



ARC Phase II – Stage 2

Looking for easy access to Accessory Information?

Hyundai Motor America is pleased to announce the launch of the Accessory Resource Center (ARC) for consumers. The ARC is your one stop shop for all Hyundai Genuine Accessories information and will show you the following information for all available accessories:

- Images
- Descriptions
- Fitments
- Your Dealerships prices

To view the ARC, simply click on the “*Service & Parts*” drop-down menu from your Dealership’s website, and select “*Hyundai Accessories*”. The ARC is also Smartphone and Tablet friendly for easy viewing with your customers on the sales lot. Pull up your Dealerships website on your Smartphone or Tablet, and click on the “*Accessories*” button below “*Hours & Info*” to view.

The Accessory Resource Center is now also available as a link off of www.HyundaiUSA.com under the “*Caring for your Car*” section at the bottom of the main page. This site shows customers the ARC, but without any pricing. Once the customer has selected their accessories, they can find pricing by selecting the “*Price my Accessories*” button. This will bring up a dealer locator, which will send them to your dealership’s ARC website with your pricing displayed.

The ARC is updated every time a new accessory is released, so be sure to check it out often. Good luck and happy selling!



ARC Phase II – Stage 2 - Overview

Launch - June 27th, 2013

- ARC integrated into Dealership’s website
- Customer facing on HyundaiUSA.com
- Mobile/Tablet friendly



Website	Path	Audience	Description
ARC – HyundaiDealer.com	HyundaiDealer.com	<ul style="list-style-type: none"> • Parts Managers 	<ul style="list-style-type: none"> • Set up Dealers custom pricing • View Reports • No change from existing process
ARC – HyundaiUSA.com	HyundaiUSA.com	<ul style="list-style-type: none"> • Customers 	<ul style="list-style-type: none"> • No pricing displayed • Refers to ARC – Dealer Site
ARC – Dealer Site	Dealer’s Cobalt Website	<ul style="list-style-type: none"> • Customers • All Dealership personnel 	<ul style="list-style-type: none"> • Embedded in Dealer’s Cobalt website • Displays Dealership specific pricing • Mobile version

• Benefits

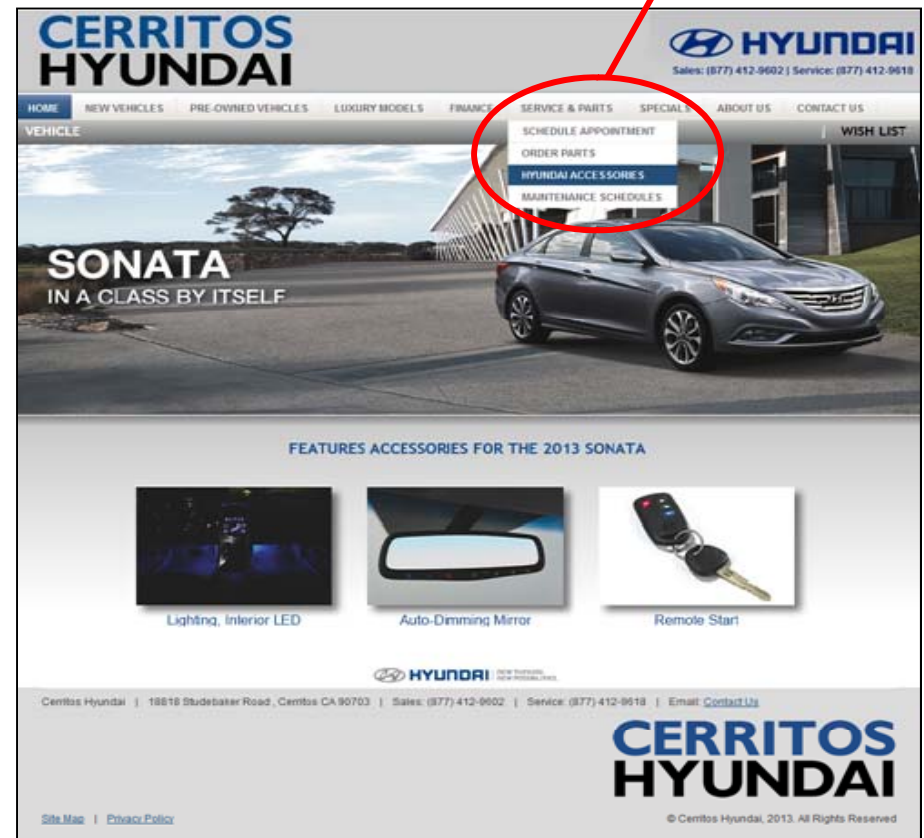
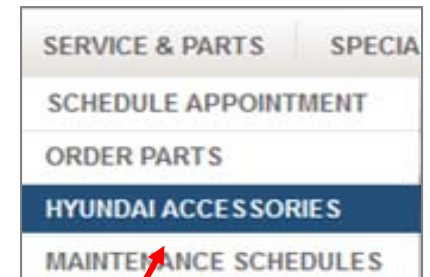
- Easy access
- Customers have ability to view
- Drives traffic to Cobalt sites
- Retains all great features of ARC





ARC Phase II – Stage 2 – ARC Dealer Sites

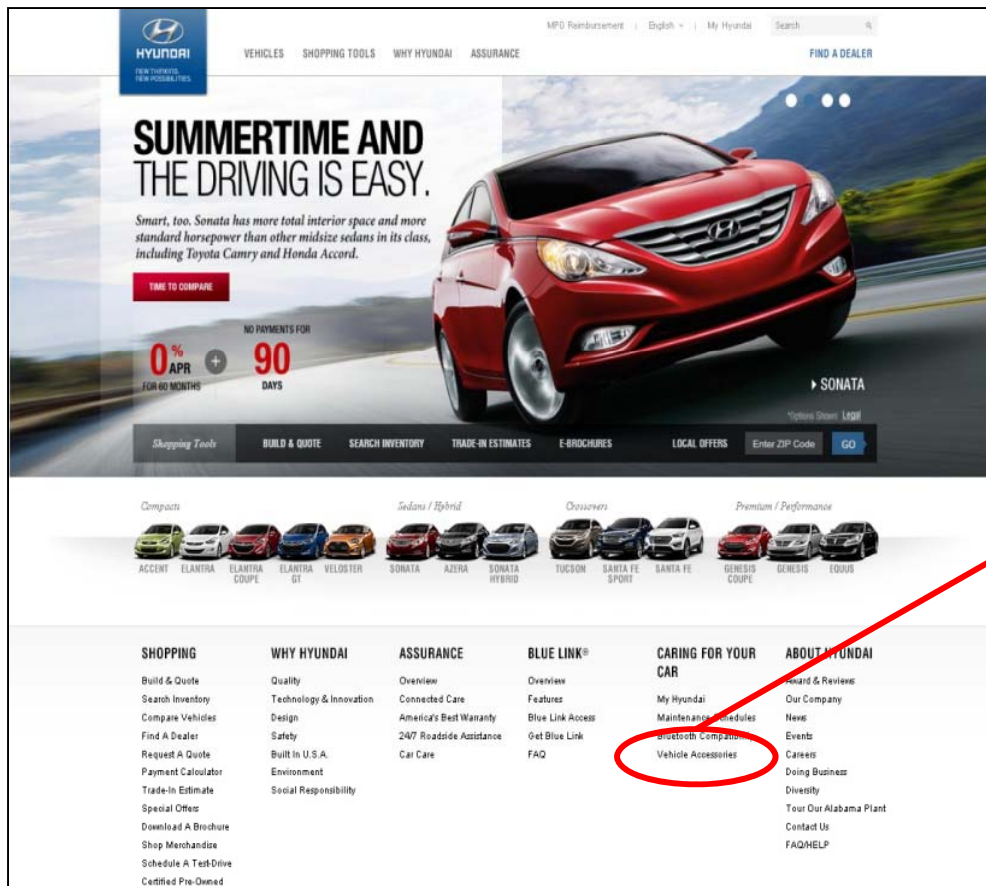
- **Dealership's Website**
 - New “*Hyundai Accessories*” section on “*Service & Parts*” menu
 - ARC Dealer site will display dealership's customized pricing
- **Dealer Administration**
 - Cobalt Sites
 - Will be set up automatically for dealers
 - Non-Cobalt Sites
 - Dealers ARC address available in profile via HyundaiDealer.com
 - No IT support for ARC on non-Cobalt sites





ARC Phase II – Stage 2 – HyundaiUSA.com

- **HyundaiUSA.com**
 - “Vehicle Accessories” link under “Caring for your Car”
 - Link will display General ARC Site without pricing



CARING FOR YOUR CAR

- My Hyundai
- Maintenance Schedules
- Bluetooth Compatibility
- Vehicle Accessories**

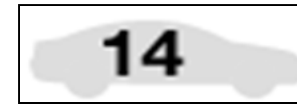


ARC Phase II – Stage II – General ARC Site

- **General ARC Site**

- Customers add items to “Car”
 - Car icon shows how many items have been added to their “Car”
- Customer click on “Price My Accessories” button
- Dealer locator is then displayed
 - Customer selects dealership
- Customer is sent to Dealers ARC site and pricing is displayed

PRICE MY ACCESSORIES



HYUNDAI ACCESSORY RESOURCE CENTER

VEHICLE | YEAR

ALL CARGO ELECTRONICS EXTERIOR INTERIOR

ELANTRA GT 2012

<p>APPLIQUE, REAR BUMPER</p> <p>Helps protect the upper surface of the rear bumper from scratches, scrapes, gouges and marring during loading and unloading.</p> <p>Application Notes: 4 Dr.</p> <p>Item #: 1R031 ADU00 \$57.00</p> <p>ADD ITEM </p>		<p>FIRST AID KIT, PREMIUM</p> <p>Be prepared for those minor mishaps with our premium first aid kit. It contains bandages, antiseptic cream and other useful items.</p> <p>Item #: 3N083 ADU00 \$50.00</p> <p>ADD ITEM </p>	
<p>ALL-WEATHER FLOOR MATS</p> <p>Helps protect the upper surface of the rear bumper from scratches, scrapes, gouges and marring during loading and unloading.</p> <p>Item #: 1R031 ADU00 \$57.00</p> <p>ADD ITEM </p>		<p>ADAPTOR CABLE OF IPOD</p> <p>Enjoy great sound with your iPod wired into the Hyundai stereo system. (iPhone™ not included.)</p> <p>Item #: 08620 2L000 \$35.00</p> <p>ADD ITEM </p>	

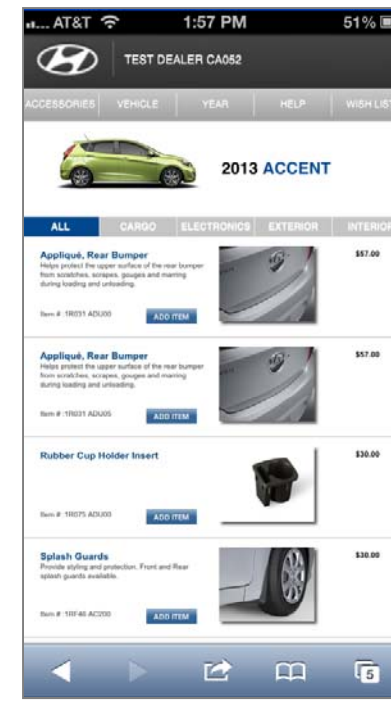
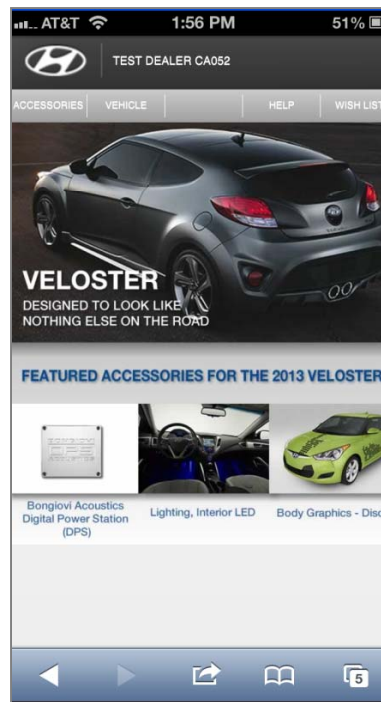
ADD ITEM



ARC Phase II – Stage II - Mobile



- Each dealer will have a mobile version of their own ARC via their mobile Cobalt website
- Mobile sites will be compatible with over 98% of the smart phones in the market





ARC Phase II – Stage II – FAQs

Using the ARC

Q1: What is the Accessory Resource Center?

A1: The Accessory Resource Center (ARC) is an easy to use website that displays all of the available accessories for every recent Hyundai model. It shows a picture of the accessory, a description of the accessory, your Dealership's price of that accessory and much more.

Q2: How do I access the ARC?

A2: On your Dealership's website, simply click on the "Service/Parts" tab at the top of the site and select the "Hyundai Accessories" option.

Q3: Do I need to log into HyundaiDealer.com to view the ARC anymore?

A3: No. To view the ARC simply click on the "Service/Parts" tab at the top of your Dealership's site, and select the "Hyundai Accessories" option.

Q4: Can I view the ARC on my Smart Phone or Tablet?

A4: Yes you can. Simply access your Dealership's website on your smart phone or tablet, click on the "Service/Parts" tab at the top of the site and select the "Hyundai Accessories" option.

Q5: How do I see the accessories for a specific model and year when I am on the ARC?

A5: Once you access the ARC, hover over the "Vehicle" button at the top and select one of the displayed models that appear. You will then see all of the available accessories for the most recent model year. To change the year, simply hover over the "Year" button that is to the right of the "Vehicle" button, and select the year. Follow the same process for the mobile version of the ARC.



ARC Phase II – Stage II – FAQs (cont.)

Q6: My customer is interested in an accessory, now what?

A6: For every accessory that your customer is interested in, click the “*Add Item*” button. The selected accessories are now in your customers Wish List. To view the Wish List select the Car icon in the upper right hand corner of the site. From here, you can print the contents of the Wish List for the customer by selecting the “*Print*” button. You can also email the contents of the Wish List directly to the customer by selecting the “*Email*” option.

Q7: What will my customer see when they email the contents of their Wish List?

A7: Your customers will receive an email with an attached .pdf of the contents of their Wish List as well as your Dealership’s contact information. The email will be sent from “*Hyundai Accessory Resource Center (ARC)*”, and will be titled “*Your Hyundai Wishlist*”

Q8: What if my customer wants to know what their estimated monthly payment would be for the accessories they want?

A8: The ARC has a built in Payment Calculator that is accessible in the Wish List. Simply click on the “*Payment Calculator*” button in your customers Wish List and fill out the information requested. Remember the Payment Calculator is strictly an estimating tool and the Payment Calculator displays an estimated monthly payment. See footnote on the Payment Calculator.

Q9: How do I get back to the Home screen?

A9: Click on the blue Hyundai logo in the upper left hand corner of the screen to return to the beginning, or simply hover over the “*Vehicle*” button to choose another vehicle.



ARC Phase II – Stage II – FAQs (cont.)

Q10: How do I print addendum labels?

Q10: There is no change in this process. To print addendum labels, log into HyundaiDealer.com, select either of the Parts, Service, or Sales Tab, and click on the *Accessory Resource Center*. Add the accessories that you want to print on an addendum label to your Wish List and then click on “*Labels*”. Additional addendum labels are available through Print-on-Demand, which can be found under either the Part or Service tabs in HyundaiDealer.com

Help with the ARC

Q11: What if I have questions or need technical support?

A11: If you have questions please contact your DSM, DPSM or PBDM for assistance.

ARC Administration

Q12: How do I set up my pricing for my Dealership’s ARC?

A12: There has been no change in the process to set up your pricing. Simply log into HyundaiDealer.com, select either of the Parts, Service, or Sales Tab, and click on the *Accessory Resource Center*. From there you can go into your Dealer Profile section and make changes to your pricing.

Q13: What if I want a link to my Dealership’s ARC on a non-Cobalt website?

A13: The link to your Dealership’s ARC is available in your dealer profile via HyundaiDealer.com. We will not support implementation of the ARC link on a non-Cobalt site.