In the world of hot hatches, there are a lot of look-alikes. Not the 2019 Veloster! It leaves the crowd behind, and that’s going to make it a hit with your customers!

At this year’s North American International Auto Show in Detroit, Hyundai unveiled not one, not two, but three new Veloster models: the all-new Veloster, Veloster Turbo, and the Veloster N—the first model in Hyundai’s high-performance N lineup to reach the U.S. Veloster and Veloster Turbo begin production in March and will arrive at dealerships in the second quarter of 2018; the Veloster N is due to arrive in the fourth quarter.

“Our new 2019 Veloster represents an even more compelling offering for young and young-at-heart automotive enthusiasts with more expressive design, involving dynamics and cutting-edge infotainment features,” said Mike O’Brien, vice president of product, corporate and digital planning at Hyundai Motor America. “When combined with Hyundai’s outstanding value and efficiency, the new Veloster is sure to attract a progressive new group of enthusiast buyers.”

HIGHLIGHTS

Here are just a few of the reasons the all-new Veloster will “blend out” but never blend in:

- Veloster 2.0 and 2.0 Premium come standard with an Atkinson-cycle 2.0-liter 4-cylinder engine for superior efficiency and lower emissions; the engine delivers an estimated 147 horsepower and 132 lb.-ft. of torque.
- Veloster Turbo R-Spec, Turbo and Turbo Ultimate are powered by a 1.6-liter turbocharged engine that develops an estimated 201 horsepower and 195 lb.-ft. of torque, which represents a best-in-class specific output of 125.6 horsepower-per-liter.
- Veloster 2.0, Turbo R-Spec and Turbo Ultimate come standard with a 6-speed manual transmission.
- Veloster 2.0 Premium offers buyers a choice of the 6-speed manual or 6-speed automatic with paddle shifters, SHIFTRONIC® gear control and Drive Mode Select.
- A 7-speed EcoShift® dual-clutch transmission (DCT) with paddle shifter, SHIFTRONIC and Drive Mode Select is standard on Veloster Turbo and optional on Turbo Ultimate.
- Veloster Turbo models feature Active Sound Design, which enhances intake and exhaust powertrain sound character inside the cabin for a more visceral driving experience, especially during spirited driving.
- All Veloster models offer Torque Vectoring Control (TVC)—this active cornering feature utilizes capabilities from the Electronic Stability Control (ESC) and powertrain control systems, giving Veloster improved dynamic cornering during more enthusiastic driving.
- Cutting-edge infotainment and connectivity features include standard Android Auto™ and Apple CarPlay™ on all models—and Next Generation Blue Link®, standard equipment on all models except the base Veloster 2.0.
- 7-inch Display Audio is standard and 8-inch Display Audio is available with 8-inch AVN 5.0 Multimedia Navigation System.
- Functional air curtains add both a visual design cue and an active aerodynamic function.
- Available full darkened roof treatment gives Veloster a high-contrast performance appearance.
2019 VELOSTER [continued from page 1]

- Standard advanced safety features include Forward Collision-Avoidance Assist, Lane Keep Assist and Driver Attention Alert.
- Available features include Blind-Spot Collision Warning with Rear Cross-Traffic Collision Warning.
- Veloster Turbo Ultimate’s standard Heads-Up Display uses a pop-up design for superior size and visibility.
- Qi-format wireless device charging is standard on Veloster 2.0 Premium and Turbo Ultimate.
- Veloster will be available in a variety of colors, including Ultra Black, Chalk White, Sonic Silver, Thunder Gray, Sunset Orange, Racing Red and Space Gray.

PRESS COVERAGE

It didn’t take long for the Veloster to hit the headlines—in fact, rave reviews from the press started the day of its debut:

- Veloster was named one of the “Winners of the Detroit Auto Show” by CNBC: “Modern cars are so capable and high-quality across the board that consumers are focusing on style more than ever. The Veloster looks great, is offered with a high-performance model and is priced well to court younger buyers.”
- “Well, this was a pleasant surprise,” said the New York Daily News. “Hyundai’s scrappy little Veloster sports coupe returns with a complete redesign, and is the first of the company’s cars to offer Nürburgring-tuned ’N’ performance badging. This pugnacious front-drive beast is making 275 horsepower and 260 lb.-ft. of torque, and comes with features like a Grin Control System and a Corner Carving Differential. Seriously. That’s what they’re called.”
- And USA Today wrote, “Hyundai showed an updated Veloster, its small, fun, sporty car. It kept its same basic looks but made it a little bit lower, with the front roof pillars now farther back and more prominent fenders and wheel arches for an overall tougher look.”

MORE INFORMATION

Complete information about Veloster will be available on HyundaiSalesTraining.com closer to its arrival at your dealership. In the meantime, you can view and download the Veloster press release, specifications table and features chart at the HyundaiNews.com website.

Veloster N: ‘N’ as in ‘Nothing Else Like It’

Coming later this year, the first highly anticipated model from Hyundai’s N performance lineup to reach the U.S.—the all-new 2019 Veloster N.

Born in Namyang, Hyundai’s global R&D center (that’s what the N really stands for) and thoroughly honed at Hyundai’s Nürburgring-based testing center in Germany, the Veloster N begins production in September 2018 in Ulsan, Korea, with U.S. market availability in the fourth quarter of 2018.

Among the highlights:

- Two models: N and N with Performance Package
- 2.0-liter turbocharged motor delivers up to an estimated 250 horsepower and 275 lb.-ft. of torque mated to a 6-speed manual transmission with downshift rev-matching
- Veloster N Drive Control (also known as N Grin Control) offers Eco, Normal, Sport and Custom modes that allow the driver to adjust the throttle response, rev match level, active exhaust, N Corner Carving Differential, suspension damping, steering weight and feedback
- Performance additions include Electronic Controlled Suspension (ECS), N Power Sense axle, N Corner Carving Differential (eLSD), Active Sport Exhaust with Variable Actuator, and cargo-area strut braces
- Standard 225/40R18 Michelin Pilot SuperSport summer tires for the 18-inch wheels and exclusive-compound 235/35R19 Pirelli P-Zero summer tires for the available 19-inch alloys
- N-exclusive styling with a more aggressive front and rear fascia, rear diffuser, dual outlet exhaust and large rear spoiler with unique CHMSL
- Four exterior colors: Ultra Black, Chalk White, Racing Red, and N-exclusive Performance Blue

Veloster N videos, images and information are available at HyundaiNews.com.
You’ve Sold the Car—Now Keep the Customer

The key to longevity in the car business is to build a base of repeat and referral business. The only way to do that is to satisfy your customers—otherwise, they won’t refer their friends and they won’t buy from you again.

The following three techniques are proven to improve customer satisfaction—and they’re easy to do.

THE SERVICE INTRODUCTION

If you take the time to introduce all of your customers to your service department, you’ll dramatically improve the chances that they will be back to buy from you again. In fact, according to a study by Maritz, dealership sales-to-sales loyalty is over 50% if customers return to have their vehicle serviced at the selling dealership versus about 10% for customers who service their vehicles at other facilities.

These steps will help you retain your customers:

- Review the scheduled maintenance requirements with each customer. Emphasize the importance of regular maintenance to keep the vehicle in top shape and to keep the warranty in force.
- Help the customer set up the Blue Link app on their smartphone.
- Tour the service department with the customer. Introduce the service manager and at least one service advisor. Discuss hours of operation, tour the customer lounge and inform the customer of alternative transportation options.
- Schedule the customer’s first maintenance appointment.
- If the customer does not opt to schedule their first appointment, show them how they can use Blue Link to schedule service.

To measure success, sales and service managers are encouraged to review the percentage of sales customers with a first maintenance appointment and the percentage of first maintenance appointments retained. Sales managers might want to consider creating a log and offering a spiff for salespeople with the highest percentage of first maintenance appointments.

OWNER ORIENTATION

The longer a customer must wait to get into the F&I office, the more dissatisfied they become. Instead of allowing this to become “dead time,” use it to conduct an Owner Orientation. This is a process during which you perform some of the tasks you’d normally perform during delivery, which keeps the customer engaged (and speeds up the delivery too).

Depending on the amount of time you have before F&I is ready, your Owner Orientation can consist of any or all of the following tasks:

- Create the customer’s myhyundai.com account
- Enroll the customer in Blue Link, if the vehicle is so equipped
- Review the vehicle’s warranty booklet, maintenance schedule and Quick Reference Guide
- Review vehicle features

Download this handy Owner Orientation Planning Guide that will allow you to estimate the time each task takes, so you know exactly what activities to perform to fill the time gap. You’ll find even more ideas on the Owner Orientation page of HyundaiSalesTraining.com. And be sure to read the winners of our January “What Would You Do?” challenge on page 8 of this issue of The Sales Edge and on the HyundaiSalesTraining.com Contest Results page.

HYUNDAI VEHICLE DELIVERY CHECKLIST

Why a Checklist: Because today’s Hyundai vehicles are so technically advanced, new owners don’t know about many of the great features that come with their purchase. The checklist is a guide to help you efficiently review the features that can commonly lead to new owner questions. We want your customers to say, “Wow, my sales consultant really made sure I understood all the features.”

Go with the Flow: The checklist is organized to give your review an easy flow—from the exterior to the driver’s seat to the center console.

The QRG as Your Wingman: It’s a good idea to keep the Quick Reference Guide handy in case you need a refresher on a feature—and to show the new owner they have an easy reference tool for future questions.

Teach, Don’t Do: The best way for the new owner to remember your tips is to have them operate the various controls as you do your review.

You can download the Hyundai Vehicle Delivery Checklist directly from this link or from the Delivery page on HyundaiSalesTraining.com.

Performing a Service Introduction and Owner Orientation and using the Hyundai Vehicle Delivery Checklist will improve your customer satisfaction right now—and will pay off for years to come.
On January 8, Hyundai rocked the worlds of both automotive and tech with the introduction of the all-new 2019 Nexo dedicated fuel cell electric vehicle.

Replacing the Tucson Fuel Cell—the world’s first mass-produced hydrogen fuel cell vehicle—Nexo will be available in select markets around the world starting later this year. The new crossover has an estimated driving range of 370 miles, 105 more than its predecessor—a 40 percent gain.

**NEXO AWARDS**

Nexo has already received two prestigious awards:
- The vehicle was named Digital Trends’ Top Tech of CES 2018—one of only 14 products across all industries to be so named out of the tens of thousands displayed at this year’s CES. The award stems from Nexo’s 370-mile range, its durability (the same as an internal combustion engine-powered vehicle), and the fact that its only tailpipe emission is water.
- Nexo also won the Reviewed.com Editor’s Choice Award for CES 2018. The award is chosen by a team of editors and researchers who comb through the vast number of products at CES every year to choose the ones consumers will “actually buy in 2018,” foregoing the conceptual for those products that will actually be useful and available for consumers in the coming year.

More information—including a chart comparing Nexo to Tucson Fuel Cell—is available on HyundaiSalesTraining.com, and additional images and video can be found at hyundainews.com.

**Sneak Peek! 2019 Santa Fe**

The Hyundai crossover barrage will continue this summer—an all-new Santa Fe is in the works; and as you can see from this rendering, it’s going to be a striking new addition to the lineup. The exterior introduces a large cascading grille complemented by a separate headlight system that divides the daytime running lights and main lamps for a futuristic look.

More information will be coming soon . . .

Here’s your chance to learn all about the new 2018 Kona and how it breaks the mold for compact SUVs! The latest “Hyundai LIVE!” webcast is coming on Tuesday, March 6, and will include exclusive interviews with Hyundai executives and subject matter experts—and, as always, live answers to your questions. What’s more, watching “LIVE!” and passing the assessment on the Hyundai Learning Portal will provide you with STAR Certification credit for the 2018 Kona web course.

In addition to a complete Kona walkaround, the webcast will include information on the all-new 2018 Accent, details on Hyundai’s revolutionary new Shopper Assurance program and tips on improving your customer satisfaction.

Two live webcasts will be offered—at 10:00 a.m. and at 1:00 p.m. Eastern time. To enroll, log on to the Hyundai Learning Portal with your HMA ID and password, find the “Hyundai LIVE!” event in “My Learning Assignments,” and register for the session of your choice.
Hyundai Honors Heroes in the Fight Against Pediatric Cancer with Super Bowl LII Advertising

If you watched the big game, then you saw how Hyundai surprised and thanked millions of people who have contributed to the fight against pediatric cancer. For the first time ever, Hyundai featured its non-profit organization, Hyundai Hope On Wheels, in the company’s Super Bowl marketing. The 60-second spot aired in the fourth quarter and included content captured on game day.

“Last year, we honored military heroes who help make events like the Super Bowl possible. This year, we celebrated heroes who help in finding a cure for pediatric cancer,” said Dean Evans, chief marketing officer of Hyundai Motor America. “This is another example of Hyundai’s brand promise and our strategy to communicate what we stand for beyond great products. We want to bring people together and give them hope.”

“Not many brands can say they deliver ‘hope,’” said Eric Springer, chief creative officer of INNOCEAN USA, Hyundai’s advertising agency. “This year’s Super Bowl campaign is not only about selling cars; it’s about expressing the hope that is intrinsic to the Hyundai brand.”

Hyundai Donates 1,000 Winter Coats for Youth in Detroit

Last month, during the North American International Auto Show in Detroit, Hyundai Motor America continued its commitment to helping serve the needs of the local community through its annual Hyundai Coats for Kids program. For the eighth consecutive year, Hyundai donated 1,000 new winter coats to underserved youth in Detroit.

This year, the coats were distributed through Carstens Academy, a Detroit-based youth organization, in partnership with Orchards Children’s Services.

“Hyundai is committed to helping build strong communities,” said Zafar Brooks, Hyundai Motor America’s director of corporate social responsibility, diversity and inclusion. “With our annual Hyundai Coats for Kids initiative, our goal is to serve the needs of kids in Detroit with a practical donation of warm winter coats. We are proud to partner with Carstens Academy and Orchards Children’s Services in their important work to support the community.”

The Hyundai Coats for Kids program is a part of the company’s ongoing corporate social responsibility mission to serve local communities. To date, Hyundai has donated more than 13,000 winter coats across the U.S.

EPA: Hyundai Achieves Highest Fuel Economy Gains in Industry

Fuel economy is a hot topic with your customers and this is news worth sharing: Hyundai achieved the automotive industry’s largest fuel efficiency improvement from 2015 to 2016, according to a report released by the Environmental Protection Agency (EPA).

The EPA’s 2017 CO2 and Fuel Economy Trends Report determined that Hyundai had the largest industry fuel improvement. Using 2016 model year combined passenger car and light truck data, Hyundai Motor America produced an impressive 1.3 miles per gallon improvement, while overall industry fuel efficiency improvement was only 0.1 mile per gallon. Additionally, Hyundai achieved second place overall (up from fifth place in 2016) with a 28.8 adjusted mpg rating.

“Hyundai’s fuel economy achievements across a wide range of vehicle segments provide consumers with confidence that the industry can achieve fuel efficiency gains without compromising vehicle appeal, value, customer satisfaction or performance,” said Mike O’Brien, vice president of product, corporate and digital planning.
IN THE NEWS

2018 Sonata Earns Highest Safety Rating by IIHS

You know that many of your customers are looking for vehicles that deliver state-of-the-art safety equipment and top safety ratings. In fact, no other brand has earned more Top Safety Pick+ and Top Safety Pick awards in 2018 from the Insurance Institute for Highway Safety (IIHS) than Hyundai. A total of seven Hyundai models were recognized and the all-new 2018 Sonata earned the highest safety rating with a Top Safety Pick+ rating when equipped with optional Automatic Emergency Braking and LED headlights with Dynamic Bending Lights on vehicles built after September 2017. The Santa Fe and Santa Fe Sport have also received the Top Safety Pick+ rating. Additionally, five Hyundai models were previously recognized as 2018 Top Safety Picks, including the Ioniq Hybrid, Elantra, Elantra GT, Sonata and Tucson.

Hyundai Integrates Home, Health and Mobility with New Technology at CES

At this year’s CES (formerly the Consumer Electronics Show) in Las Vegas, Hyundai highlighted new technology concepts under the theme of “Connected to Future Mobility.” This included the world premiere of the all-new Nexo (see page 4) as well as a suite of advancements in autonomous driving capabilities. In addition, Hyundai showcased the “Hydrogen Life Vision” featuring home applications for hydrogen power that move sustainable transportation advancements into even more everyday uses.

January Retail Sales Up 7%

One of the ongoing goals at Hyundai is to reduce fleet sales while building up retail sales. For the month of January, Hyundai retail sales were up 7 percent—and Tucson continued to achieve substantial sales growth (7,638 units, up 33 percent), setting its January record. In addition, Elantra sales increased by 6 percent to 14,017 units.

“While it’s difficult for a single company to predict how all these latest changes may impact the future of our industry, we all understand that technological challenges and innovations are a never-ending process that will continue until we realize a mobile society of maximum convenience, zero accidents and no emissions,” said Dr. Woong-chul Yang, Hyundai Motor Company vice chairman and head of research and development.

January 2018 CPO Sales: For the month of January, 6,042 Hyundai Certified Pre-Owned vehicles were sold by 551 Hyundai dealers.

TIPS FROM THE PROS

Sensory Overload

Marc Paul of Jim Hudson Hyundai in Columbia, South Carolina, wins our Tip of the Month by engaging his customers in every possible way.

“I always make sure to use the five senses: I have the customer feel the car’s fabric or leather trim, smell the newness and cleanliness of the car, listen to the quietness of the ride and the sound of the engine, taste the crisp air as the clean air technology works, and finally envision themselves owning this car for years to come.”

Submit Your Tip to Win: Remember, every month’s top tip earns $50 on the winner’s STAR Rewards card. So, if you have a tip you want to share, please send it to: thesalesedge@hyundaisalestraining.com.
Years of Service Award Winners

Every month, we acknowledge the top STAR Recognition Years of Service award winners. Congratulations to the following Hyundai dealership team members who celebrated major milestones in January:

**TWENTIETH ANNIVERSARY**

William Zaleppa, MotorWorld Hyundai, Wilkes-Barre, PA

**FIFTEENTH ANNIVERSARIES**

Dennis Albrecht, Garvey Hyundai, Queensbury, NY
Tim Brandt, Gateway Hyundai, Fargo, ND
Roberto Castillo, New Rochelle Hyundai, New Rochelle, NY
Joel Chapman, Doral Hyundai, Doral, FL
Cody Clark, AutoMax Hyundai Del City, Del City, OK
William Dolon, #1 Cochran Hyundai, Monroeville, PA
Donald Dressler, #1 Cochran Hyundai, Monroeville, PA
Glenn Gent, Horace Hyundai, Farmington, NM
A. Robert Kutz, Blaise Alexander Hyundai, State College, PA
Jeffery Perrigoue, Lee Johnson Hyundai of Everett, Everett, WA
Jeffrey Plunkett, Lee Johnson Hyundai of Everett, Everett, WA
Raymond Reynolds, Jr., Wilkins Hyundai, Elmhurst, IL
Tirso Valenzuela, Jim Click Hyundai Auto Mall, Tucson, AZ

**TENTH ANNIVERSARIES**

Johnathan Russell, Scaffidi Hyundai, Stevens Point, WI
Vanessa Tassi, Burns Hyundai, Marlton, NJ
Brad Trzecieski, Transitowne Hyundai, Williamsville, NY
William Allgood, Hyundai of Auburn, Auburn, AL
Jonathan Stern, Advantage Hyundai, Hicksville, NY
Donald Crafton, Carolina Hyundai of High Point, High Point, NC
Steve Mink, Jim Johnson Hyundai, Bowling Green, KY
K. Murdock, Murdock Hyundai, Lindon, UT
Dewey Holderfield, Pinehurst Hyundai, Southern Pines, NC
Dana McFall, Chapman Hyundai, Phoenix, AZ
Ronald McCombie, Dean Patterson Hyundai, Altona, PA
Rick Miller, Dick’s Hillsboro Hyundai, Hillsboro, OR

More Headlines

Hyundai Sales Training has updated many of its Best Practices job aids for 2018, and you can find them now on HyundaiSalesTraining.com. These handy one-page documents will give you quick tips on: Treating Customers Professionally, Ensuring a Timely Purchase Experience, Greeting the Customer, Understanding the Customer’s Needs, Conducting the Test Drive, Transitioning to F&I, Honoring the Deal, Conducting a Straightforward Price Discussion, Meeting Expectations at Delivery, Introducing the Customer to Service and Following Up with the Customer.

Scavenger Hunt #20

January results: Lots of first-time winners from all over the country to start off the new year! Congratulations to the lucky entrants whose names were selected in last month’s “Scavenger Hunt” drawing:

**CENTRAL REGION**

—Katie Harmon, Oxmoor Hyundai, Louisville, KY

**EASTERN REGION**

—Timothy Kent, Country Hyundai, Northampton, MA

**SOUTHERN REGION**

—Dyllun Garrett, Hyundai of Huntsville, Huntsville, TX

**SOUTHERN REGION**

—Mark Priest, Johnson Hyundai of Cary, Cary, NC

**SOUTHERN REGION**

—Russell Hoge, Horne Hyundai, Apache Junction, AZ

To see the answers to last month’s “Scavenger Hunt,” click on this link to go to our new Contest Results page on HyundaiSalesTraining.com.

Scavenger Hunt #21

All of the answers to this month’s “Scavenger Hunt” can be found in this issue of The Sales Edge—but you’ll have to read very carefully to find them. The reward for your detective work? The chance to win a prize—and the knowledge you need to increase your Hyundai sales.

Once you’ve found the answers to the following five questions, click on the link at the bottom of the quiz to submit them. If you score 100%, your name will be entered in our monthly drawing. The first name we draw from each region will earn $50 loaded to the winner’s STAR Rewards card.

Submission deadline is Tuesday, February 27, 2018. Good luck!

1. The all-new Veloster Turbo boasts a best-in-class specific output of how many horsepower per liter?
2. Last month, Hyundai donated 1,000 winter coats to underprivileged youth in what city?
3. According to the EPA, Hyundai achieved the industry’s best fuel economy improvement from 2015 to 2016. In miles per gallon, how much was the improvement?
4. A Maritz study revealed that dealership sales-to-sales loyalty is over 50% among customers who do this one thing. What is it?
5. Thanks in part to its estimated 370-mile range, the 2019 Hyundai Nexo fuel-cell vehicle was named “Top Tech of CES 2018” by what website?

Click on this link to submit your answers. You must be employed as a sales consultant at an authorized Hyundai dealership in the U.S. at the time your entry is selected to be eligible for prizes. All decisions are final. Winners’ names will appear in next month’s issue of The Sales Edge.
### WHAT WOULD YOU DO? #20

**FILLING THE PRE-F&I GAP**

In our January challenge, we asked you what you’d do if you knew you had exactly 30 minutes before your F&I manager was ready to see your new customers, the Grimsleys. Wow! This question brought us more contest entries—and more excellent responses—than we’ve seen in several months. Our winners gave us both the tasks they’d perform and the reasons they’d perform them—and threw in some creative ideas to boot.

You can read the top three below. But be sure to check out fourth place and all of the worthy honorable mentions on the Contest Results page of HyundaiSalesTraining.com.

<table>
<thead>
<tr>
<th>First Place ($100):</th>
<th>Second Place ($75):</th>
<th>Third Place ($50):</th>
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<tbody>
<tr>
<td>“At this point in the process, the customer is ready to go, and 30 minutes can seem like a lifetime. It’s critical you hit the reset button, and this is the perfect time. Of course, we will set up Blue Link, go over the manuals, and introduce the customer to my favorite service advisor. But the remaining time is best spent engaged. Within these 30 minutes, what the customer does is just as important as what the customer doesn’t do. The last thing you want is the customer on their phone shopping you, replying to texts from your competition, or even getting cold feet after getting ‘advice’ from someone. So, after service, I give them a box or a bag and help them start cleaning out the trade if they have one. If there isn’t a trade, I’ll walk the dealership with them and show them how we work together. This makes them feel comfortable and welcome, ensuring they always come back to us for service. And by that time, finance is ready to finish what we started. At our dealership, we have a rule: ‘Stay with your customer.’ The more time you spend with them, the more they trust you, the smoother the process. Staying with the customer should ensure they always come back to us for service. And by that time, finance is ready to finish what we started.”</td>
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<tr>
<td>“These 30 minutes are some of the most critical moments in a new Hyundai purchase. The Grimsleys have made a commitment not only to purchase a Hyundai; they are telling you they trust Hyundai, your dealership and you! To allow them to now sit in the waiting area wondering what happens next is an injustice to your new friends. I believe in engaging people during the whole process. So at this stage I would sign the Grimsleys up for the free trial period of Blue Link, explaining how each service will enhance their ownership of their new Hyundai. &quot;I would also be asking and taking notes on some personal information on the Grimsleys (birthdays, anniversaries, etc.). I find at this stage that, by talking about personal information, people understand that the whole process is about more than just buying a car. It’s about creating a lifetime relationship.”</td>
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<td>“I would utilize that 30-minute window of time very constructively. If this is a lease, I’ll get the insurance handled. (If not, I do this after the finance T.O. so that the insurance company doesn’t have the opportunity to pitch their finance programs and warranties.) Then, I would conduct a service drive intro and schedule the Grimsleys’ first service appointment, grabbing the cards of my service manager and one of the service writers so that our new customer has a contact in service. I would also get them signed up with myhyundai.com and Blue Link so that we kept them involved in the delivery process the entire time. “With any remaining time, I would go over the Quick Reference Guide, set their radio stations up, and go through the entire vehicle so that there were no questions on how to use the technology in the vehicle. I am sure at this point my finance manager would be looking for us.”</td>
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—Francisco Ayala, Headquarter Hyundai, Sanford, FL

—John Patten, Rowe Hyundai, Auburn, ME

### WHAT WOULD YOU DO? #21

**MAKING BLUE LINK MATTER**

Your customers, John and Mary Norton, are young, in love and recently married. They both work in downtown office buildings, but enjoy winter weekends in the mountains and summers at the lake. The new car is for Mary, and while John wants it to be perfect, he’s also budget-conscious. These honeymooners are interested in the Elantra Sport. You would like them to consider a Sport with the Premium Package, or even a Limited, because that would get them Blue Link. But John hesitates: “What can Blue Link really do for us—besides increase our payment?”

**What would you do?**

Click on this link to submit your answer. Responses will be judged by the Sales Edge editorial team on concern for the customer’s needs, practicality, uniqueness, professionalism and creativity. The sales consultant submitting the winning response will receive $100 loaded to his or her STAR Rewards card; second prize is $75; third place earns $50; and fourth place will win $25.

You must be employed as a sales consultant at an authorized Hyundai dealership in the U.S. at the time your entry is selected to be eligible for prizes. Submission of a response implies consent for publication. Winning entries may be edited for length or clarity. All decisions are final.

Responses must be received on or before Tuesday, February 27, 2018. Winners of Challenge #21 will appear in the March 2018 issue.

—Brian Cole, Healey Hyundai, Beacon, NY

—John Patten, Rowe Hyundai, Auburn, ME

#### TELL US WHAT YOU THINK!

We’d love to hear what you think about this and every issue of The Sales Edge. Click this link to shoot us an email with your feedback, suggestions or questions about the latest edition.

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**Contests**

**Results page** of HyundaiSalesTraining.com.
Platinum, Gold, Silver and Bronze level Sales Volume Performance Annual Award winners earn a letter of recognition and appreciation, and a custom plaque. The Top Regional Sales Managers and Sales Consultants receive a $1,000 cash bonus; the Top National Sales Manager and Sales Consultant receive an additional $1,000 bonus. To qualify for STAR Recognition Awards, you must achieve these annual sales volumes:

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>SALES CONSULTANTS</th>
<th>SALES MANAGERS</th>
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<td>1300+ units sold</td>
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<td>Gold</td>
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<td>900 – 1299</td>
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<td>600 – 899</td>
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<tr>
<td>Bronze</td>
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<td>400 – 599</td>
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**TOP NATIONAL / REGIONAL SALES MANAGERS**

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</thead>
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<td>John Kenny</td>
<td>3,267</td>
<td>FL12</td>
<td>Top National</td>
</tr>
<tr>
<td>Christine Stevens</td>
<td>1,342</td>
<td>OH011</td>
<td>Top Central</td>
</tr>
<tr>
<td>Rocco Auriemma</td>
<td>1,876</td>
<td>NJ033</td>
<td>Top Eastern</td>
</tr>
<tr>
<td>Ken Winston</td>
<td>1,981</td>
<td>TX040</td>
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<td>John Kenny</td>
<td>3,267</td>
<td>FL122</td>
<td>Top Southern</td>
</tr>
<tr>
<td>Carlos Hidalgo</td>
<td>2,008</td>
<td>NV020</td>
<td>Top Western</td>
</tr>
</tbody>
</table>

**SALES MANAGERS – PLATINUM TOP 10**

<table>
<thead>
<tr>
<th>Name</th>
<th>Sales</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Kenny</td>
<td>3,267</td>
<td>Coconut Creek Hyundai</td>
</tr>
<tr>
<td>Pedro Casal</td>
<td>2,687</td>
<td>Doral Hyundai</td>
</tr>
<tr>
<td>Carlos Hidalgo</td>
<td>2,008</td>
<td>Henderson Hyundai Superstore</td>
</tr>
<tr>
<td>Ken Winston</td>
<td>1,981</td>
<td>Huffines Hyundai Plano</td>
</tr>
<tr>
<td>Martin McKenna</td>
<td>1,898</td>
<td>Hyundai of Las Vegas</td>
</tr>
<tr>
<td>Rocco Auriemma</td>
<td>1,876</td>
<td>Paramus Hyundai</td>
</tr>
<tr>
<td>Frank Pena</td>
<td>1,726</td>
<td>Potamkin Hyundai</td>
</tr>
<tr>
<td>Richard Vento</td>
<td>1,704</td>
<td>Island Hyundai</td>
</tr>
<tr>
<td>Danielle Ortega</td>
<td>1,681</td>
<td>Russell Westbrook Hyundai of Anaheim</td>
</tr>
<tr>
<td>Aleksey Khazanov</td>
<td>1,621</td>
<td>Hudson Hyundai</td>
</tr>
</tbody>
</table>

**SALES MANAGERS – GOLD TOP 10**

<table>
<thead>
<tr>
<th>Name</th>
<th>Sales</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andrew Sulley</td>
<td>1,292</td>
<td>Route 46 Hyundai</td>
</tr>
<tr>
<td>Robert Durante</td>
<td>1,273</td>
<td>Conicelli Hyundai</td>
</tr>
<tr>
<td>Roy Campbell</td>
<td>1,236</td>
<td>Fitzgerald’s Countryside Hyundai</td>
</tr>
<tr>
<td>Kyle Snow</td>
<td>1,204</td>
<td>Ron Carter Hyundai</td>
</tr>
<tr>
<td>Mike Lopretta</td>
<td>1,192</td>
<td>Stevens Creek Hyundai</td>
</tr>
<tr>
<td>Tom Ivey</td>
<td>1,189</td>
<td>Priority Hyundai Greenbrier</td>
</tr>
<tr>
<td>Josiah Behlen</td>
<td>1,152</td>
<td>Atlantic Hyundai</td>
</tr>
<tr>
<td>Steve Hewitt</td>
<td>1,148</td>
<td>Ron Carter Hyundai</td>
</tr>
<tr>
<td>Kevin Maher, Jr.</td>
<td>1,142</td>
<td>St. Charles Hyundai</td>
</tr>
<tr>
<td>Darin Lawrence</td>
<td>1,141</td>
<td>Keyes Hyundai</td>
</tr>
</tbody>
</table>

**SALES MANAGERS – SILVER TOP 10**

<table>
<thead>
<tr>
<th>Name</th>
<th>Sales</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philip Wartley</td>
<td>897</td>
<td>Fenton Hyundai of Mesquite</td>
</tr>
<tr>
<td>Raymond Saccomano</td>
<td>883</td>
<td>Arapahoe Hyundai</td>
</tr>
<tr>
<td>Edward Bourbeau</td>
<td>871</td>
<td>Gary Rome Hyundai</td>
</tr>
<tr>
<td>Rasheed Anwar</td>
<td>868</td>
<td>Riverside Hyundai</td>
</tr>
<tr>
<td>Jon McFarland</td>
<td>856</td>
<td>Columbia Hyundai</td>
</tr>
<tr>
<td>John Moses</td>
<td>849</td>
<td>Bentley Hyundai</td>
</tr>
<tr>
<td>Mohamed Abouallaban</td>
<td>842</td>
<td>Key Hyundai of Milford</td>
</tr>
<tr>
<td>Lance Lafazan</td>
<td>838</td>
<td>Napleton’s North Palm Hyundai</td>
</tr>
<tr>
<td>William Cody</td>
<td>836</td>
<td>Barnes Crossing Hyundai</td>
</tr>
<tr>
<td>Sheldon Smith</td>
<td>828</td>
<td>Coca Hyundai</td>
</tr>
</tbody>
</table>

**SALES MANAGERS – BRONZE TOP 10**

<table>
<thead>
<tr>
<th>Name</th>
<th>Sales</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Randy Fisher</td>
<td>597</td>
<td>Woodhouse Hyundai of Omaha</td>
</tr>
<tr>
<td>Jimmy Feliciano</td>
<td>597</td>
<td>Hyundai of St. Augustine</td>
</tr>
<tr>
<td>Todd Hildre</td>
<td>596</td>
<td>Palm Springs Hyundai</td>
</tr>
<tr>
<td>Paul Zolnierz</td>
<td>595</td>
<td>Fred Beans Hyundai</td>
</tr>
<tr>
<td>Daniel Albert</td>
<td>595</td>
<td>AutoMax Hyundai of Norman</td>
</tr>
<tr>
<td>Scott Feinstein</td>
<td>593</td>
<td>Huffines Hyundai McKinney</td>
</tr>
<tr>
<td>Gabriel Faria</td>
<td>593</td>
<td>Kefler Hyundai</td>
</tr>
<tr>
<td>Gabriel Caudill</td>
<td>591</td>
<td>Taylor Hyundai</td>
</tr>
<tr>
<td>Doug Connolly</td>
<td>590</td>
<td>Herb Connolly Hyundai</td>
</tr>
<tr>
<td>Pavel Vasiljev</td>
<td>587</td>
<td>Gettel Hyundai of Lakewood</td>
</tr>
</tbody>
</table>

A complete list of all 2017 STAR Recognition winners is posted on HyundaiSalesTraining.com.
TOP NATIONAL / REGIONAL SALES CONSULTANTS

John Cottone 780 sales NY075 Top National
Erik Garcia 360 sales IL072 Top Central
John Cottone 780 sales NY075 Top Eastern
Charles Holladay 388 sales AL020 Top South Central
Stephen Harrington 470 sales FL122 Top Southern
Oliver Lewis 506 sales NV027 Top Western

SALES CONSULTANTS – PLATINUM (all)

John Cottone 780 sales Atlantic Hyundai
Oliver Lewis 506 sales Hyundai of Las Vegas
Young Yoon 497 sales Parkway Hyundai
George Vafias 488 sales Bay Ridge Hyundai
Steven Yee 488 sales Capitol Hyundai
Stephen Harrington 470 sales Coconut Creek Hyundai

SALES CONSULTANTS – GOLD (all)

Ronald Yoon 449 sales Hyundai of Las Vegas
Yasser Soliman 441 sales Puente Hills Hyundai
Odesho Youkhana 421 sales Hyundai of Las Vegas
Dat To 409 sales Hanlees Fremont Hyundai
William Parente 406 sales Hyundai of New Port Richey
Patrick Amorelo 394 sales Coconut Creek Hyundai
Sandra Redway 389 sales Atlantic Hyundai
Charles Holladay 388 sales Bentley Hyundai
Linh Mong 388 sales Stevens Creek Hyundai
Seok Kim 381 sales Puente Hills Hyundai
Dongwoos Kim 380 sales Hyundai of Kirkland
Joseph Ippolito, Jr. 372 sales Towne Hyundai
Adnan Khan 369 sales Hanlees Fremont Hyundai
Son Lam 368 sales Puente Hills Hyundai
Erik Garcia 360 sales World Hyundai Matteson
Dan Ciotti 360 sales Hyundai 112
Frank Sanchez 359 sales Route 44 Hyundai
John Lyons 359 sales Coastal Hyundai
Carolyn Davis 353 sales Jenkins Hyundai
Robert Dinella 350 sales Ettleson Hyundai

SALES CONSULTANTS – SILVER TOP 20

Sky Kim 348 sales Norm Reeves Hyundai Superstore
Lisa Priest 344 sales Sterling McCall Hyundai
Ted Choi 344 sales Ontario Hyundai
Westley Blumfeldt 335 sales Bowser Hyundai
Anthony Fisher 329 sales Hyundai of Las Vegas
Michael Ficklin 327 sales South Shore Hyundai
John Krain 325 sales Jenkins Hyundai of Leesburg
Youngki Jeong 323 sales Puente Hills Hyundai
Dong Jin Kim 321 sales Garden Grove Hyundai
Chun So 319 sales Huffines Hyundai Plano
Bernie Jaras 318 sales Bowser Hyundai
Lawrence Ruzagiliza 315 sales Hyundai Inland Empire
Randall Gredlein 314 sales Wright Hyundai
Marc Dinetz 313 sales Hyundai City
Jeffrey Price 313 sales Rockland Hyundai
Carl Gregg 308 sales Jenkins Hyundai of Leesburg
Patsy Bellomo 307 sales Atlantic Hyundai
Eddy Kim 307 sales Downey Hyundai
Michael Vu 298 sales Stevens Creek Hyundai
Keaton Summers 297 sales K.C. Summers Hyundai

SALES CONSULTANTS – BRONZE TOP 20

Marek Zima 269 sales Gettel Hyundai of Lakewood
James McKeenan 245 sales Friendship Hyundai of Johnson
Jose Chiaramonte 245 sales Rick Case Hyundai
Ramon Roedan 244 sales Dickson City Hyundai
Edwin Hernandez 242 sales World Hyundai Matteson
Douvente Tavares 242 sales McGovern Hyundai
Biram Dalip 240 sales Hyundai of New Port Richey
Leszek Hyjek 238 sales Plaza Hyundai
Adrian Powell 238 sales Advantage Hyundai
Cole Milford 238 sales Perry Hyundai
Brian Pratt 238 sales Hyundai of New Port Richey
Tommy Shin 238 sales Riverside Hyundai
Barry Goldstein 237 sales Advantage Hyundai
Timothy Engle 237 sales McCafferty Hyundai
Benjamin Marietta 236 sales Elhart Hyundai
Namkun Paik 236 sales Paramus Hyundai
Lajune Lyles 236 sales Mid-Island Hyundai
William Kuhn 235 sales Towne Roseville
Donald Barker 235 sales Fairfax Hyundai
Jason Jutz 233 sales Jerry’s Hyundai
Alberto Ruiz 233 sales Potamkin Hyundai

STAR RECOGNITION YEARS OF SERVICE AWARDS

STAR Recognition Years of Service Awards are presented to Hyundai retail sales team members when they reach their first, second and fifth anniversaries with Hyundai, and every fifth anniversary after that. Winners receive their choice from a wide selection of valuable merchandise in recognition of Hyundai’s appreciation for their enduring dedication.

Every month, we recognize the latest winners of STAR Recognition Years of Service Awards in The Sales Edge. While space will not permit us to list every winner, we will always recognize those with the greatest length of service here in this publication.