

2010/2011

Sales Manager/Salesperson Training Guide

16-Step Sales Training Guide

Tools to Help your Customers Understand:

- Hyundai
- Your Dealership
- Hyundai Products
- And more

Welcome to the **2010/2011 Sales Manager/Salesperson Training Guide**.

Never in the history of the automotive industry have Sales Managers faced such a challenging environment. We at Hyundai recognize that fact and have responded with programs to help attract more customers to your dealership.

We have also revised this **16-Step Sales Training Guide** to better help you conduct training at your dealership. Whether you train one on one or in a group setting, these orientation tools can help your Sales Consultants grasp the Hyundai basics they need to get started, while helping your senior sales force graduate to a new level of customer service.

You'll notice that each module is designed to be very time efficient—in other words, you can get a lot accomplished in a very short period of time (and whenever it is convenient for you).

This **Sales Training Guide** is divided into two sections:

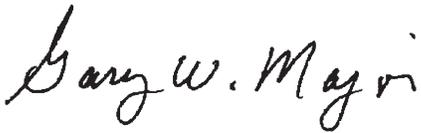
1. Hyundai and your dealership
2. The 2010/2011 Hyundai products

These modules can also be used as a self-study guide by your Sales Consultants. In this way, you have a choice: to conduct each course yourself or to have your sales staff complete each module on their own. This is particularly helpful when you have new hires.

After completing each product module, we suggest that you have your Sales Consultants do a **discovery walkaround** and **test drive** on that model, then fill out the accompanying **Test-Drive Evaluation Worksheet**. Upon completion, have your Sales Consultants present the product to you or one of your managers. This will give you an indication of how a Sales Consultant will present this product to his or her next customer.

- Today's new car buyers are looking to your sales staff to be product experts—product knowledge can make the difference between making the sale or seeing the customer go to another dealer or another brand.

We encourage you to make the most out of all of the resources that are available to you and your sales team, including the **2010/2011 Source Booklet**, **2010/2011 Pocket Guide**, **Product Flip-Tag Kits**, **"Dare to Compare" Charts**, and **online training and testing materials at www.HyundaiDealer.com, Sales Training Online**. In addition, we have initiated our Sales Training Learning Management System (HLMS), which provides this 15-Step Sales Orientation Guide and STAR Certification online. This combination of materials provides the vital information your sales team needs so they can be an ongoing asset for your customers.



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Manager, National Sales Training

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1. UNDERSTANDING YOUR DEALERSHIP

Your goal is to learn about the dealership where you work 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.

DEALERSHIP POLICIES, PROCEDURES AND PERSONNEL

What you need your Sales Consultants to know

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 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 and loyal customers.
- To provide maximum value for customer’s time.
- To 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.

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.	
<ul style="list-style-type: none"> • Do you have any of their business cards? 	
<ul style="list-style-type: none"> • Does your Service Department have a night drop? 	
<ul style="list-style-type: none"> • 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 you in front of your customers, it allows you to help the Service Advisors at a time when they are the busiest. Also, you can see who’s vehicles are getting older and are near time for replacement.

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

Best Practices

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

2. SALES CONSULTANTS BASICS

Even though Hyundai was ranked fourth overall and the highest non-premium nameplate in the 2009 J.D. Power and Associates' IQS study, there are some key customer satisfaction issues that have been reoccurring with today's Hyundai buyers. Therefore, 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
- Operation of dome/interior lights, map lights 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®/CD, 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)

INITIAL QUALITY STUDYSM (IQS)

Room for improvement: focusing on the key areas of customer satisfaction

WANT TO MAKE THE SALE? APPEAL TO YOUR CUSTOMER'S EMOTIONS

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 **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 customers in ways that are positive to the sale.

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

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 their name if they do not offer it first (then use the customer’s name often during the conversation to help remember it).
- Treat the customer as if they are guests in your home.
- 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.

THE “MY DEAR OLD MOTHER” CLOSE

You’ve probably heard this saying before, when it comes to the close, he who talks first, buys. That means you keep quiet at all costs—right?

Not always. That can create an awkward tension, so consider this technique:

If you can’t bear the silence and are totally confident that what you are offering is a good decision for your client, wait at least a full minute (counting one one-thousand, etc., in your head if you must). Then say, *“Jim, my dear old mother once told me that silence means consent. Was she right?”*

At times, all your customer needs is that little extra nudge to put pen to paper. Or, if they’re really struggling with the decision, this should help get them talking about their hesitation so you have something to work with.

OTHER RESOURCES

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

- 2010/2011 Source Booklet
- 2010/2011 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 your own personal 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 your time.

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 clients will talk and talk so that my clients 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 client-focused.
2. **Maintain a professional appearance.** I will look the part of a successful sales professional. I will dress appropriately for my client 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, my competition and my knowledge of the Internet. I will continue to test myself throughout the year. I will become more skilled 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 clients don't know me well enough to personally reject me. Therefore, I will accept a client'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 client's time.** This year I will value my client's dealership experience. I will help each client 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 clients 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 clients 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 clients save money, help them increase their lifestyle and help solve their problems. I help my clients win! I am proud to be a Hyundai sales professional.

3. HYUNDAI HISTORY AND AWARENESS

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.

THE HISTORY OF HYUNDAI

For many customers, Hyundai is still a “new” name in the automotive industry.

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 were built in Irvine, 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
- Southern Region: Austell, Georgia
- Eastern Region: Jamesburg, New Jersey
- South Central Region: Dallas, Texas
- Western Region: Fountain Valley, California

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 gasoline-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.
- High-mileage “Blue” editions of Accent and Elantra joined the Hyundai Blue Drive family for the 2010 model year.
- An all-new crossover, shown in concept form with a 2.0-liter Theta turbocharged GDI 4-cylinder engine, is green-lighted for the U.S. market. The engine will appear in various Hyundai models in the future.
- In the 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 2010 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?	
<ul style="list-style-type: none"> • What does it cover? 	
<ul style="list-style-type: none"> • 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?	
<ul style="list-style-type: none"> • What does it cover? 	
<ul style="list-style-type: none"> • What are the coverages for the second and subsequent owners? 	
<ul style="list-style-type: none"> • 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 both the original and subsequent owners.
- Roadside Assistance includes towing, accidents, jump-starts, changing flat tires, lock-out, 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.

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.

COMPETITOR WARRANTIES

How do competitors' new vehicle limited and powertrain warranties compare to Hyundai's?

	BASIC WARRANTY	POWERTRAIN WARRANTY	ANTI-PERFORATION	ROADSIDE ASSISTANCE
All 2010 Hyundai Models	5-Year/60,000-Mile	10-Year/100,000-Mile	7-Year/Unlimited-Mileage	5-Year/Unlimited-Mileage
KEY COMPETITORS				
Toyota	3-Year/36,000-Mile	5-Year/60,000-Mile ¹	5-Year/Unlimited-Mileage	Not Available
Honda	3-Year/36,000-Mile	5-Year/60,000-Mile ²	5-Year/Unlimited-Mileage	Not Available
Nissan	3-Year/36,000-Mile	5-Year/60,000-Mile	5-Year/Unlimited-Mileage	Not Available
Mazda	3-Year/36,000-Mile	5-Year/60,000-Mile	5-Year/Unlimited-Mileage	3-Year/36,000-Mile
MINI	4-Year/50,000-Mile	4-Year/50,000-Mile	12-Year/Unlimited-Mileage	4-Year/50,000-Mile
Mitsubishi	Lancer Evolution/ Ralliart— 3-Year/36,000-Mile Others—5-Year/ 60,000-Mile	Lancer Evolution/ Ralliart— 5-Year/60,000-Mile Others—10-Year/ 100,000-Mile	7-Year/100,000-Mile	5-Year/Unlimited-Mileage
Subaru	3-Year/36,000-Mile	5-Year/60,000-Mile	5-Year/Unlimited-Mileage	Not Available
Suzuki	3-Year/36,000-Mile	7-Year/100,000-Mile	3-Year/Unlimited-Mileage	3-Year/36,000-Mile
Volkswagen	3-Year/36,000-Mile	5-Year/60,000-Mile	12-Year/Unlimited-Mileage	4-Year/50,000-Mile
Kia	5-Year/60,000-Mile	10-Year/100,000-Mile	5-Year/100,000-Mile	5-Year/60,000-Mile
DOMESTIC BRANDS				
Chevrolet, Buick, GMC	3-Year/36,000-Mile	5-Year/100,000-Mile ¹	6-Year/100,000-Mile	5-Year/100,000-Mile
Chrysler, Dodge, Jeep	3-Year/36,000-Mile	5-Year/100,000-Mile ¹	5-Year/100,000-Mile	Not Available
Ford, Mercury	3-Year/36,000-Mile	5-Year/60,000-Mile ¹	5-Year/Unlimited-Mileage	5-Year/60,000-Mile
PREMIUM BRANDS				
Acura	4-Year/50,000-Mile	6-Year/70,000-Mile	5-Year/Unlimited-Mileage	4-Year/50,000-Mile
Audi	4-Year/50,000-Mile	4-Year/50,000-Mile	12-Year/Unlimited-Mileage	4-Year/Unlimited-Mileage
BMW	4-Year/50,000-Mile	4-Year/50,000-Mile	12-Year/Unlimited-Mileage	4-Year/Unlimited-Mileage
Cadillac	4-Year/50,000-Mile	5-Year/100,000-Mile	6-Year/Unlimited-Mileage	5-Year/100,000-Mile
Infiniti	4-Year/60,000-Mile	6-Year/70,000-Mile	7-Year/Unlimited-Mileage	4-Year/60,000-Mile
Jaguar	4-Year/50,000-Mile	4-Year/50,000-Mile	6-Year/Unlimited-Mileage	4-Year/50,000-Mile
Land Rover	4-Year/50,000-Mile	4-Year/50,000-Mile	6-Year/Unlimited-Mileage	4-Year/50,000-Mile
Lexus	4-Year/50,000-Mile	6-Year/70,000-Mile ¹	6-Year/Unlimited-Mileage	4-Year/Unlimited-Mileage
Lincoln	4-Year/50,000-Mile	6-Year/70,000-Mile	5-Year/Unlimited-Mileage	6-Year/70,000-Mile
Mercedes-Benz	4-Year/50,000-Mile	4-Year/50,000-Mile	4-Year/50,000-Mile	Lifetime
Porsche	4-Year/50,000-Mile	4-Year/50,000-Mile	10-Year/Unlimited-Mileage	4-Year/50,000-Mile
Saab (2009)	4-Year/50,000-Mile	5-Year/100,000-Mile	6-Year/Unlimited-Mileage	5-Year/100,000-Mile
Volvo	4-Year/50,000-Mile	4-Year/50,000-Mile	12-Year/Unlimited-Mileage	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
- Thanks to Genesis Coupe: Drivers who want a rear-wheel-drive performance car combined with Hyundai value
- Virtually everyone is a prospective Hyundai customer.

Best Practices

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.A. 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 Practices

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 you 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 Practices

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

HYUNDAI BUYERS AND THE INTERNET

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

- 87% of all car shoppers visit at least one automotive manufacturer’s website during their search for a new vehicle.
- 75% of all new-vehicle buyers use the Internet during their shopping process.
- 6.5 hours is the average amount time spent researching 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 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 information on the Internet:

- www.hyundaiusa.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.

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

- Having a clear process that makes it easy for the customer
- Having the right philosophy regarding Internet sales
- Having a clear outline of the Internet purchase process
- Agreeing on dealership expectations with the customer
- Understanding of different customer time expectations
- Communication: to the customer and within 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 next customer walks into the dealership.

SHARED FEATURES

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 months of free XM® Satellite Radio service
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. 2010 ACCENT

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

2010 Accent Key Attributes

- **Affordable:** Lowest priced vehicle in U.S. (as of October 2009)
- **Economical:** New Blue trim level delivers city/highway fuel economy of 27/36 mpg (with manual transmission)—the best fuel economy of any Hyundai
- **Well-Built:** Reliable, durable and backed by America's Best Warranty™
- **Safe and Secure:** Including high-tech safety features like 2-stage front airbags, front side airbags, and front and rear side-curtain airbags

Sources for Accent Information

- 2010/2011 Source Booklet
- 2010/2011 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

- Determine how well Accent sells at your dealership.
- Determine how Accent sells compared to the other Hyundai vehicles.
- Who are your typical buyers?
- Why are they attracted to Accent?
- Accent appeals to customers who thought they could only afford a used car. It also appeals to students and others who are on a budget.
- Accent delivers a unique mix of value, safety, style and economy, and an exceptionally long list of standard equipment.

ACCENT

Unprecedented combination of economy, safety, space, value and warranty

ACCENT BODY STYLES AND TRIM LEVELS

ACCENT BLUE 3-DOOR SEDAN	ACCENT GS 3-DOOR	ACCENT SE 3-DOOR HATCHBACK	ACCENT GLS 4-DOOR SEDAN
All This Is Standard	Blue Equipment Plus	GS Premium Package Plus	All This Is Standard
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Four speakers • Air conditioning preparation package • 6-way adjustable driver seat with armrest • 60/40 split fold-down rear seatback • Tachometer • Front variable intermittent windshield wipers • Power steering • Dual front cup holders • Front map pockets • Rear coat hooks <p>PERFORMANCE</p> <ul style="list-style-type: none"> • Shift Indicator light • 14-inch steel wheels with full wheel covers • P175/70R14 low rolling resistance tires • Rear spoiler <p>SAFETY</p> <ul style="list-style-type: none"> • Advanced front airbags, front seat-mounted side-impact airbags, roof-mounted head curtain airbags • Adjustable head restraints for all seating positions • Tire Pressure Monitoring System (TPMS) • Side marker lamps • Dual adjustable side mirrors 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning • Tilt steering wheel • Map lights with sunglass holder • Bodycolor mirrors and door handles <p>PERFORMANCE</p> <ul style="list-style-type: none"> • EcoShift indicator light with automatic transmission <p>SAFETY</p> <ul style="list-style-type: none"> • Rear window wiper/washer <p>Premium Package 03</p> <ul style="list-style-type: none"> • 172-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system • Auxiliary input jack and USB port for iPod®/MP3 players • Power windows with driver's auto down • Dual power outside mirrors • Power door locks • Remote keyless entry with alarm and panic alert • Dual illuminated visor vanity mirrors • ABS with EBD 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • Cruise control • Leather-wrapped steering wheel and shift knob • Steering wheel-mounted audio controls • Metallic interior accents • Passenger seatback storage pocket <p>PERFORMANCE</p> <ul style="list-style-type: none"> • Sport-tuned suspension • B&M Racing® Sport Shifter (with manual transmission) • 16-inch alloy wheels • P205/45R16 tires <p>SAFETY</p> <ul style="list-style-type: none"> • Fog lights 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning • 172-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system • Auxiliary input jack and USB port for iPod®/ MP3 players • 6-way adjustable driver seat with armrest • Passenger seatback storage pocket • 60/40 split fold-down rear seatback • Rear center armrest with cup holders • Tinted glass • Front variable intermittent wipers • Driver and passenger illuminated vanity mirrors with covers • Tachometer • Power steering • Rear coat hook • Map lights with sunglass holder • Bodycolor bumpers, bodyside moldings, mirrors and door handles <p>PERFORMANCE</p> <ul style="list-style-type: none"> • Shift Indicator light with manual transmission • EcoShift indicator light with automatic transmission • 14-inch steel wheels with full wheel covers • P185/65R14 tires <p>SAFETY</p> <ul style="list-style-type: none"> • Advanced front airbags, front seat-mounted side-impact airbags, roof-mounted head curtain airbags • Adjustable head restraints for all seating positions • Tire Pressure Monitoring System (TPMS) • Rear window defroster

ACCENT—2010 VERSUS 2009

The Differences Between the 2010 and 2009 Accent

- New Blue trim level—value leader with added economy
- Air conditioning preparation package is fitted to all Accent models that do not come standard with air conditioning
- Fuel economy improves to:
 - Manual transmission city/highway fuel economy: 28/34 mpg (+1 mpg in each)
 - Automatic transmission city/highway fuel economy: 27/36 mpg (+1 mpg in each)
- Shift indicator light is standard on all manual transmission models—indicates when to shift for optimum fuel efficiency
- EcoShift indicator light is standard on all automatic transmission models—indicates when vehicle is being driven in an economical manner
- Steering wheel-mounted audio controls are now standard on SE, optional on GLS—includes volume, seek and mode
- New blue interior lighting theme
- New seat material to improve appearance
- An auxiliary input port and a USB port for iPods® and MP3 players is standard on SE and GLS, optional on GS
- Revised side mirrors and bodyside molding

ACCENT AND THE COMPETITION

Accent's Key Competitors—Review the Latest Dare to Compare Charts on the Website

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

Accent Strengths

- Four 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 (standard on SE, optional on GS 3-Door and GLS 4-Door)
- Multi-adjustable driver seat with folding armrest
- 60/40 split-fold-down rear seat

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 *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 Accent walkaround.

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

7. 2010 ELANTRA SEDAN

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

2010 Elantra Sedan 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 Brake Force Distribution

Sources for Elantra Sedan Information

- 2010/2011 Source Booklet
- 2010/2011 Pocket Guide
- Dare to Compare information on the Sales Training Online website at www.hyundaidealer.com
- Elantra Owner's Manual
- Elantra Quick Reference Guide
- Elantra consumer brochure

Elantra Sedan Basics

- Determine how well Elantra sells at your dealership.
- Determine how Elantra sells compared to the other Hyundai vehicles.
- Who are your typical Elantra buyers?
- 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.

ELANTRA SEDAN

Unsurpassed standard safety features, expressive exterior and interior design along with America's Best Warranty™

ELANTRA SEDAN BODY STYLES AND TRIM LEVELS

ELANTRA BLUE 4-DOOR SEDAN	ELANTRA GLS 4-DOOR SEDAN	ELANTRA SE 4-DOOR SEDAN
All This Is Standard	Blue Equipment Plus	GLS Equipment Plus
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 6-way adjustable driver seat • Power windows with driver auto-down • Power door locks • Power heated outside mirrors • Remote keyless entry with alarm, panic feature and trunk open • Tilt steering wheel • 60/40 split fold-down rear seatback • Tinted glass • Front variable intermittent wipers • Audio preparation package with four speakers • Front door map pockets • Seatback pockets • Deluxe console with storage box armrest • Rear-seat center armrest with cup holders • Cigarette lighter and ashtray • Bodycolor door handles, bumpers, rear garnish and sideview mirrors • Chrome rear garnish <p>PERFORMANCE</p> <ul style="list-style-type: none"> • EcoShift indicator • 4-wheel independent suspension • 15-inch steel wheels • P195/65R15 tires <p>SAFETY</p> <ul style="list-style-type: none"> • Front, front seat side and side curtain airbags • ABS with EBD • 4-wheel disc brakes • Tire Pressure Monitoring System (TPMS) • Active front head restraints <p>Comfort Package 02</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning • 172-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system • Three months of free XM® Satellite Radio subscription (service not available in Hawaii or Alaska) • Auxiliary input jack/USB and iPod® ports • Cruise control 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning • 172-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system • Three months of free XM® Satellite Radio subscription (service not available in Hawaii or Alaska) • Auxiliary input jack/USB and iPod® ports • Windshield shade band • Cruise control • Dual illuminated vanity mirrors • Front sunvisor extensions <p>PERFORMANCE</p> <ul style="list-style-type: none"> • EcoShift indicator light <p>SAFETY</p> <ul style="list-style-type: none"> • Fog lights <p>Sunroof 03</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide sunroof <p>Navigation Package 05</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 6.5-inch LG® navigation system with high resolution touch-screen • Bluetooth® handsfree with display • Steering wheel audio controls 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • Cruise control • Leather-wrapped steering wheel and shift knob • Steering wheel-mounted audio controls • Metallic interior accents • Passenger seatback storage pocket <p>PERFORMANCE</p> <ul style="list-style-type: none"> • Sport-tuned suspension • B&M Racing® Sport Shifter (with manual transmission) • 16-inch alloy wheels • P205/45R16 tires <p>SAFETY</p> <ul style="list-style-type: none"> • Fog lights <p>Premium Package 04</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • Heated front seats <p>Premium plus Navigation Package 06</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide glass sunroof • Heated Seats • 6.5-inch LG® navigation system with high resolution touch-screen • Bluetooth® handsfree with display

ELANTRA SEDAN—2010 VERSUS 2009

The Differences Between the 2010 and 2009 Elantra Sedan

- New grille—waterfall design with bodycolor slats and chrome tips
- Improved EPA-estimated city/highway fuel economy for GLS and SE: 26/34 mpg (+1 city and highway)
- New tricot suede seating material
- New flat paint design on metal accents
- Center cup holders now includes closable lid
- Chrome inside door handles
- New black-on-black interior for a sportier appearance
- New Black Noir Pearl exterior color

ELANTRA SEDAN AND THE COMPETITION

Elantra Sedan Key Competitors—Review the Latest Dare to Compare Charts on the Website

- 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 (CVT)
- 4-wheel disc brakes with Anti-lock Braking System and Electronic Brake Force Distribution
- Power windows, door locks and mirrors
- Remote keyless entry with alarm
- Premium comfort and convenience features:
 - Heated seats: available on SE
 - Power sunroof: optional on GLS and SE
 - XM® Satellite Radio and auxiliary MP3 jack/USB and iPod® ports for portable music players: on GLS and SE models
 - Navigation system available on GLS and SE

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. 2010 ELANTRA TOURING

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

2010 Elantra Touring Key Attributes

- **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 Brake Force Distribution

Sources for Elantra Touring Information

- 2010/2011 Source Booklet
- 2010/2011 Pocket Guide
- Dare to Compare information on the Sales Training Online website at www.hyundaidealer.com
- Elantra Owner's Manual
- Elantra Quick Reference Guide
- Elantra consumer brochure

Elantra Touring Basics

- Determine how well Elantra sells at your dealership.
- Determine how Elantra sells compared to the other Hyundai vehicles.
- 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.

ELANTRA TOURING

Versatility, fun and
class-leading
safety features

ELANTRA TOURING BODY STYLES AND TRIM LEVELS

ELANTRA TOURING GLS	ELANTRA TOURING SE
All This Is Standard	GLS Popular Equipment Package Plus
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning • 172-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system • Auxiliary input jack, USB and iPod® inputs • Power windows • Power door locks • Power/heated mirrors • Remote keyless entry with alarm • Cruise control (with automatic transmission) • Tilt steering wheel • 60/40 split fold-down rear seatback • Front variable intermittent wipers • Rear wiper • Rear defroster • Front map pockets and bottle holders • Rear-seat center armrest with cup holders • Deluxe center console with armrest • Cooled glovebox • Roof antenna • Rear power outlet with retained power • Sunglass holder • Maplights <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 4-wheel independent suspension • 15-inch steel wheels • P1955/65R15 tires <p>SAFETY</p> <ul style="list-style-type: none"> • Front, front seat side and side curtain airbags • ABS with EBD and 4-wheel disc brakes • ESC with TCS • Active front head restraints • Tire Pressure Monitoring System (TPMS) 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide glass sunroof • Leather-wrapped steering wheel and shift knob • Heated front seats <p>PERFORMANCE</p> <ul style="list-style-type: none"> • B&M Racing® Sport Shifter (manual transmission) • 19-inch alloy wheels with chrome inserts • P215/45HR17 tires

ELANTRA TOURING GLS	ELANTRA TOURING SE
All This Is Standard	GLS Popular Equipment Package Plus
<p>Popular Equipment Package 02</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Telescopic steering wheel • Steering wheel-mounted audio controls • Trip computer • Illuminated ignition • Premium cloth interior with cloth door trim • 8-way driver seat with lumbar adjustment • Dual front illuminated vanity mirrors • Sliding sunvisors • Front seatback pockets • Retractable cargo cover • Fog lights • Roof side rails 	

ELANTRA TOURING—2010 VERSUS 2009

The Differences Between the 2010 and 2009 Elantra Touring

- Elantra Touring now comes in two trim levels: **GLS and SE**

ELANTRA TOURING AND THE COMPETITION

Elantra Touring Key Competitors—Review the Latest Dare to Compare Charts on the Website

- Toyota Matrix
- Dodge Caliber
- Mazda3
- Volkswagen Golf

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 (CVT)
- 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

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. 2010 SONATA

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

2010 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, active front head restraints, front seatbelt pretensioners and force limiters, Tire Pressure Monitoring System (TPMS), and steel safety cage construction.

Sources for Sonata Information

- 2010/2011 Source Booklet
- 2010/2011 Pocket Guide
- Dare to Compare information on the Sales Training Online website at www.hyundaidealer.com
- Sonata Owner's Manual
- Sonata Quick Reference Guide
- Sonata consumer brochure

Sonata Basics

- Determine how well Sonata sells at your dealership.
- Determine how Sonata sells compared to the other Hyundai vehicles.
- Who are your typical Sonata buyers?
- 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 them out of their price range (instead, those people then shop the 4-cylinder Honda Accord and Nissan Altima).

SONATA

Smart,
safe,
sophisticated

SONATA BODY STYLES AND TRIM LEVELS

SONATA GLS	SONATA SE	SONATA LIMITED
All This Is Standard	GLS Equipment Plus	SE Equipment Plus
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 80-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system • Auxiliary/USB/iPod® input jacks • Air conditioning • Remote keyless entry and alarm • Power windows, locks and heated mirrors • Cruise control • Tilt steering wheel <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 16-inch steel wheels with full wheel covers <p>SAFETY</p> <ul style="list-style-type: none"> • ESC with TCS • ABS with Brake Assist • Front active head restraints • Front, front seat side and curtain airbags • Tire Pressure Monitoring System (TPMS) 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • SE leather bolster/cloth insert sport seats • Power driver seat • Driver lumbar support • Steering wheel-mounted audio controls • Leather-wrapped steering wheel/shift knob • Telescopic steering wheel • Automatic light control • Trip computer • Chrome window belt moldings • Metalgrain interior accents • Solar control glass <p>PERFORMANCE</p> <ul style="list-style-type: none"> • B&M Racing® Sport Shifter (manual transmission) • 19-inch alloy wheels with chrome inserts • P215/45HR17 tires 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • Leather seating surfaces • 360-watt 7-speaker AM/FM/XM® Satellite Radio/6-disc CD changer with Infinity® speakers, subwoofer and external amplifier • Automatic temperature control • Heated front seats • Auto-dimming mirror • HomeLink® • Compass • Woodgrain trim • Chrome grille/exterior door handles • Premium door sill plates with “Limited” badge • Chrome inserts on bumper fascia and bodyside moldings
<p>Popular Equipment Package 02</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power driver seat • Driver’s lumbar support • Steering wheel-mounted audio controls • Automatic light control • Trip computer • Chrome window belt moldings • Woodgrain accents 	<p>Popular Equipment Package 02</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • 240-watt 7-speaker AM/FM/XM® Satellite Radio/6-disc CD changer with amplifier and subwoofer • Auto-dimming inside mirror • HomeLink® • Compass 	<p>Navigation Package 05</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Navigation system with high-resolution touch-screen
<p>Popular Equipment Package 03</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Popular Equipment Package 02 • Power tilt-and-slide sunroof 		

SONATA—2010 VERSUS 2009

The Differences Between the 2010 and 2009 Sonata

- GLS only available with Theta II 2.4-liter 4-cylinder engine
- New exterior color: Venetian Red (RER)
- New interior name: Cocoa (HZ) now called Cocoa Black (HZ)

SONATA AND THE COMPETITION

Sonata Key Competitors—Review the Latest Dare to Compare Charts on the Website

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

Sonata Secondary Competitors

- Dodge Stratus/Avenger
- Mazda6
- Kia Optima

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, Panic Brake Assist, Traction Control System and Electronic Stability Control
 - 4-wheel disc brakes
- Longer warranty coverage
- AM/FM/XM® Satellite Radio/CD/MP3 player with six speakers and three months of free XM® Satellite Radio 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

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. 2011 SONATA

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

2011 Sonata Key Attributes

The 2011 Sonata is an all-new design that reflects state-of-the-art technology, superior build quality and a dynamic design. Here are the highlights:

- **Dynamic, Eco-Friendly Design:**
 - Stylish, modern coupe-like exterior
 - Eco-friendly components, such as soy-based foam for seats
 - Advanced interior design maintains “**class-above**” large car EPA interior volume in a midsize car
 - A new dimension of style and luxury in addition to Hyundai’s strong reliability and value
- **Powerful, Clean and Efficient Powertrains:**
 - First vehicle with standard Gasoline Direct Injection (GDI) technology in its class
 - Sonata engines are the most powerful naturally aspirated 4-cylinder engines in the segment
 - Standard 6-speed transmission—manual and automatic (SE has paddle shifters)
- **State-of-the-Art Technology:**
 - First vehicle in its segment with standard integrated Bluetooth® hands-free phone operation
 - First vehicle in its segment with factory-installed HD Radio® technology with multicasting (late availability)
 - Navigation system available on all trim levels—lowest priced midsize car with navigation

SONATA

Setting a new standard
for midsize sedans

Sources for Sonata Information

- 2010/2011 Source Booklet
- 2010/2011 Pocket Guide
- Dare to Compare information on the Sales Training Online website at www.hyundaidealer.com
- Sonata Owner’s Manual
- Sonata Quick Reference Guide
- Sonata consumer brochure

Sonata Basics

- Determine how well Sonata sells at your dealership.
- Determine how Sonata sells compared to the other Hyundai vehicles.
- Who are your typical Sonata buyers?
- Why are they attracted to Sonata?
- Will this all-new 2011 Sonata attract a new type of buyer?
- 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 them out of their price range (instead, those people then shop the 4-cylinder Honda Accord and Nissan Altima).

SONATA BODY STYLES AND TRIM LEVELS

SONATA GLS	SONATA SE	SONATA LIMITED
All This Is Standard	GLS Equipment Plus	SE Equipment Plus
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 80-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system • Auxiliary/USB/iPod® input jacks • Integrated Bluetooth® with phonebook transfer • Air conditioning • Remote keyless entry and alarm • Power windows, locks and heated mirrors • Cruise control • Tilt and telescopic steering wheel with cruise and audio controls • Metalgrain interior accents • Advanced trip computer with custom settings • Bodycolor front grille and chrome window belt-line moldings <p>PERFORMANCE</p> <ul style="list-style-type: none"> • EcoShift indicator • 16-inch steel wheels with full wheel covers <p>SAFETY</p> <ul style="list-style-type: none"> • ESC with TCS • ABS with Brake Assist • Front active head restraints • Front, front seat side and curtain airbags • Solar Control Glass • Daytime Running Lights (DRL) • Tire Pressure Monitoring System (TPMS) 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • SE leather bolster/cloth insert sport seats • 8-way power driver seat • Driver lumbar support • Proximity key with pushbutton start • Leather-wrapped steering wheel/shift knob • Dark chrome front grille • Chrome exterior door handles <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 18-inch Hyper Silver alloy wheels • 225/45R18 performance tires • Sport-tuned suspension • Steering wheel-mounted paddle shifters • Dual exhaust <p>SAFETY</p> <ul style="list-style-type: none"> • Fog lights 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • Leather seating surfaces • 360-watt 7-speaker AM/FM/XM® Satellite Radio/6-disc CD changer audio system with subwoofer and external amplifier • Dimension premium speakers, subwoofer and external amplifier • HD Radio® technology with multicasting • Dual automatic temperature control • Heated front and rear seats • Auto-dimming mirror • HomeLink® • Compass • Premium door sill plates with “Limited” badge • Unique interior accents (Piano Black or Woodgrain) • Floor console-mounted rear vents <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 17-inch alloy wheels • 215/55R17 tires • Delete sport-tuned suspension
<p>Popular Equipment Package 02</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power driver seat • Driver lumbar support • Automatic light control • Chrome interior door handles • Leatherette interior door panel inserts <p>ADDITIONAL PERFORMANCE</p> <ul style="list-style-type: none"> • 16-inch alloy wheels 	<p>Navigation and Sunroof Package 04</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • Navigation system with high-resolution touch-screen display • HD Radio® technology (late availability) • Dimension premium speakers, subwoofer and external amplifier 	<p>Navigation Package 05</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Navigation system with high-resolution touch-screen • HD Radio® technology (late availability) • Rear backup camera • Infinity® premium speakers, subwoofer and external amplifier

SONATA GLS	SONATA SE	SONATA LIMITED
All This Is Standard	GLS Equipment Plus	SE Equipment Plus
Popular Equipment Package Plus Navigation 03 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Popular Equipment Package 02 • Navigation system with high-resolution touch-screen display • HD Radio® technology (late availability) • Dimension premium speakers, subwoofer and external amplifier 		

SONATA—2011 VERSUS 2010

The Differences Between the 2011 and 2010 Sonata

- The 2011 Sonata is an all-new design

SONATA AND THE COMPETITION

Sonata Key Competitors—Review the Latest Data to Compare Charts on the Website

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

Sonata Secondary Competitors

- Dodge Stratus/Avenger
- Mazda6
- Kia Optima

Sonata Strengths

- First vehicle with standard **Gasoline Direct Injection** (GDI) technology in its class
- Sonata engines are the **most powerful** naturally-aspirated 4-cylinder engines in the segment
- **Standard 6-speed transmission**—manual and automatic (with paddle shifters on SE)
- AM/FM/XM®/CD/MP3 player audio system with six speakers and three months of free XM® Satellite Radio service
- **Standard Bluetooth®** hands-free phone operation with phonebook download feature
- **Navigation system** available on all trim levels—lowest priced midsize car with navigation
- Advanced interior design maintains **“class-above” large car EPA interior volume** in a midsize car
- **Standard safety features** on all models that are either optional or not available on some of the competition:
 - Front side-impact airbags
 - Front and rear side curtain airbags
 - Anti-lock Braking System (ABS), Brake Assist
 - Traction Control System (TCS) and Electronic Stability Control (ECS)
 - 4-wheel disc brakes
 - Optional rear backup camera on Limited
- Remote keyless entry system with alarm—Proximity Key on SE and Limited
- 60/40 split-folding rear seat
- Longer warranty coverage

EXERCISE

DISCOVERY—FILL IN THE BLANKS

For 2011 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 2011 Sonata walkaround.

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

11. 2010 AZERA

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

2010 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 the 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, the ABS with Traction Control System and Electronic Stability Control add to the thoroughly pampering driving experience.
- **Smart Choice:** Comprehensive list of standard luxury features surpasses its competitors.

Sources for Azera Information

- 2010/2011 Source Booklet
- 2010/2011 Pocket Guide
- Dare to Compare information on the Sales Training Online website at www.hyundaidealer.com
- Azera Owner's Manual
- Azera Quick Reference Guide
- Azera consumer brochure

Azera Basics

- Determine how Azera sells at your dealership.
- Determine how Azera sells compared to the other Hyundai vehicles.
- Who are your typical Azera buyers?
- Why are they attracted to Azera?
- Azera is larger than Sonata and appeals to a very broad audience—particularly to those people who want a luxury car, but felt it was out of their budget.

AZERA

High-quality,
premium sedan
with flagship features

AZERA BODY STYLES AND TRIM LEVELS

AZERA GLS	AZERA LIMITED
All This Is Standard	GLS Equipment Plus
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Dual-zone automatic climate controls • 172-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system • Auxiliary/USB/iPod® input jacks • Power driver and front-passenger seats with premium cloth • 60:40 split-folding rear seat • Leather-wrapped steering wheel and shift knob • Keyless entry and alarm • Manual tilt and telescopic steering column • Steering wheel-mounted audio controls • Cruise control • Power windows with driver auto-up/down • Power door locks • Electroluminescent instrument cluster • Easy Lane Change assist feature • Electrochromic mirror with compass • HomeLink® integrated transceiver • Automatic headlight control • Solar control glass • Bodycolor bodyside moldings with chrome inserts <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 3.3-liter DOHC V6 • 17-inch alloy wheels with P235/55VR tires <p>SAFETY</p> <ul style="list-style-type: none"> • ESC • TCS • ABS with EBD • Tire Pressure Monitoring System (TPMS) • Advanced front airbags, front and rear side-impact airbags, and side curtain airbags • Anti-theft engine immobilizer • Front dual active head restraints • Windshield wiper deicer • Front fog lights • LED tail lights 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Leather-trimmed seating surfaces • 315-watt 10-speaker Premium Infinity® AM/FM/XM®/in-dash 6-disc CD changer audio system • Power tilt-and-slide glass sunroof • Heated front seats • Power-folding side mirrors with turn signal indicators • Power rear sunshade • Integrated Memory System: Power driver seat, exterior mirrors, and power tilt and telescopic steering column • Power adjustable tilt and telescopic steering column • Woodgrain steering wheel and door pulls • Premium brushed stainless-steel door sill scuff plates <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 3.8-liter DOHC V6 • 17-inch Hyper Silver alloy wheels

AZERA GLS	AZERA LIMITED
All This Is Standard	GLS Equipment Plus
<p>Premium Package 02</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Leather seating surfaces • Heated front seats • Power tilt-and-slide glass sunroof 	<p>Navigation Package 03</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • LG® DVD navigation system (replaces in-dash 6-disc CD changer and eliminates auxiliary/USB/iPod® input jacks) • 605-watt 12-speaker Premium Infinity® LOGIC 7® AM/FM/XM® Satellite Radio/in-dash 6-disc CD changer surround sound audio system

AZERA—2010 VERSUS 2009

The Differences Between the 2010 and 2009 Azera

- New Easy Lane Change feature—slightly press the turn signal lever up or down and the turn signals blink three times and go off.
- Limited now comes standard with:
 - Power tilt and telescopic steering wheel
 - Integrated Memory System (IMS)—retains settings for driver’s seat, outside mirrors and steering wheel position.
 - Premium brushed stainless-steel door sill scuff plates
 - Woodgrain steering wheel and door pulls
- New Navigation Package for Limited—includes LG® DVD navigation System with touch-screen display and a 12-speaker Infinity® 605-watt LOGIC 7® audio system
- Power adjustable foot pedals and rain-sensing wipers are no longer available.

AZERA AND THE COMPETITION

Azera Key Competitors—Review the Latest Dare to Compare Charts on the Website

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

Azera Strengths

- Comfortable and compliant ride characteristics
- Anti-lock Braking System with Panic Brake Assist, Traction Control System, Electronic Brake Force Distribution and Electronic Stability Control—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® Satellite Radio service
- 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

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.

12. 2010 GENESIS SEDAN

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

2010 Genesis Sedan Key Attributes

- First Hyundai to offer a V8, rear-wheel-drive platform in the U.S.
- Most powerful engine—V8 delivers 385 horsepower (on premium fuel; 378 horsepower on regular fuel)
- ZF® 6-speed SHIFTRONIC® automatic transmission teamed with V8 engine
- High-Intensity Discharge (HID) headlights
- Active Front Lighting System
- HD Radio® technology
- Navigation with a multimedia controller
- Rearview camera
- Front and rear parking sensors
- Cooled driver seat
- Automatic windshield defogger
- Hyper Silver alloy wheels

Sources for Genesis Sedan Information

- 2010/2011 Source Booklet
- 2010/2011 Pocket Guide
- Dare to Compare information on the Sales Training Online website at www.hyundaidealer.com
- Genesis Owner's Manual
- Genesis Quick Reference Guide
- Genesis consumer brochure

Genesis Sedan Basics

- Determine how Genesis sells at your dealership.
- Determine how Genesis sells compared to the other Hyundai vehicles.
- Who are your typical Genesis buyers?
- 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 appeals to a very broad audience—particularly to those people who want a premium luxury car, but felt it was out of their budget.

GENESIS SEDAN

2009 North America
Car of the Year

GENESIS SEDAN BODY STYLES AND TRIM LEVELS

GENESIS 3.8	GENESIS 4.6
All This Is Standard	3.8 Equipment Plus
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Dual-zone front fully automatic heater, ventilation, air conditioning system • 330-watt 7-speaker Autonet AM/FM/XM®/CD/MP3 audio system • Three months of free XM® Satellite Radio subscription (service not available in Hawaii or Alaska) • iPod® and USB auxiliary jacks • Bluetooth® hands-free phone system • Proximity Entry with electric pushbutton start • Leather seating surfaces • Heated front seat • Power front seats • Cruise control • Acoustic laminated windshield and front side glass • Dual power heated body-colored side mirrors with turn signal indicators • Electroluminescent cluster (Supervision) • Leather-wrapped tilt steering wheel with audio controls • Auto-dimming interior mirror with HomeLink® and compass • Front and rear carpeted floor mats • Automatic halogen headlights <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 17-inch alloy wheels with P225/55R17 tires <p>SAFETY</p> <ul style="list-style-type: none"> • 4-wheel disc brakes with ABS • ESC with TCS • Advanced front airbags, front and rear seat-mounted side airbags, and roof-mounted side curtain airbags • Electronic active front head restraints • Tire Pressure Monitoring System (TPMS) • Fog lights 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • DVD navigation system with touch-screen and XM NavTraffic® • Ultra-premium leather seating surfaces • Tailored leather-wrapped dash and door trim inserts • Power tilt-and-slide glass sunroof • 605-watt 14-speaker Lexicon® surround sound audio system with 6-disc CD changer • Power tilt and telescopic steering column • Integrated Memory System (IMS) • Illuminated door sill plates • Woodgrain-trimmed leather steering wheel • Electrochromic auto-dimming outside mirrors • Power rear sunshade • Chrome lower bodyside moldings <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 18-inch Hyper Silver alloy wheels with P235/50R18 tires <p>SAFETY</p> <ul style="list-style-type: none"> • Rain-sensing wipers with auto defogger windshield • Rearview camera

GENESIS 3.8	GENESIS 4.6
All This Is Standard	3.8 Equipment Plus
<p>Premium Package P2</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide glass sunroof • Ultra-premium leather seating surfaces • Tailored leather-wrapped dash and door trim inserts • Integrated Memory System (IMS) • 605-watt 14-speaker Lexicon® surround sound with 6-disc CD changer and HD Radio® • Power tilt and telescopic steering column • Power rear sunshade <p>ADDITIONAL SAFETY</p> <ul style="list-style-type: none"> • Rain-sensing wipers with auto defogger windshield 	<p>Technology Package 06</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 528-watt 17-speaker Lexicon® Discrete LOGIC 7® 7.1 audio system • Ultimate navigation system with 8-inch display • 6-disc DVD changer • XM® Satellite Radio and XM NavTraffic® with 90-day trail • Driver Information System (DIS) • Multimedia controller • Smart Cruise Control • Electronic Parking Brake • Cooled driver seat <p>ADDITIONAL SAFETY</p> <ul style="list-style-type: none"> • High-Intensity Discharge (HID) headlights • Front and rear parking assistance sensors
<p>Premium Navigation Package 03</p> <p>Requires Premium Package and adds:</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • DVD navigation system with touch-screen and XM NavTraffic® (deletes CD changer and HD Radio® technology) • Rearview camera <p>ADDITIONAL PERFORMANCE</p> <ul style="list-style-type: none"> • 18-inch Hyper Silver alloy wheels with 235/50R18 tires 	
<p>Technology Package 04</p> <p>Requires Premium Package and adds:</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 528-watt 17-speaker Lexicon® Discrete LOGIC 7® 7.1 audio system • Ultimate navigation system with 8-inch display • 6-disc DVD changer • Driver Information System (DIS) • Multimedia controller • Smart Cruise Control • Electronic Parking Brake • Cooled driver's seat <p>ADDITIONAL SAFETY</p> <ul style="list-style-type: none"> • High-Intensity Discharge (HID) headlights • Rear backup warning camera • Front and rear parking assistance sensors 	

GENESIS SEDAN—2010 VERSUS 2009

The Differences Between the 2010 and 2009 Genesis Sedan

- Smart Cruise Control (SCC)—available with Technology Package
- Electronic Parking Brake (EPB) with Automatic Vehicle Hold—available with Technology Package
- Touch-screen navigation system—now standard on Genesis 3.8 with Premium Navigation Package and Genesis 4.6 Base.
- Bluetooth® system with integrated display and phonebook transfer—now integrated with the audio system on non-Technology Package models.
- Sunglass holder—standard on all models
- Ultra-premium leather seating surfaces—now standard on Genesis 3.8 with Premium and Technology Package as well as Genesis 4.6.
- New Easy Lane Change feature—slightly press the turn signal lever up or down and the turn signals blink three times and go off.
- On models with the Technology Package: 90-day trial subscription to XM® Satellite Radio and XM NavTraffic® (was 12 months with 2009 model)

GENESIS SEDAN AND THE COMPETITION

Genesis Sedan Key Competitors—Review the Latest Data to Compare Charts on the Website

- BMW 5-Series
- Mercedes-Benz E-Series
- Infiniti M
- Lexus GS
- Cadillac CTS
- Chrysler 300

Genesis Sedan Strengths

- Ground-breaking vehicle for Hyundai
- Most decorated 2009 model year vehicle
- Highest specific output (horsepower/liter) V8
- Premium and regular V8 fuel ratings
- Best V8 fuel economy among large sedans (non-premium and premium models)
- Electronic active front head restraints
- Extraordinary cabin volume
- First non-premium brand to offer factory-installed HD Radio® technology
- Comfortable and compliant ride characteristics
- Anti-lock Braking System with Brake Assist, Traction Control System, Electronic Brake Force Distribution and Electronic Stability Control—standard
- Eight standard airbags, extending protection to both the front and rear passengers
- Longer warranty coverage

EXERCISE

DISCOVERY—FILL IN THE BLANKS

For Genesis 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 a Genesis Sedan walkaround.

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

13. 2010 GENESIS COUPE

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

2010 Genesis Coupe Key Attributes

- **Rear-Wheel Drive:** Eliminates torque steer while providing better dynamic balance towards the ideal 50/50 front-to-rear weight distribution
- **Brembo® Braking System:** Track models
- **Fully Independent Suspension:** McPherson front suspension teamed with 5-link independent rear suspension
- **Torsen® Limited-Slip Differential:** Track models
- **Track Models:** Track-tuned sport suspension with heavier sway bars, springs, struts/shocks and bushings
- Classic yet innovative sports car wedge design
- Short overhangs typical of a rear-wheel drive design
- Edgy surface detailing
- Unique rear window for enhanced driver and rear passenger visibility

Sources for Genesis Coupe Information

- 2010/2011 Source Booklet
- 2010/2011 Pocket Guide
- Dare to Compare information on the Sales Training Online website at www.hyundaidealer.com
- Genesis Coupe Owner's Manual
- Genesis Quick Reference Guide
- Genesis Coupe consumer brochure

Genesis Coupe Basics

- Determine how Genesis Coupe sells at your dealership.
- Determine how Genesis Coupe sells compared to the other Hyundai vehicles.
- Who are your typical Genesis Coupe buyers?
- Why are they attracted to the Genesis Coupe?
- The Genesis Coupe is the highest performance vehicle in the Hyundai lineup. It appeals to a very broad audience—particularly to those people who want a rear-wheel-drive performance car, but felt it was out of their budget.

GENESIS COUPE

Game-changing player
with purposeful
performance
and striking appearance

GENESIS COUPE BODY STYLES AND TRIM LEVELS

GENESIS COUPE 2.0T	GENESIS COUPE 2.0T R-SPEC	GENESIS COUPE 2.0T PREMIUM	GENESIS COUPE 2.0T TRACK
All This Is Standard	2.0T Equipment Plus	2.0T Equipment Plus	2.0T Premium Equipment Plus
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning • 170-watt 6-speaker Autonet AM/FM/XM®/CD/MP3 audio system • iPod® and USB auxiliary jacks • Steering wheel-mounted audio controls • Bluetooth®—pairs up to seven phones, stores up to 128 numbers • Remote keyless entry system • Cruise control • Power windows and door locks • Dual power bodycolor side mirrors • Leather-wrapped tilt steering wheel with audio controls • Driver 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 ABS, EBD and Brake Assist • ESC with TCS • Solar Control Glass • Advanced front airbags, front seat-mounted side airbags, and side curtain airbags • Active front head restraints • Tire Pressure Monitoring System (TPMS) 	<p>PERFORMANCE</p> <ul style="list-style-type: none"> • Track-tuned suspension • 19-inch alloy wheels/ Summer tires • Brembo® braking system • Limited-slip differential • R-Spec badge <p>DELETED from 2.0T Standard Equipment:</p> <ul style="list-style-type: none"> • Bluetooth® connectivity • Auto light control • Steering wheel-mounted audio controls • Cruise control • Trip computer • Metalgrain/chrome interior accents 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power driver seat • 360-watt 10-speaker Infinity® 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>Navigation system—optional</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 6.5-inch touch-screen with 8Gb USB memory • Replaces Multi-Information Display 	<p>COMFORT & 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

GENESIS COUPE 3.8	GENESIS COUPE 3.8 GRAND TOURING	GENESIS COUPE 3.8 TRACK
All This Is Standard	3.8 Equipment Plus	3.8 Grand Touring Equipment Plus
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> Fully automatic temperature control 170-watt 6-speaker Autonet AM/FM/XM®/CD/MP3 audio system iPod® and USB auxiliary jacks Steering wheel-mounted audio controls Bluetooth®—pairs up to seven phones, stores up to 128 numbers Remote keyless entry system Black leather seat trim Driver adjustable lumbar support Cruise control Power windows and door locks Dual power bodycolor 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 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 ABS, EBD and Brake Assist ESC with TCS Solar Control Glass Advanced front airbags, front seat-mounted side airbags and side curtain airbags Active front head restraints Tire Pressure Monitoring System (TPMS) 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> Unique brown leather seats Power driver seat and heated front seats 360-watt 10-speaker Infinity® AM/FM/XM®/CD changer/MP3 audio system Navigation system with 6.5-inch touch-screen with 8Gb USB memory (replaces multi-information display) Proximity Entry with electric pushbutton start Power tilt-and-slide sunroof 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>COMFORT & 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—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 <p>DELETED from 3.8 Grand Touring standard equipment:</p> <ul style="list-style-type: none"> Chrome front fascia accents Back-up warning system

GENESIS COUPE AND THE COMPETITION

Genesis Coupe Key Competitors—Review the Latest Dare to Compare Charts on the Website

- Mitsubishi Eclipse
- Nissan Altima
- Ford Mustang

Genesis Coupe Secondary Competitors

- BMW 3-Series
- 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 and R-Spec models for ultimate performance
- Rear-wheel drive
- Independent rear suspension
- Proximity Key or standard ignition key—both have alarm and remote with panic button
- Bluetooth®—integrated unit with voice response activation
- Voice response feature programmable to English, French or Spanish
- iPod®/USB/Auxiliary input jacks
- Standard XM® Satellite Radio (three-month free trial)
- Manual air conditioning or available fully automatic temperature control
- Cruise control
- Tilt and telescopic steering wheel
- Available High-Intensity Discharge (HID) Xenon headlights
- Available Infinity® premium audio with 10 speakers
- Exceptional price points

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.

14. 2010 TUCSON

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

2010 Tucson Key Attributes

- **Distinctive Styling:** Fresh, new design is aggressive yet sporty, aerodynamic yet functional.
- **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 plus America's Best Warranty™ make Tucson an unmistakable value.

Sources for Tucson Information

- 2010/2011 Source Booklet
- 2010/2011 Pocket Guide
- Dare to Compare information on the Sales Training Online website at www.hyundaidealer.com
- Tucson Owner's Manual
- Tucson Quick Reference Guide
- Tucson consumer brochure

Tucson Basics

- Determine how Tucson sells at your dealership.
- Determine how Tucson sells compared to the other Hyundai vehicles.
- Who are your typical Tucson buyers?
- 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 (the 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.

TUCSON

State-of-the-art
compact SUV

TUCSON BODY STYLES AND TRIM LEVELS

TUCSON GLS	TUCSON LIMITED
All This Is Standard	GLS Popular Equipment Package Plus
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning with air filter • 160-watt 6-speaker Autonet AM/FM/XM® Satellite Radio/CD/MP3 audio system • Three months of free XM® Satellite Radio subscription (service not available in Hawaii or Alaska) • iPod®/USB auxiliary input jacks • iPod® cable • Remote keyless entry system with alarm • 6-way adjustable driver seat • Power windows, door locks and mirrors • Tilt steering wheel • Trip computer and EcoShift indicator • Blue backlighting instrument illumination • Easy Lane Change Assist • Armrest storage box • 12-volt outlets: 2 front and 1 cargo area • 60/40 split fold-down rear seatback • Rear armrest with cup holders • Tinted glass <p>PERFORMANCE</p> <ul style="list-style-type: none"> • Motor Driven Power Steering (MDPS) • 4-wheel independent suspension • 17-inch steel wheels with P225/60R17 tires <p>SAFETY</p> <ul style="list-style-type: none"> • ESC with TCS • 4-wheel disc brakes with ABS, EBD and Brake Assist • Hillstart Assist Control (HAC) • Downhill Brake Control (BAC) • Six airbags with rollover sensor • Active front head restraints • Rear wiper and washer • Tire Pressure Monitoring System (TPMS) 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Leather seating surfaces • Heated front seats • 8-way power driver seat with power lumbar support • Dual front automatic temperature control with Clean Air Ionizer • Solar glass • Deluxe door scuff plates • Cargo cover • Chrome grille and door handles • Limited badging (rear) <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 18-inch alloy wheels with 225/55R18 tires <p>SAFETY</p> <ul style="list-style-type: none"> • Automatic headlights • Side repeater exterior mirrors • Fog lights • Front wiper deicer

TUCSON GLS	TUCSON LIMITED
All This Is Standard	GLS Popular Equipment Package Plus
<p>Popular Equipment Package 02</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Telescopic steering wheel • Leatherette bolster/cloth insert seats • Leather-wrapped steering wheel and shift knob • Bluetooth® hands-free phone system • Illuminated vanity mirrors and glovebox • Steering wheel-mounted audio and cruise controls • Cruise control • Soft touch interior paint • Bodycolor door handles • Bodycolor heated outside mirrors • Side garnish • Privacy glass • Roof side rails <p>ADDITIONAL PERFORMANCE</p> <ul style="list-style-type: none"> • 17-inch alloy wheels <p>ADDITIONAL SAFETY</p> <ul style="list-style-type: none"> • Safety 1-touch driver power window 	<p>Premium Package 04</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Panoramic sunroof • Navigation system with 6.5-inch touch-screen • Rearview camera • 360-watt 7-speaker Autonet premium audio system with external amplifier and subwoofer <p>DELETED from GLS standard equipment:</p> <ul style="list-style-type: none"> • Roof rails
<p>Navigation Package 03</p> <p>Requires Popular Equipment Package</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Navigation system with 6.5-inch touch-screen • Rearview camera • 360-watt 7-speaker Autonet premium audio system with external amplifier and subwoofer • Automatic headlights 	

TUCSON—2010 VERSUS 2009

The Differences Between the 2010 and 2009 Tucson

- Sleek, urban, European design:
 - First Hyundai SUV to be conceived and engineered in Europe at Hyundai's Frankfurt-based design and technical centers
- Eco-efficient 2.4-liter 4-cylinder engine with 6-speed manual or automatic transmission:
 - EPA-estimated highway fuel economy: 30 mpg (MT FWD); 31 mpg (AT FWD)—20% improvement over predecessor
 - PZEV certified (automatic transmission) in some states
 - 176 horsepower—25% improvement over predecessor
- Advanced standard safety technologies:
 - Six standard airbags and rollover sensors
 - Standard ESC, TCS, ABS with Brake Assist and EBD
 - Standard active front head restraints
- Premium comfort and convenience features:
 - Hyundai first: panoramic sunroof—optional on Limited
 - Hyundai first: Downhill Brake Control and Hillstart Assist Control—standard
 - Navigation system with XM NavTraffic® and rearview camera—optional
 - Steering wheel-mounted audio and cruise controls—standard on Limited, optional on GLS
 - Bluetooth® hands-free phone system—standard on Limited, optional on GLS
 - Power driver seat—standard on Limited
 - Automatic headlights—standard on Limited, optional on GLS
- Styling highlights:
 - Sculpted hood creases
 - Aggressive lower air intake
 - New Hyundai family hexagonal grille
 - Standard roof spoiler
 - Limited model adds: chrome accents on grille, side repeater exterior mirrors and 18-inch Euroflange wheels

TUCSON AND THE COMPETITION

Tucson Key Competitors—Review the Latest Data to Compare Charts on the Website

- Honda CR-V
- Nissan Rogue
- Ford Escape
- Toyota RAV4
- Subaru Forester

Tucson Secondary Competitors

- Kia Sportage
- Suzuki Grand Vitara
- Honda Element

Tucson Strengths

- Flexible, functional SUV that reflects an independent, individual spirit
- Powerful, new 2.4-liter 176-horsepower 16-valve DOHC 4-cylinder
- 6-speed manual transmission (GLS)
- 6-speed SHIFTRONIC® automatic transmission (Limited, optional on GLS)
- Anti-lock Braking System, Traction Control System and Electronic Stability Control—standard
- Front seat-mounted side-impact airbags
- Front and rear, roof trim-mounted side curtain airbags—standard
- Front-seat 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
- Longer warranty coverage

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.

15. 2010 SANTA FE

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

2010 Santa Fe Key Attributes

- **Fresh, New 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 Warranty™, make it an unmistakable value.

Sources for Santa Fe Information

- 2010/2011 Source Booklet
- 2010/2011 Pocket Guide
- Dare to Compare information on the Sales Training Online website at www.hyundaidealer.com
- Santa Fe Owner’s Manual
- Santa Fe Quick Reference Guide
- Santa Fe consumer brochure

Santa Fe Basics

- 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?
- 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 appeals to a broad audience looking for a more spacious SUV without paying a premium price to get it.
- 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

Stylish, refined crossover—upscale, sleek alternative to other SUV’s

SANTA FE BODY STYLES AND TRIM LEVELS

SANTA FE GLS 2WD	SANTA FE SE	SANTA FE LIMITED 2WD
All This Is Standard	GLS Equipment Plus	SE Equipment with 2.4-Liter 4-Cylinder or 3.5-Liter V6 Plus
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 120-watt 6-speaker AM/FM/XM®/CD/MP3 audio system • Three months of free XM® Satellite Radio service (service not available in Hawaii or Alaska) • Auxiliary input jack/USB/iPod® inputs • Steering wheel-mounted audio and cruise controls • Bluetooth® • Air conditioning • Keyless entry system with alarm • Power heated mirrors—manual folding, black • Power windows with driver auto-up/down • Power door/tailgate locks • Driver seat lumbar support • 5-passenger seating • Auto-fold 2nd-row head restraints • New deluxe seat cloth • Tilt and telescopic steering wheel • Trip computer • New woodgrain trim • Roof rack side rails • Lower bodyside molding • Rear privacy glass • Sun visors with illuminated vanity mirrors <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 17-inch alloy wheels <p>SAFETY</p> <ul style="list-style-type: none"> • ESC with TCS • ABS with Brake Assist and EBD • Advanced front airbags, front seat-mounted side airbags and roof-mounted side curtain airbags • Active front-seat head restraints • Tire Pressure Monitoring System (TPMS) 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power driver seat with lumbar support • Leather/cloth seating surfaces • Heated front seats (AWD model) • Auto-dimming interior mirror with compass • Leather-wrapped steering wheel and shift knob • Roof rack cross rails • Bodycolor exterior mirrors • Automatic headlights <p>PERFORMANCE</p> <ul style="list-style-type: none"> • New 18-inch alloy wheels • Bodycolor rear spoiler • Trailer Preparation Package includes: <ul style="list-style-type: none"> – Transmission cooler – Upgraded radiator – Upgraded fans – Trailer pre-wiring <p>SAFETY</p> <ul style="list-style-type: none"> • Fog lights • Windshield wiper deicer 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Leather-trimmed seating surfaces • Heated front seats • Power tilt-and-slide sunroof • Dual-zone automatic temperature control with outside temperature display and Clean Air Ionizer • HomeLink® • Chrome accent exterior door and liftgate handles • Deluxe metal accent door scuff plates • 115-volt power outlet (with V6) <p>PERFORMANCE</p> <ul style="list-style-type: none"> • V6 adds Trailer Preparation Package, includes: <ul style="list-style-type: none"> – Transmission cooler – Upgraded radiator – Upgraded fans – Trailer pre-wiring

SANTA FE GLS 2WD	SANTA FE SE	SANTA FE LIMITED 2WD
All This Is Standard	GLS Equipment Plus	SE Equipment with 2.4-Liter 4-Cylinder or 3.5-Liter V6 Plus
Premium Package 02 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • Autonet navigation system with 6.5-inch screen • Premium audio system with external amplifier and subwoofer • Rearview camera • Automatic headlights • Roof rack cross rails 	Premium Package 03 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • Autonet navigation system with 6.5-inch screen • Premium audio system with external amplifier and subwoofer • Rearview camera 	Navigation Package 04 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Autonet navigation system with 6.5-inch screen • Premium audio system with external amplifier and subwoofer • Rearview camera
		RSE (Rear-Seat Entertainment) Package 05 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Rear-seat DVD entertainment system with 8-inch LCD screen • 605-watt 10-speaker Infinity® LOGIC 7® AM/FM/XM® Satellite Radio/6-disc CD changer audio system

SANTA FE—2010 VERSUS 2009

The Differences Between the 2010 and 2009 Santa Fe

- New base engine: 2.4-liter 4-cylinder—available on GLS and Limited:
 - 6-speed manual transmission—standard
 - 6-speed SHIFTRONIC® automatic transmission—optional
 - EPA-estimated city/highway fuel economy: 20/28 mpg (FWD AT)
- New upgrade engine: 3.5-liter V6—available on SE and Limited:
 - 6-speed automatic transmission with SHIFTRONIC®—standard
 - EPA-estimated city/highway fuel economy: 20/26 mpg (FWD and AWD)
- New EcoShift Indicator Light—on 2.4-liter models with automatic transmission
- Side curtain airbags now feature rollover sensors
- Suspension revision: solid-mounted sub-frame bolted directly to frame for more agile handling, responsive steering and improved body control
- Alternator Management System: improves fuel economy—standard
- Rear spoiler: helps minimize drag—standard on SE and Limited models
- Heated outside mirrors—now standard on all models
- Base wheel changes from 16-inch steel to 17-inch alloy wheels
- New style for 18-inch alloy wheels
- New front fascia, grille and fog light design for a more distinctive appearance
- New rear fascia and rear combination lamps
- New bodyside moldings
- Power driver seat—now standard on SE and Limited models
- Driver seat adjustable lumbar support—now standard on all models
- 2nd-row seats feature auto-fold head restraints
- Trip computer—now standard on all models
- Fuel filler door release moved: now at the left rear of driver's floor mat
- Clean Air Ionizer—now standard on Limited
- New Autonet Navigation system: includes rearview camera
- Optional GLS Power Sunroof Package now available
- iPod®/USB/auxiliary jacks—standard on all models, even with navigation system
- Bluetooth®—standard on all models
- 3rd-row seat models—discontinued
- New seat trim for each trim level:
 - GLS has cloth seat trim
 - SE has cloth insert/leather bolster
 - Limited has new leather seat trim

SANTA FE AND THE COMPETITION

Santa Fe Key Competitors—Review the Latest Dare to Compare Charts on the Website

- 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
- Choice of a 4-cylinder engine or a V6
- 2- or 4-wheel drive with electronic on-demand Borg Warner system
- Anti-lock Braking System with Electronic Brake Force Distribution and Electronic Stability Control with Traction Control System—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® Satellite Radio 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

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.

16. 2010 VERACRUZ

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

2010 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 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 it an unmistakable value.

Sources for Veracruz Information

- 2010/2011 Source Booklet
- 2010/2011 Pocket Guide
- Dare to Compare information on the Sales Training Online website at www.hyundaidealer.com
- Veracruz Owner’s Manual
- Veracruz Quick Reference Guide
- Veracruz consumer brochure

Veracruz Basics

- Determine how well Veracruz sells at your dealership.
- Determine how Veracruz sells compared to the other Hyundai vehicles.
- Who are your typical Veracruz buyers?
- 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.

VERACRUZ

Unprecedented
combination of styling,
safety, comfort,
convenience and power

VERACRUZ BODY STYLES AND TRIM LEVELS

VERACRUZ GLS	VERACRUZ LIMITED
All This Is Standard	GLS Equipment Plus
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning with separate rear controls • 172-watt 6-speaker AM/FM/XM®/CD/ MP3 audio system (XM® service not available in Hawaii or Alaska) • Auxiliary/USB/iPod® jacks • Steering wheel-mounted audio and cruise controls • Keyless entry system with alarm • Power windows and door/tailgate locks • Power heated external bodycolor mirrors with approach lights and side repeater lights • Premium cloth seats • Power driver seat • Heated front seats (on AWD models) • 7-passenger seating with 3rd-row seat • Tilt and telescopic steering wheel • Leather-wrapped steering wheel and shift knob • Temperature-controlled console storage • Trip computer • Outside temperature display • Front solar glass and rear privacy glass • Rear window wiper and washer • Roof rack side rails <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 17-inch 5-split spoke alloy wheels • Rear spoiler <p>SAFETY</p> <ul style="list-style-type: none"> • Backup warning system • ESC with TCS • ABS with EBD and Brake Assist (BA) • Advanced front airbags, front seat-mounted side airbags and roof-mounted side curtain airbags extending to all three rows • Tire Pressure Monitoring System (TPMS) • Automatic headlights • Fog lights • Front active head restraints 	<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 314-watt 8-speaker Infinity® CD/MP3 changer audio system with subwoofer and external amp • Dual-zone automatic temperature control with Air Quality System (AQS) • Proximity key with engine immobilizer • Leather-trimmed seating surfaces • Heated front seats • Power front-passenger seat • Memory settings for driver seat, steering wheel and outside mirrors • Power tilt-and-slide sunroof • Power tailgate • Power tilt and telescopic steering wheel • HomeLink® • Conversation mirror • Chrome door handles • Lighted door scuff plates • 115-volt power outlet <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 18-inch 5-spoke alloy wheels <p>SAFETY</p> <ul style="list-style-type: none"> • Auto-dimming, tilt-in-reverse exterior mirrors • Auto-dimming interior mirror • Windshield wiper deicer

VERACRUZ GLS	VERACRUZ LIMITED
All This Is Standard	GLS Equipment Plus
<p>Premium Package 02 <i>(Delayed Availability)</i></p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • LG® navigation system (replaces CD changer and auxiliary jack) • 605-watt 10 speaker Infinity® LOGIC 7® surround sound audio system • Power tilt-and-slide sunroof • Power tailgate • Dual-zone automatic temperature control with Air Quality System (AQS) • Memory settings for driver seat, steering wheel and outside mirrors • Power tilt and telescopic steering wheel 	<p>Navigation Package 03</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • LG® navigation system (replaces CD changer and auxiliary jack) • 605-watt 10 speaker Infinity® LOGIC 7® surround sound audio system
	<p>RSE (Rear-Seat Entertainment) Package 04</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Rear-seat DVD entertainment system with 8-inch LCD screen and wireless headphones • 605-watt 10 speaker Infinity® LOGIC 7® surround sound audio system <p><i>Note: All Black Limited models have monochromatic cladding with chrome wheels</i></p>

VERACRUZ—2010 VERSUS 2009

The Differences Between the 2010 and 2009 Veracruz

- Power driver seat—now standard on GLS, also standard on Limited
- Backup warning system—now standard on GLS, also standard on Limited
- Leather-wrapped steering wheel and shift knob—now standard on GLS, also standard on Limited
- Fog lights—now standard on GLS, also standard on Limited
- Automatic headlights—now standard on GLS, also standard on Limited
- Temperature-controlled console storage—now standard on GLS, also standard on Limited
- Roof rack side rails—now standard on GLS, also standard on Limited
- Heated front seats—now standard on all-wheel-drive GLS models, also standard on Limited
- New GLS Premium Package: includes LG® navigation system, Infinity® LOGIC 7® audio system, memory settings, power tilt and telescopic steering wheel and automatic temperature controls
- New exterior colors: Black Noir Pearl, Blue Titanium Mist, Driftwood Metallic, Sahara Bronze, Carbon Steel Mist and a new Liquid Silver
- Power adjustable pedals and rain sensing wipers—no longer available

VERACRUZ AND THE COMPETITION

Veracruz Key Competitors—Review the Latest Dare to Compare Charts on the Website

- Honda Pilot
- Toyota Highlander
- Mazda CX-9
- Ford Edge

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 Borg Warner system
- Anti-lock Braking System with Electronic Brake Force Distribution and Electronic Stability Control with Traction Control System—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
- Available power adjustable pedals
- Available power tailgate
- Standard rear climate controls
- Lower suggested retail price
- Longer warranty coverage

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 *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 Veracruz 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 the 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.	(1 2 3 4 5)
	Was it easy, or would it confuse a customer?	(1 2 3 4 5)
5.	Fasten the seatbelt and adjust the 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 and 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 normal 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?	(1 2 3 4 5)
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).	(1 2 3 4 5)
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.	