

ELANTRA vs. CIVIC

IN-DEALERSHIP TRAINING PROGRAM



Participant Workbook



 **HYUNDAI**

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Elantra and Civic Specifications

PERFORMANCE / ECONOMY		
	2017 HYUNDAI ELANTRA SE / LIMITED	2017 HONDA CIVIC LX / EX
Engine	2.0-liter DOHC Atkinson cycle inline four-cylinder	2.0-liter DOHC inline four-cylinder
Induction system	Multi-point fuel injection (MPI)	Multi-point fuel injection (MPI)
Valve timing	Dual Continuously Variable Valve Timing (D-CVVT)	i-VTEC variable valve timing
Horsepower (@ rpm)	147 @ 6,200	158 @ 6,500
Torque (lbs.-ft. @ rpm)	132 @ 4,500	138 @ 4,200
EPA fuel economy estimates (city/combined/highway)	SE M/T: 26 / 29 / 36 SE A/T: 29 / 33 / 38 SE Pop, Value Edition, Limited: 28 / 32 / 37	LX M/T: 28 / 32 / 40 LX, EX CVT: 31 / 34 / 40
	2017 HYUNDAI ELANTRA SPORT	2017 HONDA CIVIC EX-T / EX-L / TOURING
Engine	Turbocharged 1.6-liter DOHC inline four-cylinder	Turbocharged 1.5-liter DOHC inline four-cylinder
Induction system	Gasoline direct injection	Gasoline direct injection
Valve timing	Dual Continuously Variable Valve Timing (D-CVVT)	i-VTEC variable valve timing
Horsepower (@ rpm)	201 @ 6,000	174 @ 6,000
Torque (lbs.-ft. @ rpm)	195 @ 1,500-4,500	M/T: 167 @ 1,800-5,500 CVT: 162 @ 1,700-5,500
EPA fuel economy estimates (city/combined/highway)	M/T: 22 / 25 / 30 DCT: 26 / 29 / 33	EX-T M/T: 31 / 35 / 42 CVT: 32 / 36 / 42
	2017 HYUNDAI ELANTRA ECO	
Engine	Turbocharged 1.4-liter DOHC inline four-cylinder	
Induction system	Gasoline direct injection	
Valve timing	Dual Continuously Variable Valve Timing (D-CVVT)	
Horsepower (@ rpm)	128 @ 5,500	
Torque (lbs.-ft. @ rpm)	156 @ 1,400-3,700	
EPA fuel economy estimates (city/combined/highway)	32 / 35 / 40	

EXTERIOR DIMENSIONS	2017 HYUNDAI ELANTRA	2017 HONDA CIVIC
Wheelbase	106.3"	106.3"
Overall length	179.9"	182.3"
Overall width	70.9"	70.8"
Overall height	56.5"	55.7"
Track (front/rear)	15" wheels: 61.5"/61.9" 16" wheels: 61.2"/61.6" 17" wheels: 61.0"/61.3"	60.9"/61.5"
INTERIOR DIMENSIONS	2017 HYUNDAI ELANTRA	2017 HONDA CIVIC
Head room (front/rear)	38.8"/37.3"	LX: 39.3"/37.1" EX, EX-T, EX-L, Touring: 37.5"/36.8"
Leg room (front/rear)	42.2"/35.7"	42.3"/37.4"
Shoulder room (front/rear)	56.2"/55.3"	LX: 57.0"/55.0" EX, EX-T, EX-L, Touring: 56.9"/55.0"
Hip room (front/rear)	53.4"/51.9"	53.7"/47.3"
Passenger volume	95.8 cu. ft.	LX: 97.8 cu. ft. EX, EX-T, EX-L, Touring: 95.0 cu. ft.
Cargo volume	14.4 cu. ft.	LX, EX, EX-T, EX-L: 15.1 cu. ft. Touring: 14.7 cu. ft.

Elantra and Civic Trim Levels and Pricing

2017 HYUNDAI ELANTRA		2017 HONDA CIVIC	
TRIM LEVEL	M.S.R.P. (including \$835 destination charge)	TRIM LEVEL	M.S.R.P. (including \$835 destination charge)
SE 6 M/T	\$17,985	LX 6 M/T	\$19,575
SE 6 A/T	\$18,985	LX CVT	\$20,375
SE + Pop	\$19,785	LX with Honda Sensing	\$21,375
Value Edition	\$21,085	EX	\$21,975
Eco	\$21,485	EX with Honda Sensing	\$22,975
Sport 6 M/T	\$22,485	EX-T 6 M/T	\$22,335
Sport 7 DCT	\$23,585	EX-T CVT	\$23,135
Sport 6 M/T Premium	\$24,885	EX-T with Honda Sensing	\$24,135
Sport 7 DCT Premium	\$25,985	EX-L	\$24,635
Limited	\$23,185	EX-L with Honda Sensing	\$25,635
Limited + Tech	\$25,685	EX-L with Navigation	\$25,635
Limited + Tech + Ultimate	\$27,585	Touring	\$27,435

Elantra Advantages Over Civic

J.D. Power Initial Quality Study Five-Year Trend

Brand	Rank				
	2016	2015	2014	2013	2012
Kia	1	2	6	10	18
Porsche	2	1	1	1	2
HYUNDAI	3	4	4	10	18
Toyota	4	9	5	6	8
BMW	5	6	8	18	10
Chevrolet	6	7	6	5	15
Buick	7	11	19	15	17
Lexus	7	9	3	3	1
Lincoln	7	8	10	17	18
Nissan	10	20	19	30	12
Ford	11	12	16	27	27
GMC	12	16	16	2	12
Infiniti	12	5	23	4	6
Volkswagen	14	23	23	23	29
Audi	15	16	11	13	16
Mercedes	16	14	13	10	9
Cadillac	17	21	13	13	4
Jeep	18	29	31	22	23
Ram	19	13	16	28	12
Chrysler	20	31	11	15	25
Mitsubishi	21	26	30	31	29
Dodge	22	18	21	26	29
Subaru	23	30	27	25	22
Honda	24	14	8	8	5
Acura	25	26	25	6	6
Scion	26	25	29	33	26
Jaguar	27	3	2	9	2
Mazda	27	23	28	24	10
Mini	27	21	26	29	32
Land Rover	30	28	22	21	28
Volvo	31	19	13	18	21
Fiat	32	33	32	32	33
Smart	33	32	N/A	20	34
Suzuki	N/A	N/A	N/A	N/A	24

Source: "5 years of winners, losers," Automotive News, July 4, 2016 (<http://www.autonews.com/article/20160704/RE-TAIL/307049977/5-years-of-winners-losers>)

Warranty

	HYUNDAI	HONDA
Powertrain limited warranty	10 years/100,000 miles	5 years/60,000 miles
Anti-perforation warranty	7 years/unlimited miles	5 years/unlimited miles
New vehicle limited warranty	5 years/60,000 miles	3 years/36,000 miles
Accessories limited warranty	If installed prior to retail sale: 5 years/60,000 miles If installed after retail sale: 1 year/12,000 miles	If installed prior to retail sale: 3 years/36,000 miles If installed after retail sale: 1 year or remainder of new vehicle limited warranty, whichever is longer

Roadside Assistance

	HYUNDAI	HONDA
Duration	5 years/unlimited mileage	3 years/36,000 miles
Fuel refill	Up to 3 gallons	Up to 2 gallons

- **Six-speed automatic transmission with SHIFTRONIC® manual shift mode (Elantra SE A/T and above)**
 - Civic’s available continuously variable transmission (CVT) does not offer a manual shift mode
- **High-intensity discharge headlights with Dynamic Bending Light (Elantra Limited with Ultimate Package)**
 - Civic offers LED headlights on its Touring model but they are not equipped with Dynamic Bending Light for better illumination while cornering
- **Tighter turning circle (34.78 vs. 35.7 ft.)**
 - Elantra is more maneuverable
- **Integrated Memory System for driver’s seat and outside mirrors (Elantra Limited with Ultimate Package)**
 - Allows Elantra settings to be customized for two different drivers
 - Not available on any Civic
- **Driver’s knee airbag**
 - Standard on all Elantras
 - Not available on any Civic

- **Blind Spot Detection System (BSD) with Lane Change Assist and Rear Cross-Traffic Alert (Elantra Value Edition and above)**

- Civic EX and above offer Honda LaneWatch, which features a camera mounted to the passenger outside mirror whose image is displayed on the monitor in the center stack
- LaneWatch does not detect objects in the passenger-side blind spot; it merely displays a wide image of the passenger side of the vehicle
- LaneWatch does not warn drivers of objects in the passenger-side blind spot
- LaneWatch performance at night can be diminished due to headlight glare causing disorientation and reducing clarity
- Civic does not offer a driver’s-side blind spot detection system at all, but does include a blind-spot mirror (which is standard on Elantra SE)
- Because LaneWatch does not use sensors in the rear bumper to detect objects in the vehicle’s blind spots, Civic does not offer Rear Cross-Traffic Alert at all

- **Longer cruising range**

Model	EPA Combined Estimate (mpg)	Fuel Capacity (gal.)	Cruising Range (miles)
Elantra SE 6 M/T	29	14.0	409
Civic LX 6 M/T	32	12.39	396.48
Elantra SE 6 A/T	33	14.0	462
Civic LX and EX CVT	34	12.39	421.26
Elantra SE + Pop, Value Edition, Limited	32	14.0	448
Civic EX-T, EX-L, Touring CVT	36	12.39	446.04
Elantra Eco 7-DCT	35	14.0	490

- **Hands-free Smart Trunk (Elantra Value Edition and above)**

- When activated, allows driver to open trunk without fumbling for a key or waving a foot beneath the bumper
- Not available on any Civic



- **Inside trunk handle**
 - Allows driver to close trunk without touching the exterior of the vehicle (which could be dusty, dirty, icy or hot)
 - Not available on any Civic
- **Fully retractable rear windows**
 - Civic’s rear windows do not retract fully into the doors
- **Wider rear door opening**
 - Elantra’s rear door opening is significantly wider than Civic’s for ease of entry and exit
- **Passenger seat height adjustment**
 - All Elantras feature a manual front passenger seat with height adjustment to adjust to sizes and preferences of different passengers
 - Top-of-the-line Civic Touring offers a power front passenger seat, but it does not offer height adjustment
- **Blue Link® (Elantra Limited and above)**
 - Higher customer satisfaction than HondaLink
 - Many more safety, car care, remote and guidance features than HondaLink

Very Good Systems

Hyundai Blue Link®: 63 percent very satisfied

Hyundai specializes in making intuitive systems. A 2015 Hyundai Sonata owner says he’s “amazed at how easy it works.” Other owners appreciated that the Genesis incorporates both a touch screen and controller knob. Hyundai’s quick-to-learn voice command and Bluetooth systems rank highest for owner satisfaction.

Average Systems

Honda HondaLink/AcuraLink: 49 percent very satisfied

Honda and Acura infotainment systems come in several designs, none of which make owners happy. Many were dissatisfied with voice-command quality—the lowest-ranked among all brands. One owner found it “very difficult to use the commands because they must be said in ‘Acura-speak,’ not commonly used English words.” Our tests found the onscreen buttons and menus to be unintuitive.

Source: Consumer Reports, “Brand-by-Brand Guide to Car Entertainment Systems,” June 2, 2016 (<http://www.consumerreports.org/cars/infotainment-system-brand-by-brand-guide/>)



HondaLink®

	Description of Solution	Embedded Solution	Requires mobile app and in-vehicle connection
SAFETY	Automatic Crash Notification	YES	YES
	SOS	YES	NO
	Enhanced Roadside Assistance	YES	NO
CAR CARE	Vehicle Health Report	YES	NO
	Maintenance Alert	YES	NO
	Automatic Diagnostic Trouble Code Notification	YES	NO
	Service Link	YES	YES
REMOTE AND GUIDANCE	Remote Start / Lock / Unlock	YES—via mobile app	NO—key fob only
	Stolen Vehicle Recovery	YES	NO
	Speed / Curfew / Geo-Fence / Alarm Notifications	YES	NO
	Off-board point-of-Interest search	YES	YES
	POI Send-to-Car	YES	NO
	Weather / Traffic	SiriusXM / Apple CarPlay / Android Auto	YES

Elantra Advantages by Select Trim Level

Note: All price comparisons are from the Civic trim level being compared to the least expensive Civic trim level on which the feature is offered,

ELANTRA SE

Compared to Civic LX, Elantra SE offers:

- Lower M.S.R.P. with six-speed manual transmission (\$17,985 vs. \$19,575)
- Lower M.S.R.P. with automatic transmission vs. Civic LX with CVT (\$18,985 vs. \$20,375)
- Fewer problems per 100 vehicles by brand in 2016 J.D. Power Initial Quality Study
- Six-speed automatic transmission with SHIFTRONIC® (vs. continuously variable transmission with no manual shift mode)
- Tighter turning circle (34.78 vs. 35.7 ft.)
- Easier to locate hood release than any Civic
- Driver's knee airbag (not available on any Civic)
- SiriusXM Satellite Radio (\$2,760 upgrade to EX-T to get on Civic)
- CD player (not available on any Civic)
- Six speakers (vs. four on Civic LX)
- Larger fuel tank (14.0 vs. 12.39 gal.)
- Longer cruising range with six-speed manual transmission (409 vs. 396 mi.)
- Longer cruising range with automatic transmission vs. Civic LX with CVT (462 vs. 421 mi.)
- Inside trunk handle (not available on any Civic)
- Wider rear door opening than any Civic
- Fully opening rear window (not available on any Civic)
- 60/40 split folding rear seat (vs. non-split folding rear seat on Civic LX)
- More rear head room (37.3 vs. 37.1 in.)
- More rear shoulder room (55.3 vs. 55.0 in.)
- More rear hip room (51.9 vs. 47.3 in.)
- Rear cup holders (\$1,600 upgrade to EX to get on Civic)
- Passenger seat height adjustment (not available on any Civic)
- Longer powertrain limited warranty (10 years/100,000 miles vs. 5 years/60,000 miles)
- Longer anti-perforation warranty (7 years/unlimited miles vs. 5 years/unlimited miles)
- Longer new vehicle limited warranty (5 years/60,000 miles vs. 3 years/36,000 miles)
- Longer warranty for genuine accessories installed at time of or prior to retail sale (5 years/60,000 miles vs. 3 years/36,000 miles)
- Longer roadside assistance coverage (5 years/unlimited miles vs. 3 years/36,000 miles)
- More fuel provided by roadside assistance (up to 3 gallons twice per year vs. up to 2 gallons twice per year)

ELANTRA SE WITH POPULAR EQUIPMENT PACKAGE

Compared to Civic LX, Elantra SE with Popular Equipment Package offers:

- Lower M.S.R.P. (\$19,785 vs. \$20,375)
- Fewer problems per 100 vehicles by brand in 2016 J.D. Power Initial Quality Study
- Six-speed automatic transmission with SHIFTRONIC® (vs. CVT with no manual shift mode)
- Tighter turning circle (34.78 vs. 35.7 ft.)
- Easier to locate hood release than any Civic
- Fully secured hood insulator panel
- Heated outside mirrors (\$1,600 upgrade to EX to get on Civic)
- Driver's knee airbag (not available on any Civic)
- Seven-inch Display Audio system (vs. five-inch non-Display Audio system on Civic LX)
- Android Auto and Apple CarPlay compatibility (\$1,600 upgrade to EX to get on Civic)
- SiriusXM Satellite Radio (\$2,760 upgrade to EX-T to get on Civic)
- Six speakers (vs. four on Civic LX)
- Dynamic guidelines for rearview camera display (\$1,600 upgrade to EX to get on Civic)
- Larger fuel tank (14.0 vs. 12.39 gal.)
- Inside trunk handle (not available on any Civic)
- Wider rear door opening than any Civic
- Fully opening rear window (not available on any Civic)
- 60/40 split folding rear seat (vs. non-split folding rear seat on Civic LX)
- More rear head room (37.3 vs. 37.1 in.)
- More rear shoulder room (55.3 vs. 55.0 in.)
- More rear hip room (51.9 vs. 47.3 in.)
- Rear cupholders (not available on Civic LX)
- Passenger seat height adjustment (not available on any Civic)
- Longer powertrain limited warranty (10 years/100,000 miles vs. 5 years/60,000 miles)
- Longer anti-perforation warranty (7 years/unlimited miles vs. 5 years/unlimited miles)
- Longer new vehicle limited warranty (5 years/60,000 miles vs. 3 years/36,000 miles)
- Longer warranty for genuine accessories installed at time of or prior to retail sale (5 years/60,000 miles vs. 3 years/36,000 miles)
- Longer roadside assistance coverage (5 years/unlimited miles vs. 3 years/36,000 miles)
- More fuel provided by roadside assistance (up to 3 gallons twice per year vs. up to 2 gallons twice per year)

ELANTRA VALUE EDITION

Compared to Civic LX with Honda Sensing, Elantra SE Value Edition offers:

- Lower M.S.R.P. (\$21,085 vs. \$21,375)
- Fewer problems per 100 vehicles by brand in 2016 J.D. Power Initial Quality Study (92 vs. 119)
- Six-speed automatic transmission with SHIFTRONIC® (vs. continuously variable transmission with no manual shift mode)
- Tighter turning circle (34.78 vs. 35.7 ft.)
- Easier to locate hood release than any Civic
- Fully secured hood insulator panel
- Proximity key with push-button start and immobilizer (\$600 upgrade to EX to get on Civic)
- Heated outside mirrors (\$600 upgrade to EX to get on Civic)
- Blind Spot Detection (Honda LaneWatch requires \$600 upgrade to Civic EX)
- Power tilt-and-slide sunroof (\$600 upgrade to EX to get on Civic)
- Door handle approach light (not available on any Civic)
- Power driver's seat with lumbar support (\$3,260 upgrade to EX-L to get on Civic)
- Sunvisor extensions (vs. sliding sunvisors on Civic)
- Driver's knee airbag (not available on any Civic)
- Leather-wrapped steering wheel and shift knob (\$3,260 upgrade to EX-L to get on Civic)
- Dynamic guidelines for rearview camera display (\$600 upgrade to EX to get on Civic)
- Seven-inch Display Audio system (vs. five-inch non-Display Audio system on Civic LX with Honda Sensing)
- Android Auto and Apple CarPlay compatibility (\$600 upgrade to EX to get on Civic)
- SiriusXM Satellite Radio (\$1,760 upgrade to EX-T to get on Civic)
- Six speakers (vs. four on Civic LX with Honda Sensing)
- Auto-dimming rearview mirror with HomeLink® and compass
- Larger fuel tank (14.0 vs. 12.39 gal.)
- Longer cruising range (448 vs. 421 mi.)
- Rear Cross-Traffic Alert (not available on any Civic)
- Hands-free Smart Trunk (not available on any Civic)
- Inside trunk handle (not available on any Civic)
- Wider rear door opening than any Civic
- Fully opening rear window (not available on any Civic)
- 60/40 split folding rear seat (vs. non-split folding rear seat on Civic LX with Honda Sensing)
- More rear head room (37.3 vs. 37.1 in.)
- More rear shoulder room (55.3 vs. 55.0 in.)
- More rear hip room (51.9 vs. 47.3 in.)
- Rear cupholders (\$600 upgrade to EX to get on Civic)
- Front passenger seatback pocket (\$600 upgrade to EX to get on Civic)
- Dual Automatic Temperature Control with auto defogger (\$1,760 upgrade to EX-T to get on Civic)
- Heated front seats (\$1,760 upgrade to EX-T to get on Civic)

ELANTRA ECO

Compared to Civic LX with Honda Sensing, for \$110 more, Elantra Eco offers:

- Recently awarded one of “Wards 10 Best Engines” for 2017
- Fewer problems per 100 vehicles by brand in 2016 J.D. Power Initial Quality Study (92 vs. 119)
- Seven-speed EcoShift® dual-clutch transmission with SHIFTRONIC® (vs. continuously variable transmission with no manual shift mode)
- Tighter turning circle (34.78 vs. 35.7 ft.)
- Easier to locate hood release than any Civic
- Fully secured hood insulator panel
- Proximity key with push-button start and immobilizer (\$600 upgrade to EX to get on Civic)
- Heated outside mirrors (\$600 upgrade to EX to get on Civic)
- Blind Spot Detection (Honda LaneWatch requires \$600 upgrade to Civic EX)
- Door handle approach light (not available on any Civic)
- Sunvisor extensions (vs. sliding sunvisors on Civic)
- Driver’s knee airbag (not available on any Civic)
- Leather-wrapped steering wheel and shift knob (\$3,260 upgrade to EX-L to get on Civic)
- Dynamic guidelines for rearview camera display (\$600 upgrade to EX to get on Civic)
- Seven-inch Display Audio system (vs. five-inch non-Display Audio system on Civic LX with Honda Sensing)
- Android Auto and Apple CarPlay compatibility (\$600 upgrade to EX to get on Civic)
- SiriusXM Satellite Radio (\$1,760 upgrade to EX-T to get on Civic)
- Six speakers (vs. four on Civic LX with Honda Sensing)
- Larger fuel tank (14.0 vs. 12.39 gal.)
- Better EPA city fuel economy estimate (32 vs. 31 mpg)
- Better EPA combined fuel economy estimate (35 vs. 34 mpg)
- Longer cruising range (490 vs. 421 mi.)
- Rear Cross-Traffic Alert (not available on any Civic)
- Hands-free Smart Trunk (not available on any Civic)
- Inside trunk handle (not available on any Civic)
- Wider rear door opening than any Civic
- Fully opening rear window (not available on any Civic)
- 60/40 split folding rear seat (vs. non-split folding rear seat on Civic LX with Honda Sensing)
- More rear head room (37.3 vs. 37.1 in.)
- More rear shoulder room (55.3 vs. 55.0 in.)
- More rear hip room (51.9 vs. 47.3 in.)
- Rear cupholders (\$600 upgrade to EX to get on Civic)
- Front passenger seatback pocket (\$600 upgrade to EX to get on Civic)
- Dual Automatic Temperature Control with auto defogger (\$1,760 upgrade to EX-T to get on Civic)
- Heated front seats (\$1,760 upgrade to EX-T to get on Civic)
- Illuminated visor vanity mirrors (\$600 upgrade to EX to get on Civic)
- Passenger seat height adjustment (not available on any Civic)

ELANTRA LIMITED

Compared to Civic EX with Honda Sensing, for \$210 more, Elantra Limited offers:

- Fewer problems per 100 vehicles by brand in 2016 J.D. Power Initial Quality Study (92 vs. 119)
- Six-speed automatic transmission with SHIFTRONIC® (vs. continuously variable transmission with no manual shift mode)
- 17-inch alloy wheels (\$160 upgrade to EX-T to get on Civic)
- Tighter turning circle (34.78 vs. 35.7 ft.)
- Easier to locate hood release than any Civic
- Fully secured hood insulator panel
- High-intensity discharge (HID) headlights with Dynamic Bending Light (not available on any Civic)
- Side mirror turn signal indicators (\$4,460 upgrade to Touring to get on Civic)
- Blind Spot Detection for both driver and passenger sides (compared to Honda LaneWatch for passenger side only and driver's blind spot mirror on Civic EX with Honda Sensing)
- Door handle approach light (not available on any Civic)
- Chrome exterior door handles (\$4,460 upgrade to Touring to get on Civic)
- Sunvisor extensions (vs. sliding sunvisors on Civic)
- More front head room (38.8 vs. 37.5 in.)
- Driver's knee airbag (not available on any Civic)
- Leather-wrapped steering wheel and shift knob (\$1,660 upgrade to EX-L to get on Civic)
- Leather seating surfaces (\$1,660 upgrade to EX-L to get on Civic)
- Power driver's seat with lumbar support (\$1,660 upgrade to EX-L to get on Civic)
- Blue Link® with SOS, Enhanced Roadside Assistance, Vehicle Health Report, Maintenance Alert, Automatic Diagnostic Trouble Code Notification, Remote Start/Lock/Unlock through mobile app, Stolen Vehicle Recovery, Speed/Curfew/Geo-Fence/Alarm Notifications and POI Send-to-Car (not available on any Honda)
- SiriusXM Satellite Radio (\$160 upgrade to EX-T to get on Civic)
- Larger fuel tank (14.0 vs. 12.39 gal.)
- Longer cruising range (448 vs. 421 mi.)
- Rear Cross-Traffic Alert (not available on any Civic)
- Hands-free Smart Trunk (not available on any Civic)
- Inside trunk handle (not available on any Civic)
- Wider rear door opening than any Civic
- Fully opening rear window (not available on any Civic)
- More rear head room (37.3 vs. 36.8 in.)
- More rear shoulder room (55.3 vs. 55.0 in.)
- More rear hip room (51.9 vs. 47.3 in.)
- Dual Automatic Temperature Control with auto defogger (\$160 upgrade to EX-T to get on Civic)
- Heated front seats (\$160 upgrade to EX-T to get on Civic)
- Passenger seat height adjustment (not available on any Civic)
- More total passenger compartment volume (95.8 vs. 95.0 cu. ft.)
- Longer powertrain limited warranty (10 years/100,000 miles vs. 5 years/60,000 miles)

ELANTRA LIMITED WITH TECH PACKAGE

Compared to Civic EX-T with Honda Sensing, for \$1,550 more, Elantra Limited offers:

- Fewer problems per 100 vehicles by brand in 2016 J.D. Power Initial Quality Study (92 vs. 119)
- Six-speed automatic transmission with SHIFTRONIC® (vs. continuously variable transmission with no manual shift mode)
- Tighter turning circle (34.78 vs. 35.7 ft.)
- Easier to locate hood release than any Civic
- Fully secured hood insulator panel
- HID headlights with Dynamic Bending Light (not available on any Civic)
- Side mirror turn signal indicators (\$3,300 upgrade to Touring to get on Civic)
- Blind Spot Detection for both driver and passenger sides (compared to Honda LaneWatch for passenger side only and driver's blind spot mirror on Civic EX-T with Honda Sensing)
- Door handle approach light (not available on any Civic)
- Chrome exterior door handles (\$3,300 upgrade to Touring to get on Civic)
- Sunvisor extensions (vs. sliding sunvisors on Civic)
- More front head room (38.8 vs. 37.5 in.)
- Driver's knee airbag (not available on any Civic)
- Leather-wrapped steering wheel and shift knob (\$500 upgrade to EX-L to get on Civic)
- Leather seating surfaces (\$500 upgrade to EX-L to get on Civic)
- Blue Link® with SOS, Enhanced Roadside Assistance, Vehicle Health Report, Maintenance Alert, Automatic Diagnostic Trouble Code Notification, Remote Start/Lock/Unlock through mobile app, Stolen Vehicle Recovery, Speed/Curfew/Geo-Fence/Alarm Notifications and POI Send-to-Car (not available on any Honda)
- Navigation system with 8-inch touchscreen (\$500 upgrade to EX-L to get on Civic)
- Infinity premium audio with eight speakers (\$3,300 upgrade to Touring to get premium audio on Civic)
- Clari-Fi Music Restoration Technology (not available on any Civic)
- Larger fuel tank (14.0 vs. 12.39 gal.)
- Rear Cross-Traffic Alert (not available on any Civic)
- Hands-free Smart Trunk (not available on any Civic)
- Inside trunk handle (not available on any Civic)
- Wider rear door opening than any Civic
- Fully opening rear window (not available on any Civic)
- Heated rear seats (\$3,300 upgrade to Touring to get on Civic)
- More rear head room (37.3 vs. 36.8 in.)
- More rear shoulder room (55.3 vs. 55.0 in.)
- More rear hip room (51.9 vs. 47.3 in.)
- Auto-dimming rearview mirror with HomeLink® and compass (\$500 upgrade to EX-L to get auto-dimming rearview mirror on Civic)
- Passenger seat height adjustment (not available on any Civic)

ELANTRA LIMITED WITH ULTIMATE PACKAGE

Compared to Civic Touring, for \$150 more, Elantra Limited with Ultimate Package offers:

- Fewer problems per 100 vehicles by brand in 2016 J.D. Power Initial Quality Study (92 vs. 119)
- Six-speed automatic transmission with SHIFTRONIC® (vs. continuously variable transmission with no manual shift mode)
- Tighter turning circle (34.78 vs. 35.7 ft.)
- Easier to locate hood release than any Civic
- Fully secured hood insulator panel
- HID headlights with Dynamic Bending Light (not available on any Civic)
- Automatic Emergency Braking with Pedestrian Detection (Pedestrian Detection not available on any Civic)
- Blind Spot Detection for both driver and passenger sides (compared to Honda LaneWatch for passenger side only and driver's blind spot mirror on Civic Touring)
- Door handle approach light (not available on any Civic)
- Integrated Memory System for driver's seat and outside mirrors (not available on any Civic)
- Sunvisor extensions (vs. sliding sunvisors on Civic)
- More front head room (38.8 vs. 37.5 in.)
- Driver's knee airbag (not available on any Civic)
- Blue Link® with SOS, Enhanced Roadside Assistance, Vehicle Health Report, Maintenance Alert, Automatic Diagnostic Trouble Code Notification, Remote Start/Lock/Unlock through mobile app, Stolen Vehicle Recovery, Speed/Curfew/Geo-Fence/Alarm Notifications and POI Send-to-Car (not available on any Honda)
- Clari-Fi Music Restoration Technology (not available on any Civic)
- Larger fuel tank (14.0 vs. 12.39 gal.)
- Rear Cross-Traffic Alert (not available on any Civic)
- Hands-free Smart Trunk (not available on any Civic)
- Inside trunk handle (not available on any Civic)
- Wider rear door opening
- More rear head room (37.3 vs. 36.8 in.)
- More rear shoulder room (55.3 vs. 55.0 in.)
- More rear hip room (51.9 vs. 47.3 in.)
- Passenger seat height adjustment (not available on any Civic)
- More total passenger compartment volume (95.8 vs. 95.0 cu. ft.)
- Longer powertrain limited warranty (10 years/100,000 miles vs. 5 years/60,000 miles)
- Longer anti-perforation warranty (7 years/unlimited miles vs. 5 years/unlimited miles)
- Longer new vehicle limited warranty (5 years/60,000 miles vs. 3 years/36,000 miles)
- Longer warranty for genuine accessories installed at time of or prior to retail sale (5 years/60,000 miles vs. 3 years/36,000 miles)
- Longer roadside assistance coverage (5 years/unlimited miles vs. 3 years/36,000 miles)
- More fuel provided by roadside assistance (up to 3 gallons twice per year vs. up to 2 gallons twice per year)

Addressing Perceived Civic Advantages over Elantra

- **Styling**

- Styling is subjective; “beauty is in the eye of the beholder”
- Most people spend more time inside of their vehicles than looking at the exterior; what does the customer think about the vehicles’ interior styling?

- **Reliability**

- J.D. Power 2016 Initial Quality Study
- Five-year Initial Quality Study trend
- America’s Best Warranty

- **Horsepower and torque (SE, Eco and Limited)**

- Civic may have more horsepower and torque, but in instrumented testing by two independent magazines, Elantra 2.0-liter is as fast or faster
- Elantra Sport offers more horsepower and torque than any Civic (201 hp, 195 lb.-ft. torque)

Car and Driver			
	2017 HYUNDAI ELANTRA LIMITED	2017 HYUNDAI ELANTRA ECO	2016 HONDA CIVIC EX
0-30 mph	2.9 sec.	Not tested	3.3 sec.
0-60 mph	8.3 sec.	7.8 sec.	8.3 sec.
0-100 mph	22.2 sec.	21.9 sec.	22.6 sec.
30-50 mph, top gear	3.9 sec.	4.1 sec.	4.0 sec.
Quarter mile	16.4 sec. @ 87.0 mph	16.2 sec. @ 87.0 mph	16.5 sec. @ 88.0 mph

Sources: Elantra Limited and Civic EX: “2016 Chevrolet Cruze vs. 2016 Honda Civic, 2017 Hyundai Elantra, 2016 Mazda3, 2016 Nissan Sentra,” Car and Driver, June 2016 (<http://www.caranddriver.com/comparisons/2016-chevrolet-cruze-vs-2016-honda-civic-2017-hyundai-elantra-2016-mazda-3-2016-nissan-sentra-comparison-test-final-scoring-performance-data-and-complete-specs-page-7>); Elantra Eco: “2017 Hyundai Elantra Eco 1.4T,” Car and Driver, August 2016 (<http://www.caranddriver.com/reviews/2017-hyundai-elantra-eco-14t-test-review>)

Motor Trend		
	2017 HYUNDAI ELANTRA LIMITED	2016 HONDA CIVIC EX
0-30 mph	3.1 sec.	3.4 sec.
Quarter mile	16.7 sec. @ 85.0 mph	16.7 sec. @ 86.1 mph
Lateral acceleration	0.84g average	0.82g average

Source: “The Big Test: 2016/2017 Compact Sedans,” motortrend.com, July 11, 2016

Honda Sensing

- Includes Collision Mitigation Braking System, Road Departure Mitigation System, Forward Collision Warning, Lane Departure Warning, Lane Keeping Assist System and Adaptive Cruise Control
- Is available as a \$1,000 option package on all Civic trim levels
- But is not available with Navigation except on top-of-the-line Civic Touring model
- Elantra offers similar driver-assist features (Forward Collision Warning, Automatic Emergency Braking with Pedestrian Detection, Smart Cruise Control, Lane Departure Warning System, Lane Keep Assist System) on Elantra Limited's Ultimate Package
 - Civic does not offer Pedestrian Detection at all
- Elantra SE Value Edition offers Blind Spot Detection System with Rear Cross-Traffic Alert and Lane Change Assist for \$290 less than Civic LX with Honda Sensing
 - Honda LaneWatch provides blind-spot visibility on passenger side only
 - LaneWatch performance at night can be diminished due to headlight glare causing disorientation and reduced clarity
 - Does not detect or warn driver of objects in blind spot
 - Blind Spot Detection, Rear Cross-Traffic Alert and Lane Change Assist are not available at any price on Civic

Rear disc brakes

- Elantra SE offers standard front disc/rear drum brakes with four-wheel, four-channel, four-sensor anti-lock braking system (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist
- Rear drums provide excellent stopping ability, are less expensive to maintain
- In instrumented testing by Car and Driver magazine, Elantra Eco with front disc/rear drum brakes achieved a shorter 70-0 mph braking distance than Civic EX with front and rear disc brakes

“Because a car weight is going to shift with braking, over two-thirds of the braking effort occurs in the front of the car. There is not quite the need to have disc brakes, which are more expensive than drum brakes, on all four wheels. The maintenance of a drum brake is also cheaper. The brake drum has an all-in-one design that is very easy to replace when repair work is needed. In fact, the brake shoes can be replaced in less than ten minutes when the drum has been taken off. This means that both parts and labor costs are dramatically reduced when a drum brake is on the car.”

Source: “Differences Between Drum Brakes and Disc Brakes,” ProCarMechanics.com

“The truth is that today’s disc/drum setups are completely adequate for the majority of new cars. Both disc and drum brake design has been vastly improved in the last 20 years. In fact, the current rear drum brake systems on today’s cars would provide better stopping performance than the front disc setups of the ‘70s. And today’s front disc brakes are truly exceptional in terms of stopping power. Combined with the fact that between 60 and 90 percent of a vehicle’s stopping power comes from the front wheels, it’s clear that a well-designed, modern drum brake is all that’s required for most rear wheel brake duty.”

Source: “Brakes: Disc vs. Drum,” by Karl Brauer, (<http://www.edmunds.com/car-technology/brakes-drum-vs-disc.html>)

Car and Driver		
	2017 HYUNDAI ELANTRA ECO	2016 HONDA CIVIC EX
70-0 mph braking distance	173 ft.	180 ft.

Sources: Elantra Eco: “2017 Hyundai Elantra Eco 1.4T,” Car and Driver, August 2016 (<http://www.caranddriver.com/reviews/2017-hyundai-elantra-eco-14t-test-review>); Civic EX: “2016 Chevrolet Cruze vs. 2016 Honda Civic, 2017 Hyundai Elantra, 2016 Mazda3, 2016 Nissan Sentra,” Car and Driver, June 2016 (<http://www.caranddriver.com/comparisons/2016-chevrolet-cruze-vs-2016-honda-civic-2017-hyundai-elantra-2016-mazda-3-2016-nissan-sentra-comparison-test-final-scoring-performance-data-and-complete-specs-page-7>)

- Elantra Limited offers rear disc brakes and, in instrumented comparison tests by two magazines, achieved shorter stopping distances than Civic

Car and Driver		
	2017 HYUNDAI ELANTRA LIMITED	2016 HONDA CIVIC EX
70-0 mph braking distance	168 ft.	180 ft.

Source: “2016 Chevrolet Cruze vs. 2016 Honda Civic, 2017 Hyundai Elantra, 2016 Mazda3, 2016 Nissan Sentra,” Car and Driver, June 2016 (<http://www.caranddriver.com/comparisons/2016-chevrolet-cruze-vs-2016-honda-civic-2017-hyundai-elantra-2016-mazda-3-2016-nissan-sentra-comparison-test-final-scoring-performance-data-and-complete-specs-page-7>)

Motor Trend, July 2016		
	2017 HYUNDAI ELANTRA LIMITED	2016 HONDA CIVIC EX
60-0 mph braking distance	117 ft.	127 ft.

Source: “The Big Test: 2016/2017 Compact Sedans,” [motortrend.com](http://www.motortrend.com), July 11, 2016

- **Independent rear suspension**

- Have the customer take a test drive on a route that includes rough surfaces
- Elantra's torsion-beam rear suspension provides a smooth, comfortable ride
- Many enhancements have been made to Elantra's rear suspension to improve ride quality

- **Fuel economy**

- Assume a customer drives 15,000 miles per year and that gasoline is \$2.28 per gallon (nationwide projected average for 2017)
- Based on EPA combined fuel economy estimates over three years, Elantra SE + Pop driver would consume 1,406.25 gallons of fuel (\$3,206.25) while the Civic LX driver would consume 1,323.5 gallons of fuel (\$3,017.58)
- Difference of \$188.67 over three years, or about \$0.18 per day

- **Fuel Economy Analysis as of 12/21/16**

- Manufacturer's suggested retail prices for 2017 Elantra and 2017 Civic models
- Fuel consumed over three years calculated by dividing 45,000 miles by EPA combined miles per gallon estimate
- Gasoline price per gallon based on 2017 forecast by U.S. Energy Information Administration of \$2.28 per gallon (<http://www.eia.gov/analysis/>)
- Reported cost of 8-year/100,000-mile Honda Care Vehicle Service Contract by 2016 Honda Civic owners (<http://www.civicx.com/threads/honda-care-extended-warranty.879/>)

	M.S.R.P.	Fuel Consumed in 3 Years (15,000 miles/year, EPA combined estimate)	Price of Fuel	3-Year Cost of Fuel	Fuel Advantage	Price of VSC to Equal Hyundai Warranty	Advantage	Total Advantage
ELANTRA SE Value Edition	\$21,085	1,406.3	\$2.28	\$3,206			\$810	\$1,100
CIVIC LX + Honda Sensing	\$21,375	1,323.5	\$2.28	\$3,018	\$188	\$810		\$188
NET ELANTRA ADVANTAGE								\$912

Use the blank chart below to create your own analysis for other trim levels

	M.S.R.P.	Fuel Consumed in 3 Years (15,000 miles/year, EPA combined estimate)	Price of Fuel	3-Year Cost of Fuel	Fuel Advantage	Price of VSC to Equal Hyundai Warranty	Advantage	Total Advantage
ELANTRA								
CIVIC								
NET ELANTRA ADVANTAGE								

Discovery Activity

Complete the tasks below for both the 2017 Elantra and 2017 Civic. Note your findings in the appropriate column. For tasks requiring you to rate a design or operation, use a 1 to 5 scale with 5 being the best.

	HYUNDAI ELANTRA	HONDA CIVIC
HOOD		
Rate the ease of opening the hood of the vehicle (5 = easiest)		
Rate how well protected the engine compartment components are in each vehicle (5 = most protected)		
Rate how securely attached the insulator panel is to the hood (5 = most secure)		
Rate how well the windshield washer fluid reservoir is secured within the engine compartment (5 = most secure)		
DRIVER'S SIDE		
Measure the height from the lowest point of the front seat to the ground to see which vehicle has a higher seating position for better visibility		
Rate the ease of adjusting the tilt wheel (5 = easiest)		
Measure the width of the driver's seat at its widest point		
Rate the appearance of the dashboard and instrument panel on each vehicle (5 = best styling)		
How do you activate Sport mode on the transmission?		

	HYUNDAI ELANTRA	HONDA CIVIC
DRIVER'S SIDE (continued)		
How do you activate Normal mode?		
How do you activate Eco mode?		
With Eco mode activated, adjust the fan to its highest setting. Rate the power of the air conditioner when in Eco mode (5 = most powerful)		
Plug a device into each of the USB ports. Rate each vehicle on ease of locating both ports (5 = very easy)		
Extend a sunvisor. When fully extended, how much additional glare protection does the visor provide?		
REAR SEAT		
Open the rear door fully and measure the width of the rear door opening		
Roll the rear window down fully		
Rate each vehicle on ease of getting into the rear seat (5 = very easy)		
Place this workbook into the seat back pocket		
Could a sharp object pierce the back of a front seat?		
Are the front seat backs designed to give rear passengers additional knee room?		

	HYUNDAI ELANTRA	HONDA CIVIC
REAR SEAT (continued)		
Rate each vehicle on easy of getting out of the rear seat (5 = very easy)		
Fold down the rear seats. Can you carry passengers in the back seat as well as long cargo from the trunk?		
CARGO AREA		
How many Blind Spot Detection and Rear Cross-Traffic Alert sensors are located in the rear bumper?		
How many ways can you open the trunk of the vehicle?		
Rate how securely attached the insulator panel is to the inside of the decklid hood (5 = most secure)		
Measure the distance that the rear wheel wells protrude into the trunk		
Can you close the trunk manually without touching the exterior of the vehicle?		

Meet Your Customer

NAME: Josh Darnell

AGE: 34

OCCUPATION: I.T. project manager

FAMILY: Long-term girlfriend, 16-year-old son



CURRENTLY DRIVING: 2009 Nissan Versa with 115,000 miles

DRIVING HABITS: Commutes via surface streets and freeway 15 miles each way from his home on Ridgecrest Hill to his job in Pine Valley; twice a month drives up to Rocky Point to enjoy mountain biking

What do you like most about your current car?

Fuel economy, versatility; “it’s been pretty reliable”

What would you change or improve about your current car?

Would like more room, more modern safety and connectivity features, and more power; “the Versa feels cheap”

ALSO CONSIDERING: 2017 Honda Civic

Why are you considering Civic?

It won 2016 North American Car of the Year; Honda reliability; eye-catching looks

What attracted you to the Elantra?

Hyundai quality has improved; “Hyundai has pretty good value for the money”; several friends drive Hyundai vehicles



Selling Against the Competition

How do you find out if a customer is considering another vehicle?

When do you mention a competitive vehicle(s)?

Which competitor(s) do you discuss?

How do you explain a Hyundai advantage?

What do you do when the competition has a lower price?



The QFFB Approach

- **Question**

Before explaining a feature, its function and its benefit, ask a question that relates to the customer's needs or driving habits or that relates to a common driving experience. This focuses the customer's attention on what you are about to say.

- **Feature**

Then, state the feature that will address the customer's need or solve the everyday driving situation.

- **Function**

Go on to explain how the feature will function to fill the customer's need or improve the driving experience.

- **Benefit**

Finally, finish answering the question: state the benefit to the customer of the feature and its function.

Hillstart Assist Control	
Q	Remember how you told me that you live up on Ridgecrest Hill?
F	I think you'll really appreciate that the Elantra comes standard with Hillstart Assist Control.
F	When you're stopped on an incline, after you take your foot off the brake, it holds the brakes on the car until you step on the accelerator, so you don't roll backwards
B	And that's a great safety feature for those behind you, not to mention a nice convenience for you

Hands-Free Smart Trunk	
Q	Have you ever come out of a store loaded down with packages that you want to put in the trunk of your car, only to realize that your key is buried in your pocket or purse?
F	Then you are going to love the Elantra's Hands-free Smart Trunk.
F	It senses the Elantra's proximity key in your pocket or purse, and when are within three feet of the back of the vehicle for three seconds, it pops the trunk automatically.
B	What a great convenience that is in a situation like that.

QFFB Activity

How would you use the QFFB approach to present the following features to your customer, Josh Darnell?

SHIFTRONIC®	
Q	
F	
F	
B	

Blind Spot Detection	
Q	
F	
F	
B	

Rear Cross-Traffic Alert	
Q	
F	
F	
B	

Blue Link®	
Q	
F	
F	
B	

Android Auto/Apple CarPlay	
Q	
F	
F	
B	

24/7 Roadside Assistance	
Q	
F	
F	
B	

America's Best Warranty	
Q	
F	
F	
B	

Your Choice of an Elantra Advantage over Civic	
Q	
F	
F	
B	

Your Choice of an Elantra Advantage over Civic	
Q	
F	
F	
B	



Demonstrating Against the Competition

The Three-Phase Test Drive Approach

1. The Drive-Off

Who drives?

Why?

What types of features are demonstrated?

2. The Changeover

Where?

Why?

What types of features are demonstrated?





3. The Customer Drive

What types of features are demonstrated?

Why?

What does the sales consultant say?





Customized Three-Phase Test Drive Activity

Your customer, Josh Darnell, who is considering the Civic, wants to drive the Elantra.

What features will you demonstrate during the Drive-off?

Why?

What features will you demonstrate during the Changeover?

Why?

What features will you demonstrate during the Customer Drive?

Why?



Android Auto

Overview

- Android Auto is intended to reduce distracted driving by being voice-operated, though you can still use the touch screens.
- Android Auto increases convenience by giving users their familiar smartphone icons and functions
- Android Auto must be connected by the manufacturer's USB cable
- If using an Elantra Limited, make sure to connect to Elantra's front USB port. The Limited's center console USB terminal is for charging only.
- Requires Android 5.0 (Lollipop) operating system or higher
- Must download the Android Auto app from the Google Play store
- To play music the customer needs a Google Music account
- Note that text messaging is available, by voice command, but there is no on-screen icon for it
- Procedure for use
 - Download Android Auto app from Google Play
 - Launch Android Auto app and follow on-screen instructions to complete set-up
 - Press the "Setup" hard key inside the vehicle
 - Tap "Connectivity" on vehicle's home screen
 - Select "Enable Android Auto"
 - Plug a paired phone into the USB port
 - Select "Android Auto" on the touchscreen display
 - Press and hold the voice command button for one to two seconds or touch the microphone icon on the display
 - Calling: Say "Call" and contact name or number
 - Navigation: Say "Navigate to" and address or POI

Demonstrations

Search for a destination by voice

- Press and hold voice recognition button on steering wheel
- Ask for directions by saying, “Navigate to Union Square, San Francisco”
- Observe turn-by-turn directions and time to destination on touchscreen display

Search for a destination by touchscreen

- On the Android Auto display, touch the navigation (📍) button
- Touch the search field at the top of the screen
- Enter destination

Place a call by voice

- Press and hold the voice command button for one to two seconds or touch the microphone (🗣️) on the display
- Say “Call” and then a contact name or phone number

Place a call by touchscreen

- Touch the phone (📞) icon on the touchscreen display
- Touch “Dial a Number”
- Enter the number or call a contact:
 - Contacts will be listed beneath the dialer; to call, just touch the name

Play music by voice

- Press and hold voice recognition button on steering wheel for one to two seconds
- Say, “Play music”
- To hear a specific song or artist, say “Play” and then the name of the song or artist
- Push the voice recognition button and say “Pause” to pause the music



Play music by touchscreen

- Press the music (🎧) button on the touchscreen
- Touch the menu (☰) icon
- Choose “Listen now” for recommendations, a recent playlist, or an instant mix

Send a text

- Press and hold the voice command button or touch microphone () on display
- Say “Text” or “Send a text to” and then a contact name or phone number.
- Android Auto will ask you to say your message
- Android Auto will repeat your message and confirm that you’d like to send it
- To send the message, say “Send.” If you want to cancel the message, say “Cancel.”

Talk to Google

- Press and hold the voice command button on the steering wheel
- Say one the following and listen to answer through vehicle’s sound system:
 - Find the time by asking, “What time is it in Denver?”
 - Check the weather by asking, “What’s the weather in Seattle?”
 - Get scores by asking, “What was the score of the Angels vs. Tigers game?”
- Press and hold the voice command button to ask another question



Apple CarPlay

Overview

- Apple CarPlay is intended to reduce distracted driving by being voice-operated, though you can still use the touch screens.
- Apple CarPlay increases convenience by giving users their familiar smartphone icons and functions
- Apple CarPlay must be connected with an Apple Lightning USB cable
- If using an Elantra Limited, make sure to connect to Elantra's front USB port. The Limited's center console USB terminal is for charging only.
- Works with iPhone 5 and current models running iOS 7.1 or higher operating system
- Plug into the Apple USB cable
- Procedure for use
 - Press the "Setup" hard key inside the vehicle
 - Tap "Connectivity" on vehicle's home screen
 - Select "Enable Apple CarPlay"
 - Accept the user agreement on the vehicle's home screen
 - Plug compatible iPhone into USB port
 - Tap the "Apple CarPlay" icon to enter CarPlay mode
 - Tap icons on vehicle's touchscreen to launch apps
 - Or use the voice command button on steering wheel to access Siri
 - Tap the Hyundai icon to return to vehicle's home screen



Demonstrations

With the Apple CarPlay screen visible, use voice commands or touchscreen to:

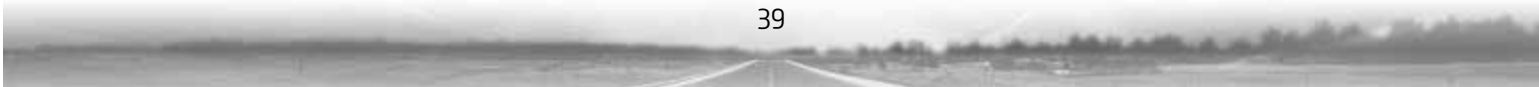
Make a call

Send a text message

Find a POI or set a navigation route

Listen to music

Use a third-party app



Elantra and Civic Equipment by Select Trim Level

Advantages for each vehicle are shown in bold

2017 ELANTRA SE		2017 CIVIC LX	
(including \$835 destination charge)		(including \$835 destination charge)	
6-speed manual transmission	\$17,985	6-speed manual transmission	\$19,575
6-speed automatic transmission	\$18,985	Continuously variable transmission	\$20,375
MECHANICAL			
<ul style="list-style-type: none"> • 2.0L Atkinson Cycle multi-point fuel injection 4-cylinder • Dual continuously variable valve timing • 6-speed manual transmission • Available 6-speed automatic transmission with SHIFTRONIC control and Drive Mode Select • Front disc and rear drum brakes • Motor Driven Power Steering (MDPS) • 34.78-ft. turning circle • MacPherson strut front suspension • Coupled torsion beam rear suspension with shock absorbers and coil springs • 15-inch steel wheels with P195/65R15 tires 		<ul style="list-style-type: none"> • 2.0L multi-point fuel injection 4-cylinder • I-VTEC dual variable valve timing • 6-speed manual transmission • Available continuously variable transmission • Front and rear disc brakes • Electric power steering (EPS) • 35.7-ft. turning diameter • MacPherson strut front suspension • Multi-link rear suspension • 16-inch steel wheels with 215/55R16 tires 	
SAFETY			
<ul style="list-style-type: none"> • Advanced dual front airbags • Front seat-mounted side-impact airbags • Roof-mounted side-curtain airbags • Driver's knee airbag • Vehicle Stability Management (VSM) • Traction Control System (TCS) • Electronic Stability Control (ESC) • Hill-Start Assist Control (HAC) • Anti-lock Braking System (ABS) • Electronic Brake-force Distribution (EBD) • Tire Pressure Monitoring System (TPMS) • Three-point seat belts at all seating positions • Front seat belts with pretensioners • Child safety rear door locks • Lower Anchors and Tethers for Children (LATCH) • Brake Assist 		<ul style="list-style-type: none"> • Dual-stage, multiple-threshold front airbags • SmartVent front side airbags • Side-curtain airbags with rollover sensor • Vehicle Stability Assist • Traction Control • Electronic Stability Control (ESC) • Hill-Start Assist Control (HAC) • Anti-lock Braking System (ABS) • Electronic Brake Distribution (EBD) • Tire Pressure Monitoring System (TPMS) • Three-point seat belts at all seating positions • Front seat belts with automatic tensioning system • Child-proof rear door locks • Lower Anchors and Tethers for Children (LATCH) • Brake Assist • Multi-angle rearview camera with guidelines 	

2017 ELANTRA SE	2017 CIVIC LX
EXTERIOR	
<ul style="list-style-type: none"> • Power body colored outside mirrors • Driver's blind spot mirror • Front two-speed intermittent wipers • Projector headlights with daytime running lights (headlight type) • Remote keyless entry system with alarm 	<ul style="list-style-type: none"> • Power body colored outside mirrors • Driver's blind spot mirror • Front two-speed intermittent wipers • Projector headlights with LED daytime running lights with automatic on/off • Remote keyless entry system with alarm • LED taillights
INTERIOR	
<ul style="list-style-type: none"> • Cloth seating surfaces • Air conditioning • 3.5" LCD cluster display (conventional) • Power windows with driver's auto-down • Power door locks • Tilt-and-telescopic steering wheel • Steering-wheel mounted audio controls (with automatic transmission) • Cruise control (with automatic transmission) • Dual vanity mirrors • Map lights with sunglasses holder, dome lamp and trunk lamp • Six-way adjustable driver's seat including height adjustment • Height adjustment for front passenger seat • Adjustable front head restraints • Front and rear door map pockets • Lower console box with sliding cover • Center armrest with flip-up storage compartment • 60/40 split folding rear seatback with adjustable center head restraint and fixed outer head restraints • Dual front cup holders • Rear cup holders (mounted rear of center console) • Compact spare tire 	<ul style="list-style-type: none"> • Cloth seating surfaces • Air conditioning • Multi-information display • Power windows • Power door locks • Tilt-and-telescopic steering wheel • Steering-wheel mounted controls • Cruise control • Sliding sun visors • Dual vanity mirrors • Map lights • Cargo area lamp • Driver's seat with manual height adjustment • Adjustable front head restraints • Front and rear door-pocket storage bins • Center console with sliding armrest and storage compartment • Fold-down rear seatback with adjustable head restraints • Dual front cup holders • Compact spare tire

2017 ELANTRA SE	2017 CIVIC LX
MULTIMEDIA	
<ul style="list-style-type: none"> • AM/FM/SiriusXM/CD/MP3 audio system • Six speakers • 3.5" display • USB input • Bluetooth® hands-free phone connectivity (with automatic transmission) • Speed-sensitive automatic volume control 	<ul style="list-style-type: none"> • AM/FM/MP3 audio system • Four speakers • Five-inch color display • USB input • Bluetooth HandsFreeLink • Speed-sensitive volume control

2017 ELANTRA SE with Popular Equipment Package		
(including \$835 destination charge)	\$19,785	
<ul style="list-style-type: none"> • 7" Display Audio (deletes CD player) • Android Auto and Apple CarPlay compatibility • Rearview camera with dynamic guidelines • Automatic headlamp control • 16" alloy wheels with P205/55R16 tires • Steering wheel audio controls • Cruise control • Bluetooth® hands-free phone • Heated outside mirrors 		

2017 ELANTRA SE VALUE EDITION		2017 CIVIC LX with Honda Sensing	
(including \$835 destination charge)	\$21,085	(including \$835 destination charge)	\$21,375
<ul style="list-style-type: none"> • LED daytime running lights • Blind Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert (replaces blind spot mirror) • Power tilt-and-slide sunroof • Power driver's seat with lumbar support • 3.5" TFT monochromatic cluster display • Auto-dimming rearview mirror with HomeLink® and compass • Leather-wrapped steering wheel and shift knob • Dual Automatic Temperature Control with auto defogger • Proximity key with push-button start, immobilizer • Hands-free Smart Trunk • Door handle approach light • Heated front seats • Sun visor extensions • Illuminated visor vanity mirrors • Auto-up driver window • Sliding armrest • Front passenger seatback pocket 		<ul style="list-style-type: none"> • Driver Information Interface • Collision Mitigation Braking System • Road Departure Mitigation System • Forward Collision Warning • Lane Departure Warning • Lane Keeping Assist System • Adaptive Cruise Control 	

2017 ELANTRA ECO			
(including \$835 destination charge)	\$21,485		
<ul style="list-style-type: none"> • 1.4-liter turbocharged 4-cylinder engine with gasoline direct injection (GDI) • 7-speed EcoShift® dual clutch transmission with SHIFTRONIC® • 15-inch alloy wheels (replace 16-inch) • P195/65R15 tires (replace P205/55R16 tires) • Eco badge • Tire Mobility Kit (replaces compact spare) 			

2017 ELANTRA LIMITED		2017 CIVIC EX with Honda Sensing	
(including \$835 destination charge)	\$23,185	(including \$835 destination charge)	\$22,975
<ul style="list-style-type: none"> • Four-wheel disc brakes • 17" alloy wheels with P225/45R17 tires • High-intensity discharge (HID) headlights with Dynamic Bending Light • Side mirror turn signal indicators • LED taillights • Chrome belt line molding • Chrome exterior door handles • Unique chrome grille • Leather seating surfaces • Blue Link® telematics system • Dual USB Charging • Knob for volume and tuning adjustment 		<ul style="list-style-type: none"> • Dynamic guidelines for multi-angle rearview camera • Honda LaneWatch passenger-side blind spot detection • One-touch power moonroof with tilt feature • Smart Entry system • Heated exterior mirrors • Variable intermittent windshield wipers • Push-button start • Passenger-side seatback pocket • Rear-seat center armrest • Rear cup holders • Illuminated visor vanity mirrors • 60/40 split folding rear seatback • Pandora compatibility • SMS text message function • HondaLink • Apple CarPlay and Android Auto compatibility • Dual USB charging • Eight speakers • 7-inch Display Audio • HD Radio • SiriusXM Satellite Radio 	

2017 ELANTRA LIMITED with Tech Package		2017 CIVIC EX-T with Honda Sensing	
(including \$835 destination charge)	\$25,685	(including \$835 destination charge)	\$24,135
<ul style="list-style-type: none"> • Navigation system with 8" touchscreen • Infinity® premium audio with 8 speakers including center channel and subwoofer • Clari-Fi® Music Restoration Technology • 4.2"-color TFT instrument cluster display • Power sunroof • Heated rear seats 		<ul style="list-style-type: none"> • 1.5-liter turbocharged four-cylinder engine with direct injection • 17-inch alloy wheels with 215/50R17 tires • Fog lights • Body-colored decklid spoiler • Fin-type roof mounted antenna • Dual-zone automatic climate control • Heated front seats 	

	2017 CIVIC EX-L with Honda Sensing
	(including \$835 destination charge) \$25,635
	<ul style="list-style-type: none"> • Auto-dimming rearview mirror • Leather-wrapped steering wheel and shift knob • Leather-trimmed seats • Driver's seat with eight-way power adjustment • 17-inch alloy wheels with 215/50R17 tires

	2017 CIVIC EX-L with Navigation
	(including \$835 destination charge) \$25,635
	<ul style="list-style-type: none"> • Deletes the following Honda Sensing features: <ul style="list-style-type: none"> – Collision Mitigation Braking System – Road Departure Mitigation System – Forward Collision Warning – Lane Departure Warning – Lane Keeping Assist System – Adaptive Cruise Control • Auto-dimming rearview mirror • Leather-wrapped steering wheel and shift knob • Leather-trimmed seats • Driver's seat with eight-way power adjustment • 17-inch alloy wheels with 215/50R17 tires • Honda Satellite-Linked Navigation System with compass, turn-by-turn directions, voice recognition, Honda HD Digital Traffic and Song by Voice

2017 ELANTRA LIMITED with Ultimate Package		2017 CIVIC TOURING	
(including \$835 destination charge)	\$27,585	(including \$835 destination charge)	\$27,435
<ul style="list-style-type: none"> • Automatic Emergency Braking (AEB) with Pedestrian Detection • Smart Cruise Control (SCC) • Lane Departure Warning System (LDWS) • Lane Keep Assist System (LKAS) • Integrated Memory System (IMS) for driver's seat and outside mirrors 		<ul style="list-style-type: none"> • Collision Mitigation Braking System • Road Departure Mitigation System • Forward Collision Warning • Lane Departure Warning • Lane Keeping Assist System • Adaptive Cruise Control • Chrome door handles • LED headlights with auto on/off (low and high beams) • Side mirrors with integrated turn signals • Rain-sensing variable intermittent wipers • Power front passenger seat • Heated rear outboard seats • Premium audio system with ten speakers • Honda Satellite-Linked Navigation System with compass, turn-by-turn directions, voice recognition, Honda HD Digital Traffic and Song by Voice 	

Resources to Help You Sell and Demonstrate Against Other Competitors

- **Competitive comparisons**

www.hyundai.com

www.hyundaisalestraining.com

- **J.D. Power 2016 Initial Quality Study**

<http://www.jdpower.com/press-releases/2016-us-initial-quality-study-iqs>

- **Fuel price projections**

<http://www.eia.gov/analysis/>

- **Fuel economy estimates**

<https://www.fueleconomy.gov/>

- **IIHS Top Safety Pick ratings**

<http://www.iihs.org/iihs/ratings>

- **NHTSA New Car Assessment Program Five-Star Safety Ratings**

<http://www.safercar.gov/Vehicle+Shoppers>

- **Telematics and infotainment system comparisons**

<http://www.consumerreports.org/cars/infotainment-system-brand-by-brand-guide/>

