

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

15-STEP SALES TRAINING GUIDE

TOOLS TO HELP YOUR CUSTOMERS UNDERSTAND:

- HYUNDAI**
- YOUR DEALERSHIP**
- HYUNDAI VEHICLES**
- AND MORE**

WELCOME TO THE 2011 SALES MANAGER/SALESPERSON TRAINING GUIDE.

Thank you for all your hard work—without your efforts, the record-setting sales numbers for 2010 would not be possible.

To help you keep up this momentum and to better help your product knowledge at your dealership, we have revised this **Training Guide**, which includes an updated **15-Step Sales Product Training Section**. Whether you're working one on one or in a group setting, these orientation tools can help Sales Managers and Sales Consultants grasp the Hyundai basics needed to start to attaining a new level of customer service.

You'll notice that each module is designed so you can get a lot accomplished in a very short period of time (and whenever it is convenient for you).

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

1. Hyundai and your dealership
2. 2011 Hyundai vehicles

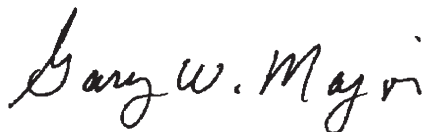
These modules can also be used as a self-study guide. This is particularly helpful when you have new hires. After completing each product module, we suggest that you do a **discovery walkaround** and test drive on that model to establish a “hands-on” experience with each model. After this is completed, fill out the accompanying **Test-Drive Evaluation Worksheet**.

Tip

Upon completion of a module, it is a good practice for Sales Consultants to present that product to another salesperson or a manager. This will do two things—tell what the person has learned and indicate how this person will present this model to his or her next customer:

- Today's new car buyers are looking to you to be a product expert—and your 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 online, including testing materials at **www.HyundaiDealer.com, Sales Training Online/STAR Product Information**. These combination of online materials are constantly being updated and provide the vital product information link between you and your customers.



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While the information contained in this book was deemed to be correct at the time of printing, specifications and equipment are subject to change. No warranty or guarantee is being extended in this book and Hyundai reserves the right to change product specifications and equipment at any time without incurring any obligation. Information as of April 2011.

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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.

ANSWER THESE QUESTIONS

How long has this dealership been open?	
Who is the Dealer Principal?	
<ul style="list-style-type: none">• How long has he/she owned the dealership?	
<ul style="list-style-type: none">• Does he/she own any other dealerships?	
<ul style="list-style-type: none">• 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?	

Tip

Become an expert on your dealership and share that message with your customers.

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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?	
Do they have the same hours 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/early bird 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 service waiting room?	
Do you offer refreshments in the waiting room?	
Are the customer restrooms clean?	

Tip

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 which vehicles are getting older and are near time for replacement.

OTHER RESOURCES TO REMEMBER (3X5 CARDS WILL HELP)

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—Newspaper ads, dealership specials, Hyundai lease and finance rates, customer cash

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2. SALES CONSULTANTS BASICS

For J.D. Power and Associates' 2010 *Initial Quality Study*SM (IQS), Hyundai finished third among non-premium brands—holding a top-three position for the second consecutive year. That means there is room for improvement and 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 (if equipped)
- AM/FM/XM[®]/CD, including how to set presets, equalizer and multi-disc changer controls (if equipped)
- How to use the iPod[®]/USB port and auxiliary jacks (if equipped)
- Steering wheel-mounted audio and cruise controls (if equipped)
- Bluetooth[®], including pairing a cell phone as well as how to stream audio (if equipped)
- Integrated Memory System (IMS) (if equipped)
- Tire Pressure Monitoring System (TPMS)
- How to add gas and operate the remote fuel filler door release

2011 PRODUCT RESOURCES

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

- *Pocket Guide*
- *Hyundai Fast Facts*
- *Dare to Compare Competitive Comparison Charts*
- *Vehicle Quick Reference Guides*
- www.hyundaidealer.com—STAR Product Information Online
- www.hyundai.com

Tip

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 vehicles. Customers look to Sales Consultants to be product experts—and it's an educational process that requires an investment in your time. Explain the vehicle's **Quick Reference Guide** to each customer.

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RESOLUTIONS FOR THE SALES PRODUCT 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 my product presentation, I have a small package. This year I will be client-product-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 product 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 by asking questions and researching answers!
5. **Better prepare for each and every sales day.** This way, I can eliminate many daily surprises. I will set realistic goals for each day, each week and each month by writing them down. I will be flexible and see what works best for me. I will deal with each day as opportunities arise.
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 at that time. The professional in me will ask questions. 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.

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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.
- In August 2009, HMC passed Ford to become the fourth-largest auto manufacturer in the world and ahead of Honda, Nissan and Chrysler.
- 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 Santa Fe:
 - The all-new 2011 Elantra is built in Alabama.
 - The Santa Fe is now being built in West Point, Georgia.

HYUNDAI—INVESTING IN THE FUTURE

- Hyundai conducts research at eight research centers in Korea and four international centers.
- 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.
- U.S. research facilities include:
 - Design and Technical Center in Irvine, California
 - Technical Centers in Ann Arbor, Michigan and Fontana, California.
 - Hyundai built a \$50 million proving grounds/test track 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 course.
- Ongoing projects include electric vehicles, low-emission gasoline engines, solar-powered vehicles, hydrogen-powered fuel cell vehicles and other alternative-fuel vehicles.

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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. It was established in 1986 and is headquartered in Fountain Valley, California:
 - HMA's 221,000-square-foot office building sits on 17 acres of land; building/land owned by HMA.
 - 19,000 square foot of additional office space leased nearby in Fountain Valley by HMA.
 - In September 2010, HMA announced it is investing approximately \$150 million to build a new headquarters in Fountain Valley. It will be a 2-year project and will create as many as 1,530 new construction jobs, with a total economic impact \$273 million.
- 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.

Five regional offices provide Hyundai with a direct link to its dealer network:

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

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 more than 800 Hyundai dealers in 50 states.
- Hyundai dealers have sold more than 6.3 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.

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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 our 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 has begun producing a gasoline-electric full hybrid edition of the 2011 Sonata that will be available in the near future. This Sonata is powered by a parallel hybrid drive system and Lithium Polymer battery technology that weighs 30% less, is 50% smaller and is 10% more efficient than the nickel-metal hydride batteries found in hybrids on the road today.
- Blue Drive vehicles are built in ISO 14001-certified plants. This means that the environmental aspects and impacts of the production process are formally managed to meet Hyundai's environmental objectives and policies, as well as our continuously improving environmental performance.
- Hyundai also plans to introduce an all-new crossover featuring a 2.0-liter Theta turbocharged GDI 4-cylinder engine. This new engine is already in the 2011 Sonata 2.0T Turbo.
- 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).

HOPE ON WHEELS AND OTHER CHARITIES

Hope on Wheels is a united effort of Hyundai Motor America and its more than 800 dealers aimed at raising awareness and funding research for children battling pediatric cancer, the leading cause of death by disease among U.S. children:

- By the end of 2010, Hyundai will have surpassed **\$23 million** in total contributions to the program.
- Hyundai and Hyundai dealers donated more than **\$6 million** in September 2010 alone.
- More than 100 research institutions have benefited from Hope on Wheels' grants since the program began.
- Hope on Wheels' contributions have helped fund 97 new clinical research associates, 20 new treatment protocols and funded enrollment for more than 500 cancer-afflicted children in new cancer research trials.

Hyundai is assuming a growing role as a philanthropic member of its national and local communities, and supports many worthwhile projects. Current organizations supported include the American Cancer Society, Habitat for Humanity, The Special Olympics, Working Wardrobes and United Negro College Fund.

4. WARRANTY COVERAGE AND THE COMPETITION

NEW VEHICLE LIMITED WARRANTY, POWERTRAIN PROTECTION WARRANTY

ANSWER THESE QUESTIONS

What are the basic time and mileage limits of the New Vehicle Limited Warranty?

- What does it cover?
- What about radio and sound systems, paint, battery, air conditioner refrigerant, adjustments and wear items?

What are the basic time and mileage limits of the Powertrain Protection Warranty?

- What does it cover?
- What are the coverages for the second and subsequent owners?
- Which vehicles are excluded under this coverage?

Remember these points:

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

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

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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 1 year/12,000 miles.

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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 Warranty 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 New Vehicle Limited Warranty to 6 years/75,000 miles.
 - Plan 4B (Advantage Plus): Extends the New Vehicle Limited Warranty to 10 years/100,000 miles.
- Non-original owners: Remember, when a car is sold, the 10-year/100,000-mile Powertrain Protection 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 Protection 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.

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WARRANTY COMPARISON

Here's how the competitors' new vehicle limited and powertrain warranties compare to America's Best Warranty™ from Hyundai.

	BASIC WARRANTY	POWERTRAIN WARRANTY	ANTI-PERFORATION	ROADSIDE ASSISTANCE
All 2011 Hyundai Models	5-Year/60,000-Mile	10-Year/100,000-Mile	7-Year/Unlimited-Mileage	5-Year/Unlimited-Mileage
Non-Premium Brands				
Chevrolet, 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	3-Year/36,000-Mile	5-Year/60,000-Mile ¹	5-Year/Unlimited-Mileage	5-Year/60,000-Mile
Honda	3-Year/36,000-Mile	5-Year/60,000-Mile ²	5-Year/Unlimited-Mileage	Not Available
Kia	5-Year/60,000-Mile	10-Year/100,000-Mile	5-Year/100,000-Mile	5-Year/60,000-Mile
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
Nissan	3-Year/36,000-Mile	5-Year/60,000-Mile	5-Year/Unlimited-Mileage	Not Available
Subaru	3-Year/36,000-Mile	5-Year/60,000-Mile	5-Year/Unlimited-Mileage	3-Year/36,000-Mile
Suzuki	3-Year/36,000-Mile	7-Year/100,000-Mile	5-Year/Unlimited-Mileage	3-Year/36,000-Mile
Toyota	3-Year/36,000-Mile	5-Year/60,000-Mile ¹	5-Year/Unlimited-Mileage	2-Year/25,000-Mile
Volkswagen	3-Year/36,000-Mile	5-Year/60,000-Mile	12-Year/Unlimited-Mileage	4-Year/50,000-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
Buick, 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	5-Year/50,000-Mile	5-Year/50,000-Mile	6-Year/Unlimited-Mileage	5-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 ³	4-Year/50,000-Mile	4-Year/50,000-Mile	12-Year/Unlimited-Mileage	4-Year/50,000-Mile
Saab	4-Year/50,000-Mile	4-Year/50,000-Mile	6-Year/Unlimited-Mileage	4-Year/50,000-Mile
Volvo	5-Year/60,000-Mile	5-Year/60,000-Mile	12-Year/Unlimited-Mileage	5-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.

³ Porsche 911 GT2 and GT3 have a 3-year warranty.

NOTE: Above competitive warranty coverage is based on published 2011 model coverage. See dealer for Limited Warranty details. Based on latest 2011 manufacturer data comparing duration of powertrain, bumper-to-bumper and roadside assistance coverage. Information subject to change without notice. No warranty or guarantee is being extended and Hyundai reserves the right to change product specifications and equipment at any time without incurring obligation.

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 and EQUUS: 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.

Tip

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

WHY ARE PEOPLE ATTRACTED TO HYUNDAI?

Hyundai vehicles are backed with the best warranty in the U.S. That gives you the *Ultimate Sales Advantage*. It represents a bold step on Hyundai's part. This warranty is superior to the warranties offered on the premium brands. It's better than BMW, better than Lexus and better than Mercedes-Benz. Why? It proves that Hyundai stands behind the cars they build. And second, if the vehicles didn't hold up, Hyundai couldn't afford to back them with such a powerful warranty.

Value packaging means Hyundai equips the vehicles the way your customers want to buy them. That's why Hyundai offers so few options. People are wary whenever anything is “added” to the sticker price, so we equip our vehicles with the features customers want without having to add a lot of options. That makes it easier for you to remember what's standard, while making it less confusing for your customers to select what they want.

Value pricing means offering a well-equipped vehicle for a fair price. That point becomes quite evident when you take a Hyundai and comparably equip its competitors—they cannot deliver the same value.

Tip

This is the cornerstone of why people are attracted to Hyundai vehicles. Be sure to focus on the *America's Best Warranty*™ during the presentation and point out the superior value and value pricing.

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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)

Can you explain what these features do for your customers? Can you explain them in two or three sentences?

Tip

It is essential that you be fluent in “auto-speak” without being wordy or confusing 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.
- 77% 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.

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

FIVE TRENDS FOR 2011 EMERGE FROM MINING SOCIAL MEDIA

J.D. Power and Associates has identified five important consumer trends that have emerged from examining social media:

1. **Access:** Consumers now have access to more information than ever before, including unprecedented access to brands and people through social networks. This access to information will continue to accelerate through the proliferation of smartphones and mobile devices. Therefore, it becomes increasingly critical for brands to provide timely and accurate information online that can be accessed online through mobile devices.
2. **Elimination of excess:** Triggered by the economic downturn and environmental factors, consumers are scaling back from excess and gravitating toward simplification and minimalist lifestyles. Many seem to be pleased with these changes. For brands and marketers, this means that it is critical to reinforce the value of their products and services, and lead consumers to perceive products as essential to their lifestyles.
3. **Quality:** In response to the economic difficulties of 2008 and 2009, many consumers curtailed purchase of more expensive products, at times at the expense of quality. In 2010, consumers are increasingly questioning why low price and high quality seem to be mutually exclusive. Brands that succeed at delivering both may have a competitive advantage.
4. **Control:** With the proliferation of online information and smart devices, consumers are taking greater control over their purchase experiences and, by extension, their lives. As a result, conveying a sense of empowerment to consumers may be a particularly effective marketing theme.
5. **Identity:** Traditional notions of life stages are changing and evolving. For example, people are entering marriage and childbearing phases at a later age and the definition of retirement is changing for many Baby Boomers. Approximately 85% of 2011 college graduates plan to move back in with their parents after graduation. As a result, marketers must re-evaluate how they segment and target consumers, as traditional perceptions and roles may no longer apply.

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—STAR Product Information 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.

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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?

Believe it, or not—a *service provider* beats out a *price provider*:

- Offer a timely and personal response—mention product features, things about your dealership, about you.
- Provide a streamlined purchase process:
 - Have a clear process that makes it easy for the customer.
 - Provide a full, honest disclosure of pricing:
 - ♦ Include transportation, advertising, profit, customer cash, dealership discounts, interest rates, etc.
 - ♦ Have a clear outline of the Internet purchase process.
- Deliver what is promised, so there are no surprises for you or your customer:
 - Process: quick and efficient
 - Product: the right model and trim level
 - Price: the best price doesn't change
 - Inform the customer about F&I time and things that might come up when they are while in F&I, 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, current vehicle registration (if trading in a vehicle), etc.
- Eliminate surprises.
- Be sincere.
- Follow up on every lead.

Tip

Place greater control in your customer's hands—it can be scary, but it works.

Your **keys to success** with Internet customers:

- 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

Tip

Review these procedures with you Sales Manager before executing any of these customer policies.

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

- Customer service: no surprises, dealing with the same person they dealt with online when they come to the dealership.

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

SHARED FEATURES LIST

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.
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.
Remote fuel filler door release	Provides control from the driver’s 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 System (SRS)—the airbags—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.

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6. 2011 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 pages.

2011 Accent Key Attributes

- **Economical:** Accent delivers city/highway fuel economy of 28/34 mpg (with manual transmission) and 27/36 mpg (with automatic transmission).
- **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

- 2011 Source Booklet
- 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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

BODY STYLES AND TRIM LEVELS

ACCENT GL 3-DOOR (MOST AFFORDABLE)	MODEL CODE	MSRP (w/o Freight)
1.6-liter CVVT DOHC 4-cylinder, 5-speed manual transmission	15313	\$9,985
Standard Equipment	Optional Equipment	
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 6-way adjustable driver's seat with armrest • 60/40 split fold-down rear seatback • Air Conditioning Preparation Package • Tachometer • Four speakers • Front variable intermittent windshield wipers • Sport-tuned power rack-and-pinion steering • Dual front cup holders • Front map pockets • Rear coat hook • Rear cargo cover <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 110 horsepower @ 6,000 rpm • 106 lb.-ft. of torque @ 4,500 rpm • Fuel Economy—city/highway (mpg): 28/34 (MT) • EcoShift Indicator light (MT) • 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 	Air Conditioning 02	\$1,000

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

ACCENT GS 3-DOOR	MODEL CODE	MSRP (w/o Freight)
1.6-liter CVVT DOHC 4-cylinder, 5-speed manual transmission	15323	\$12,695
1.6-liter CVVT DOHC 4-cylinder, 4-speed automatic transmission	15322	\$13,695
Standard Equipment	Optional Equipment	
GL Equipment Plus COMFORT & CONVENIENCE <ul style="list-style-type: none"> Air conditioning 172-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system Auxiliary jack and iPod®/USB port for MP3 players Tilt steering wheel Map lights with sunglass holder Bodycolor mirrors and door handles PERFORMANCE <ul style="list-style-type: none"> 110 horsepower @ 6,000 rpm 106 lb.-ft. of torque @ 4,500 rpm Fuel Economy—city/highway (mpg): 28/34 (MT); 27/36 (AT) EcoShift Indicator light (AT) SAFETY <ul style="list-style-type: none"> Rear window wiper/washer 	Premium Package 03 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> 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 ADDITIONAL SAFETY <ul style="list-style-type: none"> ABS with EBD 	\$900

ACCENT SE 3-DOOR	MODEL CODE	MSRP (w/o Freight)
1.6-liter CVVT DOHC 4-cylinder, 5-speed manual transmission	15343	\$15,345
1.6-liter CVVT DOHC 4-cylinder, 4-speed automatic transmission	15342	\$16,145
Standard Equipment	Optional Equipment	
GS Premium Package Plus COMFORT & CONVENIENCE <ul style="list-style-type: none"> Cruise control Leather-wrapped steering wheel and shift knob Steering wheel-mounted audio controls Metallic interior accents Front seatback pockets Tinted glass with windshield shade band PERFORMANCE <ul style="list-style-type: none"> 110 horsepower @ 6,000 rpm 106 lb.-ft. of torque @ 4,500 rpm Fuel Economy—city/highway (mpg): 28/34 (MT); 27/36 (AT) Sport-tuned suspension B&M Racing® Sport Shifter (MT) 16-inch alloy wheels P205/45R16 tires SAFETY <ul style="list-style-type: none"> Fog lights 	There are no options for this trim level.	

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ACCENT GLS 4-DOOR	MODEL CODE	MSRP (w/o Freight)
1.6-liter CVT DOHC 4-cylinder, 5-speed manual transmission	15323	\$13,695
1.6-liter CVT DOHC 4-cylinder, 4-speed automatic transmission	15322	\$14,695
Standard Equipment	Optional Equipment	
COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Air conditioning • 172-watt 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 audio system • Auxiliary jack and iPod®/USB port for MP3 players • 6-way adjustable driver's seat with armrest • Front seatback pocket • 60/40 split fold-down rear seatback • Rear center armrest with cup holders • Tinted glass with windshield shade band • Front variable intermittent wipers • Driver and front-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 PERFORMANCE <ul style="list-style-type: none"> • 110 horsepower @ 6,000 rpm • 106 lb.-ft. of torque @ 4,500 rpm • Fuel Economy—city/highway (mpg): 28/34 (MT); 27/36 (AT) • Shift indicator light with manual transmission • EcoShift Indicator light (AT) • 14-inch steel wheels with full wheel covers • P185/65R14 tires SAFETY <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 	Premium Package 04 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Power windows with driver's auto-down • Dual power outside mirrors • Power door locks • Remote keyless entry with alarm and panic alert • Cruise control • Tilt steering wheel • Steering wheel-mounted audio controls ADDITIONAL SAFETY <ul style="list-style-type: none"> • ABS with EBD 	\$1,050

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

EXERCISE: FILL IN THE BLANKS

For the Accent, fill in the key features that you think are the strongest attributes of this vehicle.

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

ACCENT AND THE COMPETITION















Accent Key Competitors

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

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's seat with folding armrest
- 60/40 split-fold-down rear seat

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DARE TO COMPARE: 2011 ACCENT GS 3-DOOR			
	HYUNDAI ACCENT GS 3-DOOR	2011 TOYOTA YARIS 3-DOOR LIFTBACK	2011 CHEVROLET AVE05 LS LIFTBACK
Price (01/24/11)			
MSRP—Manual Transmission	\$12,695*	\$12,955	\$12,115
Freight/Handling Charge	\$720	\$760	\$760
Engine and Transmission			
Engine Type (lit.)	1.6 DOHC I-4	 1.5 DOHC I-4	1.6 DOHC I-4
Horsepower (@ rpm)	110 @ 6,000	 106 @ 6,000	 108 @ 6,400
Torque (lb.-ft. @ rpm)	106 @ 4,500	 103 @ 4,200	 105 @ 4,000
5-Speed Manual Transmission	S	S	S
4-Speed Automatic Transmission	0	0	 NA
Safety and Performance			
Front Side-Impact Airbags	S	S	S
Front and Rear Side Curtain Airbags	S	S	 NA
3-Point ELR/ALR Rear Seatbelts (3)	S	S	S
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD)	0	S	 NA
Brakes—Front Disc/Rear Drum	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S
Front Stabilizer Bar	S	S	S
Power-Assisted Engine Speed-Sensitive Rack-and-Pinion Steering	S	Electric power steering	S
Variable-Intermittent Windshield Wipers	S	 S, not variable	S
Interior			
6-Way Adjustable Driver's Seat	S	 4-way	S
Driver's Seat Folding Armrest	S	 NA	S
Split Fold-Down 60/40 Rear Seatbacks	S	 0	S
Tachometer	S	S	S
Digital Quartz Clock	S	S	S
Air Conditioning	S	S	 0
Power Windows with Driver's Auto-Down	0	0	 NA
Power Door Locks	0	0	S
Tilt Steering Column	S	S	S
Entertainment, Comfort and Convenience			
Standard Audio System	AM/FM/XM®/CD/ MP3 with 172 watts and 6 speakers	S, no Audio 0, AM/FM/CD/MP3 with 4 speakers	AM/FM and 4 speakers
iPod®/USB Port and MP3 Auxiliary Jack	S	0	S, no USB
Remote Fuel Filler Door Release	S	S	S
Rear Window Defroster	S	S	S
Front Cup Holders (2)	S	S, plus 1 rear	S, plus 1 rear
Remote Keyless Entry with Alarm	0	0	S

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DARE TO COMPARE: 2011 ACCENT GS 3-DOOR			
	HYUNDAI ACCENT GS 3-DOOR	2011 TOYOTA YARIS 3-DOOR LIFTBACK	2011 CHEVROLET AVE05 LS LIFTBACK
Exterior			
Bodycolor Dual Manual Remote Control Mirrors	S	S	S
Dual Power Outside Mirrors	O	O	NA
Bodycolor Bumpers	S	S	S
Styled Steel Wheels with Full Wheel Covers	S	S	S
Tires	P175/70HR14	P175/65R14	P185/60R14
Dimensions and Capabilities			
Wheelbase (in.)	98.4	96.9	97.6
Head Room—Front/Rear (in.)	39.6/37.8	39.4/37.9	39.3/37.6
Leg Room—Front/Rear (in.)	42.8/34.3	40.3/33.8	41.3/35.4
Shoulder Room—Front/Rear (in.)	53.5/53.1	51.4/50.4	53.6/52.8
Hip Room—Front/Rear (in.)	50.2/48.8	50.0/46.7	51.6/52.8
Passenger Volume (cu. ft.)	92.2	84.6	90.9
Cargo Volume (cu. ft.)	15.9	9.3	15.0
Total Interior Volume (cu. ft.)	108.1	93.9	105.9
Warranty			
Basic (yr./mi.)	5/60,000	3/36,000	3/36,000
Powertrain Protection (yr./mi.)	10/100,000	5/60,000	5/100,000
Anti-Perforation (yr./mi.)	7/unlimited	5/unlimited	6/100,000
Roadside Assistance (yr./mi.)	5/unlimited	2/25,000	5/100,000
EPA Fuel Economy			
Manual Transmission—City/Highway (mpg)	28/34	29/36	27/35
Automatic Transmission—City/Highway (mpg)	27/36	29/35	25/34

= Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

* = Accent GS with manual transmission only available with Premium Package (\$900), which must be added to MSRP

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 1/24/10. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.chevrolet.com, www.kbb.com

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DARE TO COMPARE: 2011 ACCENT GLS 4-DOOR					
	2011 HYUNDAI ACCENT GLS 4-DOOR SEDAN	2011 CHEVROLET AVEO LT SEDAN	2011 SCION XD 4-DOOR HATCHBACK	2011 TOYOTA YARIS SEDAN	2011 HONDA FIT 4-DOOR HATCHBACK
PRICE (1/24/11)					
MSRP—Manual Transmission	\$13,695	\$14,100	\$15,045	\$13,615	\$15,100
Freight/Handling Charge	\$720	\$760	\$720	\$760	\$750
ENGINE AND TRANSMISSION					
Engine Type (lit.)	1.6 DOHC I-4	1.6 DOHC I-4	1.8 DOHC I-4	1.5 DOHC I-4	1.5 SOHC I-4
Horsepower (@ rpm)	110 @ 6,000	108 @ 6,400	128 @ 6,000	106 @ 6,000	117 @ 6,600
Torque (lb.-ft. @ rpm)	106 @ 4,500	105 @ 4,000	125 @ 4,400	104 @ 4,200	106 @ 4,800
5-Speed Manual Transmission	S	S	S	S	S
4-Speed Automatic Transmission	0	0	0	0	0, 5-speed
EcoShift Indicator Light (AT)	S	NA	NA	NA	NA
SAFETY AND PERFORMANCE					
Front Side-Impact Airbags	S	S	S	S	S
Front and Rear Side Curtain Airbags	S	NA	S	S	S
3-Point ELR/ALR Rear Seatbelts (3)	S	S	S	S	S
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD)	0	0	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S	S
Front Stabilizer Bar	S	S	S	S	S
Power-Assisted Engine Speed-Sensitive Rack-and-Pinion Steering	S	S, not speed-sensitive	S, electric power steering	S, electric power steering	S, electric power steering
Variable-Intermittent Windshield Wipers	S	S	S, not variable	S, not variable	S, not variable
INTERIOR					
6-Way Adjustable Driver's Seat	S	S	4-way	S	4-way
Driver's Seat Folding Armrest	S	S	NA	NA	NA
Split Fold-Down 60/40 Rear Seatbacks	S	S	S	0	S
Tachometer	S	S	S	S	S
Digital Quartz Clock	S	S	S	S	S
Driver's and Passenger's Illuminated Vanity Mirrors	S	S, not illuminated	S, not illuminated	S, not illuminated	S, not illuminated
ENTERTAINMENT, COMFORT AND CONVENIENCE					
Air Conditioning	S	S	S	S	S
Power Windows with Driver's Auto-Down	0	0	S	0	S
Power Door Locks	0	0	S	0	S
Tilt Steering Column	0	S	S	S	S
Standard Audio System	AM/FM/XM®/CD/MP3 with 172 watts and 6 speakers	AM/FM/CD/MP3 with 6 speakers	AM/FM/CD/MP3 with 300 watts and 8 speakers	S, no audio 0, AM/FM/CD/MP3 with 4 speakers	AM/FM/CD/MP3 with 160 watts and 4 speakers
XM® Satellite radio	S	0	S	0	NA

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DARE TO COMPARE: 2011 ACCENT GLS 4-DOOR					
	2011 HYUNDAI ACCENT GLS 4-DOOR SEDAN	2011 CHEVROLET AVEO LT SEDAN	2011 SCION XD 4-DOOR HATCHBACK	2011 TOYOTA YARIS SEDAN	2011 HONDA FIT 4-DOOR HATCHBACK
ENTERTAINMENT, COMFORT AND CONVENIENCE (continued)					
iPod®/USB Port and MP3 Auxiliary Jack	S	S	S	O	S
Steering Wheel-Mounted Audio Controls	O	O	S	Ⓜ NA	Ⓜ NA
Remote Fuel Filler Door Release	S	S	S	S	Ⓜ NA
Remote Trunk Release	S	S	Ⓜ NA	S	Ⓜ NA
Rear Window Defroster	S	S	S	S	S
Front (2) and Rear (2) Cup Holders	S	Ⓜ S, only 1 rear	S	Ⓜ S, only 1 rear	S
Remote Keyless Entry with Alarm	O	O	S	O	Ⓜ Remote entry only
EXTERIOR					
Bodycolor Dual Manual Remote Control Mirrors	S	S	Ⓜ NA	S	Ⓜ NA
Bodycolor Dual Power Outside Mirrors	O	O	S	O	S, black mirrors
Bodycolor Bodyside Moldings	S	Ⓜ NA	Ⓜ NA	Ⓜ NA	Ⓜ NA
Bodycolor Bumpers	S	S	S	S	S
Steel Wheels with Full Covers	S	S	S	S	S
Tires	P185/65HR14	P185/55R15	P195/60R16	P175/65R14	P175/65R15
DIMENSIONS AND CAPACITIES					
Wheelbase (in.)	98.4	Ⓜ 97.6	Ⓜ 96.9	100.4	98.4
Head Room—Front/Rear (in.)	39.6/37.8	Ⓜ 39.3/37.4	Ⓜ 38.9/37.6	Ⓜ 38.8/36.7	40.4/39.0
Leg Room—Front/Rear (in.)	42.8/34.3	Ⓜ 41.3/35.4	Ⓜ 40.3/33.9	Ⓜ 42.2/35.6	Ⓜ 41.3/34.5
Shoulder Room—Front/Rear (in.)	53.5/53.1	Ⓜ 53.6/52.8	Ⓜ 51.9/50.7	Ⓜ 51.6/50.2	Ⓜ 52.7/51.3
Hip Room—Front/Rear (in.)	50.6/49.6	51.6/52.8	51.1/50.1	Ⓜ 49.8/50.1	51.5/51.3
Passenger Volume (cu. ft.)	92.2	Ⓜ 90.2	Ⓜ 84.5	Ⓜ 87.1	Ⓜ 90.8
Cargo Volume (cu. ft.)	12.4	12.4	Ⓜ 10.5	12.9	20.6
Total Interior Volume (cu. ft.)	104.6	Ⓜ 102.6	Ⓜ 95.0	Ⓜ 100.0	111.4
WARRANTY					
Basic (yr./mi.)	5/60,000	Ⓜ 3/36,000	Ⓜ 3/36,000	Ⓜ 3/36,000	Ⓜ 3/36,000
Powertrain Protection (yr./mi.)	10/100,000	Ⓜ 5/100,000	Ⓜ 5/60,000	Ⓜ 5/60,000	Ⓜ 5/60,000
Anti-Perforation (yr./mi.)	7/unlimited	Ⓜ 6/100,000	Ⓜ 5/unlimited	Ⓜ 5/unlimited	Ⓜ 5/unlimited
Roadside Assistance (yr./mi.)	5/unlimited	Ⓜ 5/100,000	Ⓜ NA	Ⓜ 2/25,000	Ⓜ NA
EPA FUEL ECONOMY					
Manual Transmission—City/Highway (mpg)	28/34	27/35	Ⓜ 27/33	29/36	Ⓜ 27/33
Automatic Transmission—City/Highway (mpg)	27/36	Ⓜ 25/34	Ⓜ 27/33	Ⓜ 29/35	Ⓜ 28/35

Ⓜ = Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 1/24/10. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.chevrolet.com, www.scion.com, www.honda.com

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

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. One way to refine this is to write down the number of steps that it takes. When you write it down, you can see the steps and the words you use; then you can edit it down to the bare minimum. By doing so, you can teach your customers quickly, efficiently and effectively.

EXAMPLE: Setting a radio station

1. Tune in the desired station.
 2. Press and hold station number button.
 3. Release when you hear a beep—that signals the station is set in memory.
- Using the keyless entry system to open or lock the car, trunk, alarm
 - Headlights: all functions
 - Windshield wipers: all functions
 - Remote fuel filler door release
 - Setting the heating/ventilation/air conditioning system for defrosting the windshield, rear window defroster

WALKAROUND EXERCISE

List six key points that you cover during an Accent walkaround.

1. Exterior
2. Trunk
3. Rear Seat
4. Passenger's Seat
5. Driver's Seat
6. Other

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

7. 2011 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 pages.

2011 Elantra Sedan Key Attributes

- **All-new** for 2011 model year
- **Styling:** Elantra is now a “car of choice” thanks to its fluidic sculpture exterior design theme and advanced interior design.

Sources for Elantra Sedan Information

- 2011 Source Booklet
- 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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

BODY STYLES AND TRIM LEVELS

ELANTRA SEDAN GLS	MODEL CODE	MSRP (w/o Freight)
1.8-liter DOHC Dual-CVVT 4-cylinder, 6-speed manual transmission	46413	\$14,945
1.8-liter DOHC Dual-CVVT 4-cylinder, 6-speed SHIFTRONIC® automatic transmission	46412 (ULEV) 46414 (PZEV)	\$17,195
Standard Equipment	Optional Equipment	
COMFORT & CONVENIENCE	Popular Equipment Package 02	\$1,250
<ul style="list-style-type: none"> • AM/FM/XM® Satellite Radio/CD/MP3 audio system with six speakers and iPod®/USB port • Air Conditioning Preparation Package • 6-way adjustable driver's seat, including height adjustment • Front seatback pockets, front and rear door map pockets • Center console with storage compartment and armrest • Lower multi-box with cover • 60/40 split fold-down rear seatback, rear armrest with cup holders • Trip computer • Power windows with driver's auto-down • Power door locks • Dual power heated outside mirrors • Remote keyless entry system with alarm • Tilt steering wheel • 2-speed intermittent windshield wipers • Map lights with sunglass holder, dome lamp and cargo area light • Tinted glass • Black/chrome grille and bodycolor door handles and mirrors • Rear defroster • Tire mobility kit 	ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Air conditioning • Cruise control • Telescopic steering column • Solar glass • Windshield shade band • 16-inch steel wheels with full wheel covers and P205/55R16 tires 	
PERFORMANCE	Preferred Equipment Package 03	\$550
<ul style="list-style-type: none"> • 148 horsepower @ 6,500 rpm (ULEV); 145 horsepower @ 6,300 rpm (PZEV) • 131 lb.-ft. of torque @ 4,700 rpm (ULEV); 130 lb.-ft. of torque @ 4,700 rpm (PZEV) • Fuel Economy—city/highway (mpg): 29/40 (MT); 29/40 (AT) • 15-inch steel wheels with full wheel covers and P195/65R15 tires • Motor-Driven Power Steering (MDPS) 	<i>Requires Popular Equipment Package</i> ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Steering wheel-mounted audio controls • Bluetooth® hands-free phone system with voice recognition • Cloth insert door trim • Sliding center armrest • Illuminated vanity mirrors with driver extension • Illuminated ignition ADDITIONAL PERFORMANCE <ul style="list-style-type: none"> • 16-inch alloy wheels 	
SAFETY	Navigation Package 04	\$1,850
<ul style="list-style-type: none"> • Six airbags: advanced dual front airbags with Occupant Classification System (OCS), front seat-mounted side-impact airbags and roof-mounted side curtain airbags • Vehicle Stability Management (VSM), ESC and TCS • ABS with Brake Assist, EBD and 4-wheel disc brakes • Tire Pressure Monitoring System (TPMS) • Adjustable head restraints for all seating positions • Daytime Running Lights (DRL) 	<i>Requires Preferred Equipment Package</i> ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Navigation system with 7-inch screen • 360-watt premium audio with digital external amplifier • Automatic headlights ADDITIONAL SAFETY <ul style="list-style-type: none"> • Rearview camera 	

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

ELANTRA SEDAN LIMITED	MODEL CODE	MSRP (w/o Freight)
1.8-liter DOHC Dual-CVVT 4-cylinder, 6-speed SHIFTRONIC® automatic transmission	46442 (ULEV)	\$20,195
1.8-liter DOHC Dual-CVVT 4-cylinder, 6-speed SHIFTRONIC® automatic transmission	46444 (PZEV)	\$20,195
Standard Equipment	Optional Equipment	
<p>GLS Preferred Equipment Package Plus</p> <p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • One-touch up driver's window • Leather-wrapped steering wheel and shift knob • Leather seating surfaces • Heated front seats and rear heated seats • Black chrome grille <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 148 horsepower @ 6,500 rpm (ULEV); 145 horsepower @ 6,300 rpm (PZEV) • 131 lb.-ft. of torque @ 4,700 rpm (ULEV); 130 lb.-ft. of torque @ 4,700 rpm (PZEV) • Fuel Economy—city/highway (mpg): 29/40 (AT) • 17-inch alloy wheels • P215/45R17 Continental tires <p>SAFETY</p> <ul style="list-style-type: none"> • Side repeater mirrors • Fog lights 	<p>Premium Package 05</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Navigation system with 7-inch screen • 360-watt premium audio with digital external amplifier • Proximity Key with push-button start <p>ADDITIONAL SAFETY</p> <ul style="list-style-type: none"> • Rearview camera • Automatic headlights • Engine immobilizer 	<p>\$2,100</p>

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

EXERCISE: FILL IN THE BLANKS

For the Elantra Sedan, fill in the key features that you think are the strongest attributes of this vehicle.

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

ELANTRA SEDAN AND THE COMPETITION

Elantra Sedan Key Competitors

- Toyota Corolla
- Honda Civic
- Chevrolet Cruze
- Ford Focus

Elantra Sedan Strengths

- 2011 Elantra earned “Highest Residual Value” in the compact class in the 2011 ALG Residual Value Awards
- Six airbags: Standard 2-stage front airbags, front side-impact airbags, front and rear side curtain airbags, plus front active head restraints
- Standard Vehicle Stability Management (VSM), Electronic Stability Control (ESC), Traction Control System (TCS), Anti-lock Braking System (ABS) and Electronic Brake Force Distribution (EBD)
- 40 mpg highway—18% better than predecessor, and better than Civic, Corolla, Sentra, Focus, Mazda3 and Cruze
- Power windows, door locks and mirrors
- Remote keyless entry with alarm
- Premium comfort and convenience features available on Limited trim:
 - Navigation system with 7-inch screen
 - Rearview camera
 - 360-watt premium audio with digital external amplifier
 - Automatic headlamps
 - Proximity Key entry with electronic push-button start and engine immobilizer

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 ELANTRA LIMITED 4-DOOR					
	2011 HYUNDAI ELANTRA LIMITED	2011 TOYOTA COROLLA LE	2011 HONDA CIVIC EX-L	2011 CHEVROLET CRUZE LTZ	2012 FORD FOCUS TITANIUM
PRICE (04/08/11)					
MSRP—Automatic Transmission	\$20,195	\$17,300	\$21,995	\$22,225	\$22,270
Freight/Handling	\$720	\$760	\$750	\$750	\$725
ENGINE AND TRANSMISSION					
Engine Type (lit.)	1.8 D-CVTT DOHC I-4	1.8 DOHC I-4	1.8 SOHC I-4	1.4 turbo DOHC I-4	2.0 Ti-VCT DOHC I-4
Horsepower (@ rpm)	148 @ 6,500; PZEV, 145 @ 6,300 ¹	132 @ 6,000	140 @ 6,300	138 @ 4,900	160 @ 6,500; PZEV, 159 @ 6,500 ¹
Torque (lb.-ft. @ rpm)	131 @ 4,700; PZEV, 130 @ 4,700 ¹	128 @ 4,000	128 @ 4,300	148 @ 1,850	146 @ 4,450; PZEV, 146 @ 4,450 ¹
Automatic Transmission	6-speed SHIFTRONIC®	4-speed, not SHIFTRONIC®	5-speed, not SHIFTRONIC®	6-speed Active Select	6-speed Select Shift
EcoShift Indicator Light	S	NA	NA	NA	NA
SAFETY AND PERFORMANCE					
Front Side-Impact Airbags	S	S	S	S	S
Front and Rear Side Curtain Airbags	S	S	S	S	S
Front Active Head Restraints	S	S	S	NA	NA
3-Point ELR/ALR Rear Seatbelts (3)	S	S	S	S	S
Vehicle Stability Management (VSM), Electronic Stability Control System (ESC) with Traction Control System (TCS)	S	S	S	S	S
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Brake Assist (BA)	S	S	S	S, no EBD or BA	S, no EBD or BA
4-Wheel Disc Brakes	S	Front only	S	S	S
Tire Pressure Monitoring System	S	S	S	S	S
Rearview Camera	0	NA	NA	Ultrasonic Rear Park Assist	0
Motor-Driven Rack-and-Pinion Steering	S	S	NA	S	S
Variable Intermittent Windshield Wipers	S	S	S	S	Fixed intermittent
INTERIOR					
6-Way Adjustable Driver's Seat	S	S	S	8-Way	0, 4-way standard
Leather Seating Surfaces	S	NA	S	S	0
Heated Front and Rear Seats	S	NA	Front only	Front only	0, Front only
Split Fold-Down 60/40 Rear Seats	S	S	S	S	S
Tachometer	S	S	S	S	S
Digital Quartz Clock	S	S	S	S	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 ELANTRA LIMITED 4-DOOR					
	2011 HYUNDAI ELANTRA LIMITED	2011 TOYOTA COROLLA LE	2011 HONDA CIVIC EX-L	2011 CHEVROLET CRUZE LTZ	2012 FORD FOCUS TITANIUM
ENTERTAINMENT, COMFORT AND CONVENIENCE					
Air Conditioning	S	S	S	S	S
Rear HVAC Ducts	S	S	S	S	NA
Power Windows with Driver's Auto-Down	S	S	S	S	S
Power Door Locks	S	S	S	S	S
Tilt-and-Telescopic Steering Column	S	S	S	S	S
Leather-wrapped Steering Wheel	S	NA	S	S	S
Standard Audio System	AM/FM/XM®/MP3/CD with 172 watts and 6 speakers	AM/FM/CD MP3 and 6 speakers	AM/FM/CD MP3 with 160 watts and 6 speakers	AM/FM/CD/MP3 and 6 speakers	Sony® AM/FM/CD/MP3/HD Radio®/Sirius® with 355 watts and 10 speakers
XM® Satellite Radio	S	0	0	S	S, Sirius®
iPod®/USB Port and MP3 Auxiliary Jack	S	S, auxillary jack; 0, USB	S	S	NA
Navigation System	0	NA	0	0	0
Steering Wheel-Mounted Audio and Cruise Controls	S	S	S	0, audio only	S
Bluetooth® Hands-Free Phone and Audio	S	0	Only with navigation	S	S, Sync®
HomeLink®	0, DIO	NA	NA	NA	S
Sunvisors with Dual Illuminated Vanity Mirrors and Extensions	S	Not illuminated, no extensions	Not illuminated, no extensions	No extensions	No extensions
Front and Rear Cup Holders	S	S	S	S	S
Remote Keyless Entry with Alarm	S	S	S	S	S
Proximity Key	0	NA	NA	NA	S
Cruise Control	S	S	S	S	S
EXTERIOR					
Wheels	17-inch alloy	15-inch steel	16-inch alloy	18-inch alloy	17-inch alloy
Tires	P215/45R17	P195/65R15	P205/55R16	P225/45R18	P215/50R17
Bodycolor Power Heated Outside Mirrors	S	S	S	S	Not heated
Turn Signal Indicator in Mirror	S	NA	NA	NA	S
Power Tilt-and-Slide Sunroof	S	0	S	0	0
Automatic Headlights	0	NA	NA	S	S
Fog Lights	S	0	A	0	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 ELANTRA LIMITED 4-DOOR					
	2011 HYUNDAI ELANTRA LIMITED	2011 TOYOTA COROLLA LE	2011 HONDA CIVIC EX-L	2011 CHEVROLET CRUZE LTZ	2012 FORD FOCUS TITANIUM
DIMENSIONS AND CAPACITIES					
Wheelbase (in.)	106.3	102.4	106.3	105.7	104.3
Head Room—Front/Rear (in.)	40.0/37.1	38.8/37.2	38.1/36.7	39.3/37.9	38.3/38.0
Leg Room—Front/Rear (in.)	43.6/33.1	41.7/36.3	42.2/34.6	42.3/35.4	41.9/33.2
Shoulder Room—Front/Rear (in.)	55.9/54.8	54.8/54.7	53.6/52.3	54.7/53.9	55.6/53.7
Hip Room—Front/Rear (in.)	53.5/52.7	53.0/43.9	51.9/51.0	53.0/52.4	53.9/52.7
Interior Volume (cu. ft.)	110.4	104.4	100.4	110.4	103.1
EPA Size Classification	Mid-size	Compact	Compact	Mid-size	Compact
Cargo Volume (cu. ft.)	14.8	12.3	12.0	15.4	13.2
WARRANTY					
Basic (yr./mi.)	5/60,000	3/36,000	3/36,000	3/36,000	3/36,000
Powertrain Protection (yr./mi.)	10/100,000	5/60,000	5/60,000	5/100,000	5/60,000
Anti-Perforation (yr./mi.)	7/unlimited	5/unlimited	5/unlimited	6/100,000	5/unlimited
Roadside Assistance (yr. / mi.)	5/unlimited	2/25,000	NA	5/100,000	5/60,000
EPA FUEL ECONOMY					
Automatic Transmission—City/Highway (mpg)	29/40	26/34	25/36	24/36	27/37

= Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

¹ PZEV model vehicles only in CA, NY, MA, VT, and ME

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 4/8/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.hondacars.com, www.chevrolet.com, www.ford.com

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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. One way to refine this is to write down the number of steps that it takes. When you write it down, you can see the steps and the words you use; then you can edit it down to the bare minimum. By doing so, you can teach your customers quickly, efficiently and effectively.

EXAMPLE: Setting a radio station

1. Tune in the desired station.
 2. Press and hold station number button.
 3. Release when you hear a beep—that signals the station is set in memory.
- Using the keyless entry system to open or lock the car, trunk, alarm
 - Headlights: all functions
 - Windshield wipers: all functions
 - Remote fuel filler door release
 - Setting the heating/ventilation/air conditioning system for defrosting the windshield, rear window defroster

WALKAROUND EXERCISE

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

1. Exterior
2. Trunk
3. Rear Seat
4. Passenger's Seat
5. Driver's Seat
6. Other

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

8. 2011 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 pages.

2011 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

- 2011 Source Booklet
- 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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

BODY STYLES AND TRIM LEVELS

ELANTRA TOURING GLS	MODEL CODE	MSRP (w/o Freight)
2.0-liter DOHC CVT 4-cylinder, 5-speed manual transmission	D0503	\$15,995
2.0-liter DOHC CVT 4-cylinder, 4-speed automatic transmission	D0502	\$17,195
Standard Equipment	Optional Equipment	
<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 jack and iPod®/USB port • Power windows with driver's auto-down • Power door locks • Power heated outside 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 center armrest with cup holders • Deluxe center console with armrest • Cooled glovebox • Roof antenna • Rear power retained outlet • Sunglass holder • Map lights <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 138 horsepower @ 6,000 rpm • 136 lb.-ft. of torque @ 4,600 rpm • Fuel Economy—city/highway (mpg): 23/31 (MT); 23/30 (AT) • 4-wheel independent suspension • 15-inch steel wheels • P1955/65R15 tires <p>SAFETY</p> <ul style="list-style-type: none"> • Six airbags: advanced dual front airbags, front seat-mounted airbags and roof-mounted side curtain airbags • ABS with EBD and 4-wheel disc brakes • ESC with TCS • Front active head restraints • Tire Pressure Monitoring System (TPMS) 	<p>Popular Equipment Package 02</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Telescopic steering wheel column • Steering wheel-mounted audio controls • Trip computer • Illuminated ignition • Premium cloth interior with cloth door trim • 8-way driver's seat with lumbar adjustment • Dual front illuminated vanity mirrors • Sliding sunvisors • Front seatback pockets • Retractable cargo cover • Roof side rails 	<p>\$600</p>

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

ELANTRA TOURING LIMITED	MODEL CODE	MSRP (w/o Freight)
2.0-liter DOHC CVT 4-cylinder, 5-speed manual transmission	D0543	\$19,495
2.0-liter DOHC CVT 4-cylinder, 4-speed automatic transmission	D0542	\$20,295
Standard Equipment	Optional Equipment	
<p>GLS Popular Equipment Plus</p> <p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Leather seating surfaces • Heated front seats • Power tilt-and-slide glass sunroof • Leather-wrapped steering wheel and shift knob <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 138 horsepower @ 6,000 rpm • 136 lb.-ft. of torque @ 4,600 rpm • Fuel Economy—city/highway (mpg): 23/31 (MT); 23/30 (AT) • B&M Racing® Sport Shifter (MT) • 17-inch alloy wheels with chrome inserts • P215/45HR17 tires 	<p>There are no options for this trim level.</p>	

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

EXERCISE: FILL IN THE BLANKS

For the Elantra Touring, fill in the key features that you think are the strongest attributes of this vehicle.

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

ELANTRA TOURING AND THE COMPETITION

Elantra Touring Key Competitors

- Toyota Matrix
- Dodge Caliber
- Mazda3
- Ford Focus

Elantra Touring Strengths

- Unsurpassed cargo volume (with rear seats up) and maximum cargo capacity (with rear seats down) in its competitive set (Toyota Matrix, Dodge Caliber, Mazda3 and Focus)
- Standard 2-stage front airbags, front side-impact airbags, front and rear side curtain airbags, and front active head restraints
- 2.0-liter 16-valve DOHC 4-cylinder engine with Continuously Variable Valve Timing (CVVT)
- 4-wheel disc brakes with Anti-lock Braking System and Electronic Brake Force Distribution
- Standard Power Package: power windows, heated mirrors and door locks
- Remote keyless entry with alarm
- Premium features:
 - 172-watt AM/FM/XM®/CD/MP3 audio system
 - Auxiliary MP3 jack and iPod®/USB port for portable music players—controllable via the audio head unit
 - Cooled glovebox

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 ELANTRA TOURING					
	2011 HYUNDAI ELANTRA TOURING GLS	2011 TOYOTA MATRIX S	2011 DODGE CALIBER HEAT	2011 MAZDA3 5-DOOR SPORT	2012 FORD 5-DOOR FOCUS SE
PRICE (1/27/11)					
MSRP	\$15,995	\$19,265	\$18,085	\$20,045	\$18,065
Freight/Handling Charge	\$720	\$760	\$750	\$795	\$725
ENGINE AND TRANSMISSION					
Engine Type (lit.)	2.0 DOHC I-4	2.4 DOHC I-4	2.0 DOHC I-4	2.5 DOHC I-4	2.0 DOHC I-4
Horsepower (@ rpm)	138 @ 6,000	158 @ 6,000	158 @ 6,400	167 @ 6,000	160 @ 6,500
Torque (lb.-ft. @ rpm)	136 @ 4,600	162 @ 4,000	141 @ 5,000	168 @ 4,000	146 @ 4,450
Standard Transmission	5-speed MT	5-speed MT	5-speed MT	6-speed MT	5-speed MT
SAFETY AND PERFORMANCE					
Front Side-Impact Airbags	S	S	0	S	S
Front and Rear Side Curtain Airbags	S	S	S	S	S
Front Active Head Restraints	S	S	S	S	NA
3-Point ELR/ALR Rear Seatbelts (3)	S	S	S	S	S
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD)	S	S	0, no EBD	S	S
Electronic Stability Control (ESC) with Traction Control	S	S	S, no Traction Control	S	S
4-Wheel Disc Brakes	S	S	0	S	0
4-Wheel Independent Suspension	S	Front only	S	S	S
Front and Rear Stabilizer Bars	S	S	S	S	Rear only
Tire Pressure Monitoring System	S	S	S	S	S
Power-Assisted Rack-and-Pinion Steering	S	S	S	S	S
Variable Intermittent Windshield Wipers	S	S	S	S	S
INTERIOR					
Multi-Adjustable Driver's Seat	S	S	S	S	S
60/40 Split Folding Rear Seatbacks	S	S	S	S	S
Tachometer	S	S	S	S	S
Digital Quartz Clock	S	S	S	S	S
ENTERTAINMENT, COMFORT AND CONVENIENCE					
Air Conditioning	S	S	S	S	S
Cooled Glovebox	S	NA	S	NA	NA
Power Windows with Driver's Auto-Down	S	S	S	S	S
Power Door Locks	S	S	S	S	S
Tilt Steering Column	S; 0, telescopic	Tilt-and-telescopic	S	Tilt-and-telescopic	Tilt-and-telescopic

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 ELANTRA TOURING					
	2011 HYUNDAI ELANTRA TOURING GLS	2011 TOYOTA MATRIX S	2011 DODGE CALIBER HEAT	2011 MAZDA3 5-DOOR SPORT	2012 FORD 5-DOOR FOCUS SE
ENTERTAINMENT, COMFORT AND CONVENIENCE (continued)					
Standard Audio System	AM/FM/XM®/MP3/CD with 172 watts and 6 speakers	AM/FM/CD MP3 and 6 speakers	AM/FM/Sirius®/CD MP3 and 4 speakers	AM/FM/CD/MP3 and 6 speakers	AM/FM/CD/MP3 and 4 speakers
iPod®/USB Port and MP3 Auxiliary Jack	S	S, no USB	S; 0, USB	S, no USB	S, no USB
Steering Wheel-Mounted Audio Controls	0	0	0	S	NA
Sunvisors with Dual Illuminated Vanity Mirrors and Extensions	0	Not illuminated, no extensions	Not illuminated, no extensions	Not illuminated, no extensions	Not illuminated, no extensions
Front and Rear Cup Holders	S	S	S	S	S
Remote Keyless Entry with Alarm	S	S	S	S; 0, alarm	S
Cruise Control	S with AT	0	S	S	0
EXTERIOR					
Wheels	15-inch steel	16-inch steel	18-inch alloy	17-inch alloy	16-inch steel
Tires	P195/65R15	P205/55R16	P215/55R18	P205/50R17	P215/55R16
Bodycolor Power Heated Outside Mirrors	S	S; 0, heated	S	S, not heated	S, not heated
Bodycolor Bumpers	S	S	S	S	S
DIMENSIONS AND CAPACITIES					
Wheelbase (in.)	106.3	102.4	103.7	103.9	104.3
Head Room—Front/Rear (in.)	40.0/39.4	40.5/39.3	39.8/38.9	38.9/38.0	38.3/37.9
Leg Room—Front/Rear (in.)	43.5/36.4	41.6/36.2	41.8/35.7	42.0/36.2	43.7/33.2
Shoulder Room—Front/Rear (in.)	55.4/54.7	53.3/52.6	55.4/53.4	54.9/54.0	55.6/53.7
Hip Room—Front/Rear (in.)	53.9/52.6	52.3/43.7	52.2/49.6	53.7/52.2	53.9/52.7
Interior Volume (cu. ft.)	125.5	113.8	114.6	105.9	114.5
EPA Size Classification	Mid-size	Compact	Compact	Compact	Compact
Cargo Volume—Seat up/Seat Folded (cu. ft.)	24.3/65.3	19.8/61.5	18.4/47.4	11.8/NA	23.8/44.8
WARRANTY					
Basic (yr./mi.)	5/60,000	3/36,000	3/36,000	3/36,000	3/36,000
Powertrain Protection (yr./mi.)	10/100,000	5/60,000	5/100,000	5/60,000	5/60,000
Anti-Perforation (yr./mi.)	7/unlimited	5/unlimited	5/100,000	5/unlimited	5/unlimited
Roadside Assistance (yr./mi.)	5/unlimited	2/25,000	NA	3/36,000	5/60,000
EPA FUEL ECONOMY					
Manual Transmission—City/Highway (mpg)	23/31	21/28	24/32	20/28	26/36
Automatic Transmission—City/Highway (mpg)	23/30	21/29	23/27	22/29	28/38

= Hyundai Competitive Advantage S = Standard 0 = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 1/27/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.dodge.com, www.mazdausa.com, www.ford.com

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

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. One way to refine this is to write down the number of steps that it takes. When you write it down, you can see the steps and the words you use; then you can edit it down to the bare minimum. By doing so, you can teach your customers quickly, efficiently and effectively.

EXAMPLE: Setting a radio station

1. Tune in the desired station.
 2. Press and hold station number button.
 3. Release when you hear a beep—that signals the station is set in memory.
- Using the keyless entry system to open or lock the car, trunk, alarm
 - Headlights: all functions
 - Windshield wipers: all functions
 - Remote fuel filler door release
 - Setting the heating/ventilation/air conditioning system for defrosting the windshield, rear window defroster

WALKAROUND EXERCISE

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

1. Exterior
2. Trunk
3. Rear Seat
4. Passenger's Seat
5. Driver's Seat
6. Other

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9. 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 pages.

2011 Sonata Key Attributes

- 2011 Sonata is an all-new design that reflects state-of-the-art technology, superior build quality and a dynamic design.
- Dynamic, eco-friendly design
- Stylish, modern coupe-like exterior
- Powerful, clean and efficient powertrains
- Choice of trim levels and powertrains:
 - Sonata Hybrid added to the line: Hyundai's first hybrid
 - Sonata 2.0T: 2.0-liter turbocharged 4-cylinder engine out-performs competitor's V-6 engines while delivery better fuel economy

Sources for Sonata Information

- 2011 Source Booklet
- 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

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BODY STYLES AND TRIM LEVELS

SONATA GLS	MODEL CODE	MSRP (w/o Freight)
2.4-liter 4-cylinder, 6-speed manual transmission	27403 (ULEV)	\$19,395
2.4-liter 4-cylinder, 6-speed SHIFTRONIC® automatic transmission	27402 (ULEV) 27404 (PZEV)	\$20,395
Standard Equipment	Optional Equipment	
COMFORT & CONVENIENCE <ul style="list-style-type: none"> • 6-speaker AM/FM/XM® Satellite Radio/CD/MP3 Audio System • Auxiliary jack and iPod®/USB port • Integrated Bluetooth® with phone book transfer • Air conditioning • Remote keyless entry and alarm • Power windows, locks and heated mirrors • Cruise control • Tilt-and-Telescopic steering wheel column with steering wheel-mounted cruise and audio controls • Metalgrain interior accents • Advanced trip computer with custom settings • EcoShift Indicator • Bodycolor front grille and chrome window belt-line moldings 	Popular Equipment Package 02 \$750 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Power driver's seat • Driver's lumbar support • Automatic light control • Trip computer • Chrome window belt moldings • Leatherette interior door panel inserts ADDITIONAL PERFORMANCE <ul style="list-style-type: none"> • 16-inch alloy wheels 	
PERFORMANCE <ul style="list-style-type: none"> • 198 horsepower @ 6,300 rpm (ULEV); 190 horsepower @ 6,300 rpm (PZEV) • 184 lb.-ft. of torque @ 4,250 rpm (ULEV); 179 lb.-ft. of torque @ 4,250 rpm (PZEV) • Fuel Economy—city/highway (mpg): 24/35 (MT); 22/35 (AT) • 16-inch steel wheels with full wheel covers SAFETY <ul style="list-style-type: none"> • ESC with TCS • ABS with Brake Assist • Front active head restraints • Front, front-seat side and side curtain airbags • Solar Control Glass • Daytime Running Lights (DRL) • Tire Pressure Monitoring System (TPMS) 	Popular Equipment Package Plus Navigation 03 \$1,700 <i>Requires Popular Equipment Package</i> ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Navigation system with high-resolution touch-screen display • Dimension premium speakers, subwoofer and external amplifier 	

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SONATA SE	MODEL CODE	MSRP (w/o Freight)
2.4-liter 4-cylinder, 6-speed SHIFTRONIC® automatic transmission	27442 (ULEV)	\$22,795
Standard Equipment	Optional Equipment	
<p>GLS Popular Equipment Plus</p> <p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • SE leather bolster and cloth insert sport seats • 8-way power driver's seat • Proximity Key with push-button start • Leather-wrapped steering wheel/shift knob • Dark chrome front grille • Chrome exterior door handles <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 200 horsepower @ 6,000 rpm (ULEV) • 186 lb.-ft. of torque @ 4,250 rpm (ULEV) • Fuel Economy—city/highway (mpg): 22/35 (AT) • 18-inch Hyper Silver alloy wheels • 225/45R18 performance tires • Sport-tuned suspension and steering • Steering wheel-mounted paddle shifters • Dual exhaust <p>SAFETY</p> <ul style="list-style-type: none"> • Fog lights 	<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 • Dimension® premium speakers, subwoofer and external amplifier • XM NavTraffic®, XM NavWeather®, XM Sports and XM Stocks (90-day complimentary subscription) 	<p>\$2,600</p>

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SONATA LIMITED	MODEL CODE	MSRP (w/o Freight)
2.4-liter 4-cylinder, 6-speed SHIFTRONIC® automatic transmission	27472 (ULEV) 27482 (ULEV)	\$25,495
2.4-liter 4-cylinder, 6-speed SHIFTRONIC® automatic transmission	27474 (PZEV) 27484 (PZEV)	\$25,495
Standard Equipment	Optional Equipment	
<p data-bbox="45 407 261 443">SE Equipment Plus</p> <p data-bbox="45 443 358 478">COMFORT & CONVENIENCE</p> <ul data-bbox="66 485 943 1062" style="list-style-type: none"> • Power tilt-and-slide sunroof • Leather seating surfaces • 360-watt 7-speaker AM/FM/XM® Satellite Radio/in-dash 6-CD changer with Dimension® speakers, subwoofer and external amplifier • HD Radio® technology with multicasting • Dual automatic temperature control • Heated front and rear seats • Auto-dimming mirror • HomeLink® • Compass • Woodgrain trim • Side mirrors with turn signal indicators • Premium door sill plates with Limited badge • Unique interior accents (Piano Black or Woodgrain) • Floor console-mounted rear vents <p data-bbox="45 1062 228 1098">PERFORMANCE</p> <ul data-bbox="66 1104 1008 1331" style="list-style-type: none"> • 198 horsepower @ 6,300 rpm (ULEV); 190 horsepower @ 6,300 rpm (PZEV) • 184 lb.-ft. of torque @ 4,250 rpm (ULEV); 179 lb.-ft. of torque @ 4,250 rpm (PZEV) • Fuel Economy—city/highway (mpg): 22/35 (AT) • 17-inch alloy wheels • 215/55R17 tires • Delete sport-tuned suspension and steering and dual exhaust 	<p data-bbox="1032 407 1295 443">Navigation Package 05</p> <p data-bbox="1032 443 1328 520">ADDITIONAL COMFORT & CONVENIENCE</p> <ul data-bbox="1053 527 1373 1031" style="list-style-type: none"> • Navigation system with high-resolution touch-screen (replaces 6-disc CD changer) • Rearview camera • Infinity® premium speakers, subwoofer and external amplifier • XM NavTraffic®, XM NavWeather®, XM Sports and XM Stocks (90-day complimentary subscription) • Deletes HD Radio® 	<p data-bbox="1395 407 1484 443">\$2,100</p>

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SONATA SE TURBO	MODEL CODE	MSRP (w/o Freight)
2.0-liter turbocharged/intercooled GDI 4-cylinder, 6-speed SHIFTRONIC® automatic transmission	27432 (ULEV)	\$24,345
Standard Equipment	Optional Equipment	
SE Equipment Plus COMFORT & CONVENIENCE <ul style="list-style-type: none"> Dual automatic temperature control PERFORMANCE <ul style="list-style-type: none"> 2.0-liter turbo GDI 4-cylinder engine 274 horsepower @ 6,000 rpm 269 lb.-ft. of torque @ 1,750–4,500 rpm Fuel Economy—city/highway (mpg): 22/33 (AT) 	Navigation and Sunroof Package 04 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> Power tilt-and-slide sunroof Navigation system with high-resolution touch-screen display Dimension® premium speakers, subwoofer and external amplifier XM NavTraffic®, XM NavWeather®, XM Sports and XM Stocks (90-day complimentary subscription) 	\$2,600

SONATA LIMITED TURBO	MODEL CODE	MSRP (w/o Freight)
2.0-liter turbocharged/intercooled GDI 4-cylinder, 6-speed SHIFTRONIC® automatic transmission	27452 (ULEV) 27462 (ULEV)	\$27,245
Standard Equipment	Optional Equipment	
Limited Equipment Plus COMFORT & CONVENIENCE <ul style="list-style-type: none"> Dual automatic temperature control PERFORMANCE <ul style="list-style-type: none"> 2.0-liter turbo GDI 4-cylinder engine 274 horsepower @ 6,000 rpm 269 lb.-ft. of torque @ 1,750–4,500 rpm Fuel Economy—city/highway (mpg): 22/33 (AT) Steering wheel-mounted paddle shifters Dual exhaust outlets 18-inch alloy wheels with performance tires 	Navigation Package 05 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> Navigation system with high-resolution touch-screen (replaces 6-disc CD changer) Rearview camera Infinity® premium speakers, subwoofer and external amplifier XM NavTraffic®, XM NavWeather®, XM Sports and XM Stocks (90-day complimentary subscription) Deletes HD Radio® 	\$2,100

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SONATA HYBRID	MODEL CODE	MSRP (w/o Freight)
Hybrid-electric engine with integrated starter-generator, 6-speed SHIFTRONIC® automatic transmission	G0402F4S	\$25,795
Standard Equipment	Optional Equipment	
<p>GLS Equipment Plus</p> <p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Electroluminescent cluster (Supervision) • Multi-function trip computer with hybrid technology 4.2-inch TFT display • Dual automatic temperature control • Power driver seat with lumbar support • Leatherette interior door panel inserts • Unique, tinted chrome front grille • Bumper fascia/bodyside molding tinted chrome inserts • Chrome exterior door handles • Side mirror turn signal indicators • Proximity Key with push-button start • Chrome interior door handles • Floor console-mounted rear vents • Glossy black door surround and outside mirror housing <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 166 horsepower @ 6,000 rpm (gasoline engine); 40 horsepower (electric motor); 206 horsepower (combined) • 154 lb.-ft. of torque @ 6,000 rpm (gasoline engine); 151 lb.-ft. of torque @ 0–1,400 rpm (electric motor); 193 lb.-ft. of torque (combined) • Fuel Economy—city/highway (mpg): 35/40 (AT) • 16-inch alloy wheels with unique finish <p>SAFETY</p> <ul style="list-style-type: none"> • Headlight LED accents • LED taillights • Front fog lights • Automatic light control 	<p>Premium Package 02</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Navigation system with high-resolution touch-screen • Rearview camera • Panoramic tilt-and-slide sunroof • Infinity® premium speakers, subwoofer and external amplifier • HD Radio® • Leather seating surfaces • Heated front seats and rear seat bottom cushions • Leather-wrapped steering wheel and shift knob • Auto-dimming mirror with compass • HomeLink® integrated transceiver • Premium door sill plates <p>ADDITIONAL PERFORMANCE</p> <ul style="list-style-type: none"> • 17-inch alloy wheels 	\$5000

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EXERCISE: FILL IN THE BLANKS

For the Sonata, fill in the key features that you think are the strongest attributes of this vehicle.

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

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SONATA AND THE COMPETITION

Sonata Key Competitors

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

Sonata Turbo Key Competitors

- Toyota Camry V6
- Honda Accord V6
- Nissan Altima V6
- Ford Fusion V6
- Chevrolet Malibu V6

Sonata Hybrid Competitors

- Toyota Camry Hybrid
- Nissan Altima Hybrid
- Ford Fusion Hybrid
- Chevrolet Malibu Hybrid
- Lexus HS 250h

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 mid-size car with navigation
- Advanced interior design maintains “**class-above**” **large car EPA interior volume** in a mid-size 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 rearview camera on Limited
- Remote keyless entry system with alarm—Proximity Key on SE and Limited
- 60/40 split-folding rear seat
- Longer warranty coverage

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DARE TO COMPARE: 2011 SONATA GLS						
	2011 HYUNDAI SONATA GLS	2011 TOYOTA CAMRY LE	2011 HONDA ACCORD LX	2011 NISSAN ALTIMA 2.5 S	2011 FORD FUSION SE	2011 CHEVROLET MALIBU LT
PRICE (as of 10/19/10)						
MSRP—Manual Transmission	\$19,395	\$21,175	\$21,180	\$22,060 ¹	\$21,375	\$22,825 ¹
Freight/Handling Charge	\$750	\$760	\$750	\$750	\$725	\$720
ENGINE AND TRANSMISSION						
Engine Type (lit.)	2.4 DOHC I-4 ²	2.5 DOHC I-4	2.4 DOHC I-4	2.5 DOHC I-4	2.5 DOHC I-4	2.4 DOHC I-4
Horsepower (@ rpm)	198 @ 6,300 (ULEV); 190 @ 6,300 (PZEV)	169 @ 6,000	177 @ 6,500	175 @ 5,600	175 @ 6,000	169 @ 6,400
Torque (lb.-ft. @ rpm)	184 @ 4,250 (ULEV); 179 @ 4,250 (PZEV)	167 @ 4,100	161 @ 4,300	180 @ 3,900	172 @ 4,500	160 @ 4,500
Direct Injection System (DIS)	S	NA	NA	NA	NA	NA
6-Speed Manual Transmission	S	S	5-speed	No MT	S	No MT
6-Speed SHIFTRONIC [®] Automatic Transmission	0	0	0, not SHIFTRONIC [®]	Continuously variable	0, not SHIFTRONIC [®]	S
SAFETY AND PERFORMANCE						
Front Side-Impact Airbags	S	S	S	S	S	S
Front and Rear Side-Curtain Airbags	S	S	S	S	S	S
Front Active Head Restraints	S	NA	S	S	NA	NA
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Brake Assist	S	S	S	S	S	S
Electronic Stability Control (ESC) with Traction Control System (TCS)	S	S	S	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S	S	S
4-Wheel Disc Brakes	S	S	S	S	S	S
4-Wheel Independent Suspension	S	S	S	S	S	S
Front and Rear Stabilizer Bars	S	S	S	S	S	S
Electronic Power-Assisted Rack-and-Pinion Steering	S	NA	NA	NA	S	NA
Speed-Sensitive Variable Intermittent Wipers	S	Not speed-sensitive	S	S	S	S
INTERIOR						
Multi-Adjustable Driver's Seat	S	S	S	S	S	S
8-Way Power Driver's Seat	0	S	0	0	S	0
Seatback Pockets	S	S	S	S	S	S
Split Fold-Down 60/40 Rear Seatbacks	S	S	NA	S	S	S
Rear-Seat Center Armrest with Two Cup Holders	S	S	S	S	S	NA

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DARE TO COMPARE: 2011 SONATA GLS						
	2011 HYUNDAI SONATA GLS	2011 TOYOTA CAMRY LE	2011 HONDA ACCORD LX	2011 NISSAN ALTIMA 2.5 S	2011 FORD FUSION SE	2011 CHEVROLET MALIBU LT
ENTERTAINMENT, COMFORT AND CONVENIENCE						
Air Conditioning	S	S	S	S	S	S
Cabin Air Filter	S	S	S	S	S	NA
Power Windows with Driver's Auto-Up/Down with Pinch Protection	S	S	S	S	S	S, no auto-up
Power Door Locks	S	S	S	S	S	S
Tilt-and-Telescopic Steering Column	S	S	S	S	S	S
Audio System	AM/FM/XM®/CD/MP3 with 6 speakers	AM/FM/MP3/CD with 6 speakers	AM/FM/CD with 6 speakers	AM/FM/CD with 6 speakers	AM/FM/CD/MP3 with 6 speakers	AM/FM/XM®/CD with 6 speakers
iPod®/USB Port and MP3 Auxiliary Jack	S	S; 0, USB	S, no USB	S; 0, USB	S, no USB	S; 0, USB
Steering Wheel-Mounted Audio and Cruise Controls	S	S	S	S, cruise; 0, audio	S	S
Navigation System	0	NA	NA	0	NA	OnStar®
Bluetooth® Hands-Free Phone System	S	0	NA	0	0, Sync®	0
Trip Computer	S	NA	NA	S	S	NA
Dual Illuminated Visor Vanity Mirrors	S	0	S	0	S	NA
Remote Keyless Entry with Alarm	S	S	S	S	S	S
Cruise Control	S	S	S	S	S	S
EXTERIOR						
Wheels	16-inch steel	16-inch steel	16-inch steel	16-inch steel	17-inch steel	17-inch alloy
Tires	P205/65R16	P215/60R16	P215/60R16	P215/60R16	P225/50R17	P225/55R17
Bodycolor Power Heated Outside Mirrors	S	S, not heated	S, not heated	S, not heated	S, not heated	S, not heated
Solar Control Glass	S	S	NA	S	S	NA
DIMENSIONS AND CAPACITIES						
Wheelbase (in.)	110.0	109.3	110.2	109.3	107.4	112.3
Head Room—Front/Rear (in.)	40.0/37.8	38.8/37.8	41.4/38.5	40.6/36.8	38.7/37.8	39.4/37.2
Leg Room—Front/Rear (in.)	45.5/34.6	41.7/38.3	42.5/37.2	44.1/35.8	42.3/37.1	42.2/37.6
Shoulder Room—Front/Rear (in.)	57.9/56.7	57.8/56.9	58.2/56.4	55.7/55.5	57.4/56.5	55.9/53.9
Hip Room—Front/Rear (in.)	55.2/54.9	54.6/53.9	56.6/54.3	56.8/52.5	54.0/53.4	53.0/52.1
Passenger Volume (cu. ft.)	103.8	101.4	106.0	100.7	100.3	97.7
Cargo Volume (cu. ft.)	16.4	15.0	14.7	15.3	16.5	15.1
Curb Weight—MT (lb.)	3,161	3,263	3,217	NA	3,285	NA
Curb Weight—AT (lb.)	3,199	3,307	3,279	3,193	Information NA	3,421

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DARE TO COMPARE: 2011 SONATA GLS						
	2011 HYUNDAI SONATA GLS	2011 TOYOTA CAMRY LE	2011 HONDA ACCORD LX	2011 NISSAN ALTIMA 2.5 S	2011 FORD FUSION SE	2011 CHEVROLET MALIBU LT
WARRANTY						
Basic (yr./mi.)	5/60,000	3/36,000	3/36,000	3/36,000	3/36,000	3/36,000
Powertrain Protection (yr./mi.)	10/100,000	5/60,000	5/60,000	5/60,000	5/60,000	5/100,000
Anti-Perforation (yr./mi.)	7/unlimited	5/unlimited	5/unlimited	5/unlimited	5/unlimited	6/100,000
Roadside Assistance (yr./mi.)	5/unlimited	NA	2/25,000	NA	5/60,000	5/100,000
EPA FUEL ECONOMY						
Manual Transmission— City/Highway (mpg)	24/35	22/33	23/33	NA	22/29	NA
Automatic Transmission— City/Highway (mpg)	23/35	22/32	23/34	23/32	23/33	22/33

= Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

1 Automatic transmission

2 Sonata SE has 200 horsepower @ 6,000 rpm; 186 lb.-ft. of torque @ 4,250 rpm

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 10/19/10. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.hondacars.com, www.chevrolet.com, www.ford.com, www.nissanusa.com

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DARE TO COMPARE: 2011 SONATA 2.0T SE AND LIMITED						
	2011 HYUNDAI SONATA 2.0 T SE/LIMITED	2011 TOYOTA CAMRY SE V6	2011 HONDA ACCORD EX V6	2011 NISSAN ALTIMA 3.5 SR	2011 FORD FUSION SPORT V6	2011 CHEVROLET MALIBU LTZ V6
PRICE (as of 10/14/10)						
MSRP— Automatic Transmission	\$24,345 (SE); \$27,245 (LTD)	\$26,165	\$27,080	\$24,740	\$26,655	\$28,610
Freight/Handling Charge	\$750	\$760	\$750	\$750	\$725	\$720
ENGINE AND TRANSMISSION						
Engine Type (lit.)	2.0-liter turbo I-4	3.5-liter V6	3.5-liter V6	3.5-liter V6	3.5-liter V6	3.6-liter V6
Horsepower (@ rpm)	274 @ 6,000	268 @ 6,200	271 @ 6,200	270 @ 6,000	263 @ 6,250	252 @ 6,300
Torque (lb.-ft. @ rpm)	269 @ 1,750 - 4,500	248 @ 4,700	254 @ 5,000	258 @ 4,400	249 @ 4,500	251 @ 3,200
Gasoline Direct Injection (GDI)	S	NA	NA	NA	NA	NA
6-Speed SHIFTRONIC® Automatic Transmission	S	S	 5-speed not SHIFTRONIC®	 Continuously Variable	S	S
Steering Wheel-Mounted Paddle Shifters	S	NA	NA	NA	NA	NA
SAFETY AND PERFORMANCE						
Front Side-Impact Airbags	S	S	S	S	S	S
Front and Rear Side Curtain Airbags	S	S	S	S	S	S
Front Active Head Restraints	S	NA	S	S	NA	NA
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Brake Assist	S	S	S	S	S	S
Electronic Stability Control (ESC) with Traction Control System (TCS)	S	S	S	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S	S	S
4-Wheel Disc Brakes	S	S	S	S	S	S
4-Wheel Independent Suspension	S	S	S	S	S	S
Sport-Tuned Suspension	SE	S	NA	S	S	NA
Front and Rear Stabilizer Bars	S	S	S	S	S	S
Electronic Power-Assisted Rack-and-Pinion Steering	S	NA	NA	NA	NA	NA
Speed-Sensitive Variable Intermittent Wipers	S	Not speed- sensitive	S	S	S	S
Engine Immobilizer	S	S	S	S	NA	S

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DARE TO COMPARE: 2011 SONATA 2.0T SE AND LIMITED						
	2011 HYUNDAI SONATA 2.0 T SE/LIMITED	2011 TOYOTA CAMRY SE V6	2011 HONDA ACCORD EX V6	2011 NISSAN ALTIMA 3.5 SR	2011 FORD FUSION SPORT V6	2011 CHEVROLET MALIBU LTZ V6
INTERIOR						
Leather Seating	Limited	0	NA	0	0	S
8-Way Power Driver's Seat	S	S	10-way	S	S	S
Heated Seats—Front and Rear	Limited	0, front only	NA	0, front only	0, front only	S, front only
Split Fold-Down 60/40 Rear Seatbacks	S	NA	NA	S	S	S
Rear-Seat Center Armrest with Two Cup Holders	S	S	S	S	S	NA
ENTERTAINMENT, COMFORT AND CONVENIENCE						
Dual Automatic Temperature Control	S	NA	NA	0	0	NA
Cabin Air Filter	S	S	S	S	S	NA
Power Windows with Driver's Auto-Up/Down with Pinch Protection	S	S	S	S	S	S, no auto-up
Power Door Locks	S	S	S	S	S	S
Tilt-and-Telescopic Steering Column	S	S	S	S	S	S
Audio System—Standard	AM/FM/XM®/CD/MP3 104 watts, 6 speakers (SE)	AM/FM/XM®/CD, 6 speakers	AM/FM/XM® 160 watts, 7 speakers	AM/FM/CD with 6 speakers	AM/FM/CD/MP3 with 6 speakers	Bose® AM/FM/XM®/CD with 8 speakers
In-Dash 6-Disc CD Changer	Limited	0	S	NA	NA	NA
iPod®/USB Port and MP3 Auxiliary Jack	S	S	S	S; 0, USB	S, no USB	S
Steering Wheel-Mounted Audio and Cruise Controls	S	S, no cruise	S	S	S	S
Navigation System	0	0	NA	0	0	OnStar®
Bluetooth® Hands-Free Phone System	S	0	NA	0	Sync®	S
Trip Computer	S	NA	NA	S	S	S
Auto-Dimming Rearview Mirror	Limited	0	NA	0	S	S
HomeLink®	Limited	0	NA	0	0	NA
Dual Illuminated Visor Vanity Mirrors	S	0	S	S	S	S
Proximity Key with Push-Button Start	S	0	NA	S	NA	NA
Cruise Control	S	S	S	S	S	S

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DARE TO COMPARE: 2011 SONATA 2.0T SE AND LIMITED						
	2011 HYUNDAI SONATA 2.0 T SE/LIMITED	2011 TOYOTA CAMRY SE V6	2011 HONDA ACCORD EX V6	2011 NISSAN ALTIMA 3.5 SR	2011 FORD FUSION SPORT V6	2011 CHEVROLET MALIBU LTZ V6
EXTERIOR						
Power Tilt-and-Slide Sunroof	S, LTD; 0, SE	0	S	0	0	0
Rearview Camera	Included with navigation on LTD	0	NA	0	0	NA
Wheels	18-inch alloy	17-inch alloy	17-inch alloy	17-inch alloy	18-inch alloy	18-inch alloy
Tires	P225/45R18	P215/55R17	P225/50R17	P215/55R17	P225/45R18	Information NA
Bodycolor Power Heated Outside Mirrors with Turn Signal Indicators	S	0, heat; no turn indicators	S, no turn indicators	S	S, no turn indicators	S, no turn indicators
Solar Control Glass	S	S	NA	S	S	NA
DIMENSIONS AND CAPACITIES						
Wheelbase (in.)	110.0	109.3	110.2	109.3	107.4	112.3
Head Room—Front/Rear (in.)	40.0/37.8 ¹ 38.1/37.6	38.8/37.8 ¹ 37.9/37.4	39.0/37.2	40.6/36.8 ¹	38.7/37.8	39.4/37.2 ¹
Leg Room—Front/Rear (in.)	45.5/34.6	41.7/38.3	42.5/37.2	44.1/35.8	42.3/37.1	42.2/37.6
Shoulder Room—Front/Rear (in.)	57.9/56.7	57.8/56.9	58.2/56.4	55.7/55.5	57.4/56.5	55.9/53.9
Hip Room—Front/Rear (in.)	55.2/54.9	54.6/53.9	56.6/54.3	56.8/52.5	54.0/53.4	53.0/52.1
Passenger Volume (cu. ft.)	103.8	101.4	101.0	100.7	100.3	97.7
Cargo Volume (cu. ft.)	16.4	14.5	14.0	15.3	16.5	15.1
Curb Weight—AT (lb.)	3,338 (SE); 3,452 (LTD)	3,483	3,559	3,357	Information NA	Information NA
WARRANTY						
Basic (yr./mi.)	5/60,000	3/36,000	3/36,000	3/36,000	3/36,000	3/36,000
Powertrain Protection (yr./mi.)	10/100,000	5/60,000	5/60,000	5/60,000	5/60,000	5/100,000
Anti-Perforation (yr./mi.)	7/unlimited	5/unlimited	5/unlimited	5/unlimited	5/unlimited	6/100,000
Roadside Assistance (yr./mi.)	5/unlimited	2/25,000	NA	NA	5/60,000	5/100,000
EPA FUEL ECONOMY						
Automatic Transmission—City/Highway (mpg)	22/33	20/29	20/30	20/27	18/27	17/26

= Hyundai Competitive Advantage S = Standard 0 = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

¹ Head room without sunroof

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 10/19/10. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.hondacars.com, www.chevrolet.com, www.ford.com, www.nissanusa.com

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 SONATA HYBRID					
	2011 HYUNDAI SONATA HYBRID	2011 TOYOTA CAMRY HYBRID	2011 NISSAN ALTIMA HYBRID	2011 FORD FUSION HYBRID	2011 LEXUS HS250H
PRICE (as of 10/14/10)					
MSRP— Automatic Transmission	\$25,795	 \$26,575	 \$26,780	 \$28,100	 \$34,650
Freight/Handling Charge	\$750	\$760	\$750	\$725	\$875
ENGINE AND TRANSMISSION					
Gasoline Engine	2.4-liter I-4	2.4-liter I-4	2.5-liter I-4	2.5-liter I-4	2.4-liter I-4
Gasoline Engine Horsepower (@ rpm)	166 @ 6,000*	 147 @ 6,000	 158 @ 5,200–6,000	 156 @ 6,000	 147 @ 6,000
Gasoline Engine Torque (lb.-ft.)	154 @ 4,500*	 138 @ 4,400	162 @ 2,800–4,800	 136 @ 2,250	 138 @ 4,400
Electric Motor (v.)	270	 245	 245	275	 245
Electric Motor Horsepower	40	40	40	35	40
Net Horsepower	206	 187	 198	 191	 187
Battery Technology	Lithium Polymer	 Nickel-Metal Hydride	 Nickel-Metal Hydride	 Nickel-Metal Hydride	 Nickel-Metal Hydride
6-Speed SHIFTRONIC® Automatic Transmission	S	 Continuously Variable (CVT)	 Continuously Variable (CVT)	 Continuously Variable (CVT)	 Continuously Variable (CVT)
SAFETY AND PERFORMANCE					
Front Side-Impact Airbags	S	S	S	S	S
Front and Rear Side Curtain Airbags	S	S	S	S	S
Front Active Head Restraints	S	 NA	S	 NA	 NA
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Brake Assist	S	S	S	S	S
Electronic Stability Control (ESC) with Traction Control System (TCS)	S	S	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S	S
4-Wheel Disc Brakes	S	S	S	S	S
4-Wheel Independent Suspension	S	S	S	S	S
Front and Rear Stabilizer Bars	S	S	S	S	S
Electronic Power-Assisted Rack-and-Pinion Steering	S	S	S	S	S
Speed-Sensitive Variable Intermittent Wipers	S	 Not speed-sensitive	S	S	S
Engine Immobilizer	S	S	S	 NA	S
Leather Seating	0	0	0	0	S
8-Way Power Driver's Seat	S	S	 0	10-way	10-way
Heated Seats—Front and Rear	0	 0, front only	 0, front only	 0, front only	 0, front only
Rear-Seat Center Armrest with Two Cup Holders	S	S	S	S	S

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DARE TO COMPARE: 2011 SONATA HYBRID					
	2011 HYUNDAI SONATA HYBRID	2011 TOYOTA CAMRY HYBRID	2011 NISSAN ALTIMA HYBRID	2011 FORD FUSION HYBRID	2011 LEXUS HS250H
ENTERTAINMENT, COMFORT AND CONVENIENCE					
Dual Automatic Temperature Control	S	S	S	S	S
Cabin Air Filter	S	S	S	S	S
Power Windows with Driver's Auto-Up/Down with Pinch Protection	S	S	S	S	S
Power Door Locks	S	S	S	S	S
Tilt-and-Telescopic Steering Column	S	S	S	S	S
Audio System—Standard	AM/FM/XM®/CD/MP3, 104 watts, 6 speakers	AM/FM/XM®/CD, 6 speakers	AM/FM/CD, 6 speakers	AM/FM/CD/MP3 with 6 speakers	AM/FM/XM®, in-dash 6-CD player, 8 speakers
iPod®/USB Port and MP3 Auxiliary Jack	S	S	Ⓜ S; 0, USB	Ⓜ S, no USB	S
Steering Wheel-Mounted Audio and Cruise Controls	S	Ⓜ S, no cruise	S	S	S
Navigation System	0	0	0	0	0
Bluetooth® Hands-Free Phone System	S	Ⓜ 0	Ⓜ 0	Sync®	S
Trip Computer with Hybrid Display	S	S	Ⓜ 0	S	S
Auto-Dimming Rearview Mirror	0	0	0	S	S
HomeLink®	0	0	0	S	S
Dual Illuminated Visor Vanity Mirrors	S	Ⓜ 0	Ⓜ 0	S	S
Proximity Key with Push-Button Start	S	S	S	Ⓜ NA	S
Cruise Control	S	S	S	S	S
EXTERIOR					
LED Headlight Accents	S	Ⓜ NA	Ⓜ NA	Ⓜ NA	0, LED headlights
Fog Lights	S	Ⓜ 0	Ⓜ NA	S	S
Panoramic Tilt-and-Slide Sunroof	0	Ⓜ 0, not panoramic	Ⓜ 0, not panoramic	Ⓜ 0, not panoramic	Ⓜ S, not panoramic
Rearview Camera	0	0	0	0	0
Wheels	16-inch alloy	Ⓜ 16-inch steel	16-inch alloy	17-inch alloy	17-inch alloy
Tires	P205/65R16	P215/60R16	P215/60R16	P225/50R17	P215/55R17
Bodycolor Power Heated Outside Mirrors with Turn Signal Indicators	S	Ⓜ 0, heat; no turn indicators	S	Ⓜ S, no turn indicators	S
Solar Control Glass	S	S	S	S	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 SONATA HYBRID					
	2011 HYUNDAI SONATA HYBRID	2011 TOYOTA CAMRY HYBRID	2011 NISSAN ALTIMA HYBRID	2011 FORD FUSION HYBRID	2011 LEXUS HS250H
DIMENSIONS AND CAPACITIES					
Wheelbase (in.)	110.0	109.3	109.3	107.4	106.3
Coefficient of Drag (Cd)	0.25*	0.27	0.31	0.33	0.27
Head Room—Front/Rear (in.)	40.0/37.8 ¹ ; 38.2/37.2	38.8/37.8 ¹ ; 37.9/37.4	40.6/36.8 ¹	38.7/37.8	38.0/36.8
Leg Room—Front/Rear (in.)	45.5/34.6	41.6/38.3	44.1/35.8	42.3/36.7	42.6/34.5
Shoulder Room—Front/Rear (in.)	57.9/56.7	57.8/56.7	55.7/55.5	57.4/56.5	53.8/54.2
Hip Room—Front/Rear (in.)	55.2/54.9	54.6/53.9	56.8/52.5	54.0/53.4	52.8/51.2
Passenger Volume (cu. ft.)	103.8	101.4	100.7	99.8	90.2
Cargo Volume (cu. ft.)	10.7	10.6	10.1	11.8	12.1
Curb Weight—AT (lb.)	3,457	3,680	3,470	Information NA	3,682
WARRANTY					
Basic (yr./mi.)	5/60,000	3/36,000	3/36,000	3/36,000	4/50,000
Powertrain Protection (yr./mi.)	10/100,000	5/60,000	5/60,000	5/60,000	6/70,000
Anti-Perforation (yr./mi.)	7/unlimited	5/unlimited	5/unlimited	5/unlimited	6/unlimited
Roadside Assistance (yr./mi.)	5/unlimited	2/25,000	NA	5/60,000	4/unlimited
EPA FUEL ECONOMY					
Automatic Transmission—City/Highway (mpg)	35/40	31/35	33/33	41/36	35/34

= Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

¹ Head room without sunroof

* Estimated

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 10/14/10. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.hondacars.com, www.chevrolet.com, www.ford.com, www.nissanusa.com, www.lexus.com

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

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. One way to refine this is to write down the number of steps that it takes. When you write it down, you can see the steps and the words you use; then you can edit it down to the bare minimum. By doing so, you can teach your customers quickly, efficiently and effectively.

EXAMPLE: Setting a radio station

1. Tune in the desired station.
 2. Press and hold station number button.
 3. Release when you hear a beep—that signals the station is set in memory.
- Using the keyless entry system to open or lock the car, trunk, alarm
 - Headlights: all functions
 - Windshield wipers: all functions
 - Remote fuel filler door release
 - Setting the heating/ventilation/air conditioning system for defrosting the windshield, rear window defroster

WALKAROUND EXERCISE

List six key points that you cover during a Sonata walkaround—do this three times: once time for the 2.4-liter engine, once for the 2.0T and once for the Hybrid.

1. Exterior
2. Trunk
3. Rear Seat
4. Passenger's Seat
5. Driver's Seat
6. Powertrain

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

10. 2011 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 pages.

2011 Azera Key Attributes

- **Classic, Elegant, Refined Styling:** Buying the 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.

Sources for Azera Information

- 2011 Source Booklet
- 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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

BODY STYLES AND TRIM LEVELS

AZERA GLS	MODEL CODE	MSRP (w/o Freight)
3.3-liter DOHC V6, 6-speed SHIFTRONIC® automatic transmission	72402	\$25,495
Standard Equipment	Optional Equipment	
<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 • 90 days of complimentary XM® Satellite Radio subscription (service not available in Hawaii or Alaska) • Auxiliary jack and iPod®/USB port • Power driver's and front-passenger's 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 and cruise controls • Cruise control • Power windows with driver's auto-up/down • Power door locks • Electroluminescent instrument cluster • Easy Lane Change assist feature • Automatic headlight control • Solar control glass • Bodycolor bodyside moldings with chrome inserts • EcoShift Indicator light <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 260 horsepower @ 6,200 rpm • 233 lb.-ft. of torque @ 4,500 rpm • Fuel Economy—city/highway (mpg): 20/28 (AT) • 17-inch alloy wheels • P235/55VR tires <p>SAFETY</p> <ul style="list-style-type: none"> • ESC and 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 • Dual front active head restraints • Windshield wiper deicer • Front fog lights • LED taillights 	<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>\$2,200</p>

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

AZERA LIMITED	MODEL CODE	MSRP (w/o Freight)
3.8-liter DOHC V6, 6-speed SHIFTRONIC® automatic transmission	72452	\$30,095
Standard Equipment	Optional Equipment	
GLS Equipment Plus COMFORT & CONVENIENCE <ul style="list-style-type: none"> Leather seating surfaces Heated front seats 315-watt 10-speaker premium Infinity® AM/FM/XM Satellite Radio/in-dash 6-disc CD changer audio system Power tilt-and-slide glass sunroof Power-folding side mirrors with turn signal indicators and puddle lamps Power rear sunshade Integrated Memory System: Power driver's seat, exterior mirrors, and power tilt-and-telescopic steering column Power adjustable tilt-and-telescopic steering column Electrochromic mirror with compass HomeLink® integrated transceiver Woodgrain-trimmed steering wheel and door pulls Premium brushed stainless-steel door sill scuff plates moldings PERFORMANCE <ul style="list-style-type: none"> 283 horsepower @ 6,200 rpm 263 lb.-ft. of torque @ 4,500 rpm Fuel Economy—city/highway (mpg): 19/27 (AT) 17-inch Hyper Silver alloy wheels 	Navigation Package 03 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> LG® DVD navigation system (replaces in-dash 6-disc CD changer and eliminates auxiliary jack and iPod®/USB port) 605-watt 12-speaker premium Infinity® Logic 7® AM/FM/XM® Satellite Radio/in-dash 6-disc CD changer surround sound audio system 	\$1,750

EXERCISE: FILL IN THE BLANKS

For the Azera, fill in the key features that you think are the strongest attributes of this vehicle.

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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

AZERA AND THE COMPETITION

Azera Key Competitors

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

Azera Strengths

- Improved horsepower and torque for improved performance:
 - 3.3-liter V6: now delivers 260 horsepower and 233 lb.-ft. of torque
 - 3.8-liter V6: now delivers 283 horsepower and 263 lb.-ft. of torque
- New 6-speed SHIFTRONIC® automatic transmission—on both models
- 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)
- Integrated Memory System (Limited)
- Power tilt-and-telescopic steering column (Limited)
- Lower suggested retail price
- Longer warranty coverage

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 AZERA GLS					
	2011 HYUNDAI AZERA GLS	2011 TOYOTA AVALON	2011 NISSAN MAXIMA S	2011 BUICK LACROSSE CX	2011 FORD TAURUS SE
PRICE (01/18/11)					
MSRP	\$25,495	\$32,595	\$30,810	\$26,995	\$25,170
Freight/Handling Charge	\$775	\$760	\$750	\$750	\$825
ENGINE AND TRANSMISSION					
Engine Type (lit.)	3.3 DOHC V6	3.5 DOHC V6	3.5 DOHC V6	2.4 DOHC I-4	3.5 DOHC V6
Horsepower (@ rpm)	260 @ 6,200	268 @ 6,200	290 @ 6,400	182 @ 6,700	263 @ 6,250
Torque (lb.-ft. @ rpm)	233 @ 4,500	248 @ 4,700	261 @ 4,400	172 @ 4,900	249 @ 4,500
6-Speed SHIFTRONIC® Automatic Transmission	S	S	CVT (Continuously Variable transmission with manual mode)	S	S
SAFETY AND PERFORMANCE					
Front and Rear Seat-Mounted Side-Impact Airbags	S	Front only	Front only	S, Front; O, Rear	Front only
Front and Rear Side Curtain Airbags	S	S	S	S	S
Front Active Head Restraints	S	S	S	NA	NA
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD)	S	S	S	S	S
Electronic Stability Control (ESC)	S	S	S	S	S
Traction Control System (TCS)	S	S	S	S	S
4-Wheel Disc Brakes	S	S	S	S	S
4-Wheel Independent Suspension	S	S	S	S	S
Front and Rear Stabilizer Bars	S	S	S	Front only	S
Tire Pressure Monitoring System	S	S	S	S	S
Variable-Intermittent, Speed-Sensitive Windshield Wipers	S	S, not speed-sensitive	S	S, not speed-sensitive	S, not variable
INTERIOR					
Leather Seat Trim	O	S	NA	NA	NA
8-Way Power Driver's Seat	S	S	S	S	6-way
4-Way Power Passenger's Seat	S	S	S	O	NA
Heated Front Seats	O	O	NA	NA	NA
60/40 Split Fold-Down Rear Seatbacks	S	S	S	NA	S
Electroluminescent Instrument Cluster	S	S, Optitron	S	NA	NA
Tachometer	S	S	S	S	S
Trip Computer	S	S	S	S	S
ENTERTAINMENT, COMFORT AND CONVENIENCE					
Dual Automatic Temperature Control	S	S	S	O	NA
Power Windows with Driver's Auto-Up/Down	S	S	S	S	S
Power Door Locks	S	S	S	S	S
Remote Keyless Entry with Alarm	S	S	S	S	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 AZERA GLS					
	2011 HYUNDAI AZERA GLS	2011 TOYOTA AVALON	2011 NISSAN MAXIMA S	2011 BUICK LACROSSE CX	2011 FORD TAURUS SE
ENTERTAINMENT, COMFORT AND CONVENIENCE (continued)					
Cruise Control	S	S	S	S	S
Leather-Wrapped Steering Wheel	S	S	S	S	NA
Tilt-and-Telescopic Steering Column	S	S	S	S	S
Steering Wheel-Mounted Audio Controls	S	S	S	S	S
Standard Audio System	AM/FM/XM®/ CD/MP3 with 172 watts and 6 speakers	AM/FM/XM®/ CD player with 9 speakers	AM/FM/6-disc CD with 8 speakers	AM/FM/XM®/CD with 7 speakers	AM/FM/CD with 6 speakers
iPod®/USB Port and MP3 Auxiliary Jack	S	S	NA, no USB	S; 0, USB	NA, no USB
Rear Reading Lamps	S	S	S	S	S
EXTERIOR					
Aluminum-Alloy Wheels	17-inch	17-inch	18-inch	17-inch steel	17-inch
Tires	P235/55VR17	NA P215/55HR17	P245/45HR18	P245/50R17	P235/60R17
Power Heated Outside Mirrors	S	S	S	S	NA
Power Tilt-and-Slide Sunroof	0	S	S	NA	NA
Fog Lights	S	S	NA	NA	S
DIMENSIONS AND CAPACITIES					
Wheelbase (in.)	109.4	111.0	109.3	111.7	112.9
Head Room—Front/Rear (in.)	40.2/38.2	NA 38.9/37.5	NA 38.5/36.4	NA 38.0/37.3	NA 39.0/37.8
Leg Room—Front/Rear (in.)	43.7/38.2	NA 41.3/40.9	NA 43.8/34.6	NA 41.7/40.5	NA 41.9/38.1
Shoulder Room—Front/Rear (in.)	57.9/57.1	59.4/58.2	NA 56.3/55.1	NA 57.4/56.0	NA 57.9/56.9
Hip Room—Front/Rear (in.)	55.5/55.1	55.8/56.2	NA 53.4/53.9	NA 55.2/53.9	NA 56.3/55.8
Interior Volume (cu. ft.)	106.9	106.9	110.0	NA 101.7	NA 102.2
Cargo Volume (cu. ft.)	16.6	NA 14.4	NA 14.2	NA 13.3	20.1
WARRANTY					
Basic (yr/mi)	5/60,000	NA 3/36,000	NA 3/36,000	NA 4/50,000	NA 3/36,000
Powertrain Protection (yr/mi)	10/100,000	NA 5/60,000	NA 5/60,000	NA 5/100,000	NA 5/60,000
Anti-Perforation (yr/mi)	7/unlimited	NA 5/unlimited	NA 5/unlimited	NA 4/50,000	NA 5/unlimited
Roadside Assistance (yr/mi)	5/unlimited	NA 2/25,000	NA 3/36,000	NA 5/100,000	NA 5/60,000
EPA FUEL ECONOMY					
Automatic Transmission— City/Highway (mpg)	20/28	20/28	NA 19/26	19/30	18/28

NA = Hyundai Competitive Advantage S = Standard 0 = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 1/18/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.buick.com, www.ford.com, www.nissanusa.com

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DARE TO COMPARE: 2011 AZERA LIMITED					
	2011 HYUNDAI AZERA LIMITED	2011 TOYOTA AVALON LIMITED	2011 NISSAN MAXIMA SV	2011 BUICK LACROSSE CXS	2012 FORD TAURUS LIMITED FWD
PRICE (01/18/11)					
MSRP	\$30,095	\$35,835	\$33,530	\$33,765	\$31,770
Freight/Handling Charge	\$775	\$760	\$750	\$750	\$825
ENGINE AND TRANSMISSION					
Engine Type (lit.)	3.8 DOHC V6	3.5 DOHC V6	3.5 DOHC V6	3.6 DOHC V6	3.5 DOHC V6
Horsepower (@ rpm)	283 @ 6,200	268 @ 6,200	290 @ 6,400	280 @ 6,300	263 @ 6,250
Torque (lb.-ft. @ rpm)	263 @ 4,500	248 @ 4,700	261 @ 4,400	259 @ 4,800	249 @ 4,500
5-Speed SHIFTRONIC® Automatic Transmission	S	S	CVT (Continuously Variable transmission with manual mode)	S	S, not SHIFTRONIC®
SAFETY AND PERFORMANCE					
Front and Rear Seat-Mounted Side-Impact Airbags	S	Front only	Front only	S, Front; 0, Rear	Front only
Front and Rear Side Curtain Airbags	S	S	S	S	S
Front Active Head Restraints	S	S	S	NA	NA
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD)	S	S	S	S	S
Electronic Stability Control (ESC)	S	S	S	S	S
Traction Control System (TCS)	S	S	S	S	S
4-Wheel Disc Brakes	S	S	S	S	S
4-Wheel Independent Suspension	S	S	S	S	S
Front and Rear Stabilizer Bars	S	S	S	S	S
Tire Pressure Monitoring System	S	S	S	S	S
Variable-Intermittent, Speed- Sensitive Windshield Wipers	S	S, not speed-sensitive	S	S, not speed-sensitive	S, not variable
INTERIOR					
Leather Seat Trim	S	S	S	S	S
8-Way Power Driver's Seat	S	S	S	S	10-way
Integrated Memory System (IMS) for Driver's Seat, Exterior Mirrors and Steering Column	S	S, just seat and mirrors	0	S, just seat and mirrors	S, just seat and mirrors
4-Way Power Passenger's Seat	S	8-way	S	8-way	10-way
Heated Front Seats	S	S	0	S	0
60/40 Split Fold-Down Rear Seatbacks	S	S	S	NA	S
Electroluminescent Instrument Cluster	S	S, Optitron	S	NA	NA
Tachometer	S	S	S	S	S
Trip Computer	S	S	S	S	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 AZERA LIMITED					
	2011 HYUNDAI AZERA LIMITED	2011 TOYOTA AVALON LIMITED	2011 NISSAN MAXIMA SV	2011 BUICK LACROSSE CXS	2012 FORD TAURUS LIMITED FWD
ENTERTAINMENT, COMFORT AND CONVENIENCE					
Dual Automatic Temperature Control	S	S	S	S	S
Power Windows with Driver's Auto-Up/Down	S	S	S	S	S
Power Door Locks	S	S	S	S	S
Remote Keyless Entry with Alarm	S	S	S	S	S
Cruise Control	S	S	S	S	S
Woodgain-Trimmed and Leather-Wrapped Steering Wheel	S	S	No wood	S	S
Power Tilt-and-Telescopic Steering Column	S	Manual only	0	Manual only	Manual only
Steering Wheel-Mounted Audio Controls	S	S	S	S	S
Electrochromic Interior Rearview Mirror	S	S	S	S	S
HomeLink® Programmable Transceiver	S	S	S	S	S
Standard Audio System	AM/FM/XM®/6-disc CD/MP3 with 315 watts and 10 Infinity® speakers	JBL Synthesis® AM/FM/6-disc CD player with 660 watts and 12 speakers	Bose® AM/FM/XM®/6-disc CD with 9 speakers	harman/kardon® 5.1 surround sound AM/FM/XM®/CD with 384 watts and 11 speakers	AM/FM/Sirius®/6-disc CD with subwoofer and 6 speakers
iPod®/USB Port and MP3 Auxillary Jack	S	S	S; 0, USB	S	S, no USB
Rear Reading Lamps	S	S	S	S	S
Power Rear Sunshade	S	S	0	S	0
EXTERIOR					
Aluminum-Alloy Wheels	17-inch Hyper Silver	17-inch	18-inch	18-inch	19-inch
Tires	P235/55VR17	P215/55HR17	P245/45VR18	P235/50R18	P225/45R19
Power Heated Outside Mirrors with Integrated Turn Signal Indicators and Puddle Lamps	S	S	S	S	S, no turn signal indicators
Power Tilt-and-Slide Sunroof	S	S	S	0	0
Fog Lights	S	S	S	S	S
DIMENSIONS AND CAPACITIES					
Wheelbase (in.)	109.4	111.0	109.3	111.7	112.9
Head Room—Front/Rear (in.)	40.2/38.2	38.9/37.5	38.5/36.4	38.0/37.3	39.0/37.8
Leg Room—Front/Rear (in.)	43.7/38.2	41.3/40.9	43.8/34.6	41.7/40.5	41.9/38.1
Shoulder Room—Front/Rear (in.)	57.9/57.1	59.4/58.2	56.3/55.1	57.4/56.0	57.9/56.9
Hip Room—Front/Rear (in.)	55.5/55.1	55.8/56.2	53.4/53.9	55.2/53.9	56.3/55.8
Interior Volume (cu. ft.)	106.9	106.9	110.0	101.7	102.2
Cargo Volume (cu. ft.)	16.6	14.4	14.2	13.3	20.1

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 AZERA LIMITED

	2011 HYUNDAI AZERA LIMITED	2011 TOYOTA AVALON LIMITED	2011 NISSAN MAXIMA SV	2011 BUICK LACROSSE CXS	2012 FORD TAURUS LIMITED FWD
WARRANTY					
Basic (yr/mi.)	5/60,000	3/36,000	3/36,000	4/50,000	3/36,000
Powertrain Protection (yr/mi.)	10/100,000	5/60,000	5/60,000	5/100,000	5/60,000
Anti-Perforation (yr/mi.)	7/unlimited	5/unlimited	5/unlimited	4/50,000	5/unlimited
Roadside Assistance (yr/mi.)	5/unlimited	2/25,000	3/36,000	5/100,000	5/60,000
EPA FUEL ECONOMY					
Automatic Transmission— City/Highway (mpg)	19/27	20/28	19/26	17/27	18/28

= Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 1/18/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.buick.com, www.ford.com, www.nissanusa.com

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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. One way to refine this is to write down the number of steps that it takes. When you write it down, you can see the steps and the words you use; then you can edit it down to the bare minimum. By doing so, you can teach your customers quickly, efficiently and effectively.

EXAMPLE: Setting a radio station

1. Tune in the desired station.
 2. Press and hold station number button.
 3. Release when you hear a beep—that signals the station is set in memory.
- Using the keyless entry system to open or lock the car, trunk, alarm
 - Headlights: all functions
 - Windshield wipers: all functions
 - Remote fuel filler door release
 - Setting the heating/ventilation/air conditioning system for defrosting the windshield, rear window defroster

WALKAROUND EXERCISE

List six key points that you cover during an Azera walkaround.

1. Exterior
2. Trunk
3. Rear Seat
4. Passenger's Seat
5. Driver's Seat
6. Other

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

11. 2011 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 pages.

2011 Genesis Sedan Key Attributes

- Genesis was the first Hyundai to offer a V8, rear-wheel-drive platform in the U.S.
- The 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 and Active Front Lighting System (AFLS)
- Navigation system with a multimedia controller
- Rearview camera plus front and rear parking sensors
- Cooled driver's seat

Sources for Genesis Sedan Information

- 2011 Source Booklet
- 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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

BODY STYLES AND TRIM LEVELS

GENESIS 3.8	MODEL CODE	MSRP (w/o Freight)
3.8-liter DOHC V6 engine, Aisin 6-speed SHIFTRONIC® automatic transmission	B0422	\$33,000
Standard Equipment	Optional Equipment	
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Dual front fully automatic heater, ventilation, air conditioning system • 7-speaker Autonet AM/FM/XM® Satellite Radio/CD/MP3 audio system • 90 days of complimentary XM® Satellite Radio subscription (service not available in Hawaii or Alaska) • iPod®/USB port and auxiliary jack • Bluetooth® hands-free phone system • Proximity Key with push-button start • Leather seating surfaces • Heated front seat • Power front seats • Cruise control • Acoustic laminated windshield and front side glass • Dual bodycolor power heated side mirrors with turn signal indicators • Electroluminescent cluster (Supervision) • Leather-wrapped tilt steering wheel • Steering wheel-mounted audio and cruise controls • Auto-dimming interior mirror with HomeLink® and compass • Front and rear carpeted floor mats <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 290 horsepower @ 6,200 rpm • 264 lb.-ft. of torque @ 4,500 rpm • Fuel Economy—city/highway (mpg): 18/27 (AT) • Front and rear independent 5-link suspension • SACHS® Amplitude Selective Damping (ASD) shock absorbers • 17-inch alloy wheels • P225/55R17 tires <p>SAFETY</p> <ul style="list-style-type: none"> • 4-wheel disc brakes with ABS and Brake Assist • ESC with TCS • Eight airbags: advanced front airbags, front and rear seat-mounted side airbags, and roof-mounted side curtain airbags • Electronic front active head restraints • Tire Pressure Monitoring System (TPMS) • Automatic halogen headlights • Fog lights 	<p>3.8 Premium Package</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) • 528-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 <hr/> <p>3.8 Premium Navigation Package</p> <p><i>Requires Premium Package</i></p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • DVD navigation system with 7-inch touch-screen and XM NavTraffic® (deletes CD changer and HD Radio® technology) <p>ADDITIONAL PERFORMANCE</p> <ul style="list-style-type: none"> • 18-inch Hyper Silver alloy wheels with 235/50R18 tires <p>ADDITIONAL SAFETY</p> <ul style="list-style-type: none"> • Rearview camera 	<p>\$2,500</p> <hr/> <p>\$2,000</p>

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

GENESIS 3.8	MODEL CODE	MSRP (w/o Freight)
3.8-liter DOHC V6 engine, Aisin 6-speed SHIFTRONIC® automatic transmission	B0422	\$33,000
Standard Equipment	Optional Equipment	
	<p>3.8 Technology Package <i>Requires Premium Package</i></p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 528-watt 17-speaker Lexicon® Discrete Logic 7® 7.1 audio system with XM NavTraffic® • Ultimate navigation system with 8-inch display • 6-disc DVD changer • Driver Information System (DIS) with multimedia controller • Bluetooth® hands-free phone system with integrated display • Smart cruise control • Electronic parking brake with automatic vehicle hold • Cooled driver's seat • Aluminum interior accents <p>ADDITIONAL PERFORMANCE</p> <ul style="list-style-type: none"> • 18-inch Hyper Silver alloy wheels with 235/50R18 tires <p>ADDITIONAL SAFETY</p> <ul style="list-style-type: none"> • High-Intensity Discharge (HID) auto-leveling headlights • Adaptive Front Lighting System (AFLS) • Rearview camera • Front and rear parking assistance sensors 	\$5,500

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

GENESIS 4.6	MODEL CODE	MSRP (w/o Freight)
4.6-liter DOHC V8 engine, ZF® 6-speed SHIFTRONIC® automatic transmission	B0462	\$43,000
Standard Equipment	Optional Equipment	
<p data-bbox="45 302 272 344">3.8 Equipment Plus</p> <p data-bbox="45 344 363 386">COMFORT & CONVENIENCE</p> <ul data-bbox="71 386 1003 1121" 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 complimentary subscription • Driver Information System (DIS) with multimedia controller • Smart cruise control • Electronic parking brake with automatic vehicle hold • Cooled driver's seat • Ultra-premium leather seating surfaces • Tailored leather-wrapped dash and door trim inserts • Power tilt-and-slide glass sunroof • Power tilt-and-telescopic steering column • Integrated Memory System (IMS) • Illuminated door sill plates • Woodgrain-trimmed leather-wrapped steering wheel • Aluminum interior accents • Electrochromic auto-dimming outside mirrors • Power rear sunshade • Chrome lower bodyside moldings <p data-bbox="45 1121 233 1163">PERFORMANCE</p> <ul data-bbox="71 1163 734 1423" style="list-style-type: none"> • 385 horsepower @ 6,500 rpm (premium fuel); 378 horsepower @ 6,500 rpm (regular fuel) • 333 lb.-ft. of torque @ 3,500 rpm (premium fuel); 324 lb.-ft. of torque @ 3,500 rpm (regular fuel) • Fuel Economy—city/highway (mpg): 17/25 (AT) • Electro-Hydraulic Power Steering (EHPS) • 18-inch Hyper Silver alloy wheels with P235/50R18 tires <p data-bbox="45 1423 142 1465">SAFETY</p> <ul data-bbox="71 1465 717 1648" style="list-style-type: none"> • Rain-sensing wipers with auto defogger windshield • High-Intensity Discharge (HID) auto-leveling headlights • Adaptive Front Lighting System (AFLS) • Front and rear parking assistance sensors • Rearview camera 	<p data-bbox="1078 302 1523 344">There are no options for this trim level.</p>	

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

EXERCISE: FILL IN THE BLANKS

For the Genesis Sedan, fill in the key features that you think are the strongest attributes of this vehicle.

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

GENESIS SEDAN AND THE COMPETITION

Genesis Sedan Key Competitors

- BMW 5-Series
- Mercedes-Benz E-Series
- Infiniti M
- Lexus GS
- Cadillac CTS/DTS
- 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
- 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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 GENESIS 3.8							
	2011 HYUNDAI GENESIS 3.8	2011 BMW 528i	2011 MERCEDES-BENZ E350	2012 INFINITI M37	2011 LEXUS GS 350	2011 CADILLAC CTS 3.0 V6	2011 CHRYSLER 300 LIMITED
PRICE (as of 03/25/11)							
MSRP— Automatic Transmission	\$33,000	\$45,050	\$49,400	\$47,700	\$46,100	\$35,265	\$31,170
Freight/Handling Charge	\$850	\$875	\$875	\$875	\$875	\$875	\$825
ENGINE AND TRANSMISSION							
Engine Type (lit.)	3.8 DOHC V6	3.0 DOHC I-6	3.5 DOHC V6	3.7 DOHC V6	3.5 DOHC V6	3.0 DOHC V6	3.6 DOHC V6
Horsepower (@ rpm)	290 @ 6,200	Premium, 240 @ 6,600	Premium, 268 @ 6,000	330 @ 7,000	Premium, 303 @ 6,200	270 @ 7,000	292 @ 6,350
Torque (lb.-ft. @ rpm)	264 @ 4500	Premium, 230 @ 2,600–3000	Premium, 258 @ 2,400–5,000	270 @ 5,200	Premium, 274 @ 3,600	223 @ 5,700	260 @ 4,800
6-Speed SHIFTRONIC® Automatic Transmission	S	S	7-speed	7-speed	S	0	5-speed
Drive Layout	RWD	RWD	RWD	RWD	RWD	RWD	RWD
SAFETY AND PERFORMANCE							
Front and Rear Seat-Mounted Side-Impact Airbags	S	S, Front; NA, Rear	S, Front; 0, Rear	Front only	S	Front only	Front only
Roof-Mounted Side Curtain Airbags	S	S	S	S	S	S	S
Electronic Stability Control (ECS), Traction Control (TCS)	S	S	S	S	S	S	S
Front Active Head Restraints	Electric	S	S	S	S	S	S
Anti-Lock Braking System (ABS), Electronic Brake Force Distribution (EBD) and Brake Assist (BA)	S	S	S	S	S	S	S
4-Wheel Disc Brakes	S	S	S	S	S	S	S
Automatic Headlights	S	S	S	S	S	S	S
High-Intensity Discharge (HID) and Auto-Leveling Headlights	0	0	0	S	S	NA	0
Adaptive Auto-Cornering Headlights	0	0	0	S	0	NA	0
Fog Lights	S	S	S	S	S	NA	S
4-Wheel Independent Suspension	S	S	S	S	S	S	S
Tire Pressure Monitoring System	S	S	S	S	S	S	S

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DARE TO COMPARE: 2011 GENESIS 3.8							
	2011 HYUNDAI GENESIS 3.8	2011 BMW 528i	2011 MERCEDES-BENZ E350	2012 INFINITI M37	2011 LEXUS GS 350	2011 CADILLAC CTS 3.0 V6	2011 CHRYSLER 300 LIMITED
SAFETY AND PERFORMANCE (continued)							
Front/Rear Parking Assistance	0	0	0	Ⓜ NA	0	Ⓜ NA	0
Rearview Camera	0	0	0	S	0	Ⓜ NA	S
Rain-sensing Wipers with Auto Defogger Windshield	0	S	S	S	0	Ⓜ NA	0
Electronic Parking Brake	0	Ⓜ NA	Ⓜ NA	Ⓜ NA	Ⓜ NA	Ⓜ NA	Ⓜ NA
INTERIOR							
8-Way Power Driver's Seat	S	10-way	14-way	10-way	10-way	S	12-way
Integrated Memory System for Driver's Seat, Outside Mirrors and Steering Column	0	S	S	S	S	Ⓜ NA	Ⓜ 0
4-Way Power Passenger's Seat	S	10-way	14-way	10-way	10-way	S	S
Rear Seat Pass-Through Feature	S	Ⓜ 0, split folding	Ⓜ 0, split folding	Ⓜ NA	S	S	60/40 split folding
Leather Seating Surfaces	S	Ⓜ 0	Ⓜ 0	S	S	Ⓜ NA	Ⓜ 0
Heated Front Seats	S	Ⓜ 0	Ⓜ 0	S	S	Ⓜ NA	S
Cooled Driver's Seat	0	0	Ⓜ NA	0	0	Ⓜ NA	Ⓜ NA
Power Tilt-and-Telescopic Steering Column	0	S	S	S	S	Ⓜ Manual	Ⓜ 0
Leather-Wrapped Steering Wheel	S	S	S	S	S	S	S
Auto-Dimming Interior Mirror	S	Ⓜ 0	S	S	S	S	S
HomeLink®	S	Ⓜ 0	S	S	S	Ⓜ NA	Ⓜ 0
Woodgrain Interior Accents	S	S	S	S	S	Ⓜ NA	Ⓜ 0
Compass	S	Ⓜ NA	S	S	S	Ⓜ NA	S
Tachometer	S	S	S	S	S	S	S
Digital Quartz Clock	S	S	S	Analog	S	Analog	S
Floor Mats	S	S	S	S	S	S	S
ENTERTAINMENT, COMFORT AND CONVENIENCE							
Dual-Zone Air Conditioning	S	S	S	S	S	S	S
Rear-Seat Air Conditioning Controls and Outlets	S	Ⓜ 0, 4-Zone	Ⓜ NA	Ⓜ NA	Ⓜ NA	Ⓜ NA	Ⓜ NA
Power Windows with Front Auto-Up/Down	S	S	S, all	S, all	S, all	S	S, all
Power Door Locks	S	S	S	S	S	S	S
Audio System—Standard Unit	AM/FM/XM®/CD/MP3 with 7 speakers	AM/FM/CD/MP3 with HR Radio, 180 watts and 10 speakers	AM/FM/6-disc CD with 8 speakers	AM/FM/XM®/CD/MP3 with 6 speakers	AM/FM/XM®/6-disc CD with 134 watts and 10 speakers	AM/FM/XM®/CD/MP3 with 8 Bose® speakers	Alpine® AM/FM/Sirius®/CD/MP3 with 276 watts and 6 speakers

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 GENESIS 3.8							
	2011 HYUNDAI GENESIS 3.8	2011 BMW 528i	2011 MERCEDES-BENZ E350	2012 INFINITI M37	2011 LEXUS GS 350	2011 CADILLAC CTS 3.0 V6	2011 CHRYSLER 300 LIMITED
ENTERTAINMENT, COMFORT & CONVENIENCE (continued)							
Audio System—Optional	Lexicon® 528-watt AM/FM/XM®/6-disc CD/MP3 14 speaker surround sound or Lexicon® 7.1 Discrete Logic 7® surround sound, HD Radio® with 17 speakers	Premium 600-watt system with 16 speakers	harman/kardon® Logic 7 surround sound	Bose® 10-speaker 5.1 surround sound	Mark Levinson® 14-speaker 7.1 surround sound	No upgraded audio for this model	Alpine® 7.1 surround sound with 506 watts and 9 speakers
Satellite Radio	S, XM®	0, Sirius®	0, Sirius®	S, XM®	S, XM®	S, XM®	S, Sirius®
Bluetooth® Hands-Free Phone System	S	S	S	S	S	NA	S
iPod®/USB Port and Auxiliary Jack	S	0	0	S	S	NA	S
Navigation System	0	0	0	0	0	NA	0
Steering Wheel-Mounted Audio and Cruise Controls	S	S	S	S	S	S	S
Proximity Entry with Alarm and Trunk Release	S	0	0	S	S	NA	S
Cruise Control	S	S	S	S	S	S	S
Smart Cruise Control	0	0	0	0	0	NA	0
Trip Computer	S	S	S	S	S	S	S
Power Rear Sunshade	0	0	0	0	0	NA	0
EXTERIOR							
Aluminum-Alloy Wheels	17-inch	17-inch	17-inch	18-inch	17-inch	17-inch	18-inch
Tires	225/55R17	225/55R17	245/45R17	245/50R18	225/50R17	235/55R17	225/60R18
Bodycolor Power Heated Mirrors with Turn Signal Repeaters	S	S, no repeaters	S	S, no repeaters	S	S, no repeaters	S; 0, repeaters
Power Tilt-and-Slide Sunroof	0	S	0	S	S	0	0
Acoustic Laminated Windshield and Front Windows	S	NA	NA	NA	NA	NA	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 GENESIS 3.8							
	2011 HYUNDAI GENESIS 3.8	2011 BMW 528i	2011 MERCEDES-BENZ E350	2012 INFINITI M37	2011 LEXUS GS 350	2011 CADILLAC CTS 3.0 V6	2011 CHRYSLER 300 LIMITED
DIMENSIONS AND CAPACITIES							
Wheelbase (in.)	115.6	116.9	113.2	114.2	112.2	113.4	120.2
Coefficient of Drag (Cd)	0.27	0.28	0.27	0.27	0.27	Information NA	0.32
Head Room—Front/Rear (in.)	40.4 / 37.7	39.1/38.1	37.9/38.2	39.1/37.1	37.8/37.0	38.8/37.2	38.6/37.9
Leg Room—Front/Rear (in.)	44.3/38.6	41.4/36.1	41.3/35.8	44.4/36.2	43.5/36.4	42.4/36.1	41.8/40.1
Shoulder Room—Front/Rear (in.)	58.3/57.9	58.3/56.2	57.8/56.9	58.4/56.7	56.3/55.1	56.7/54.7	59.5/57.7
Hip Room—Front/Rear (in.)	54.9/54.3	Information NA	Information NA	54.3/53.5	54.4/54.1	53.7/53.0	56.2/56.1
Trunk Volume (cu. ft.)	15.9	Information NA	15.9	14.9	15.2	13.6	16.3
Total Interior Passenger Volume (cu. ft.)	109.4	Information NA	Information NA	103.6	Information NA	98.0	106.3
Fuel Tank (gal.)	19.3	18.5	21.1	20.0	18.8	18.0	19.1
WARRANTY							
Basic (yr./mi.)	5/60,000	4/50,000	4/50,000	4/50,000	4/50,000	4/50,000	3/36,000
Powertrain Protection (yr./mi.)	10/100,000	4/50,000	4/50,000	6/70,000	6/70,000	5/100,000	5/100,000
Anti-Perforation (yr./mi.)	7/unlimited	12/unlimited	4/50,000	7/unlimited	6/unlimited	6/100,000	5/100,000
Roadside Assistance (yr./mi.)	5/unlimited	4/unlimited	Lifetime	4/unlimited	4/unlimited	5/100,000	NA
EPA FUEL ECONOMY							
City/Highway (mpg)	18/27	22/32	17/24	18/26	19/26	18/27	18/27

= Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 3/25/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.bmwusa.com, www.mbusa.com, www.infiniti.com, www.lexus.com, www.cadillac.com, www.chrysler.com

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DARE TO COMPARE: 2011 GENESIS 4.6							
	2011 HYUNDAI GENESIS 4.6	2011 BMW 550i	2011 MERCEDES-BENZ E550	2012 INFINITI M56	2011 LEXUS GS 460	2011 CADILLAC DTS PLATINUM	2011 CHRYSLER 300C
PRICE (as of 03/25/11)							
MSRP	\$43,000	\$60,200	\$57,100	\$59,100	\$54,570	\$59,875	\$38,170
Freight/Handling Charge	\$850	\$875	\$875	\$865	\$875	\$875	\$825
ENGINE AND TRANSMISSION							
Engine Type (lit.)	4.6 DOHC V8	4.4 DOHC turbo V8	5.5 DOHC V8	5.6 DOHC V8	4.6 DOHC V8	4.6 DOHC V8	5.7 OHV V8
Horsepower (@ rpm)	Premium, 385 @ 6,500; regular, 378 @ 6,500	Premium, 400 @ 6,400 (only)	Premium, 382 @ 6,000 (only)	Premium, 420 @ 6,000 (only)	Premium, 342 @ 6,200	Premium, 292 @ 6,300	363 @ 5,200
Torque (lb.-ft. @ rpm)	Premium, 333 @ 3,500; regular, 324 @ 3,500	Premium, 450 @ 1,750–4500 (only)	Premium, 391 @ 2,800–4,800 (only)	Premium, 417 @ 4,400 (only)	Premium, 339 @ 3,600	Premium, 288 @ 4,500	394 @ 4,200
6-Speed SHIFTRONIC® Automatic Transmission	S, ZF®	0	7-speed	7-speed	8-speed	4-speed, not SHIFTRONIC®	5-speed
Drive Layout	RWD	RWD	RWD	RWD	RWD	RWD	RWD
SAFETY AND PERFORMANCE							
Front and Rear Seat-Mounted Side-Impact Airbags	S	S, front; NA, rear	S	Front only	Front only	Front only	Front only
Roof-Mounted Side Curtain Airbags	S	S	S	S	S	S	S
Electronic Stability Control (ECS) and Traction Control (TCS)	S	S	S	S	S	S	S
Front Active Head Restraints	Electric	S	S	S	S	S	S
Anti-Lock Braking System (ABS), Electronic Brake Force Distribution (EBD) and Brake Assist (BA)	S	S	S	S	S	S	S
4-Wheel Disc Brakes	S	S	S	S	S	S	S
Automatic Headlights	S	S	S	S	S	S	S
High-Intensity Discharge (HID) and Auto-Leveling Headlights	S	S	0	S	S	S	0
Adaptive Auto-Cornering Headlights	S	S	0	S	S	NA	0
Fog Lights	S	S	S	S	S	S	S
4-Wheel Independent Suspension	S	S	S	S	S	S	S
Tire Pressure Monitoring System	S	S	S	S	S	S	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 GENESIS 4.6							
	2011 HYUNDAI GENESIS 4.6	2011 BMW 550i	2011 MERCEDES-BENZ E550	2012 INFINITI M56	2011 LEXUS GS 460	2011 CADILLAC DTS PLATINUM	2011 CHRYSLER 300C
SAFETY AND PERFORMANCE (continued)							
Front/Rear Parking Assistance	S	0	0	NA	0	S, rear only	0
Rearview Camera	S	0	0	S	0	NA	S
Electronic Parking Brake	S	NA	NA	NA	NA	NA	NA
Rain-sensing Wipers with Auto Defogger Windshield	S	S	S	S	S	NA	S
INTERIOR							
8-Way Power Driver's Seat	S	10-way	14-way	10-way	10-way	S	12-way
Integrated Memory System for Driver's Seat, Outside Mirrors and Steering Column	S	S	S	S	S	S	S
4-Way Power Passenger's Seat	S	10-way	14-way	10-way	10-way	S	S
Rear Seat Pass-Through Feature	S	0, split folding	0, split folding	NA	S	S	S, split folding
Leather Seating Surfaces	S	S	S	S	S	S	S
Heated Front Seats	S	0	0	S	S	S	S
Cooled Driver's Seat	S	0	NA	S	Ventilated	NA	S
Power Tilt-and-Telescopic Steering Column	S	S	S	S	S	S	S
Woodgrain-Trimmed and Leather-Wrapped Steering Wheel	S	Leather only	0	Leather only	S	Leather only	S
Auto-Dimming Interior Mirror	S	S	S	S	S	S	S
Woodgrain Interior Accents	S	S	S	S	S	S	S
Tachometer	S	S	S	S	S	S	S
Trip Computer	S	S	S	S	S	S	S
Digital Quartz Clock	S	S	S	Analog	S	Analog	S
Floor Mats	S	S	S	S	S	S	S
ENTERTAINMENT, COMFORT AND CONVENIENCE							
Dual-Zone Air Conditioning	S	S	S	S	S	S	S
Rear-Seat Air Conditioning Controls and Vents	S	0, 4-zone	NA	S	NA	NA	NA
Power Windows with Front Auto-Up/Down	S	S	S, all	S, all	S, all	S, all	S, all
Power Door Locks	S	S	S	S	S	S	S
HomeLink®	S	S	S	S	S	S	S

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DARE TO COMPARE: 2011 GENESIS 4.6

	2011 HYUNDAI GENESIS 4.6	2011 BMW 550i	2011 MERCEDES-BENZ E550	2012 INFINITI M56	2011 LEXUS GS 460	2011 CADILLAC DTS PLATINUM	2011 CHRYSLER 300C
ENTERTAINMENT, COMFORT AND CONVENIENCE (continued)							
Audio System—Standard	AM/FM/XM®/HD Radio®/in-dash 6-disc CD/MP3 Lexicon® 7.1 Discrete Logic 7® surround sound with 17 speakers	AM/FM/CD/MP3 system with HD Radio®, 180 watts and 10 speakers	AM/FM/6-disc CD with 8 speakers	Bose® AM/FM/XM®/6-disc in-dash CD with 10 speakers	AM/FM/6-disc CD with 10 speakers	Bose® Centerpoint AM/FM/XM®/6-disc in-dash CD with 8 speakers	Alpine® AM/FM/CD/MP3/Sirius® 276-watt Boston Acoustics® with 6 speakers
Satellite Radio	S, XM®	0, Sirius®	0, Sirius®	S, XM®	S, XM®	S, XM®	S, Sirius®
Bluetooth® Hands-Free Phone System	S	S	S	S	S	S	S
iPod®/USB Port and Auxiliary Jack	S	0	0	S	S	N A	S
Navigation System	S	S	0	S	0	S	0
Steering Wheel-Mounted Audio and Cruise Controls	S	S	S	S	S	S	S
Proximity Entry with Alarm and Trunk Release	S	0	0	S	S	NA	S
Cruise Control	S	S	S	S	S	S	S
Smart Cruise Control	S	0	0	0	0	0	0
Power Rear Sunshade	S	0	0	0	0	NA	NA
EXTERIOR							
Aluminum-Alloy Wheels	18-inch	18-inch	17-inch	18-inch	18-inch	17-inch	19-inch
Tires	235/50R18	245/45R18	245/45R17	245/50R18	245/40R18	235/55R17	235/55R19
Auto-Dimming Outside Mirrors	S	S	NA	NA	S	NA	Driver's only
Bodycolor Power Heated Mirrors with Turn Signal Repeaters	S	S, no repeaters	S	S, no repeaters	S	S, no repeaters	0, repeaters
Power Tilt-and-Slide Sunroof	S	S	S	S	S	S	0
Acoustic Laminated Windshield and Front Windows	S	NA	NA	NA	NA	NA	S
Chrome Bodyside Moldings	S	NA	NA	NA	NA	NA	NA

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DARE TO COMPARE: 2011 GENESIS 4.6							
	2011 HYUNDAI GENESIS 4.6	2011 BMW 550i	2011 MERCEDES-BENZ E550	2012 INFINITI M56	2011 LEXUS GS 460	2011 CADILLAC DTS PLATINUM	2011 CHRYSLER 300C
DIMENSIONS AND CAPACITIES							
Wheelbase (in.)	115.6	116.9	113.2	114.2	112.2	115.6	120.2
Coefficient of Drag (Cd)	0.27	0.30	0.27	0.27	0.27	Information NA	0.32
Head Room—Front/Rear (in.)	40.4/37.7	39.1/38.0	37.9/38.2	39.1/37.7	37.8/37.0	38.3/38.6	38.6/37.9
Leg Room—Front/Rear (in.)	44.3/38.6	41.4/36.1	41.3/35.8	44.3/36.2	43.5/36.4	42.5/41.6	41.8/40.1
Shoulder Room—Front/Rear (in.)	58.3/57.9	58.3/56.2	57.8/56.9	58.2/56.9	56.3/55.1	60.0/ 59.2	59.5/57.7
Hip Room—Front/Rear (in.)	54.9/54.3	Information NA	Information NA	54.3/53.5	54.4/51.4	56.9/56.7	56.2/56.1
Trunk Volume (cu. ft.)	15.9	Information NA	15.9	14.9	12.7	18.8	16.3
Total Interior Passenger Volume (cu. ft.)	109.4	Information NA	Information NA	103.6	109.1	113.2	106.3
Fuel Tank (gal.)	20.3	18.5	21.1	20.0	18.8	18.5	19.1
WARRANTY							
Basic (yr./mi.)	5/60,000	4/50,000	4/50,000	4/50,000	4/50,000	4/50,000	3/36,000
Powertrain Protection (yr./mi.)	10/100,000	4/50,000	4/50,000	6/70,000	6/70,000	5/100,000	5/100,000
Anti-Perforation (yr./mi.)	7/unlimited	12/unlimited	4/50,000	7/unlimited	6/unlimited	6/100,000	5/100,000
Roadside Assistance (yr./mi.)	5/unlimited	4/unlimited	Lifetime	4/unlimited	4/unlimited	5/100,000	NA
EPA FUEL ECONOMY							
City/Highway (mpg)	17/25	17/25	15/23	16/24	17/24	15/22	16/25

= Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 3/25/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.bmwusa.com, www.mbusa.com, www.infiniti.com, www.lexus.com, www.cadillac.com, www.chrysler.com

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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. One way to refine this is to write down the number of steps that it takes. When you write it down, you can see the steps and the words you use; then you can edit it down to the bare minimum. By doing so, you can teach your customers quickly, efficiently and effectively.

EXAMPLE: Setting a radio station

1. Tune in the desired station.
 2. Press and hold station number button.
 3. Release when you hear a beep—that signals the station is set in memory.
- Using the keyless entry system to open or lock the car, trunk, alarm
 - Headlights: all functions
 - Windshield wipers: all functions
 - Remote fuel filler door release
 - Setting the heating/ventilation/air conditioning system for defrosting the windshield, rear window defroster

WALKAROUND EXERCISE

List six key points that you cover during a Genesis Sedan walkaround.

1. Exterior
2. Trunk
3. Rear Seat
4. Passenger's Seat
5. Driver's Seat
6. Other

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12. 2011 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 pages.

2011 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:** R-Spec and Track models
- **Fully Independent Suspension:** McPherson front suspension teamed with 5-link independent rear suspension
- **Torsen® Limited-Slip Differential:** R-Spec and Track models
- **R-Spec and Track Models:** Track-tuned sport suspension with heavier sway bars, springs, struts/shocks and bushings

Sources for Genesis Coupe Information

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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

BODY STYLES AND TRIM LEVELS

GENESIS COUPE 2.0T	MODEL CODE	MSRP (w/o Freight)
2.0-liter turbo 4-cylinder engine, 6-speed manual transmission	C0303	\$22,250
2.0-liter turbo 4-cylinder engine, 5-speed SHIFTRONIC® automatic transmission	C0302	\$23,500
Standard Equipment	Optional Equipment	
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning • 170-watt 6-speaker Autonet AM/FM/XM® Satellite Radio/CD/MP3 audio system • iPod®/USB port and MP3 auxiliary jacks • Bluetooth® hands-free connectivity • Leather-wrapped tilt steering wheel • Steering wheel-mounted audio and cruise controls • Remote keyless entry system with alarm • Cruise control • Power windows and door locks • Dual bodycolor power side mirrors • Driver's seat with adjustable lumbar support • Black cloth seats • Metalgrain and chrome interior accents • Trip computer • Solar glass <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 210 horsepower @ 6,000 rpm • 223 lb.-ft. of torque @ 2,000 rpm • Fuel Economy—city/highway (mpg): 21/30 (MT); 20/30 (AT) • 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 • 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 • Six airbags: advanced front airbags, front seat-mounted side airbags and side curtain airbags • Front active head restraints • Automatic halogen headlights • Tire Pressure Monitoring System (TPMS) 	<p>There are no options for this trim level.</p>	

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

GENESIS COUPE 2.0T R-SPEC	MODEL CODE	MSRP (w/o Freight)
2.0-liter turbo 4-cylinder engine, 6-speed manual transmission	C0333	\$24,500
Standard Equipment	Optional Equipment	
<p>2.0T Equipment Plus</p> <p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Black leather bolster and red cloth insert seats <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 210 horsepower @ 6,000 rpm • 223 lb.-ft. of torque @ 2,000 rpm • Fuel Economy—city/highway (mpg): 21/30 (MT); 20/30 (AT) • Brembo® braking system • Track-tuned suspension • Torsen® limited-slip differential • 19-inch alloy wheels with summer tires • R-Spec badge <p>DELETE ON THIS MODEL</p> <ul style="list-style-type: none"> • Automatic headlight control • Cruise control • Metalgrain/chrome interior accents 	There are no options for this trim level.	

GENESIS COUPE 2.0T PREMIUM	MODEL CODE	MSRP (w/o Freight)
2.0-liter turbo 4-cylinder engine, 5-speed SHIFTRONIC® automatic transmission	C0322	\$26,750
Standard Equipment	Optional Equipment	
<p>2.0T Equipment Plus</p> <p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power driver's seat • 360-watt 10-speaker Infinity® AM/FM/XM® Satellite Radio/CD changer/MP3 audio system • 6.5-inch touchscreen navigation system • 90 days of complimentary XM NavTraffic® subscription (service not available in Hawaii or Alaska) • Fully automatic temperature control (FATC) • Proximity Key with push-button start • Auto-dimming interior mirror with HomeLink® and compass • Power tilt-and-slide sunroof <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 210 horsepower @ 6,000 rpm • 223 lb.-ft. of torque @ 2,000 rpm • Fuel Economy—city/highway (mpg): 21/30 (MT); 20/30 (AT) 	There are no options for this trim level.	

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

GENESIS COUPE 3.8 R-SPEC	MODEL CODE	MSRP (w/o Freight)
3.8-liter DOHC V6 engine, 6-speed manual transmission	C0313	\$26,750
Standard Equipment	Optional Equipment	
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Manual air conditioning with outside temperature display • 170-watt 6-speaker Autonet AM/FM/XM® Satellite Radio/CD/MP3 audio system • iPod®/USB Port and MP3 auxiliary jacks • Leather-wrapped steering wheel • Steering wheel-mounted audio controls • Bluetooth® hands-free connectivity • Remote keyless entry system • Black leather bolster and red cloth insert seats • Driver's seat with adjustable lumbar support • Power windows and door locks • Dual bodycolor power side mirrors • Leather-wrapped shift knob • Multi-Information Display (MID) • Trip computer <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 306 horsepower @ 6,300 rpm • 266 lb.-ft. of torque @ 4,700 rpm • Fuel Economy—city/highway (mpg): 17/26 (MT); 17/27 (AT) • Rear-wheel drive with near 50:50 weight distribution • Dual CVT 24-valve cylinder heads • Brembo® braking system • Track-tuned suspension • Torsen® limited-slip differential • 19-inch alloy wheels with summer tires • R-Spec badge <p>SAFETY</p> <ul style="list-style-type: none"> • 4-wheel disc brakes with ABS, EBD and Brake Assist • ESC with TCS • Six airbags: advanced front airbags, front seat-mounted side airbags and side curtain airbags • Front active head restraints • Fog lights • Tire Pressure Monitoring System (TPMS) 	<p>There are no options for this trim level.</p>	

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

GENESIS COUPE 3.8 GRAND TOURING	MODEL CODE	MSRP (w/o Freight)
3.8-liter DOHC V6 engine, ZF® 6-speed SHIFTRONIC® automatic transmission	C0342/C0352	\$29,750
Standard Equipment	Optional Equipment	
<p data-bbox="45 306 357 342">3.8 R-Spec Equipment Plus</p> <p data-bbox="45 348 357 384">COMFORT & CONVENIENCE</p> <ul data-bbox="64 390 1055 1102" style="list-style-type: none"> • Automatic temperature control • Unique black or brown leather seating surfaces • Power driver's seat • Heated front seats • 360-watt 10-speaker Infinity® AM/FM/XM® Satellite Radio/CD changer/MP3 audio system • Navigation system with 6.5-inch touchscreen with 8GB USB memory (replaces Multi-Information Display) • 90 days of complimentary XM NavTraffic® subscription (service not available in Hawaii or Alaska) • Proximity Key with push-button start • Power tilt-and-slide sunroof • Cruise control • Auto-dimming interior mirror with compass • HomeLink® integrated transceiver • Dual bodycolor power heated side mirrors with turn signal indicators • Premium door sill plates • Metalgrain and chrome interior accents • Chrome front fascia accents <p data-bbox="45 1113 227 1148">PERFORMANCE</p> <ul data-bbox="64 1155 974 1375" style="list-style-type: none"> • 306 horsepower @ 6,300 rpm • 266 lb.-ft. of torque @ 4,700 rpm • Fuel Economy—city/highway (mpg): 17/26 (MT); 17/27 (AT) • 18-inch alloy wheels with P225/45VR18 front tires and P245/45VR18 rear tires • Sport-tuned suspension with strut brace • Steering wheel-mounted paddle shifters <p data-bbox="45 1386 138 1421">SAFETY</p> <ul data-bbox="64 1428 373 1491" style="list-style-type: none"> • Automatic headlights • Back-up warning system <p data-bbox="45 1501 324 1537">DELETE ON THIS MODEL</p> <ul data-bbox="64 1543 535 1719" style="list-style-type: none"> • Brembo® braking system • Track-tuned suspension • Limited-slip differential • 19-inch alloy wheels with summer tires • R-Spec badge 	<p data-bbox="1105 306 1542 342">There are no options for this trim level.</p>	

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

GENESIS COUPE 3.8 TRACK	MODEL CODE	MSRP (w/o Freight)
3.8-liter DOHC V6 engine, 6-speed manual transmission	C0383	\$30,750
3.8-liter DOHC V6 engine, ZF® 6-speed SHIFTRONIC® automatic transmission	C0382	\$32,250
Standard Equipment	Optional Equipment	
<p>3.8 Grand Touring Equipment Plus</p> <p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Black leather seating surfaces • Aluminum pedals <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 306 horsepower @ 6,300 rpm • 266 lb.-ft. of torque @ 4,700 rpm • Fuel Economy—city/highway (mpg): 17/26 (MT); 17/27 (AT) • Brembo® braking system • Track-tuned suspension heavier sway bars, springs, struts/shocks and bushings • Torsen® limited-slip differential • 19-inch alloy wheels with summer tires • Aero wiper blades • Rear spoiler <p>SAFETY</p> <ul style="list-style-type: none"> • High-Intensity Discharge (HID) Xenon headlights <p>DELETE ON THIS MODEL</p> <ul style="list-style-type: none"> • Chrome front fascia accents • Back-up warning system 	<p>There are no options for this trim level.</p>	

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

EXERCISE: FILL IN THE BLANKS

For the Genesis Coupe, fill in the key features that you think are the strongest attributes of this vehicle.

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

GENESIS COUPE AND THE COMPETITION

Genesis Coupe Key Competitors

- Ford Mustang
- Mitsubishi Eclipse
- Nissan Altima Coupe
- Scion tC

Genesis Coupe Strengths

- 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
- Bluetooth®—integrated unit with voice response activation; voice response programmable to English, French, Spanish
- iPod®/USB port and auxiliary jack
- Standard XM® Satellite Radio (three-month free trial)
- Manual air conditioning or available fully automatic temperature control
- Cruise control
- Tilt-and-telescopic steering column













2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 GENESIS COUPE 2.0T				
	2011 HYUNDAI GENESIS COUPE 2.0T	2012 FORD MUSTANG BASE V6	2011 SCION tC	2011 MITSUBISHI ECLIPSE GS COUPE
PRICE (03/14/2011)				
MSRP	\$22,250	\$22,145	\$18,275	\$19,499
Freight/Handling	\$850	\$850	\$720	\$760
ENGINE AND TRANSMISSION				
Engine Type (lit.)	2.0 DOHC intercooled/turbo 4	3.7 DOHC V6	2.4 DOHC I-4	2.4 SOHC I-4
Horsepower (@ rpm)	210 @ 6,000	305 @ 6,500	180 @ 6,000	162 @ 6,000
Torque (lb.-ft. @ rpm)	223 @ 2,000	280 @ 4,250	173 @ 4,100	162 @ 4,000
6-Speed Manual Transmission	S	S	S	5-speed manual
5-Speed SHIFTRONIC® Automatic Transmission	0, with paddle shifters	0, 6-speed, no paddle shifters; no SHIFTRONIC®	0, 6-speed, no paddle shifters	0, 4-speed; no paddle shifters
Performance Model	R-Spec	GT	NA	NA
Torsen® Limited-Slip Rear Differential	R-Spec	NA	NA	NA
SAFETY AND PERFORMANCE				
Front Side-Impact Airbags	S	S	S	S
Side Curtain Airbags	S	NA	S	S
Electronic Stability Control (ESC) with Traction Control System (TCS)	S	S	S	S
Front Active Head Restraints	S	NA	S	NA
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Brake Assist (BA)	S	S, no EBD, no Brake Assist	S	S, no Brake Assist
4-Wheel Disc Brakes	S	S	S	S
Sport-Tuned 4-Wheel Independent Suspension	S	0	S, not sport- tuned	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S
Speed-Sensitive Power Rack-and-Pinion Steering	S	S	S	S
Variable Intermittent Wipers	S	S	S	S
INTERIOR				
Multi-Adjustable Driver's Seat with Adjustable Lumbar Support	S	S, no lumbar support adjustment	S, no lumbar support adjustment	S, no lumbar support adjustment
Power Driver's Seat	Premium	Premium	NA	GS Sport
Leather-Wrapped Steering Wheel and Shift Knob	S	Premium	A	S
Tachometer	S	S	S	S
Digital Quartz Clock	S	S	S	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 GENESIS COUPE 2.0T				
	2011 HYUNDAI GENESIS COUPE 2.0T	2012 FORD MUSTANG BASE V6	2011 SCION tC	2011 MITSUBISHI ECLIPSE GS COUPE
ENTERTAINMENT, COMFORT AND CONVENIENCE				
Air Conditioning with Cabin Air Filter	S	S, no cabin air filter	S	S; A, cabin air filter
Power Windows with Auto-Up/Down	S	S	S	S
Power Door Locks	S	S	S	S
Tilt Steering Wheel	S	S	S	S
Audio System	AM/FM/XM®/CD/MP3 with 170 watts and 6 speakers; Infinity® Premium Audio System with 360 watts and 10 speakers—Premium	AM/FM/CD/MP3 with 4 speakers	AM/FM/CD/MP3 with 160 watts, 8 speakers and a subwoofer	AM/FM/CD/MP3 with 140 watts and 6 speakers
iPod®/USB Port and Auxiliary Jack	S	S, no USB	S	S; O, USB
Bluetooth®	S	Premium	A	GS Sport
Steering Wheel-Mounted Audio Controls	S	Premium	S	GS Sport
Navigation System	Premium*	NA	A	NA
Remote Keyless Entry with Alarm	S	S	S; A, alarm	S
Proximity Key	Premium	NA	NA	NA
Electrochromic Mirror with HomeLink® and Compass	Premium	NA	A, no HomeLink® or compass	NA
Cruise Control	S	S	S	S
Automatic Headlights	S	O, Premium	S	S
Dual Illuminated Vanity Mirrors and Visor Extensions	S	S, no visor extensions	S, not illuminated; no visor extensions	S, no visor extensions
Rear Window Defroster	S	S	S	S
EXTERIOR				
Tires	Front: 225/45VR18; Rear: 245/45VR18	P225/60R17	P225/45ZR18	P235/45VR18
Power Mirrors	S	S	S	S
Power Tilt-and-Slide Sunroof	Premium	O, Premium	S	GS Sport
DIMENSIONS AND CAPACITIES				
Wheelbase (in.)	111.0	107.1	106.3	101.4
Head Room—Front/Rear (in.)	39.2/34.6	38.5/34.7	37.7/36.4	38.5/34.6
Leg Room—Front/Rear (in.)	44.1/30.3	42.4/29.8	41.8/34.6	42.8/29.2
Shoulder Room—Front/Rear (in.)	56.7/52.8	55.3/51.6	55.4/52.1	54.2/51.2
Hip Room—Front/Rear (in.)	56.0/49.2	53.4/46.8	52.6/48.5	53.7/44.4
Cargo Volume	10.0	13.4	14.7	15.7

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DARE TO COMPARE: 2011 GENESIS COUPE 2.0T				
	2011 HYUNDAI GENESIS COUPE 2.0T	2012 FORD MUSTANG BASE V6	2011 SCION tC	2011 MITSUBISHI ECLIPSE GS COUPE
WARRANTY				
Basic (yr./mi.)	5/60,000	 3/36,000	 3/36,000	5/60,000
Powertrain Protection (yr./mi.)	10/100,000	 5/60,000	 5/60,000	10/100,000
Anti-Perforation (yr./mi.)	7/unlimited	 5/unlimited	 5/unlimited	 7/100,000
Roadside Assistance (yr./mi.)	5/unlimited	 5/60,000	 NA	5/unlimited
EPA FUEL ECONOMY				
Manual Transmission—City/Highway (mpg)	21/30	 19/29	23/31	 20/28
Automatic Transmission— City/Highway (mpg)	20/30	19/31	23/31	 20/28

 = Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

* Includes automatic temperature control climate control system









































Product information and MSRP (Manufacturer's Suggested Retail Price) as of 3/12/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.mitsubishicars.com, www.scion.com, www.fordvehicles.com

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 GENESIS COUPE 3.8				
	2011 HYUNDAI GENESIS COUPE 3.8 GRAND TOURING	2012 FORD MUSTANG GT V8 PREMIUM	2011 NISSAN ALTIMA COUPE 3.5 SE	2011 MITSUBISHI ECLIPSE GT V6
PRICE (03/12/2011)				
MSRP	\$29,750	 \$33,045	 \$30,120	\$29,408
Freight/Handling	\$850	\$850	\$760	\$760
ENGINE AND TRANSMISSION				
Engine Type (lit.)	3.8 DOHC V6	5.0 DOHC V8	3.5 DOHC V6	3.8 SOHC V6
Horsepower (@ rpm)	306 @ 6,300	402 @ 6,500*	 270 @ 6,000	 265 @ 5,750
Torque (lb.-ft. @ rpm)	266 @ 4,700	377 @ 4,250*	 258 @ 4,400	 262 @ 4,500
6-Speed Manual Transmission	S	S	S	 NA
6-Speed SHIFTRONIC® Automatic Transmission	0, with paddle shifters	 0, no paddle shifters; no SHIFTRONIC®	 0, CVT only	 5-speed, no paddle shifters
Torsen® Limited-Slip Rear Differential	S, Track/R-Spec	 NA	 NA	 NA
SAFETY AND PERFORMANCE				
Front Side-Impact Airbags	S	S	S	S
Side Curtain Airbags	S	 NA	S	S
Electronic Stability Control (ESC) with Traction Control (TCS)	S	S	S	S
Front Active Head Restraints	S	 NA	S	 NA
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Brake Assist (BA)	S	 S, no EBD, no Brake Assist	 S, no Brake Assist	 S, no Brake Assist
4-Wheel Disc Brakes	S	S	S	S
Sport-Tuned 4-Wheel Independent Suspension	S	S	S	S
Front Strut Brace	S	 NA	 NA	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S
Speed-Sensitive Power Rack-and-Pinion Steering	S	S	S	S
INTERIOR				
Multi-Adjustable Driver's Seat with Adjustable Lumbar Support	S	S	S	S
Power Driver's Seat	S	S	S	S
Leather Seat Trim	S	S	 0	S
Leather-Wrapped Steering Wheel	S	S	S	S
Tachometer	S	S	S	S
Digital Quartz Clock	S	S	S	S
ENTERTAINMENT, COMFORT AND CONVENIENCE				
Automatic Temperature Control Air Conditioning with Cabin Air Filter	S	 0, no cabin air filter	 0	S
Power Windows with Auto-Up/Down	S	S	S	S
Power Door Locks	S	S	S	S
Tilt Steering Wheel	S	S	S	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 GENESIS COUPE 3.8

	2011 HYUNDAI GENESIS COUPE 3.8 GRAND TOURING	2012 FORD MUSTANG GT V8 PREMIUM	2011 NISSAN ALTIMA COUPE 3.5 SE	2011 MITSUBISHI ECLIPSE GT V6
ENTERTAINMENT, COMFORT AND CONVENIENCE (continued)				
Audio System	AM/FM/XM®/CD/MP3 Infinity® Premium Audio System with 360 watts, 6-disc CD changer and 10 speakers	 AM/ FM/CD/ MP3/Sirius® with 500 watts and 8 speakers	 AM/FM/CD with 6 speakers	Rockford Fosgate® AM/FM/6-disc CD changer/MP3 with 650 watts and 9 speakers
iPod®/USB Port and Auxiliary Jack	S	S, no USB	S; O, USB	S; O, USB
Bluetooth®	S	Sync®	 O	S
Navigation System	S	 NA	 O	 NA
Steering Wheel-Mounted Audio Controls	S	S	S	S
Remote Keyless Entry with Alarm	S	S	S	S
Proximity Key	S	 NA	S	 NA
Electrochromic Mirror with HomeLink® and Compass	S	S	O	 NA
Cruise Control	S	S	S	S
Automatic Headlights	S	S	S	S
Dual Illuminated Vanity Mirrors and Visor Extensions	S	 S, no visor extensions	S	 S, no visor extensions
EXTERIOR				
Tires	Front: 225/45VR18; Rear: 245/45VR18	P235/50WR18	P235/45VR18	P235/45VR18
Fog Lights	S	S	S	S
Power Mirrors	S	S	S	S
Power Tilt-and-Slide Sunroof	S	 O, glass roof	S	S
DIMENSIONS AND CAPACITIES				
Wheelbase (in.)	111.0	 107.1	 105.3	 101.4
Head Room—Front/Rear (in.)	39.2/34.6	 38.5/34.7	 37.2/35.6	 37.5/34.6
Leg Room—Front/Rear (in.)	44.1/30.3	 42.4/29.8	 42.5/34.4	 42.8/29.2
Shoulder Room—Front/Rear (in.)	56.7/52.8	 55.3/51.6	 53.9/52.4	 54.2/51.2
Hip Room—Front/Rear (in.)	56.0/49.2	 53.4/46.8	 54.2/47.6	 53.7/44.4
Cargo Volume	10.0	13.4	 8.2	15.7
WARRANTY				
Basic (yr./mi.)	5/60,000	 3/36,000	 3/36,000	5/60,000
Powertrain Protection (yr./mi.)	10/100,000	 5/60,000	 5/60,000	10/100,000
Anti-Perforation (yr./mi.)	7/unlimited	 5/unlimited	 5/unlimited	 7/100,000
Roadside Assistance (yr./mi.)	5/unlimited	 5/60,000	 NA	5/unlimited
EPA FUEL ECONOMY				
Manual Transmission—City/Highway (mpg)	17/26	17/26	18/27	 NA
Automatic Transmission—City/Highway (mpg)	17/27	 18/25	20/27	 17/25

 = Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

* Regular fuel; 412 horsepower and 390 lb.-ft. with premium fuel

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 3/12/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.mitsubishicars.com, www.nissanusa.com, www.fordvehicles.com

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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. One way to refine this is to write down the number of steps that it takes. When you write it down, you can see the steps and the words you use; then you can edit it down to the bare minimum. By doing so, you can teach your customers quickly, efficiently and effectively.

EXAMPLE: Setting a radio station

1. Tune in the desired station.
 2. Press and hold station number button.
 3. Release when you hear a beep—that signals the station is set in memory.
- Using the keyless entry system to open or lock the car, trunk, alarm
 - Headlights: all functions
 - Windshield wipers: all functions
 - Remote fuel filler door release
 - Setting the heating/ventilation/air conditioning system for defrosting the windshield, rear window defroster

WALKAROUND EXERCISE

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

1. Exterior
2. Trunk
3. Rear Seat
4. Passenger's Seat
5. Driver's Seat
6. Other

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

13. 2011 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 pages.

2011 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

- 2011 Source Booklet
- 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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

BODY STYLES AND TRIM LEVELS

TUCSON GL	MODEL CODE	MSRP (w/o Freight)
2.0-liter 4-cylinder, 5-speed manual transmission, FWD	83403	\$18,895
2.0-liter 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, FWD	83402	\$19,895
Standard Equipment	Optional Equipment	
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning with cabin air filter • 160-watt 6-speaker Autonet AM/FM/XM® Satellite Radio/CD/MP3 audio system • 90 days of complimentary XM® Satellite Radio subscription (service not available in Hawaii or Alaska) • iPod®/USB port and auxiliary jacks and iPod® cable • Remote keyless entry system with alarm • 6-way adjustable driver's seat • Power windows, door locks and mirrors • Tilt steering wheel • Trip computer and EcoShift Indicator light • Blue backlighting instrument illumination • Easy Lane Change assist feature • Armrest storage box • 12-volt outlets: two front and one 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"> • 165 horsepower @ 6,200 rpm • 146 lb.-ft. of torque @ 4,600 rpm • Fuel Economy—city/highway (mpg): 20/27 (MT, FWD); 23/31 (AT, FWD) • 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 • Hill-start Assist Control (HAC) • Downhill Brake Control (BAC) • Six airbags with rollover sensor • Front active head restraints • Rear wiper and washer • Tire Pressure Monitoring System (TPMS) 	There are no options for this trim level.	

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

TUCSON GLS	MODEL CODE	MSRP (w/o Freight)
2.4-liter 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, FWD	83422	\$21,995
2.4-liter PZEV 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, FWD	83424	\$21,995
2.4-liter 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, AWD	83522	\$23,645
2.4-liter PZEV 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, AWD	83524	\$23,645
Standard Equipment	Optional Equipment	
<p>GL Equipment Plus</p> <p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Telescopic steering column • Leatherette bolster and cloth insert seats • Heated front seats (AWD models) • 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>PERFORMANCE</p> <ul style="list-style-type: none"> • 176 horsepower @ 6,000 rpm (ULEV); 170 horsepower @ 6,000 rpm (PZEV) • 168 lb.-ft. of torque @ 4,000 rpm (ULEV); 163 lb.-ft. of torque @ 4,000 rpm (PZEV) • Fuel Economy—city/highway (mpg): 22/31 (AT, FWD); 21/28 (AT, AWD) • 17-inch alloy wheels <p>SAFETY</p> <ul style="list-style-type: none"> • Safety one-touch auto-up/down driver's power window 	<p>Navigation Package 02</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Navigation system with 6.5-inch touchscreen • Rearview camera • 360-watt 7-speaker Autonet premium audio system with external amplifier and subwoofer • Automatic headlights 	<p>\$2,000</p>

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

TUCSON LIMITED	MODEL CODE	MSRP (w/o Freight)
2.4-liter 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, FWD	83462	\$24,845
2.4-liter PZEV 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, FWD	83464	\$24,845
2.4-liter 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, AWD	83562	\$26,345
2.4-liter PZEV 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, AWD	83564	\$26,345
Standard Equipment	Optional Equipment	
GLS Popular Equipment Package Plus COMFORT & CONVENIENCE <ul style="list-style-type: none"> Leather seating surfaces Heated front seats 8-way power driver's seat with power lumbar support Dual front automatic temperature control with Clean Air Ionizer Electrochromic auto-dimming rearview mirror with HomeLink® Solar glass Deluxe door scuff plates Cargo cover Chrome grille and door handles Limited badging (rear) PERFORMANCE <ul style="list-style-type: none"> 176 horsepower @ 6,000 rpm (ULEV); 170 horsepower @ 6,000 rpm (PZEV) 168 lb.-ft. of torque @ 4,000 rpm (ULEV); 163 lb.-ft. of torque @ 4,000 rpm (PZEV) Fuel Economy—city/highway (mpg): 22/31 (AT, FWD); 21/28 (AT, AWD) 18-inch alloy wheels with 225/55R18 tires Premium suspension SAFETY <ul style="list-style-type: none"> Automatic headlights Side repeater exterior mirrors Fog lights Front wiper deicer 	Premium Package 03 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> Panoramic sunroof Navigation system with 6.5-inch touchscreen Rearview camera 360-watt 7-speaker Autonet premium audio system with external amplifier and subwoofer Delete roof rails 	\$2,850

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

EXERCISE: FILL IN THE BLANKS

For the Tucson, fill in the key features that you think are the strongest attributes of this vehicle.

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

TUCSON AND THE COMPETITION

Tucson Key Competitors

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

Tucson Strengths

- Flexible, functional SUV that reflects an independent, individual spirit
- 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 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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE




DARE TO COMPARE: 2011 TUCSON GLS						
	2011 HYUNDAI TUCSON GLS	2011 TOYOTA RAV4 BASE I-4	2011 HONDA CR-V LX	2011 NISSAN ROGUE S	2011 FORD ESCAPE XLS	2011 SUBARU FORESTER 2.5X
PRICE (03/25/11)						
MSRP—Automatic Transmission	\$21,995	\$22,025	\$21,695	\$20,830	\$21,215	\$21,695
Freight/Handling Charge	\$795	\$810	\$780	\$810	\$780	\$725
ENGINE AND TRANSMISSION						
Engine Type (lit.)	2.4 DOHC I-4	2.5 DOHC I-4	2.4 DOHC I-4	2.5 DOHC I-4	2.5 DOHC I-4	2.5 DOHC I-4
Horsepower (@ rpm)	176 @ 6,000; PZEV, 170 @ 6,000	179 @ 6,000	180 @ 6,800	170 @ 6,000	171 @ 6,000	170 @ 5,800
Torque (lb.-ft. @ rpm)	168 @ 4,000; PZEV, 163 @ 4,000	172 @ 4,000	161 @ 4,400	175 @ 4,400	171 @ 4,500	174 @ 4,100
6-Speed SHIFTRONIC® Automatic Transmission	S	4-speed	5-speed, no SHIFTRONIC®	CVT SHIFTRONIC®	0, no SHIFTRONIC®	0, 4-speed
Front-Wheel Drive	S	S	S	S	S	NA
All-Wheel Drive	0	0	0	0	0	S
SAFETY AND HANDLING						
Front Side-Impact Airbags	S	S	S	S	S	S
Front and Rear Side Curtain Airbags	S	S	S	S	S	S
Front Active Head Restraints	S	S	S	S	NA	S
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Brake Assist	S	S	S	S	S	S
Electronic Stability Control (ESC) with Traction Control System (TCS)	S	S	S	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S	S	S
Downhill Brake Control (DBC)	S	0	NA	NA	NA	NA
Hill-Start Assist Control (HAC)	S	0	NA	NA	NA	NA
4-Wheel Disc Brakes	S	S	S	S	NA	S
4-Wheel Independent Suspension	S	S	S	S	S	S
Power-Assisted Rack-and-Pinion Steering	S, motor driven power steering	S, electric power steering	S	S, electric power steering	S, electric power steering	S
Rearview Camera	0	0	A	A	NA	NA
Front Variable Intermittent Wipers	S	S	S	S	S	S
Rear Wiper	S	S	S	S	S	S
INTERIOR						
6-Way Adjustable Driver's Seat	S	S	S	S	4-way	S
Heated Front Seats	S, AWD	NA	NA	NA	NA	NA
60/40 Split Rear Seatbacks	S	S	S	S	S	S
Under-Floor Cargo Storage Area	S	S	NA	S	0	S
Tilt-and-Telescopic Steering Column	S	S	S	tilt only	tilt only	tilt only
Leather-wrapped Steering Wheel	S	NA	NA	NA	NA	NA

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DARE TO COMPARE: 2011 TUCSON GLS						
	2011 HYUNDAI TUCSON GLS	2011 TOYOTA RAV4 BASE I-4	2011 HONDA CR-V LX	2011 NISSAN ROGUE S	2011 FORD ESCAPE XLS	2011 SUBARU FORESTER 2.5X
ENTERTAINMENT, COMFORT AND CONVENIENCE						
Air Conditioning	S	S	S	S	S	S
Cabin Air Filter	S	S	S	S	NA	S
Power Windows	S	S	S	S	S	S
Power Door Locks	S	S	S	S	S	S
Audio System—Standard	AM/FM/XM®/CD/MP3 with 160 watts and 6 speakers	AM/FM/CD/MP3 with 6 speakers	AM/FM/CD/MP3 with 160 watts and 4 speakers	AM/FM/CD/MP3 with 4 speakers	AM/FM/CD/MP3 with 4 speakers	AM/FM/XM®/CD/MP3 with 4 speakers
Navigation System	0	NA	NA	NA	NA	NA
Bluetooth® Hands-Free Phone System	S	A	NA	NA	0	NA
iPod®/USB Port and Auxiliary Jacks	S	S, no USB	S, no USB	S, no USB	S, no USB	S, no USB
iPod® Cable	S	NA	NA	NA	NA	NA
Steering Wheel-Mounted Audio and Cruise Controls	S	NA	cruise only	cruise only	s, cruise; 0, audio	NA
Remote Keyless Entry with Alarm	S	S	S	S	S	S
Cruise Control	S	S	S	S	S	S
EXTERIOR						
Wheels	17-inch alloy	16-inch steel	17-inch steel	16-inch steel	16-inch alloy	16-inch steel
Tires	P225/60R17	P215/70R16	P225/65R17	P215/70R16	P235/70R16	P215/65R16
Power Mirrors	S	S	S	S	S	S
Roof Rack Side Rails	S	0	A	A	0	0
DIMENSIONS AND CAPACITIES						
Wheelbase (in.)	103.9	104.7	103.1	105.9	103.1	103.0
Head Room—Front/Rear (in.)	39.4/39.1	40.8/39.7	40.9/38.6	40.4/38.3	40.4/39.2	41.6/40.4
Leg Room—Front/Rear (in.)	41.2/38.7	41.8/38.3	41.3/38.5	42.5/35.3	41.6/35.6	43.1/38.0
Shoulder Room—Front/Rear (in.)	57.1/55.1	57.1/55.3	56.9/56.0	55.9/53.6	56.6/55.9	56.1/55.6
Hip Room—Front/Rear (in.)	55.5/53.4	53.8/52.4	55.9/54.6	53.1/51.2	53.3/49.1	52.9/52.7
Cargo Volume—Seats Up (cu. ft.)	25.7	36.4	35.7	28.9	31.4	33.5
Cargo Volume—Seats Folded (cu. ft.)	55.8	73.0	72.9	57.9	67.2	68.3
WARRANTY						
Basic (yr./mi.)	5/60,000	3/36,000	3/36,000	3/36,000	3/36,000	3/36,000
Powertrain Protection (yr./mi.)	10/100,000	5/60,000	5/60,000	5/60,000	5/60,000	5/60,000
Anti-Perforation (yr./mi.)	7/unlimited	5/unlimited	5/unlimited	5/unlimited	5/unlimited	5/unlimited
Roadside Assistance (yr./mi.)	5/unlimited	2/25,000	NA	NA	5/60,000	3/36,000

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DARE TO COMPARE: 2011 TUCSON GLS

	2011 HYUNDAI TUCSON GLS	2011 TOYOTA RAV4 BASE I-4	2011 HONDA CR-V LX	2011 NISSAN ROGUE S	2011 FORD ESCAPE XLS	2011 SUBARU FORESTER 2.5X
EPA FUEL ECONOMY						
Automatic Transmission, FWD— City/Highway (mpg)	22/31	 22/28	 21/28	 22/28	 21/28	 NA
Automatic Transmission, AWD— City/Highway (mpg)	21/28	 21/27	 21/27	 22/26	 20/26	 21/27

 = Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 3/25/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.hondacars.com, www.nissanusa.com, www.fordvehicles.com, www.subaru.com

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DARE TO COMPARE: 2011 TUCSON LIMITED						
	2011 HYUNDAI TUCSON LIMITED	2011 TOYOTA RAV4 LIMITED	2011 HONDA CR-V EX-L	2011 NISSAN ROGUE SV	2011 FORD ESCAPE LIMITED	2011 SUBARU FORESTER 2.5XT LIMITED
PRICE (03/25/11)						
MSRP—Automatic Transmission	\$24,845	\$25,015	\$26,645	\$23,240	\$25,935	\$26,495
Freight/Handling Charge	\$795	\$810	\$780	\$810	\$780	\$725
ENGINE AND TRANSMISSION						
Engine Type (lit.)	2.4 DOHC I-4	2.5 DOHC I-4	2.4 DOHC I-4	2.5 DOHC I-4	2.5 DOHC I-4	2.5 DOHC I-4
Horsepower (@ rpm)	176 @ 6,000; PZEV, 170 @ 6,000	179 @ 6,000	180 @ 6,800	170 @ 6,000	171 @ 6,000	170 @ 5,800
Torque (lb.-ft. @ rpm)	168 @ 4,000; PZEV, 163 @ 4,000	172 @ 4,000	161 @ 4,400	175 @ 4,400	171 @ 4,500	174 @ 4,100
6-Speed SHIFTRONIC® Automatic Transmission	S	4-speed	5-speed, no SHIFTRONIC®	CVT SHIFTRONIC®	S	4-speed
All-Wheel Drive	0	0	0	0	0	S
SAFETY AND HANDLING						
Front Side-Impact Airbags	S	S	S	S	S	S
Front and Rear Side Curtain Airbags	S	S	S	S	S	S
Front Active Head Restraints	S	S	S	S	NA	S
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) and Brake Assist	S	S	S	S	S	S
Electronic Stability Control (ESC) with Traction Control System (TCS)	S	S	S	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S	S	S
Downhill Brake Control (DBC)	S	0	NA	NA	NA	NA
Hill-Start Assist Control (HAC)	S	0	NA	NA	NA	NA
4-Wheel Disc Brakes	S	S	S	S	NA	S
4-Wheel Independent Suspension	S	S	S	S	S	S
Power-Assisted Rack-and-Pinion Steering	S, motor driven power steering	S, electric power steering	S	S, electric power steering	S, electric power steering	S
Rearview Camera	0	0	0	S	0	0
Front Variable Intermittent Wipers	S	S	S	S	S	S
Front Windshield Deicer	S	NA	NA	NA	NA	S

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DARE TO COMPARE: 2011 TUCSON LIMITED						
	2011 HYUNDAI TUCSON LIMITED	2011 TOYOTA RAV4 LIMITED	2011 HONDA CR-V EX-L	2011 NISSAN ROGUE SV	2011 FORD ESCAPE LIMITED	2011 SUBARU FORESTER 2.5XT LIMITED
INTERIOR						
8-Way Adjustable Driver's Seat with Power Lumbar Support	S	0	10-way	6-way	6-way	10-way
Leather Seats	S	0	S	0	S	S
Heated Front Seats	S	0	S	0	S	S
60/40 Split Rear Seatbacks	S	S	S	S	S	S
Under-Floor Cargo Storage Area	S	S	NA	S	S	S
Leather-Wrapped Steering Wheel	S	S	S	0	S	S
Tachometer	S	S	S	S	S	S
ENTERTAINMENT, COMFORT AND CONVENIENCE						
Dual-Zone Automatic Climate Control	S	S	S	0	0	single zone
Clean Air Ionizer	S	S	air filter only	air filter only	NA	air filter only
Power Windows	S	S	S	S	S	S
Power Door Locks	S	S	S	S	S	S
Electrochromic Auto-Dimming Mirror	S	0	A	0	S	S
HomeLink®	S	NA	NA	NA	0	S
Audio System—Standard	AM/FM/XM®/CD/MP3 with 160 watts and 6 speakers	AM/FM/XM®/6-disc CD/MP3 with 6 speakers	AM/FM/XM®/6-disc CD/MP3 with 270 watts and 7 speakers	AM/FM/XM®/CD/MP3 with 6 speakers	AM/FM/Sirius®/CD with 6 speakers	AM/FM/Sirius®/CD/MP3 with 6 speakers
Navigation System	0	0	0	0	0	0
iPod®/USB Port and Auxiliary Jacks	S	S, no USB	S	S	S, Sync®	S
iPod® Cable	S	NA	NA	NA	NA	NA
Bluetooth® Hands-Free Phone System	S	0	0	S	S, Sync®	S
Steering Wheel-Mounted Audio and Cruise Controls	S	S	S	S	S	S
Automatic Headlights	S	S	S	0	0	S
Dual Illuminated Visor Vanity Mirrors	S	S	S	S	S	S
Remote Keyless Entry with Alarm	S	S	S	S	S	S
Cruise Control	S	S	S	S	S	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 TUCSON LIMITED						
	2011 HYUNDAI TUCSON LIMITED	2011 TOYOTA RAV4 LIMITED	2011 HONDA CR-V EX-L	2011 NISSAN ROGUE SV	2011 FORD ESCAPE LIMITED	2011 SUBARU FORESTER 2.5XT LIMITED
EXTERIOR						
Wheels	18-inch alloy	17-inch alloy	17-inch alloy	17-inch alloy	16-inch alloy	17-inch alloy
Tires	P225/55R16	P225/65R17	P225/65R17	P225/60R17	P235/70R16	P225/55R17
Solar Glass	S	S	S	S	S	NA
Panoramic Sunroof	O	O, moonroof	S, moonroof	O, moonroof	O, moonroof	S, sunroof
Bodycolor Power Heated Mirrors with Turn Signal Repeaters	S	S	S, no repeaters	O, heaters; no repeaters	S, no repeaters	S, no repeaters
Roof Rack Side Rails	S	S	A	S	S	S
Fog Lights	S	S	A	O	S	S
DIMENSIONS AND CAPACITIES						
Wheelbase (in.)	103.9	104.7	103.1	105.9	103.1	103.0
Head Room—Front/Rear (in.)	39.4/39.1	40.8/39.7	38.9/38.5	40.4/38.3	40.4/39.2	40.0/37.3
Leg Room—Front/Rear (in.)	41.2/38.7	41.8/38.3	41.3/38.5	42.5/35.3	41.6/35.6	43.1/38.0
Shoulder Room—Front/Rear (in.)	57.1/55.1	57.1/55.3	56.9/56.0	55.9/53.6	56.6/55.9	56.1/55.6
Hip Room—Front/Rear (in.)	55.5/53.4	53.8/52.4	55.9/54.6	53.1/51.2	53.3/49.1	52.9/52.7
Cargo Volume—Seats Up (cu. ft.)	25.7	36.4	35.7	28.9	31.4	30.8
Cargo Volume—Seats Folded (cu. ft.)	55.8	73.0	72.9	57.9	67.2	63.0
WARRANTY						
Basic (yr./mi.)	5/60,000	3/36,000	3/36,000	3/36,000	3/36,000	3/36,000
Powertrain Protection (yr./mi.)	10/100,000	5/60,000	5/60,000	5/60,000	5/60,000	5/60,000
Anti-Perforation (yr./mi.)	7/unlimited	5/unlimited	5/unlimited	5/unlimited	5/unlimited	5/unlimited
Roadside Assistance (yr./mi.)	5/unlimited	2/25,000	NA	NA	5/60,000	3/36,000
EPA FUEL ECONOMY						
Automatic Transmission, FWD—City/Highway (mpg)	22/31	22/28	21/28	22/28	21/28	NA
Automatic Transmission, AWD—City/Highway (mpg)	21/28	21/27	21/27	21/26	20/26	21/27

= Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 3/25/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.hondacars.com, www.nissanusa.com, www.fordvehicles.com, www.subaru.com

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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. One way to refine this is to write down the number of steps that it takes. When you write it down, you can see the steps and the words you use; then you can edit it down to the bare minimum. By doing so, you can teach your customers quickly, efficiently and effectively.

EXAMPLE: Setting a radio station

1. Tune in the desired station.
 2. Press and hold station number button.
 3. Release when you hear a beep—that signals the station is set in memory.
- Using the keyless entry system to open or lock the car, trunk, alarm
 - Headlights: all functions
 - Windshield wipers: all functions
 - Remote fuel filler door release
 - Setting the heating/ventilation/air conditioning system for defrosting the windshield, rear window defroster

WALKAROUND EXERCISE

List six key points that you cover during a Tucson walkaround.

1. Exterior
2. Trunk
3. Rear Seat
4. Passenger's Seat
5. Driver's Seat
6. Other

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

14. 2011 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 pages.

2011 Santa Fe Key Attributes

- Stands out in a “me-too” segment, thanks to its broad-shouldered stance and wide track.
- Outstanding passenger roominess and cargo space
- Smooth and comfortable ride combined with responsive handling make Santa Fe enjoyable to drive in any situation.
- Delivers 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

- 2011 Source Booklet
- 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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

BODY STYLES AND TRIM LEVELS

SANTA FE GLS	MODEL CODE	MSRP (w/o Freight)
2.4-liter DOHC 4-cylinder, 6-speed manual transmission, FWD	62423	\$21,845
2.4-liter DOHC 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, FWD	62422	\$23,145
2.4-liter DOHC 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, AWD	62522	\$24,845
3.5-liter DOHC V6, 6-speed SHIFTRONIC® automatic transmission, FWD	62432	\$25,045
3.5-liter DOHC V6, 6-speed SHIFTRONIC® automatic transmission, AWD	62532	\$26,745
Standard Equipment	Optional Equipment	
COMFORT & CONVENIENCE <ul style="list-style-type: none"> • 172-watt 6-speaker AM/FM/XM® Satellite Radio/ CD/MP3 audio system • 90 days of complimentary XM® Satellite Radio subscription (service not available in Hawaii or Alaska) • Auxiliary jack and iPod®/USB port • Steering wheel-mounted audio and cruise controls • Integrated Bluetooth® hands-free phone system • Air conditioning • Keyless entry system with alarm • Power heated mirrors—manual folding, black • Power windows with driver's auto-up/down • Power door and tailgate locks • Driver's seat with lumbar support • 5-passenger seating • Auto-fold 2nd-row head restraints • Deluxe seat cloth • Tilt-and-telescopic steering column • Trip computer • Woodgrain trim • Roof rack side rails • Lower bodyside molding • Front solar glass • Rear privacy glass • Sun visors with illuminated vanity mirrors 	There are no options for this trim level.	

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

SANTA FE GLS	MODEL CODE	MSRP (w/o Freight)
2.4-liter DOHC 4-cylinder, 6-speed manual transmission, FWD	62423	\$21,845
2.4-liter DOHC 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, FWD	62422	\$23,145
2.4-liter DOHC 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, AWD	62522	\$24,845
3.5-liter DOHC V6, 6-speed SHIFTRONIC® automatic transmission, FWD	62432	\$25,045
3.5-liter DOHC V6, 6-speed SHIFTRONIC® automatic transmission, AWD	62532	\$26,745
Standard Equipment	Optional Equipment	
PERFORMANCE <ul style="list-style-type: none"> • 2.4-liter 4-cylinder: <ul style="list-style-type: none"> – 175 horsepower @ 6,000 rpm – 169 lb.-ft. of torque @ 3,750 rpm – Fuel Economy—city/highway (mpg): 19/26 (MT, FWD); 20/26 (AT FWD); 20/25 (AT, AWD) • 3.5-liter V6: <ul style="list-style-type: none"> – 276 horsepower @ 6,300 rpm – 248 lb.-ft. of torque @ 5,000 rpm – Fuel Economy—city/highway (mpg): 20/26 (AT, FWD); 20/26 (AT, AWD) • 17-inch alloy wheels SAFETY <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 • Front active head restraints • Tire Pressure Monitoring System (TPMS) 	There are no options for this trim level.	

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

SANTA FE SE	MODEL CODE	MSRP (w/o Freight)
3.5-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, FWD	62442	\$26,145
3.5-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, AWD	62542	\$28,045
Standard Equipment	Optional Equipment	
<p>GLS Equipment Plus</p> <p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power driver's seat with lumbar support • Leather/cloth seating surfaces • Heated front seats (AWD model) • Electrochromic auto-dimming rearview 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"> • 276 horsepower @ 6,300 rpm • 248 lb.-ft. of torque @ 5,000 rpm • Fuel Economy—city/highway (mpg): 20/26 (AT, FWD); 20/26 (AT, AWD) • 18-inch Euro-flange alloy wheels • Bodycolor rear spoiler • Trailer Prep Package includes: <ul style="list-style-type: none"> – Transmission fluid cooler – Upgraded radiator – Trailer pre-wiring <p>SAFETY</p> <ul style="list-style-type: none"> • Fog lights • Windshield wiper deicer 	<p>Premium Package 03</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • Navigation system with 6.5-inch screen • 8GB internal memory • Premium audio system with 360-watt external amplifier and subwoofer • Rearview camera 	<p>\$3,200</p>

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

SANTA FE LIMITED	MODEL CODE	MSRP (w/o Freight)
2.4-liter DOHC 4-cylinder, 6-speed SHIFTRONIC® automatic transmission, FWD	62452	\$27,195
3.5-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, FWD	62462	\$29,145
3.5-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, AWD	62562	\$30,845
Standard Equipment	Optional Equipment	
SE Equipment Plus COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Infinity® Logic 7® AM/FM/XM® Satellite Radio/in-dash 6-disc CD player, 605-watt surround sound amplifier with 10 Infinity® speakers • Leather 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) PERFORMANCE <ul style="list-style-type: none"> • 2.4-liter 4-cylinder: <ul style="list-style-type: none"> – 175 horsepower @ 6,000 rpm – 169 lb.-ft. of torque @ 3,750 rpm – Fuel Economy—city/highway (mpg): 20/28 (AT, FWD) • 3.5-liter V6: <ul style="list-style-type: none"> – 276 horsepower @ 6,300 rpm – 248 lb.-ft. of torque @ 5,000 rpm – Fuel Economy—city/highway (mpg): 20/26 (AT, FWD); 20/26 (AT, AWD) SAFETY <ul style="list-style-type: none"> • V6 adds Trailer Prep Package includes: <ul style="list-style-type: none"> – Transmission cooler – Upgraded radiator – Trailer pre-wiring – 115-volt power outlet 	Navigation Package 04 ADDITIONAL COMFORT & CONVENIENCE <ul style="list-style-type: none"> • Navigation system with 6.5-inch screen • Premium audio system with Infinity® speakers, 360-watt external amplifier and subwoofer • Rearview camera 	\$2,050

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

EXERCISE: FILL IN THE BLANKS

For the Santa Fe, fill in the key features that you think are the strongest attributes of this vehicle.

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

SANTA FE AND THE COMPETITION























Santa Fe Key Competitors

- Toyota RAV4
- Mazda CX-7
- Ford Edge
- Chevrolet Equinox

Santa Fe Strengths

- Choice of a 4-cylinder engine or a V6; 2- or 4-wheel drive with electronic on-demand BorgWarner 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
- Power windows, mirrors and door locks
- 2-speed variable intermittent windshield wipers and rear intermittent wiper/washer
- Longer warranty coverage

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE








DARE TO COMPARE: 2011 SANTA FE GLS					
	2011 HYUNDAI SANTA FE GLS 2WD	2011 FORD EDGE SE 2WD	2011 TOYOTA RAV4 BASE I-4 4X2	2011 MAZDA CX-7 i SPORT 2WD	2011 CHEVROLET EQUINOX LS 2WD
PRICE (01/31/2011)					
MSRP	MT, \$21,845; AT, \$23,145	 AT, \$27,455	AT, \$22,025	AT, \$22,795	AT, \$22,745
Freight/Handling Charge	\$795	\$775	\$810	\$795	\$745
ENGINE AND TRANSMISSION					
Engine Type (lit.)	2.4 DOHC I-4	3.5 DOHC V6	2.5 DOHC I-4	2.5 DOHC I-4	2.4 DOHC I-4
Horsepower (@ rpm)	175 @ 6,000	285 @ 6,250	179 @ 6,000	 161 @ 6,000	182 @ 6,700
Torque (lb.-ft. @ rpm)	169 @ 3,750	253 @ 4,000	172 @ 4,000	 161 @ 3,500	172 @ 4,900
6-Speed Manual Transmission	S	 NA	 NA	 NA	 NA
6-Speed SHIFTRONIC® Automatic Transmission	0	 S, not SHIFTRONIC®	 4-speed	 5-speed	 S, not SHIFTRONIC®
Interactive Torque Management All-Wheel-Drive System	0	 NA	0, on-demand 4-wheel drive	 NA	0
SAFETY AND PERFORMANCE					
Front Side-Impact Airbags	S	S	S	S	S
Side Curtain Airbags with Rollover Sensor	S	S	S	S	S
Electronic Stability Control (ESC) with Traction Control (TCS)	S	S	S	S	S
Front Active Head Restraints	S	 NA	S	S	 NA
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution, Brake Assist	S	 S, ABS only	S	S	S
4-Wheel Disc Brakes	S	S	S	S	S
4-Wheel Independent Suspension	S	S	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S	S
Speed-Sensitive Power Rack-and-Pinion Steering	S	S	Electric power steering	S	S
Front and Rear Intermittent Wipers	S	 Front intermittent only	S	S	S
INTERIOR					
Seating Capacity— Standard/Maximum	5/5	5/5	5/7	5/5	5/5
Multi-Adjustable Driver's Seat with Adjustable Lumbar Support	S	S	S	 S; 0, lumbar adjustment	S
Split Fold-Down 60/40 2nd-Row Seats	S	S	S	S	S
Woodgrain Trim	S	 NA	 NA	 NA	 NA
Tachometer	S	S	S	S	S
Digital Quartz Clock	S	S	S	S	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 SANTA FE GLS					
	2011 HYUNDAI SANTA FE GLS 2WD	2011 FORD EDGE SE 2WD	2011 TOYOTA RAV4 BASE I-4 4X2	2011 MAZDA CX-7 i SPORT 2WD	2011 CHEVROLET EQUINOX LS 2WD
ENTERTAINMENT, COMFORT AND CONVENIENCE					
Air Conditioning	S	S	S	S	S
Power Windows with Driver's Auto-Down	S	S	S	S	S
Power Door Locks	S	S	S	S	S
Tilt-and-Telescopic Steering Column	S	S	S	S	S
Audio System	AM/FM/XM®/CD/MP3 with 172 watts and 6 speakers	AM/FM/CD/MP3 with 6 speakers	AM/FM/CD/MP3 with 6 speakers	AM/FM/CD/MP3 with 4 speakers	AM/FM/XM®/CD/MP3 with 80 watts and 6 speakers
iPod®/USB Port and Auxiliary Jack	S	S, no USB	S, no USB	S, no USB	S, no USB
Steering Wheel-Mounted Audio and Cruise Controls	S	S	NA	S	0, audio only
Bluetooth®	S	NA	NA	S	0
Remote Keyless Entry with Alarm	S	S	S	S	S
Cruise Control	S	S	S	S	S
Dual Illuminated Vanity Mirrors and Visor Extension	S	S, not illuminated, no visor extensions	S, not illuminated	S	S
Rear Window Defroster	S	S	S	S	S
EXTERIOR					
17-Inch Alloy Wheels	S	S	0	S	S
Tires	P235/65R17	P235/65R17	P215/70R16	P215/70R17	P235/60R17
Power Heated Mirrors	S	S, not heated	S, not heated	S, not heated	S, not heated
Roof Rack Side Rails	S	0	0	NA	NA
Front Solar Glass	S	S	S	NA	NA
DIMENSIONS AND CAPACITIES					
Wheelbase (in.)	106.3	111.2	104.7	108.3	112.5
Head Room—Front/Rear (in.)	40.2/39.6	40.0/39.3	40.8/39.7	39.7/39.3	40.9/39.2
Leg Room—Front/Rear (in.)	42.6/36.8	40.7/39.6	41.8/38.3	41.7/36.4	41.2/39.9
Shoulder Room—Front/Rear (in.)	59.5/58.6	58.9/58.7	57.1/55.3	58.0/55.8	55.8/55.3
Hip Room—Front/Rear (in.)	55.8/55.0	54.8/56.1	53.8/52.4	54.8/53.0	51.1/51.3
Cargo Volume—Behind Rear Seat (cu. ft.)	34.2	32.2	36.4	29.9	31.4
Cargo Volume—2nd-Row Seat Folded Down (cu. ft.)	78.2	68.9	73.0	58.6	63.7
WARRANTY					
Basic (yr./mi.)	5/60,000	3/36,000	3/36,000	3/36,000	3/36,000
Powertrain Protection (yr./mi.)	10/100,000	5/60,000	5/60,000	5/60,000	5/100,000
Anti-Perforation (yr./mi.)	7yr/unlimited	5/unlimited	5/unlimited	5/unlimited	6/100,000
Roadside Assistance (yr./mi.)	5yr/unlimited	5/60,000	2/25,000	3/36,000	5/100,000

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE






















DARE TO COMPARE: 2011 SANTA FE GLS

	2011 HYUNDAI SANTA FE GLS 2WD	2011 FORD EDGE SE 2WD	2011 TOYOTA RAV4 BASE I-4 4X2	2011 MAZDA CX-7 i SPORT 2WD	2011 CHEVROLET EQUINOX LS 2WD
EPA FUEL ECONOMY					
Manual Transmission, FWD— City/Highway (mpg)	19/26	 NA	 NA	 NA	 NA
Automatic Transmission, FWD— City/Highway (mpg)	20/28	 19/26	22/28	20/28	22/32
Automatic Transmission, AWD— City/Highway (mpg)	20/25	 NA	21/27	 NA	20/29

 = Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 1/31/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.mazdausa.com, www.chevrolet.com, www.ford.com

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 SANTA FE LIMITED					
	2011 HYUNDAI SANTA FE LIMITED V6 2WD	2011 FORD EDGE LIMITED 2WD	2011 TOYOTA RAV4 LIMITED V6 4X2	2011 CHEVROLET EQUINOX LTZ V6 2WD	2011 MAZDA CX-7 s GRAND TOURING
PRICE (01/31/2011)					
MSRP	\$29,145	 \$34,460	\$26,935	 \$29,820	 \$31,640
Freight/Handling	\$795	\$775	\$810	\$745	\$795
ENGINE AND TRANSMISSION					
Engine Type (lit.)	3.5 DOHC V6	3.5 DOHC V6	3.5 DOHC V6	 3.0 DOHC V6	2.3 turbo I-4
Horsepower (@ rpm)	276 @ 6,300	285 @ 6,500	 269 @ 6,200	 264 @ 6,950	 244 @ 5,000
Torque (lb.-ft. @ rpm)	248 @ 5,000	253 @ 4,000	 246 @ 4,700	 222 @ 5,100	258 @ 2,500
6-Speed SHIFTRONIC® Automatic Transmission	S	S	 5-speed	 S, not SHIFTRONIC®	S
All-Wheel-Drive System	0	0	0	0	0
SAFETY AND PERFORMANCE					
Front Side-Impact Airbags	S	S	S	S	S
Side Curtain Airbags with Rollover Sensor	S	S	S	S	S
Electronic Stability Control (ESC) with Traction Control (TCS)	S	S	S	S	S
Front Active Head Restraints	S	 NA	S	 NA	S
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution, Brake Assist	S	 S, ABS only	S	S	S
4-Wheel Disc Brakes	S	S	S	S	S
4-Wheel Independent Suspension	S	S	S	S	S
Tire Pressure Monitoring System	S	S	S	S	S
Rearview Camera	0	S	0	S	S
Speed-Sensitive Power Rack-and-Pinion Steering	S	S	S, electric power steering	 S, not speed- sensitive	S
Front and Rear Intermittent Wipers	S	S	S	S	S
INTERIOR					
Seating Capacity— Standard/maximum	5/5	5/5	5/7	5/5	5/5
Leather Seat Trim	S	S	 0	S	S
8-Way Power Driver's Seat with Adjustable Lumbar Support	S	S, 10-way	 0	S	S
Heated Front Seats	S	S	 0	S	S
Split Fold-Down 60/40 2nd-Row Seats	S	S	S	S	S
Woodgrain Trim	S	S	 NA	 NA	 NA
Leather-Wrapped Steering Wheel and Shift Knob	S	S	S	S	S

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 SANTA FE LIMITED					
	2011 HYUNDAI SANTA FE LIMITED V6 2WD	2011 FORD EDGE LIMITED 2WD	2011 TOYOTA RAV4 LIMITED V6 4X2	2011 CHEVROLET EQUINOX LTZ V6 2WD	2011 MAZDA CX-7 s GRAND TOURING
ENTERTAINMENT, COMFORT AND CONVENIENCE					
Automatic Temperature Control with Dual Front Controls, Outside Temperature Display and 2nd-Row Vents	S	S	S	Single zone controls	Single zone controls
Clean Air Ionizer	S	Air filter only	Air filter only	Air filter only	Pollen filter only
Power Windows with Driver's Auto-Down	S	S	S	S	S
Power Door Locks	S	S	S	S	S
Tilt-and-Telescopic Steering Column	S	S	S	S	S
HomeLink® Programmable Transceiver	S	S	NA	NA	S
Electrochromic Rearview Mirror	S	S	A	S	S
Audio System	Infinity® LOGIC 7 AM/FM/XM®/ 6-disc CD/MP3 with 605 watts and 10 speakers	Sony® AM/FM/ Sirius®/HD Radio®/ CD/MP3 with 390 watts and 12 speakers	AM/FM/ XM®/6-disc CD/ MP3 with 6 speakers	AM/FM/ XM®/6-disc CD/ MP3 with 250 watts and 9 Pioneer® speakers	AM/FM/ Sirius®/6-disc CD/ MP3 with 9 Bose® speakers
iPod®/USB Port and Auxiliary Jack	S	S	S	S	S, no USB
Bluetooth®	S	S	0	S	S
Navigation System	0	0	0	0	S
Steering Wheel-Mounted Audio and Cruise Controls	S	S	0, audio only	S	S
Remote Keyless Entry with Alarm	S	S	Smart key	S	Smart key
Cruise Control	S	S	S	S	S
Automatic Headlights	S	S	S	S	S
Dual Illuminated Vanity Mirrors and Visor Extensions	S	S	S, not illuminated	S, no visor extensions	S
Remote Fuel Filler Door Release	S	S	S	NA	S
115-Volt Power Outlet	S	NA	0	NA	NA
EXTERIOR					
Alloy Wheels	18-inch	20-inch	17-inch	17-inch	19-inch
Tires	P235/60R18	P245/50R20	P225/65R17	P225/65R17	P235/55R19
Bodycolor Power Heated Mirrors	S	S	S	S	S
Power Tilt-and-Slide Sunroof	S	0	0	0	S
Windshield Wiper Deicer	S	NA	NA	NA	NA
Fog Lights	S	NA	S	S	S
Roof Rack Side and Cross Rails	S	0	S	S	S
Towing Package	S	NA	0	0	0

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 SANTA FE LIMITED					
	2011 HYUNDAI SANTA FE LIMITED V6 2WD	2011 FORD EDGE LIMITED 2WD	2011 TOYOTA RAV4 LIMITED V6 4X2	2011 CHEVROLET EQUINOX LTZ V6 2WD	2011 MAZDA CX-7 s GRAND TOURING
DIMENSIONS AND CAPACITIES					
Wheelbase (in.)	106.3	111.2	Ⓜ 104.7	112.5	108.3
Head Room—Front/Rear (in.)	40.2/39.6	40.0/39.3	40.8/39.7	40.9/39.2	Ⓜ 38.2/38.6
Leg Room—Front/Rear (in.)	42.6/36.8	40.7/39.6	Ⓜ 41.8/38.3	41.2/39.9	Ⓜ 41.7/36.4
Shoulder Room—Front/Rear (in.)	59.5/58.6	Ⓜ 58.9/58.7	Ⓜ 57.1/55.3	Ⓜ 55.8/55.3	Ⓜ 58.0/55.8
Hip Room—Front/Rear (in.)	55.8/55.0	Ⓜ 54.8/56.1	Ⓜ 53.8/52.4	Ⓜ 51.1/51.3	Ⓜ 54.8/53.0
Cargo Volume—Behind 2nd-Row Seat (cu. ft.)	34.2	Ⓜ 32.2	36.4	Ⓜ 31.4	Ⓜ 29.9
Cargo Volume—2nd-Row Seat Folded Down (cu. ft.)	78.2	Ⓜ 68.9	Ⓜ 73.0	Ⓜ 63.7	Ⓜ 58.6
WARRANTY					
Basic (yr./mi.)	5/60,000	Ⓜ 3/36,000	Ⓜ 3/36,000	Ⓜ 3/36,000	Ⓜ 3/36,000
Powertrain Protection (yr./mi.)	10/100,000	Ⓜ 5/60,000	Ⓜ 5/60,000	Ⓜ 5/100,000	Ⓜ 5/60,000
Anti-Perforation (yr./mi.)	7 yr/unlimited	Ⓜ 5/unlimited	Ⓜ 5/unlimited	Ⓜ 6/100,000	Ⓜ 5/unlimited
Roadside Assistance (yr./mi.)	5 yr/unlimited	Ⓜ 5/60,000	Ⓜ 2/25,000	Ⓜ 5/100,000	Ⓜ 3/36,000
EPA FUEL ECONOMY					
Automatic Transmission, FWD— City/Highway (mpg)	20/26	19/27	19/27	Ⓜ 17/25	Ⓜ 18/24
Automatic Transmission, AWD— City/Highway (mpg)	20/26	Ⓜ 18/25	19/26	Ⓜ 17/24	Ⓜ 17/21

Ⓜ = Hyundai Competitive Advantage S = Standard O = Factory Option/Option Package NA = Not Available A = Dealer-Installed Accessory

Product information and MSRP (Manufacturer's Suggested Retail Price) as of 1/31/11. Information subject to change without notice. Please go online to www.hyundaidealer.com for updated pricing. Source: www.toyota.com, www.mazdausa.com, www.chevrolet.com, www.ford.com

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

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. One way to refine this is to write down the number of steps that it takes. When you write it down, you can see the steps and the words you use; then you can edit it down to the bare minimum. By doing so, you can teach your customers quickly, efficiently and effectively.

EXAMPLE: Setting a radio station

1. Tune in the desired station.
 2. Press and hold station number button.
 3. Release when you hear a beep—that signals the station is set in memory.
- Using the keyless entry system to open or lock the car, trunk, alarm
 - Headlights: all functions
 - Windshield wipers: all functions
 - Remote fuel filler door release
 - Setting the heating/ventilation/air conditioning system for defrosting the windshield, rear window defroster

WALKAROUND EXERCISE

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

1. Exterior
2. Trunk
3. Rear Seat
4. Passenger's Seat
5. Driver's Seat
6. Other

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

15. 2011 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 pages.

2011 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, and 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

- 2011 Source Booklet
- 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

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

BODY STYLES AND TRIM LEVELS

VERACRUZ GLS	MODEL CODE	MSRP (w/o Freight)
3.8-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, FWD	A0422	\$28,345
3.8-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, AWD	A0522	\$30,245
Standard Equipment	Optional Equipment	
<p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Air conditioning with separate rear controls • 172-watt 6-speaker AM/FM/XM® Satellite/CD/MP3 audio system (service not available in Alaska or Hawaii) • Auxiliary jack and iPod®/USB port • Steering wheel-mounted audio and cruise controls • Keyless entry system with alarm • Power windows and door/tailgate locks • Bodycolor power heated external mirrors with approach lights and side repeater lights • Premium cloth seats • Power driver's seat • Heated front seats (standard on AWD models) • 7-passenger seating with 3rd-row seat • Tilt-and-telescopic steering column • Leather-wrapped steering wheel and shift knob • Temperature-controlled console storage • Trip computer • Outside temperature display • Front solar glass and rear privacy glass • Roof rack side rails <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 260 horsepower @ 6,000 rpm • 257 lb.-ft. of torque @ 4,500 rpm • Fuel Economy—city/highway (mpg): 16/22 (AT, FWD); 16/21 (AT, AWD) • 17-inch 5-split spoke alloy wheels • Rear spoiler <p>SAFETY</p> <ul style="list-style-type: none"> • Back-up warning system • ESC with TCS • ABS with Brake Assist and EBD • Advanced front airbags, front seat-mounted side airbags and roof-mounted side curtain airbags extending to all three seating rows • Tire Pressure Monitoring System (TPMS) • Automatic headlights • Fog lights • Rear window wiper and washer • Front active head restraints 	<p>Premium Package</p> <p>ADDITIONAL COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • Power tilt-and-slide sunroof • Power tailgate • HomeLink® • Heated front seats (optional on FWD/standard on AWD) <p>ADDITIONAL SAFETY</p> <ul style="list-style-type: none"> • Auto-dimming, tilt-in-reverse exterior mirrors • Electrochromic auto-dimming rearview mirror • Windshield wiper deicer 	<p>FWD: \$2,200 AWD: \$1,950</p>

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

VERACRUZ LIMITED	MODEL CODE	MSRP (w/o Freight)
3.8-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, FWD	A0462	\$34,395
3.8-liter DOHC V6 engine, 6-speed SHIFTRONIC® automatic transmission, AWD	A0562	\$36,095
Standard Equipment	Optional Equipment	
<p>GLS Premium Equipment Plus</p> <p>COMFORT & CONVENIENCE</p> <ul style="list-style-type: none"> • 314-watt 8-speaker Infinity® CD/MP3 changer audio system with subwoofer and external amplifier • Dual-zone automatic temperature control with Air Quality System (AQS) • Proximity Key with engine immobilizer • Leather seating surfaces • Heated front seats • Power front passenger's seat • Memory settings for driver's seat, steering wheel and outside mirrors • Power tilt-and-telescopic steering column • Conversation mirror • Chrome door handles • Lighted door scuff plates • 115-volt power outlet <p>PERFORMANCE</p> <ul style="list-style-type: none"> • 260 horsepower @ 6,000 rpm • 257 lb.-ft. of torque @ 4,500 rpm • Fuel Economy—city/highway (mpg): 16/22 (AT, FWD); 16/21 (AT, AWD) • 18-inch 5-spoke alloy wheels 	<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 	\$1,750

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

EXERCISE: FILL IN THE BLANKS

For the Veracruz, fill in the key features that you think are the strongest attributes of this vehicle.

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

VERACRUZ AND THE COMPETITION

Veracruz Key Competitors

- Honda Pilot
- Toyota Highlander
- Mazda CX-9
- Subaru Tribeca

Veracruz Strengths

- 3.8-liter 260-horsepower 24-valve DOHC V6 teamed with a 6-speed SHIFTRONIC® automatic transmission
- Front- or all-wheel drive with electronic on-demand BorgWarner 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
- Standard rear climate controls
- Lower suggested retail price
- Longer warranty coverage

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 VERACRUZ GLS AND LIMITED						
	2011 HYUNDAI VERACRUZ GLS FWD	2011 HYUNDAI VERACRUZ LIMITED FWD	2011 HONDA PILOT EX FWD	2011 TOYOTA HIGHLANDER SE V6 4X2	2011 MAZDA CX-9 SPORT FWD	2011 SUBARU TRIBECA PREMIUM
PRICE (02/11/11)						
MSRP	\$28,345	\$34,395	\$30,895	\$33,300	\$29,135	\$30,495
Freight/Handling Charge	\$795	\$795	\$780	\$810	\$795	\$725
ENGINE AND TRANSMISSION						
Engine Type (lit.)	3.8 DOHC V6	3.8 DOHC V6	3.5 SOHC V6	3.5 DOHC V6	3.7 DOHC V6	3.6 DOHC H-6
Horsepower (@ rpm)	260 @ 6,000	260 @ 6,000	250 @ 5,700	270 @ 6,200	273 @ 6,250	256 @ 6,000
Torque (lb.-ft. @ rpm)	257 @ 4,500	257 @ 4,500	253 @ 4,800	248 @ 4,700	270 @ 4,250	247 @ 4,400
6-Speed SHIFTRONIC® Automatic Transmission	S	S	5-speed, not SHIFTRONIC®	5-speed	S	5-speed
Electronic All-Wheel-Drive System	0	0	0	0	0	S
SAFETY AND PERFORMANCE						
Front Side-Impact Airbags	S	S	S	S	S	S
Side Curtain Airbags for All 3 Rows	S	S	S	S	S	S
Electronic Stability Control (ECS) with Traction Control (TCS)	S	S	S	S	S	S
Front Active Head Restraints	S	S	S	S	S	S
Anti-Lock Braking System (ABS) with Electronic Brake Force Distribution and Brake Assist	S	S	S	S	S	S
4-Wheel Disc Brakes	S	S	S	S	S	S
4-Wheel Independent Suspension	S	S	S	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S	S	S
Back-Up Warning System	S	S	A	0, camera	0, camera	A
Power-Assisted Engine-Sensing Rack-and-Pinion Steering	S	S	S, variable assist	S, electric power steering	S	S
Front and Rear Intermittent Wipers/Washers	S	S	S	S	S	S
INTERIOR						
Seating Capacity	7	7	8	7	7	7
8-Way Power Driver's Seat	S	S	10-way	S	0	S
4-Way Power Front Passenger's Seat	NA	S	NA	NA	NA	S






























2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 VERACRUZ GLS AND LIMITED						
	2011 HYUNDAI VERACRUZ GLS FWD	2011 HYUNDAI VERACRUZ LIMITED FWD	2011 HONDA PILOT EX FWD	2011 TOYOTA HIGHLANDER SE V6 4X2	2011 MAZDA CX-9 SPORT FWD	2011 SUBARU TRIBECA PREMIUM
INTERIOR (continued)						
Memory System for Driver's Seat, Outside Mirrors, Steering Wheel	0	S	NA	NA	NA	NA
Leather Seating Surfaces	NA	S	NA	S	NA	NA
Heated Front Seats	S, AWD; 0, FWD	S	NA	S	0	S
60/40 Split Fold-Down 2nd-Row Seats	S	S	S	S, 40/20/40	S	S, 40/20/40
50/50 Split Fold-Down 3rd-Row Seatbacks Fold Flat into Floor	S	S	S—60/40	S	50/50, does not fold into the floor	S
Woodgrain Interior Trim	S	S	A	NA	NA	NA
Leather-Wrapped Steering Wheel and Shift Knob	S	S	A	S	S	S
Auto-Dimming Interior Mirror	0	S	A	S	0	A
HomeLink®	0	S	S	S	0	A
Conversation Mirror	NA	S	NA	S	NA	NA
115-Volt Power Outlet	NA	S	NA	NA	NA	NA
Tachometer	S	S	S	S	S	S
Front Map, 2nd-Row Reading and Cargo Area Lights	S	S	S	S	S	S
ENTERTAINMENT, COMFORT AND CONVENIENCE						
Air Conditioning with 2nd-Row Controls, Cabin Air Filter and Outside Temperature Display	S	S	S	S	S	S
Dual Front Automatic Temperature Control with Air Quality System (AQS)	NA	S	S	NA	S	S
2nd- and 3rd-Row Ventilation Ducts	S	S	S	S	S	S
Power Windows with Driver's Auto-Up/Down	S	S	S	S	S	S
Power Door and Tailgate Locks	S	S	S	S	S	S
Tilt-and-Telescopic Steering Column	S	S	S	S	S	Tilt only
Navigation System	NA	0	NA	0	NA	NA

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 VERACRUZ GLS AND LIMITED						
	2011 HYUNDAI VERACRUZ GLS FWD	2011 HYUNDAI VERACRUZ LIMITED FWD	2011 HONDA PILOT EX FWD	2011 TOYOTA HIGHLANDER SE V6 4X2	2011 MAZDA CX-9 SPORT FWD	2011 SUBARU TRIBECA PREMIUM
ENTERTAINMENT, COMFORT AND CONVENIENCE (continued)						
Standard Audio System	AM/FM/XM®/ CD/MP3 with 172 watts and 6 speakers	Infinity® AM/FM/ XM®/MP3/ 6-disc CD with 314 watts and 8 speakers including subwoofer	AM/FM/XM®/ 6-disc CD/MP3 with 120 watts and 7 speakers	AM/FM/ CD/MP3 with 6 speakers	AM/FM/ CD/MP3 with 6 speakers	AM/FM/CD/ MP3 with 100 watts and 6 speakers
Auxiliary Jack and USB Port	S	S	S, no USB	S	S, no USB	S, no USB
Steering Wheel-Mounted Audio and Cruise Controls	S	S	S	0	S	S
Proximity Key	NA	S	NA	NA	NA	NA
Remote Keyless Entry with Alarm	S	S	S	S	S	S
Cruise Control	S	S	S	S	S	S
Trip Computer	S	S	NA	NA	S	NA
Automatic Headlights	S	S	S	S	NA	S
Cooled Front Center Console Storage	S	S	NA	NA	NA	NA
Rear Window Defroster	S	S	S	S	S	S
Remote Fuel Filler Door Release	S	S	S	S	S	S
EXTERIOR						
Aluminum-Alloy Wheels	17-inch	18-inch	17-inch	17-inch	18-inch	18-inch
Tires	P245/65R17	P245/60R18	P245/65R17	P245/65R17	P245/60R18	P255/55R18
Bodycolor Power Heated Mirrors with Turn Signal Repeaters	S	S	S, heated FWD; no turn signal repeaters	S, no turn signal repeaters	S; 0, heat, no turn signal repeaters	S
Auto-Dimming and Tilt-Down in Reverse Mirrors	0	S	NA	NA	NA	NA
Power Tailgate	0	S	NA	S	NA	NA
Power Tilt-and-Slide Sunroof	0	S	NA	S	NA	NA
Fog Lights	S	S	S	S	NA	S
Front Solar Glass and Rear Privacy Glass	S	S	S	S	S	S
Rear Spoiler	S	S	NA	S	S	NA
Roof Rack Side Rails	S	S	A	S	0	A
DIMENSIONS AND CAPACITIES						
Wheelbase (in.)	110.4	110.4	109.2	109.8	113.2	108.2
Head Room—Front/2nd- Row/3rd-Row (in.)	40.3/39.9/36.1	40.3/39.9/36.1	40.0/39.8/38.2	40.6/40.1/36.3	 39.6/39.0/35.4	 38.9/38.2/36.2
Leg Room—Front/2nd- Row/3rd-Row (in.)	42.6/38.4/31.5	42.6/38.4/31.5	 41.4/38.5/32.1	 43.2/38.3/29.9	 40.9/39.8/32.4	 42.3/34.3/30.9

2011 SALES MANAGER/SALESPERSON TRAINING GUIDE

DARE TO COMPARE: 2011 VERACRUZ GLS AND LIMITED						
	2011 HYUNDAI VERACRUZ GLS FWD	2011 HYUNDAI VERACRUZ LIMITED FWD	2011 HONDA PILOT EX FWD	2011 TOYOTA HIGHLANDER SE V6 4X2	2011 MAZDA CX-9 SPORT FWD	2011 SUBARU TRIBECA PREMIUM
DIMENSIONS AND CAPACITIES (continued)						
Shoulder Room—Front/2nd-Row/3rd-Row (in.)	60.6/60.2/56.1	60.6/60.2/56.1	61.5/62.2/58.9	 59.7/59.5/55.0	 59.4/58.7/56.9	 58.1/57.5/51.3
Hip Room—Front/2nd-Row/3rd-Row (in.)	57.5/57.4/45.6	57.5/57.4/45.6	58.6/56.9/48.4	 56.7/56.5/42.3	 56.5/56.0/43.7	 54.0/54.6/43.3
Cargo Volume—Behind 3rd-Row Seat (cu. ft.)	13.4	13.4	18.0	 10.3	17.2	 8.3
Cargo Volume—3rd-Row Seat Folded Down (cu. ft.)	40.0	40.0	47.7	42.3	48.3	 37.6
Cargo Volume—2nd-Row Seat Folded Down (cu. ft.)	86.8	86.8	87.0	95.4	100.7	 74.4
Total Interior Passenger Volume—3-Row Seating (cu. ft.)	150.6	150.6	153.7	 145.7	 139.4	 133.5
WARRANTY						
Basic (yr./mi.)	5/60,000	5/60,000	 3/36,000	 3/36,000	 3/36,000	 3/36,000
Powertrain Protection (yr./mi.)	10/100,000	10/100,000	 5/60,000	 5/60,000	 5/60,000	 5/60,000
Anti-Perforation (yr./mi.)	7/unlimited	7/unlimited	 5/unlimited	 5/unlimited	 5/unlimited	 5/unlimited
Roadside Assistance (yr./mi.)	5/unlimited	5/unlimited	 NA	 2/25,000	 3/36,000	 3/36,000
EPA FUEL ECONOMY						
FWD—City/Highway (mpg)	17/22	17/22	17/23	18/24	17/24	NA
AWD—City/Highway (mpg)	16/21	16/21	16/22	17/23	16/22	16/21

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EXAMPLE: Setting a radio station

1. Tune in the desired station.
 2. Press and hold station number button.
 3. Release when you hear a beep—that signals the station is set in memory.
- Using the keyless entry system to open or lock the car, trunk, alarm
 - Headlights: all functions
 - Windshield wipers: all functions
 - Remote fuel filler door release
 - Setting the heating/ventilation/air conditioning system for defrosting the windshield, rear window defroster

WALKAROUND EXERCISE

List six key points that you cover during a Veracruz walkaround.

1. Exterior
2. Trunk
3. Rear Seat
4. Passenger's Seat
5. Driver's Seat
6. Other

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's 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 the Tire Pressure Monitoring System, Electronic Stability Control and 4-wheel drive indicator lights (if equipped). Locate the Electronic Stability Control and 4-wheel drive dash buttons (if equipped).	(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.	