



HYUNDAI

Keys to
Customer
Satisfaction

Dear Sales Consultants and Sales Managers,

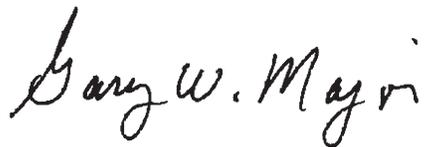
As you know more and more people are putting Hyundai vehicles on their shopping list for the very first time. These customers are looking for, and expecting, a quality product and a quality presentation.

The Keys to Customer Satisfaction will help you meet their presentation expectation. I will help you gain insight into the Hyundai brand message and America's Best Warranty™. It will show you ways to understand a customer's wants and motivations. It will show your ways of building customer rapport.

This booklet will also help you develop a walk-around presentation, present competitive advantages and review two key Hyundai programs. It will show you how to build and use an evidence manual and most importantly it provides a delivery check list and discusses the "keys" to a quality delivery.

Take a few minutes and review this booklet—I think it will be well worth your time. For product information refer to your Source Book and your Sales Training Online at www.hyundaidealer.com.

I wish you good luck, good selling and excellent customer satisfaction scores!

A handwritten signature in black ink that reads "Gary W. Major". The signature is written in a cursive, flowing style.

Sincerely,

Gary W. Major

Manager, National Sales Training

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

KEYS TO CUSTOMER SATISFACTION

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Hyundai Is a Value Innovator

Our Vehicles Offer Distinctive Styling

- Our vehicles have refined and inviting product attributes.
- They attract customers who have their own unique personality and presence.

Industry-Leading Safety Technologies

- Our vehicles continue to lead the way with advanced safety technologies throughout the vehicle lineup, beyond any other manufacturer.

Superior Value/Ownership Experience

- Dollar for dollar, our vehicles have significantly more to offer than what the competition offers.
- We have America's Best Warranty™: no other manufacturer comes close—and that translates into priceless peace of mind.

Unassuming Confidence

- Our company exudes a quiet, humble and dependable presence.
- This has a positive influence and impact on the organization and our customers.

Building the Hyundai Brand

Hyundai is a company that is on the move. Our product line continues to grow and evolve. As in past years, model for model, Hyundai vehicles come better equipped. That's why more and more people are putting Hyundai vehicles on their shopping list for. In the coming years, the challenge is to continue growing the Hyundai name making it synonymous with quality. To accomplish this in the eyes of your customer, you need to focus on three key elements:

1. **Value packaging**
2. **Value pricing**
3. **"America's Best Warranty"**

Value packaging means our vehicles are equipped the way your customers want to buy them. In general, you will find that Hyundai offers very few options. There's a reason for that. People are typically distrusting of car salespeople; whenever anything is "added" to the sticker, customers become suspicious. Hyundai counters that by equipping our vehicles with the features your customers want without having to add 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 becomes quite evident when you take a Hyundai and comparably equip its competitors—they cannot deliver the same value. While this helps your customers save money, which leads back to the first point, they don't have to sacrifice quality to get a good value.

Finally, each Hyundai is backed with the best warranty in the U.S. This represents a bold step on Hyundai's part. This is a superior warranty than what is offered on the premium brands. It's better than BMW, better than Lexus, better than Mercedes-Benz. It proves that Hyundai stands behind the cars they build. If the vehicles didn't hold up, Hyundai couldn't afford to back them with such a powerful warranty.

SAFETY

Safety is foremost at Hyundai, as evidenced by the standard installation of advanced safety features, in many Hyundai vehicles, such as anti-lock brakes, traction control, electronic stability control, side-impact airbags and side curtain airbags, where they are either optional or not available on many competitors.

Insurance Institute for Highway Safety (IIHS)

- The 2006 Azera earned the Insurance Institute for Highway Safety's (IIHS) top crash test ratings for frontal offset impacts, aided by unsurpassed standard safety equipment like Electronic Stability Control (ESC), Anti-lock Brake System (ABS) and eight airbags.
- The 2007 Hyundai Entourage earned the Insurance Institute for Highway Safety's (IIHS) highest honor—the gold "TOP SAFETY PICK" award—the best rating ever for a minivan in a recent evaluation by the Institute. Entourage is also the first Hyundai to receive a gold award for good crashworthiness ratings.



Awards and Accolades

Hyundai has arrived as a wise vehicle choice. As the word spreads about Hyundai's success, value and safety features, more and more people will be coming into your dealership to see what all the buzz is about.

J.D. Power and Associates

- J.D. Power and Associates' Initial Quality Study (IQS) ranked the 2006 Azera second in the Large Car segment.
- The all-new 2006 Hyundai Azera earned distinction from J.D. Power and Associates as the most appealing Large Car in the 2006 Automotive Performance, Execution and Layout (APEAL) study.
- In the 2006, J.D. Power and Associates Initial Quality Study, Tiburon ranked second in the Compact Sporty Car segment.
- According to the J.D. Power and Associates 2006 Initial Quality StudySM (IQS), Hyundai is the highest ranked non-premium nameplate and is ranked third among all nameplates. Hyundai owners had fewer problems with their vehicles than any other non-premium car or truck brand.

In addition to Hyundai's strong overall showing, the Hyundai Tucson earned the trophy for the highest initial quality in the Compact Multi-Activity Vehicle (MAV) segment.

Auto Pacific

- Hyundai's all-new premium flagship sedan—the Azera—has won the Large Car category in this year's AutoPacific Vehicle Satisfaction Awards, in addition to achieving the highest overall car satisfaction score. The Hyundai Santa Fe also outperformed the competition, topping the Mid-Size Sport Utility Vehicle category.

Forbes

- Forbes.com has named the Hyundai Azera "Best Luxurious Car for a Nonluxury Price" in the 2006 "Best Cars for the Bucks" list. Forbes.com editors praised Azera's powerful engine, styling, interior volume and other standard upscale amenities, offered at a sticker price well below other premium brands.

The Car Book

- Hyundai, earned the "Best Bet" distinction for more than half its vehicles in *The Car Book 2006*. Five Hyundai models—Accent, Elantra, Santa Fe, Sonata and Tucson—earned the title "Best Bet" from author Jack Gillis and the Center for Auto Safety.

New England Motor Press Association (NEMPA)

- For the second consecutive year, the New England Motor Press Association (NEMPA) recognized the Hyundai Tucson as the "Best SUV Under \$25,000" in the 2006 Best Winter Vehicle Awards.

Motorweek

- MotorWeek recognized the Hyundai Sonata as the Best Family Sedan in its 2006 "Drivers' Choice Awards" today.

“AMERICA’S BEST WARRANTY”

The Hyundai Advantage—“America’s Best Warranty”

Industry-Leading Buyer Assurance Details

The “basic” warranty coverage for most cars sold in the United States is three years or 36,000 miles, whichever comes first. Since reliability has become a key factor in the automotive customer’s buying decision, Hyundai has committed to offering more—much more. That’s why Hyundai covers all 2006 vehicles with the industry’s most comprehensive assurance package:

- If your customer has any questions regarding warranty coverage, take them to the Service Department and have them look at the Warranty Coverage Guide—it details precisely what is and what is not covered under the warranty.

5-Year/60,000-Mile New Vehicle Limited Warranty

Covers nearly every new vehicle component:

- Covers repair or replacement of any component manufactured or originally installed by Hyundai that is defective in material or factory workmanship, under normal use and maintenance.
- The following components are covered for the time and mileage limits indicated:
 - **Radio and sound systems:** 3 years/36,000 miles (e.g., radio, cassette tape drive mechanism compact disc player and DVD player)
 - **Paint:** 3 years/36,000 miles
 - **Battery:** 3 years/unlimited miles (100% covered 2 years/unlimited miles; after 2 years and within 3 years, 25% cost of battery and 100% labor cost covered)
 - **Air conditioner refrigerant charge:** 1 year/unlimited miles
 - **Adjustments:** 1 year/12,000 miles
 - **Wear Items:** 1 year /12,000 miles (e.g., belts, brake pads and linings, clutch linings, filters, wiper blades, bulbs, fuses)

10-Year/100,000-Mile Powertrain Warranty

Covers most engine and transaxle components:

- Covers repair or replacement of powertrain components (i.e., selected engine and transmission/transaxle components), originally manufactured or installed by Hyundai that are defective in material or factory workmanship, under normal use and maintenance.
- Coverage applies to original owner only.
- Second and/or subsequent owners have powertrain components coverage under the 5-year/60,000-mile New Vehicle Limited Warranty.
- Excludes coverage for vehicles placed in commercial use (i.e., taxi, route delivery, delivery service, rental, etc.).

5-Year/Unlimited-Mileage 24-Hour Roadside Assistance

Covers towing (including accident-related), lockout, flat tire and jump-starting, up to two service instances per year:

- Covers vehicle, regardless if current owner is original or subsequent owner.
- Includes the following full roadside amenities:
 - Towing for inoperable disablements, including accidents
 - Battery jump-starts
 - Change flat tire
 - Lock-out
 - Out of gas
 - Trip interruption

Hyundai Advantage[™]

America's Best Warranty[™]

DISCLAIMER: Hyundai Motor America reserves the right to limit services or reimbursement to any owner or driver when, in Hyundai Motor America's judgment, the Claims are beyond excessive in frequency or type of occurrence. Hyundai Roadside Assistance Services are provided through Cross Country Motor Club, Inc., Boston, MA 02155, except in Alaska, California, Hawaii, Oregon, Wisconsin and Wyoming, where services are provided through Cross Country Motor Club of California, Inc., Boston, MA 02155. Hyundai Motor America makes no guarantee or warranty regarding Cross Country Motor Club, Inc., or Cross Country Motor Club of California, Inc.'s service and is not liable for the actions of its employees, or subcontractors.

Exclusions: Roadside Assistance is NOT A WARRANTY. For a description of the warranty covering your Hyundai, see the Hyundai New Vehicle Limited Warranty section of the Owner's Handbook. Roadside Assistance is a limited service, provided to you to help minimize any unforeseen vehicle operation inconvenience.

The Hyundai Roadside Assistance Program does not include reimbursement for any costs/charges for repairs, parts, labor, property loss or any other expense incurred as a result of accident/collision, vehicle abuse, racing, vandalism or other items not covered by the Hyundai New Vehicle Limited Warranty. Also excluded are services for snow tires, repair to studs, mounting or demounting of snow chains, and any fines, fees or taxes associated with impound towing as a result of any actual or alleged violation of any law or regulation.

7-Year/Unlimited-Mileage Anti-Perforation Warranty

Covers corrosion-related rust-through of body sheet metal from inside to outside:

- Covers perforation (rust hole through the body panel from inside to outside) corrosion of original Hyundai body sheet metal due to defects in material or factory workmanship, under normal use and maintenance.
- Excludes surface corrosion.

“AMERICA’S BEST WARRANTY”

8-Year/80,000-Mile Federal Emission Defect and Performance Warranty

- Covers repair or replacement of the following original Hyundai major emissions control components that cause the vehicle to fail to conform to an applicable EPA-approved Inspection/Maintenance Program:
 1. Catalytic Converter
 2. Engine Control Module
 3. Onboard Emissions Diagnostic Device (OBDII)
- Other EPA (Environmental Protection Agency) emissions warranty parts are covered under the 5-year/60,000-mile New Vehicle Limited Warranty.

7-Year/70,000-Mile California Emission Control System Warranty

- Applies to vehicles manufactured to California specifications, which are distributed by Hyundai Motor America and registered in the states of California, Vermont or Massachusetts.
- Covers repair or replacement of specific original Hyundai emissions components (specific covered emissions components vary by model).
- The California Emission Control Systems Warranty is in addition to Federal Emission Defect and Performance Warranty.
- Other California Emission Control Systems Warranty emissions warranty parts are covered under the 5-year/60,000-mile New Vehicle Limited Warranty.

12-Month/12,000-Mile Replacement Parts and Accessory Limited Warranty

- Covers repair or replacement of any Hyundai Genuine Replacement Parts or Accessories supplied by Hyundai that are defective in material or factory workmanship, under normal use and maintenance.
- Genuine Hyundai Parts or Accessories supplied by Hyundai and purchased from an authorized Hyundai dealer, but not installed by an authorized Hyundai Dealer, are covered for 12 months/unlimited miles.
- Accessories installed on a vehicle at the time of or prior to the vehicle’s date of first use are covered under the 5-year/60,000-mile New Vehicle Limited Warranty.
- Accessories installed after the vehicle’s date of first use are covered for 12 months/12,000 miles.

Tire Company Assistance

Hyundai vehicles are equipped with tires produced by:

BF Goodrich	(877) 788-8899
Bridgestone	(800) 847-3272
Hankook	(800) 426-8252
Kumho	(800) 335-8646
Michelin®	(800) 847-3435

If your customers have a question regarding tire service or replacement tire availability, please have them contact the appropriate tire manufacturer for assistance.

XM Satellite Radio Warranty Assistance

XM Satellite Radio (800) 967-2346 or www.xmradio.com

Building a Relationship

Here Are Some Key Ways to Help Build a Relationship with Your Customers

- **Prompt service/convenience:** Customers want a Sales Consultant who can take care of their needs quickly while making it easy for them.
- **Courtesy/fairness:** Customers want a Sales Consultant who demonstrates integrity and is cooperative.
- **Dependability:** Be sure to deliver what you say you will deliver—on time, completely and accurately.
- **Interest:** Be responsive to the customers' needs, listen to their problems and respond to all of their questions. Make them feel comfortable.
- **Confidence/being the best:** Let them know that you know your product and know what you are talking about. Be competent, thorough and reliable.
- **Listen:** Pay full attention to what the customer is saying—do not interrupt.

The bottom line—after doing all of the above—you're still not done. You have to actively listen to what your customer has to say. Before a customer's needs can be met, you must understand exactly what they are:

- Give each customer your full attention.
- Listen with an open mind (even if you think you know what he or she is going to say).
- Don't interrupt.

Done right, your customers will become your best sales force—referring you to their friends and family. Just think, this is an excellent opportunity to spread the Hyundai name and reputation as a quality car company. Give these buyers something to be proud of and they will do the rest.

Establishing Trust

The primary barrier between you and your customers is one of trust. The customer doesn't trust you to give them the information they need and they certainly don't trust you to give them the best price. But then why should they they just met you and don't know you.

Of course, you don't trust the customers either. You don't trust them to tell the truth about their trade, how much they can really afford to spend or what their credit rating is really like.

So how do we go about building trust? The first step is to establish a *rapport* with the customer.

Building Rapport

Rapport is an emotional bond or friendly relationship between people. It's based on mutual trust and a sense that they understand and share each other's concerns. It's very important. You want to *understand* and share each *other's concerns*. By doing that, you earn the right to present the vehicle with your customer's concerns in mind. We call this process earning the Right of Passage.

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 that you enjoy working at your dealership or how much you enjoy driving the Hyundai vehicles. In return, you ask what brings them to the dealership today and what Hyundai model is their favorite

You use this give-and-take to work your way through the initial greeting. This process enables you to sell yourself to the customer and thereby build trust.

How to Uncover What a Customer Wants—Continuing the “Greeting” and the Right of Passage

The secret of discovering what your customers want is answered in two words: **ask questions**. You are not a mind reader (nor are you expected to be one). So, ask questions instead of diving into a walkaround presentation. Find out what your customer wants and needs continue to “give-and-take” with your new “friend.”

After the Initial Greeting

Continue by asking, “Do you mind if I ask you a few questions?”

Once you have permission, you might follow up with questions like:

Example 1

- *“To make the best use of your time, can I ask you which model or equipment you are interested in?”*
 - If price is the customer’s primary issue, try to find out which competitors the customer has been shopping. Chances are, the customer has been shopping vehicles with fewer standard features. By starting a conversation about competitors, you can steer toward Hyundai’s additional features and a walkaround.

Example 2

- *“To make the best use of your time, can I ask you what you would like to accomplish today?”*
 - If the customer doesn’t have much time, express your concern that the customer makes the most out of the time available. Ask which key information he or she would like to leave with and address those key areas in a walkaround.

Example 3

- *“To make the best use of your time, can I ask you which information you are looking for?”*
 - If the customer simply wants information, it may be tempting to launch into a full description of a car’s features, advantages and benefits. However, the entire complement of features will not appeal to every customer. You must zero-in on what will interest a particular customer most. Keep asking questions to learn about the customer’s motivations in buying a new car.

Sharing Information for a Customer Focused Presentation

Question Types—Open-Ended, Probing and Clarifying

Open-Ended Questions

As you continue to ask your customer questions, they should be open-ended questions. Those are questions that cannot be answered with a simple yes or no. They attempt to get more information, but don't forget to find similarity with your customer. Show them that you are just like them.

Typically, open-ended questions start with: who, what, when, where, why or how.

Here are some examples:

- *“How many miles do you drive to work each day?”*
- *“What are you driving now?”*
- *“What other cars are you considering?”*
- *“How many people typically ride with you?”*
- *“How will you be using this car—for business or pleasure?”*

You want to get a comprehensive picture of the customer's lifestyle and values, which will guide you in presenting features in the walkaround.

For example:

- *“How many miles does the customer drive to work each day?”*
- Comfort features and fuel economy might be important. Are they important to you?
- *“How many children does the customer have?”*
- Be sure to touch on child safety features. Is this important to you?
- *“Is style more important to the customer than safety?”*
- Stress the appearance features in your walkaround. Style is always important.

Remember, customer inquiry does not end when the walkaround begins. Keep asking questions to continually guide your presentation.

Probing Questions

Another way to get even more information is by asking probing questions, like:

- *“Tell me about your perfect new vehicle” or “so, if you could find the perfect car what would it be?”*. After they answer, follow-up questions give you even more information.
- *“Tell me more . . .”*
- *“And?”*
- *“I’m curious, why is that?”*
- *“In what way?”*
- *“Describe that for me?”*
- *“How so?”*

Using probing questions lets you discover what is really motivating your customer.

—FYI—

Part of the “probing” technique is to be quiet, to let the customer talk. So don't be too quick, talk too fast or too soon after the answer.

Here are some examples:

Clarifying Questions

Use clarifying questions to ensure that you got it right.

These are clarifying questions (fill in what you think they are saying is important):

- *“If I understand you correctly . . .”*
- *“Is this what you mean by that? .”*
- *“Is that what you’re saying?”*
- *“So, if you could find the perfect car”*

Probing and clarifying questions help you tap into what’s motivating your customer. In your presentation, you can also insert family names and personal information that you have learned so far and information about yourself or other similar customers.

“I have found Santa Fe’s towing capacity is ideal when towing jet skis to the lake so you can enjoy the water. And in back, there’s plenty of space for all of family and luggage.”

It’s easy to create “simplistic” analogies, but what makes the sale is when you are able to integrate what you have learned and make your presentation more appropriate to each individual customer.

Buyer Motivations

Now that you have a clear picture of what the customer is looking for, you can tailor the walkaround to the customer’s taste and needs. Hyundai has organized each model’s full complement of features into seven categories. These are common customer “Hot Buttons” or concerns:

- **S**afety
- **P**erformance
- **A**ppearance
- **C**omfort
- **C**onvenience
- **E**conomy
- **D**urability

These seven categories reflect common buyer motivations that attract customers to vehicles. By thinking in terms of the acronym **SPACCED**, you will be able to quickly build a presentation to target areas of most importance to a customer.

For additional information on Walkaround presentations or Hyundai features/benefits, refer to New Model Walkaround CD/DVDs, the Hyundai Source Book (published annually) and Sales Training On-Line resources at www.Hyundaidealer.com.

The Walkaround Presentation

Keys to Product Feature Presentation

The benefit must tie to your customers driving pattern. Suppose that you find that a customer has these characteristics:

A young professional just starting out with a fairly good income:

- Likes the idea of a new car every few years.
- Is very style-conscious.
- Wants a car that is fun to drive with strong acceleration.

Your walkaround—perhaps on Azera—would stress Performance, Appearance and Comfort features.

For each feature, you would present several elements:

- **Feature:** The feature name (what it is)
- **Function:** How it works or what it does
- **Benefit:** How the feature benefits the customer

The key here is that without a customer, there is no benefit because the benefit changes for each customer based on what's important to them.

The customer outlined above would probably be interested in Azera's engine performance.

You would present this feature as follows:

- **Feature:** 3.8-liter V6 engine
- **Function:** Develops 263 horsepower.
- **Benefit:** When driving to work, you'll appreciate the excellent acceleration as you get on the freeway or when passing other vehicles.

As you present the feature, function and benefit, be sure to ask the customer confirmation questions. For the example above, you might ask, "Am I correct that excellent acceleration and good fuel economy are important to you?"

Note: *BE FLEXIBLE. Whatever your customer is interested in, go there first. You are in charge of your product knowledge and you can always redirect your customer and make them aware of feature and benefits specific to them.*

How to Present Competitive Advantages

- One of the biggest challenges you face is dealing with customer questions regarding competitive comparisons. Customers come in knowing manufacturer's suggested retail price, dealer cost, advertising costs—literally everything is readily available to car buyers on the Internet.
- When they come to you, they want answers and they want to see if the car they are interested in measures up to their expectations. When someone raises a competitive question, think before you answer:
- Make sure your customer is comparing the comparable trim level so it's an "apples-to-apples" comparison.
- Do not "put down" the other car they are considering. Rather, state something like, "Yes, the Chrysler Town & Country is an excellent minivan, but in the area of safety, I think you'll find the Entourage has a higher IIHS crash test rating."
- Acknowledge that your customer has done his or her research—and confirm that the Town & Country is a good minivan, it's just in this area, Entourage has more to offer.

Using this technique, you're not "slamming" the competition. Rather, you're focusing on the strengths of the Hyundai, and that helps build credibility in the eyes of your customer.

Daily Reminders for 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.

If you have your own suggestions, please e-mail them to srsupport@hmausa.com. We'd like to hear from you.



Once you've made the sale, there is a tendency to believe your job is over with that customer. If you don't care about repeat sales, that's probably true. However, the professional way is to personally deliver the vehicle to your customer and be sure they understand how to operate all of its features.

Many customers will just want to take their new vehicle and leave. If that's the case, just be sure that they at least know how to adjust the seat, mirrors, HVAC and set the radio.

For those willing to spend a little time, review the following items one by one and have the customer operate the control or feature. Start with the trunk, go to the rear seats, then the front seats and finish with the engine compartment. There's a lot to learn and information presented last will be remembered longest.

Finally, introduce the customer to the service manager or service advisor and make an appointment for their first service.

Trunk

- Trunk light, power outlet (if equipped), spare tire, jack and tools
- Emergency fuel flap release
- Tire air pressure

Rear Seats

- Child proof door locks
- ELR/ALR seat belts (for attaching child safety seats)
- LATCH (if attaching child safety seats)
- 60/40 or 50/50 fold down rear seats
- Drink and bottle holders

Front Seats

- Remote keyless entry
- Seat adjustment, seat belts and shoulder harness adjustment
- Tilt and Telescopic (if equipped) steering wheel
- Power windows door locks and mirrors
- Integrated Memory System (if equipped)
- AWD and ESC buttons (if equipped)
- Intermittent wipers and instrument panel illumination control
- Instrument panel
- Headlights
- Wipers/washers front and rear
- Cruise control and steering wheel mounted audio controls (if equipped)
- Trip computer (if equipped)
- HVAC
- Radio/CD/DVD player (if equipped)—XM Satellite Radio (if equipped) 3 months free service
- Overhead console/sunglass storage/map lights/sunroof controls (if equipped)
- Dome light controls
- Center console/drink holders

Engine

- Fuel door release (point out their Hyundai uses regular unleaded fuel)
- Trunk release (if equipped)
- Hood release
- Engine fluids—oil, transmission, brake and washer (show the customer how to check their engine oil and check it. Tell them, that although the vehicle has already been checked by the service department, that you just want to be sure that everything is perfect for them.)
- Introduce the customer to the service manager or service advisor and make an appointment for their first service.

IQS Issues

Customers expect a vehicle to be intuitive. If that's not the case, it can confuse them, which can affect IQS. So look at this as your chance to help all your customers thoroughly enjoy their new Hyundai—right from the start.

Following are some particular areas that may cause confusion:

- **Dome and Map Lights:** Some customers need help understanding how the dome light works. Point out there are three settings:
 - **DOOR:** In the “DOOR” position, the interior courtesy light comes on when any door is opened.
 - **ON:** In the “ON” position, the light stays on at all times.
 - **OFF:** In the “OFF” position, the light stays off at all times.
- **Integrated Memory System (IMS):** On Azera and Entourage models, be sure to show your customer how the Integrated Memory System operates for the driver seat, outside mirror positions and steering column.
- **CD Player:** If your customers are having trouble playing a CD, be sure they're inserting the CD with the label facing upward. On models with the in-dash 6-disc CD player, be sure they know they have to press the “Load” button before inserting a CD and to be patient (this process takes a little time to complete).
- **Locks:** Here are some tips to share with customers who might be having trouble locking or unlocking their doors:
 - **Locking/unlocking doors with the key:** At the driver door, lock all doors by turning the key toward the front of the vehicle and unlock by turning the key toward the rear. To unlock all doors, turn the key toward the rear twice.
 - **Locking/unlocking doors using the central door master switch:** This switch is located on the driver armrest. This switch may be toggled to lock or unlock all doors simultaneously.
 - **Locking/unlocking doors using the remote keyless entry system:** When locking doors, close all the doors and then push the lock button on the transmitter. When unlocking doors, push the unlock button on the transmitter.
 - Remember, on some Hyundai models, pushing the unlock button on the remote keyless entry system once only unlocks the driver door; you have to push the unlock button twice to unlock all of the doors.

- **Cruise Control:** Some customers don't understand how to use the cruise control system. Be sure they know how to switch it on first and that cruise control will not operate if they are going below 25 mph.
 - Remember, cruise control functions can vary on vehicles equipped with the SHIFTRONIC® automatic transmission. On some vehicles, cruise control will continue to function when in manual shift mode, while on others it will not.
- **Windshield Wipers:** Remind your customers that the intermittent windshield wiper switch has three positions:
 - The first position activates intermittent operation.
 - The second setting is for low-speed operation.
 - The third setting is for high-speed wiping action.
 - On vehicles equipped with a rear wiper, be sure to point out if the control is on the dash or at the end of the stalk.
 - Here's a challenge every manufacturer faces: The customer says their wipers "smear" the windshield when they wipe. To extend the life and improve the cleaning action of the vehicles windshield wiper blades, have your customers use a plastic scrubbing pad (such as a Scotch-Brite™ "Delicate Duty Scrub Sponge"), dampen it in rubbing alcohol and wipe the blades to remove road grime accumulation on the wiping edge (or they can use alcohol wipes). Remind them to clean the rear wiper blade, too.
- **Removing Fog on the Windshield:** The reality is that windows fog up and often customers do not have a clue how to defog the windshield:
 - When it occurs on the inside of the windshield, have your customers set the airflow control to the defrost position. The air conditioning automatically turns on (even if the light does not come on) and the "Fresh" mode is automatically activated. Then have them set the temperature control at the desired position. Finally, have them set the fan speed control between the 1 and 4 positions.
 - If frost or condensation is on the outside, you have to set the temperature on warm. Some customers do not understand how to defog/defrost windows with Automatic Climate Control. Here's how to do it: Press the Defrost button—when they do that, the defrost mode is automatically selected and the air is routed through the windshield defrosts vents. In addition, to assist in defrosting, the air conditioning comes on automatically if the temperature is higher than 38.3°F (and automatically turns off if the temperature drops below 38.3°F).
 - Remind customers that they may still have to adjust the temperature to remove the fog/frost.
- **4-Wheel On-Demand:** Tucson and Santa Fe 4-wheel-drive models come equipped with an electronic InterActive Torque Management 4-wheel-drive system. The button on the dash marked "4WD lock," when selected, will manually "lock" into 4-wheel drive for a continuous 50/50 power split between the front and rear wheels for off-road and slippery applications. 4WD lock will begin to disengage at 20 mph and will be fully disengaged at speeds over 25 mph. The system will begin to re-lock when speeds are below 25 mph. The system is disabled when ABS is activated.
- **Electronic Stability Control (ESC):** When the system senses a loss of traction in a turn, ESC takes the appropriate corrective measures, including reducing the throttle and selectively applying the brakes on the proper wheel or wheels. In many cases, ESC reacts before the driver is aware of a loss of traction.

WHY BUILD AN EVIDENCE MANUAL?

What Is an Evidence Manual?

An Evidence Manual can be something as simple as a 3-ring binder in which you keep clippings of various stories that appear in the local newspaper or magazine that talk about Hyundai vehicles. Consider including:

- Road tests from automotive enthusiast magazines
- Articles that appear in the local paper about Hyundai
- Reviews from the Internet
- Test results from the Insurance Institute for Highway Safety (IIHS) or NHTSA

Why should you build an Evidence Manual?

Today's customers are very well-read, thanks to the Internet. Our research shows that more than 70% of all Hyundai customers "shop" the Internet before they come into your dealership. Customers use the Internet to find:

- Price-both retail and wholesale
- Standard equipment
- Competitive comparisons
- Inventory availability

Therefore, you need to know what they're looking at. It's important to take time to check out the various automotive sites so you're familiar with what's out there. While you're there, you might as well print out the positive road test reviews of Hyundai vehicles, 3-hole-punch them and build your own Evidence Manual. That way, you can share this information with your customers, providing third-party endorsements of why a Hyundai vehicle is superior to the other vehicles in its class.

Your Evidence Manual

Sources for Evidence Manual product information:

- New Car Test Drive magazine: www.nctd.com
- Edmunds: www.edmunds.com
- IntelliChoice: www.intellichoice.com
- AutoSite: www.autosite.com

Be sure to check every month as these sites are often updating their reviews. When you find a good one, add it to your Evidence Manual.

Also, keep an eye out for magazines that have good road tests of Hyundai vehicles. Copy the articles and add them to your manual.



The Hyundai Associate Purchase Program (APP) has been designed to provide our associates (both through vendor relationships and Friends and Family) with the opportunity to purchase a new Hyundai vehicle at preferred pricing.

Program Price

- Hyundai's Associate Purchase Program offers those who qualify the opportunity to purchase a new Hyundai for \$100 over total dealer invoice, less advertising charges. Note that total invoice includes an inland freight and handling fee listed on the dealer invoice. Dealer-installed accessories are not included in the price of the vehicle and shall be negotiated as part of the total vehicle purchase.
- Additionally, Hyundai will reimburse the buyer the \$100 they paid over invoice when they fill out a brief questionnaire and return it to Hyundai Motor America with the APP program claim form endorsed by the selling dealership. It's our way of welcoming these buyers to the Hyundai family!

Vendors of Hyundai

Approved vendors are those who are currently doing business with Hyundai Motor America or Hyundai Motor Finance Co. They will receive a Company ID code. This code is required to obtain a claim number. This claim number will allow the employee of the approved vendor to go to a participating dealership and purchase a vehicle under the special pricing offered under Hyundai's Associate Purchase Plan.

Friends and Family of Hyundai Employees

Friends and Family of Hyundai Motor America or Hyundai Motor Finance Co. employees must first receive a claim number through their associate at Hyundai. Upon obtaining their claim number, they may go directly to a dealership. They must have a claim number, as that is the only way a participating dealership can identify their association with this program.

Steps to Ensure a Smooth Associate Purchase

1. The prospective buyer visits www.HyundaiAPP.com.
 2. On the Internet site, they generate a Claim Number*.
 3. Then, they "Select a Vehicle" to see invoice price.
 4. The associate then locates a participating Hyundai dealership.
 5. They take the claim number to any participating Hyundai dealership.
 6. Upon meeting with the dealership salesperson, tell him or her that they would like to purchase a new Hyundai under the Associate Purchase Program.
 7. The transaction is completed and they drive away in their new Hyundai.
- * *Friends and Family must get a claim number from a Hyundai employee prior to entering the website.*

ASSOCIATE PURCHASE PROGRAM (APP)

Frequently Asked Questions

Q. How does the program work?

- A. Individuals who qualify for our Associate Purchase Program are eligible to purchase new Hyundai vehicles for \$100 above total invoice price (including inland freight and handling charge), less advertising charges. Customers are also eligible for any consumer rebate the vehicle may have at the time of purchase. Additionally, Hyundai will reimburse the \$100 that they paid over invoice when they fill out a brief questionnaire and return it to us with copies of their purchase paperwork.

Q. Who qualifies for Hyundai's Associate Purchase Program?

- A. Approved vendors who are currently doing business with Hyundai Motor America or Hyundai Motor Finance Co. and have a Company ID code provided from Hyundai are eligible to participate. Friends and Family of Hyundai Motor America and Hyundai Motor Finance Co. employees are also eligible to participate in the program; however, they will go through a slightly different process to make their purchase.

Q. Are all Hyundai vehicles included in this program?

- A. With the occasional exception where a vehicle experiences limited availability, all Hyundai vehicles are eligible to be purchased under this program.

Q. What are the steps necessary to purchase a vehicle under the program?

- A. The steps necessary to purchase a new Hyundai are really very simple. Hyundai's Associate Purchase Program has been designed to make the purchase of a new Hyundai very simple. The steps are few and the benefits are many.

Q. What does the customer need to bring to the dealership to purchase a vehicle?

- A. The steps listed above outline the necessary information that they will need to have when they visit the dealership. The key things to bring are the claim number and an ID that shows they work for an approved vendor. Friends and Family associates should bring their claim number as well as a photo ID with them to the dealership.

Q. How do they get their \$100 back?

- A. It's simple. They go to the www.HyundaiAPP.com website after they purchase their vehicle and enter their claim number. They will see the "APP Reimbursement" page that outlines all of the details, provides them with the questionnaire, address to send paperwork to, etc. Once again, it is important that they keep their claim number as it is needed to enter into this site.

Q. What about accessories that they want to have added on prior to purchase?

- A. Accessories added on by the dealership will need to be negotiated during the purchase transaction, as there is no pre-negotiated price on dealer-installed accessories.

Q. How will the value of a trade-in affect the price of the new Hyundai?

- A. The value of a trade-in is negotiated between the customer and the dealer during the purchase transaction and applied toward the cost of a new Hyundai.

Q. How do these customers finance a vehicle that is purchased through Hyundai's Associate Purchase Program?

- A. Financing a vehicle purchased through our program is handled in the same way as any vehicle purchase. The customer may choose from a variety of financial sources such as HMFC, their bank or credit union, or through the dealership. Please understand that, like any vehicle purchase, normal credit standards apply.

Q. How does the customer know how much a vehicle costs under the program?

- A. The www.HyundaiAPP.com website provides these customer with the invoice pricing that is on our vehicles at the time they visit the site. Program purchases will be at \$100 over the total invoice price, less advertising expenses. The total invoice price will include the inland freight and handling charge. While every effort is made to show the customer the correct invoice prices, they may vary slightly due to modifications, timing, etc. The dealership will show these customers the actual invoice of the vehicle they select when they visit the dealership to ensure that they are paying the actual invoice price of the vehicle they select. Any applicable dealer-installed accessories, fees, tax, title and license also must be added to the total purchase price.

Q. Can these customers lease a vehicle under the program?

- A. Yes, the APP program can be used for leasing. The same price that applies to the purchase will apply to the lease. Hyundai's Associate Purchase Program has been designed to give these customers a hassle-free purchase experience of a new Hyundai. Every effort has been made to provide all necessary program information on the program website www.HyundaiAPP.com.
Should there be any further questions, however, contact the APP help desk at (800) 243-4462.

Remember, these are "special" customers, so make this a special buying experience.

HYUNDAI PROTECTION PLAN

Some customers may wish to make a good thing even better by purchasing Hyundai's service contract, the Hyundai Protection Plan (HPP). This contract extends the terms of the Hyundai Advantage™ and is available to original owners and non-original owners under different plans.

- **HPP for Original Owners:**
As you know, each new Hyundai comes with the standard Hyundai Advantage 10-year/100,000-mile Powertrain warranty and a 5-year/60,000-mile limited warranty.
Original owners of cars less than 12 months old can opt to purchase either of two plans to extend the 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.
- **HPP for Non-Original Owners:**
Remember, when a car is sold, the 10-year/100,000-mile powertrain warranty drops to 5 years/60,000 miles. But a buyer of a used Hyundai can upgrade those warranty terms if the car is either:
 - 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 warranty to 6 years/75,000 miles.
 - Plan 5B (Advantage Powertrain): Extends the powertrain warranty and the 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 warranty and the 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, 4 days maximum per occurrence).
HPP covers 14,000 parts across the product lineup.

Why Your Customers Should Include the Hyundai Protection Plan—America's Best

Service Contract

We've made America's Best Warranty™ plan even better because we've tailored service contract plans to provide even more protection. Hyundai offers a choice of Protection Plans to suit your customers' needs. They can choose the Hyundai Advantage 6-year/75,000-mile Protection Plan, or the Hyundai Advantage Plus 10-year/100,000-mile Protection Plan.

Whichever plan they choose, they can feel confident that they're getting the most complete service contract plan in the business. For starters, both Hyundai Protection Plans cover just about every part and component on your Hyundai: more than 14,000 parts and components, to be exact—everything that the New Vehicle Limited Warranty covers, excluding wear and maintenance items, soft trim and upholstery. Most importantly, both plans include rental assistance, which means you get some of the most thorough coverage around. With coverage this comprehensive, making the right choice has never been so easy.

Why should they buy a Hyundai Protection Plan?

1. **RENTAL ASSISTANCE:** Hyundai Protection Plan rental assistance is available up to four (4) days at \$25.00 a day when a Hyundai Protection Plan's covered component causes a vehicle to be inoperative.
2. **TOTAL PROTECTION**—More than 14,000 parts covered across the Hyundai Product Line: Extends the comprehensive component coverage of the new vehicle warranty; protects owners from the cost of unexpected repairs for up to 10 years/100,000 miles.
3. **NO DEDUCTIBLE:** Hyundai pays the entire cost of repairs covered by the Hyundai Protection Plan, giving your customers true protection from escalating costs of major repairs.
4. **SECURITY:** Total security knowing that the Hyundai Protection Plan is the only vehicle service contract program backed by Hyundai Motor America and designed exclusively for Hyundai Vehicles.
5. **INFLATION PROTECTION:** Receive protection from tomorrow's price inflation on repairs.
6. **COAST TO COAST:** Enjoy carefree driving knowing the Hyundai Protection Plan is honored at more than 600 Hyundai dealerships throughout the United States.
7. **TRANSFERABLE:** To enhance the resale value of your customer's Hyundai, the original purchaser can transfer the Hyundai Protection Plan to one subsequent purchaser.
8. **AFFORDABLE:** Hyundai Protection Plan provides cost-effective coverage of components for up to 10 years or 100,000 miles.
9. **SIMPLE**—Easy to use: Simply present the Hyundai Protection Plan card or contract to your Hyundai dealer and Hyundai-trained technicians will repair the vehicle using only Genuine Hyundai Parts.
10. **TOLL-FREE CUSTOMER ASSISTANCE:** Customer assistance is only a phone call away. Just call the local Hyundai Dealer or dial (800) 633-5151.

*Please refer to the Hyundai Owner's Handbook and the Hyundai Protection Plan Contract for definitions and exclusions. Information was accurate when this page(s) was produced and is subject to change without notice.

