



2007
SOURCE BOOK

While the information contained in this book was deemed to be correct at the time of printing, specifications and equipment do 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.

Dear Hyundai Sales Consultant,

Every year, models change, features are added and technology is elevated to new levels. This puts pressure on you because your customers expect that you “know it all” when it comes to these new models.

We suggest that you START your 2007 source book review by reading the History/Overview section. It provides you with insight into questions your customers may ask regarding Hyundai, the company.

NEXT review the Warranty and Delivery/Technology sections. The Warranty section provides you with a detailed look at America’s Best Warranty™. This builds a solid base of knowledge, which will pay big dividends as you develop and grow your product presentation. The Delivery/Technology section covers the basics of a good delivery and details how to present technology features that often confuse customers

THEN review the individual product sections one at a time, including the all-new 2007 models. Each section has been refined to get you up to speed on what’s new for 2007 and what’s distinctively different about each product line. The Comparison section of each product section shows how Hyundai compares to the competition. Review each “Dare to Compare” sheet, as it points out the exceptional value built into each 2007 Hyundai vs. a common set of market competitors and will add that much more to your knowledge and presentation.

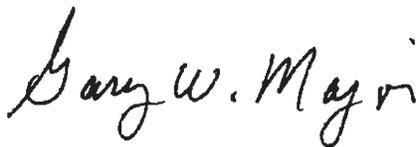
NOW do a “hands-on” walkaround on the model that you have just reviewed. Become familiar with the controls and how they perform. These “walkarounds” give you time to figure out how everything works so you can share that insight during your product presentation.

THEN, test-drive the model and apply that information to the specifics you just learned from your walkaround, so you can give your customers a personal, knowledgeable drive experience.

FINALLY, be sure not to forget to use the accompanying 2007 Pocket Guide. Also, check the Sales Training Online website at www.hyundaidealer.com. This site has sales news, the latest product information and the most current “Dare to Compare” sheets. It’s easy to access and the site is always updated.

When you use all of the resources that are available to you, you will become more knowledgeable and confident. In short, you become more valuable to your customers, resulting in more sales and higher customer satisfaction.

Good luck and continued sales success,



Gary W. Major
Manager, National Sales Training