourage has achieved the highest minivan crash test rating ever by the Insurance Institute for Highway Safety (IIHS).
- **Exceptionally Roomy Interior:** Entourage offers outstanding passenger roominess and cargo space.
- **Impressive Performance:** Smooth and comfortable ride combined with responsive handling make Entourage 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 Warranty™, make Entourage an unmistakable value.

Sources for Entourage information

- 2009/2010 Source Book
- 2009/2010 Pocket Guide
- Dare to Compare information is available on the Sales Training Online website at www.hyundaidealer.com
- Entourage Quick Reference Guide
- Entourage Owner's Manual
- Entourage consumer brochure

Entourage basics

- Know your Entourage inventory and dealership policy.
- Determine how well Entourage sells at your dealership.
- Determine how Entourage sells compared to the other Hyundai vehicles.
- Who are your typical Entourage buyers? Who bought Entourage in the last six months?
- Why are they attracted to Entourage?
- Which other minivans are they shopping?
- Entourage has entered the market with a full complement of all of the comfort and convenience features desired by buyers in this segment.
- With six standard airbags, including side curtain airbags for all three rows of passengers, Front Active head restraints and Anti-lock Braking System (ABS) with Traction Control System (TCS) and Electronic Stability Control (ESC), Entourage has achieved the highest minivan crash test rating ever by the Insurance Institute for Highway Safety (IIHS).
- Entourage, with its 3.8-liter V6 with 250 horsepower, provides strong acceleration and easy cruising, even while towing up to 3,500 pounds.
- Entourage attracts a new type of minivan buyer—people who need minivan amenities and utility, but are not satisfied with mediocre performance or handling. These customers know what they're looking for and they will be coming into your dealership to see how Entourage measures up.

16. 2009 ENTOURAGE

Entourage Trim Levels

Entourage GLS	Entourage Limited
3.8-liter DOHC V6, 5-speed SHIFTRONIC® automatic transmission	3.8-liter DOHC V6, 5-speed SHIFTRONIC® automatic transmission
All this is standard	Adds GLS standard equipment plus
<ul style="list-style-type: none"> • 172-watt AM/FM/XM/CD/MP3 audio system with auxiliary and USB input jacks and six speakers • Manual front air conditioning • Dual manual sliding side doors with power sliding windows • Tilt steering wheel • Cruise control • Premium cloth seats • Dual vanity mirrors • Front Active head restraints • Keyless entry with alarm and panic feature • Advanced front airbags, front seat-mounted side airbags and roof-mounted side curtain airbags • 4-wheel disc brakes, Anti-lock Braking System (ABS) and Brake Assist (BA) • Electronic Stability Control (ESC) with Traction Control System (TCS) • Front wiper deicer • Roof rack side rails • Dual bodycolor power side mirrors • Tire Pressure Monitoring System (TPMS) 	<ul style="list-style-type: none"> • 660-watt Infinity® LOGIC 7® surround sound system with CD changer • Rear-seat DVD entertainment system with 8-inch display, remote and two wireless headphones • Dual-zone front fully automatic temperature control air conditioning with manual rear controls • Steering wheel-mounted audio controls • Compass and trip computer • Dual power sliding side doors • Power rear quarter windows • Leather-trimmed seating surfaces and leather-wrapped steering wheel and shift knob • Heated front seats • Power driver seat • Power front-passenger seat • HomeLink® • Auto-dimming inside rearview mirror • Power adjustable foot pedals • Integrated Memory System: Driver seat, foot pedals and sideview mirrors • Dual front illuminated vanity mirrors • Power sunroof with tilt and slide • Solar control glass • Automatic headlights • Fog lights • Backup warning sensors • Heated sideview mirrors • Power tailgate • Chrome exterior and metal paint interior door handles • Premium scuff plates • Chrome accent rear garnish • "Limited" badge • 17-inch alloy wheels
<p>Popular Equipment Package 02:</p> <ul style="list-style-type: none"> • Steering wheel-mounted audio controls • Power driver seat • Dual power sliding doors • Power rear quarter glass • Backup warning sensors 	
<p>Rear Seat Entertainment Package 03; Popular Equipment Package plus:</p> <ul style="list-style-type: none"> • Rear-seat DVD entertainment system with 8-inch LCD display 	

16. 2009 ENTOURAGE

Entourage and the Competition

Entourage key competitors:

- Honda Odyssey
- Toyota Sienna
- Chrysler Town & Country

Entourage secondary competitors:

- Dodge Grand Caravan
- Kia Sedona
- Nissan Quest

Entourage strengths:

- 3.8-liter V6 with 250 horsepower
- 5-speed SHIFTRONIC® automatic transmission
- Electronic Stability Control (ESC) with Traction Control System (TCS)
- Anti-lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Panic Brake Assist
- Side curtain airbags for all three seating rows
- Front Active head restraints
- Power dual side sliding doors
- Power rear tailgate
- Dual-zone fully automatic climate control
- Hyundai Hideaway™ 60/40 split fold-into-floor 3rd-row seat
- Auto-dimming rearview mirror with HomeLink® (standard on Limited)
- Remote keyless entry system with alarm
- Windshield wiper deicer
- Class-leading interior and cargo volume

ENTOURAGE IS MORE POWERFUL THAN ODYSSEY, SIENNA AND TOWN & COUNTRY

	2009 Hyundai Entourage	2009 Honda Odyssey	2009 Toyota Sienna	2009 Chrysler Town & Country	2009 Chrysler Town & Country
Displacement (lit.)	3.8	3.5	3.5	3.3	3.8
Horsepower (@ rpm)	250 @ 6,000	244 @ 5,750	266 @ 6,200	175 @ 5,000	197 @ 5,200
Torque (lb.-ft. @ rpm)	253 @ 3,500	240 @ 4,500	245 @ 4,700	205 @ 4,000	230 @ 4,000
Automatic Transmission Speeds	5	5	5	4	6
SHIFTRONIC®	Yes	No	N	No	No

16. 2009 ENTOURAGE

EXERCISE

Discovery—fill in the blanks

For Entourage, fill in the features that belong in the following categories.

	Front	Side	Rear	Interior
Safety				
Performance				
Comfort				
Convenience				
Economy/ Efficiency				
Durability/ Dependability				

Presentation practice

It's not how well you can *demonstrate* a feature that counts—it's how well you can *teach* a customer how to operate a feature that's important. Working in pairs, demonstrate how you would teach a customer how to operate these features:

- Headlights
- Windshield wipers
- Setting a radio station
- Setting the heating/ventilation/air conditioning system for defrosting the windshield

Walkaround exercise

List six points that you cover during an Entourage walkaround.

1.
2.
3.
4.
5.
6.

TEST-DRIVE EVALUATION WORKSHEET

THIS IS A GENERAL VEHICLE EVALUATION FORM. USE A NEW FORM FOR 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 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? (Some doors will rattle if closed with the windows down.)	(1 2 3 4 5)
2.	Sit in the driver seat and adjust the multi-position driver seat and steering wheel to your driving comfort.	
	Are you able to find a comfortable position? Does the vehicle have adjustable foot pedals? If so, adjust them.	(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.	Use the Integrated Memory System (IMS) (if equipped) to retain your seat and mirror settings. Re-adjust the seat and mirrors and then have IMS return them to your original settings. Did this work correctly? If not, do it again. Was it easy, or would it confuse a customer?	(1 2 3 4 5)
5.	Fasten the seatbelt and adjust shoulder belt height.	
6.	Start the engine. Check all of the gauges.	
	Are the gauges/instruments easy to see and interpret? Locate (if equipped) the Tire Pressure Monitoring System, Electronic Stability Control and 4-wheel drive indicator lights. Locate the Electronic Stability Control and 4-wheel drive dash buttons.	(1 2 3 4 5)
7.	Adjust the heating, ventilation, air conditioning (HVAC) and set a radio station. Play a CD (if equipped). Use the iPod® or auxiliary jack to play music.	
	Are the controls intuitive, and easy to understand and operate?	(1 2 3 4 5)
8.	Check the headlights (low and high beam), turn signals, wipers (if equipped, rear wiper) and washers.	
	Were these controls easy to find and operate?	(1 2 3 4 5)
Begin the driving experience		
9.	Is the transmission control/clutch easy and smooth to use?	(1 2 3 4 5)
10.	Check acceleration and braking under different <i>normal</i> driving situations.	
	What are your impressions of the acceleration and braking for this type of vehicle?	(1 2 3 4 5)
11.	Activate the 4-wheel drive system (if equipped). Does the vehicle feel any different when you're driving?	
12.	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)
Back at the dealership		
13.	Use the vehicle's remote to lock and unlock the doors, and open the trunk, sliding power doors and power rear liftgate (if equipped).	
14.	Fold down the 2nd- and 3rd-row seats (if equipped). Is this intuitive or does it take some practice?	(1 2 3 4 5)
15.	Locate the lower anchors and tethers for a child seat and install a child seat, if available. Is it easy to do?	(1 2 3 4 5)
16.	After returning to the dealership, ask questions about any item on the vehicle that you did not understand.	
17.	List your favorable impressions. You'll find them useful when speaking with customers in the future.	