



**APRIL SALES: 62,213 UNITS**

## Best Ever April for Genesis Sedan and Tucson

Thanks to your hard work, both the Genesis Sedan and Tucson CUV set all-new April sales records—congratulations! However, it was not all good news for April. “While Genesis sedan and our Tucson CUV had their best-ever April sales, we are still seeing softness in car sales, which was the headwind our Sonata and Elantra sedans faced,” said Derrick Hatami, Vice President of National Sales for Hyundai Motor America. So even with two new sales records, overall, sales down 8.5% compared to a record-setting April 2015.

Looking at year-over-year trends, Tucson, Veloster and Accent all experienced sales gains over April 2015, up 92%, 69% and 58%, respectively. In addition, sales of Certified Pre-Owned units were up 10% for the month and set a best-ever April with 9,059 units sold.

Here are the sales highlights for April:

- **Sonata**—our #1 selling car at 15,211 units
- **Accent**—our #2 selling car at 12,933 units, up 58%
- **Veloster**—sales at 2,792 units, up 69%
- **Genesis Sedan**—sales at 2,724 units, best April ever and up 9%
- **Tucson**—our #1 selling CUV at 7,718 units, up 92%

As we head toward the summer selling season, now is the time to focus on the basics: generating more leads, meeting more customers’ needs and closing more sales. Do that and June sales will sizzle!

### TRAINING NEWS

## Last Chance to Attend: 2017 Elantra Training Tour



The training tour that supports the launch of the all-new 2017 Elantra is quickly coming to an end—sign up now so you can make the most of either the full day driving event or the half day workshop. All events will include:

- In-depth walkaround of the all-new Elantra SE and Limited
- Hands-on demonstrations of key technologies
- Head-to-head comparisons with top Elantra competitors
- Explanations of Elantra’s latest features

### Product Launch with Driving Event

DATE	LOCATION	VENUE
May 17 - 18	Pittsburgh, PA	Monroeville Convention Ctr
May 18 - 19	Boston, MA	Gillette Stadium
May 24 - 25	St. Louis, MO	Family Arena
May 24 - 25	East Rutherford, NJ	MetLife Stadium
June 1 - 2	Charlotte, NC	Charlotte Motor Speedway

### Product Launch Workshop with No Drive

DATE	LOCATION	VENUE
May 17	El Paso, TX	El Paso Marriott
May 19	Seattle, WA	Seattle Airport Marriott

This is your last chance to attend when these 2017 Elantra training sessions—sign up today!

### IN THIS ISSUE:

Product News	Hyundai Priority Practices	Seasonal Promotions
Tips from the Pros	Blue Link News	In The News
	CPO News	



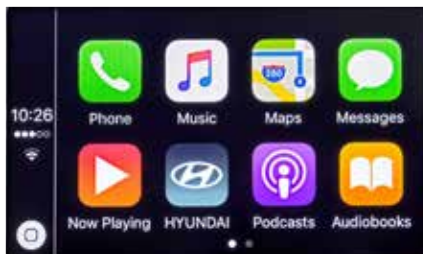
## PRODUCT NEWS

# Apple CarPlay™: Now Included on 2016 Sonata



The 2016 Sonatas now support Apple CarPlay, which is the smarter, safer and easier way to use an iPhone® in the car, and it gives your customers access to the features they want while allowing them to stay focused on the road.

CarPlay support lets drivers make calls, get directions optimized for traffic conditions, listen to music and access messages. With CarPlay, Siri provides drivers an eyes-



free experience by responding to requests through voice commands that are easily and directly accessed through the steering wheel's voice button.

- Using an Apple-compatible lightning cable, CarPlay works with iPhone 5 and newer models running iOS 7.1 or higher operating systems.
- Now, both Apple CarPlay and Android Auto are available on the 2016 Sonata's 7" Display Audio touchscreen and 8" navigation systems, optimizing the consumer experience with a larger screen
- Here is the CarPlay roster of supported apps: <http://www.apple.com/ios/carplay/>
- Android Auto's app roster can be found here: [g.co/androidauto](http://g.co/androidauto)

## TIPS FROM THE PROS

# Key to Success

This month's tip comes from Brad Henry, Sales Consultant, Bronco Motors Hyundai West, Nampa, Idaho: "When taking in a trade from a customer and they don't have both sets of keys with them, I fill out a yellow in-stock key tag with the year, make, model and new stock number and give it to the customer when going through the Owner's Manual Packet. This way, they have it as a reminder to bring the extra set of keys back to the dealership so the new owners have two sets. Works every time."



Do you have a tip you want to share? If you do, please send it to: [thesalesedge@hyundaisalestraining.com](mailto:thesalesedge@hyundaisalestraining.com)

## HYUNDAI PRIORITY PRACTICES

# Follow-up Builds Relationships and Business

Follow-up is a key ingredient to building relationships and overall sales satisfaction, which is particularly important in keeping their positive sales experience top-of-mind when it's time to fill out the SSI survey. To let your customers know you value their business, consider these Hyundai Priority Practices:

- **Make an immediate thank you call**—leave a voice message as soon as they drive off the lot.
- **Contact again within 48 hours**—use their preferred communication method: phone, email or text; some customers may appreciate a handwritten thank-you note.
- **Re-contact the customer 7-10 days post-sale**—this is a great time to ensure that your new owner is taking complete advantage of all that their Hyundai has to offer.
- **Be proactive**—when you re-contact your customer during that 7-10 day post-sale period, ask if there are any questions or concerns with which you can help. Your offer of assistance can pay off with referrals, return sales and overall sales satisfaction.
- **Add a personal touch**—send handwritten notes, vehicle photos and points of common interest when you communicate.
- **Make yourself available**—let customers know you're available any time they have a question.
- **Be a resource for your customers**—provide your customers with information about accessories, service hours, and other convenient dealer services.

BLUE LINK NEWS

## Blue Link® Testimonial Videos



Blue Link® is introducing an all-new “Testimonial” video that features an actual Blue Link Customer who was in an accident and received support and assistance from Blue Link. Bob talks about how Blue Link assisted him during

an accident and how he “would never buy an automobile without Blue Link.” This video joins the Hyundai Blue Link playlist, which now has over 250,000 views! Each video shows the benefits of Blue Link in real world scenarios by showing real customers talk about their favorite features.

- Videos are located on [HyundaiBlueLink.com](http://HyundaiBlueLink.com), [MyHyundai.com](http://MyHyundai.com), [YouTube.com/Hyundai](http://YouTube.com/Hyundai)
- The videos are also available to be shared on dealer Facebook and Twitter pages
- The videos will also be included in owner communications to reinforce the impact Blue Link has on real Hyundai customers.

More customer stories will be produced in the near future, so keep checking the Hyundai YouTube channel! In addition, these videos will soon be available for download via Ad Planner, but for now, use the YouTube links below to view the videos and share them via your dealer’s social pages and Tier III websites.

CPO NEWS

## New CPO Advertising Creative: “Certified to be Better”

Hyundai CPO has produced a suite of new advertising assets that convey the benefits of the Hyundai CPO Program utilizing the same “Better” theme as used in our new car advertising. The media strategy is designed to drive consumers to learn more about the program benefits and search for inventory. Dealers now have new assets available to complement Tier 1 messaging with their own CPO promotional efforts.



### Tier 1 Strategy:

- Featured CPO listings on endemic sites such as: [Autotrader.com](http://Autotrader.com), [Cars.com](http://Cars.com), and [CarGurus.com](http://CarGurus.com) (new)
- Display advertising across endemic sites and off-site retargeting
- Expanded paid search on Google & Bing
- Social media display and retargeting advertising on Facebook (May '16 launch)

### Tier 3 Support:

- Banner ads available on AdPlanner for download (located in the CPO folder)
- CPO social media content (with images) published to Spredfast and is optimized for Facebook, Twitter, and Instagram

### New CPO Website

An all-new CPO landing page—[HyundaiUSA.com/Certified](http://HyundaiUSA.com/Certified)—has been created. This page provides an overview of the CPO Program. In addition, [HyundaiCertified.com](http://HyundaiCertified.com) has been redesigned for improved performance across multiple devices. Layouts and imagery have been updated to better convey the Hyundai CPO program benefits. These pages provide a better experience for desktop, tablet and mobile users.

### CPO Reconditioning Courses

A Hyundai CPO Reconditioning WBT course is available for technicians via the Hyundai Learning Portal for Service. The course covers the CPO reconditioning process and provides further details on the inspection points. Additional reference documents are also available with this course.

### Special Financing on all Eligible Hyundai CPO Vehicles

HMA and HMF are pleased to announce special financing for Hyundai CPO vehicles in May 2016. Rates are available as low as 2.49% for 60 months on all eligible Hyundai CPO vehicles for well-qualified buyers. The program is in effect through May 31, 2016. See the HMF CPO program bulletin for complete details, terms and conditions.



## SEASONAL PROMOTION IDEAS

### Sales by Degree

June is graduation month and a recent survey by BIGInsight showed that Americans spend more than \$4.7 billion on gifts for students graduating high school or college—and what's better than getting a brand new Hyundai? High school and college graduations are a major milestone in people's lives and a new vehicle is a perfect gift for young adults going off to college or for college graduates going into the working world. Here are some suggestions on how to make the most of this time of year:

- **Graduation Party**—plan a special event with special pricing on the most affordable Hyundai models: Accent, Elantra, Elantra GT and Veloster. These value-oriented models offer a long list of standard features that make them the ideal choice for graduates.
- **Savings Bond Sale**—plan a promotion for graduates that when they purchase a Hyundai, they also get a \$500 savings bond. One beauty of this promotion is that the savings bond costs you \$250 yet it has a perceived value of \$500.
- **CPO Sale**—for some graduates (and their families), a new car may be out of the question. If that is the case, then a Certified Pre-Owned Hyundai may be the best choice. Highlight the CPO models you have in inventory and how they deliver exceptional standard features at a more affordable price.

Again, the key to the success of a graduation promotion is getting the word out to local newspapers, radio and TV stations, as well as using social media like Facebook, Twitter and Instagram.

## IN THE NEWS

### Elantra & Veloster: Best Value in America

The [2016 Veloster](#) and [2016 Elantra](#) have been named **Best Value in America Award** winners from [Vincentric](#), the research firm specializing in automotive cost of ownership. This is the fourth year in a row Veloster has received this award, and the second year for the Elantra. "As a four-time winner of the Vincentric award, the Veloster has a strong history of performing well in our analysis, delivering a low cost-of-ownership package that helps provide high value to consumers," said David Wurster, Vincentric's President. "The Elantra similarly delivers class-leading value, is fuel efficient and inexpensive to maintain, offering drivers exceptional value for the money."

### Hyundai Sponsors Miami Dolphins

Hyundai continues to celebrate the passion of NFL fans by signing a sponsorship deal with the Miami Dolphins. The Miami Dolphins become the fifth team with Hyundai as an official sponsor (other teams are the Arizona Cardinals, Houston Texans, Minnesota Vikings and Pittsburgh Steelers). For the 2016 season, Hyundai will have three vehicles on display at all Dolphins home games; Hyundai owners will have access to the exclusive "Hyundai Club"—the perfect place to spend time with family and friends at the game; and Hyundai also will have digital LED signage running on all team-related announcements at the stadium.

### Hyundai Invitational Golf Tournament



Hyundai returns for its third round of the successful [Hyundai Invitational](#) golf tournament series, connecting golfers with the Hyundai brand and the [2016 Hyundai Genesis](#) premium sedan.

- 50 of the nation's best charity golf tournaments have a Hyundai sponsorship that includes hole-in-one opportunities to win a new Hyundai Genesis, donations toward the tournament, along with numerous other prizes and giveaways.
- Two winners from each tournament (either determined by low score or auction) will be invited to compete at the Hyundai Invitational National Final in Las Vegas at the Cascata Golf Club, Oct. 26-28.
- At the National Final, the player with the low-net score from each region will receive an all-expenses paid trip to the Hyundai-sponsored PGA TOUR tournament held at Riviera Country Club.

To find a Hyundai Invitational event near your dealership, visit [Hyundai-Invitational.com](#).