



## MARCH SALES: 75,310 UNITS

### New March Sales Record: Best Month Ever for Sonata and Genesis Sedans

Spring is here, the weather is heating up, and sales are stronger than ever—in fact, you set an all-time monthly sales record this past March. Congratulations! This is a great start to an exciting year, as there are some amazing new products coming soon to your dealership that are sure to attract a broad range of customers.

“Sales of our all-new Tucson and award-winning Sonata continued at a brisk pace through the end of the first quarter,” said Derrick Hatami, Vice President of National Sales for Hyundai Motor America. Tucson sales were up 85% for the month, while Sonata sales spiked 57%, setting an all-time record with 28,778 units sold. In addition, Certified Pre-Owned unit sales were up 13% for the month, setting an all-time record with 9,707 units.

Here are the sales highlights for March:

- **Sonata**—our #1 selling car at 28,778 units, up 57%
- **Elantra**—our #2 selling car at 17,505 units
- **Genesis**—total sales at 3,197 units, up 32%
- **Tucson**—our #1 selling CUV at 7,830 units, up 85%

The challenge now is to keep up this momentum. Read the In The News section of this newsletter; then share these awards and accolades with your clients—you'll find that's a great way to “spring ahead” this April!

## SURVEY NEWS

### J.D. Power SSI Survey

The **2016 J.D. Power Sales Satisfaction Index<sup>SM</sup> (SSI)** survey eligibility period is underway, so customers who purchase an eligible Hyundai (buyers/lessees of 2015-2017 model years) in April and May could receive an SSI Survey July to August. This survey measures customer satisfaction with the sales experience based on two areas: 1) New vehicle buyers, who bought a vehicle from your dealership; 2) Rejecters, who purchased a vehicle from another OEM or another Hyundai dealer after visiting your dealership, thus rejecting it for some reason. Remember, every customer you talk to in April-May has the potential to rate your performance, so make understanding your customers' needs your #1 priority!

### CSI Results: Lessons to Learn

The **J.D. Power Customer Service Index<sup>SM</sup>** rates how satisfied customers are with the service they receive from your dealership during the first five years of ownership. Hyundai came in fifth overall among the Mass Market brands and was the highest ranked Asian car company. That's important because if your service department can keep these customers happy, then the odds are good they'll return to your dealership when it's time to buy another new vehicle.

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TRAINING NEWS

## 2017 Elantra Training Tour: Sign Up Now!

The all-new 2017 Elantra promises to be one of the best-selling models in the Hyundai lineup. To support this launch, we are rolling out two training events:

- Full-Day Elantra Discovery and Driving Event
- Half-Day Elantra Discovery with No Drive

This allows you to attend the event that works best for you, and all events will include:

- In-depth walkaround and discovery of the all-new Elantra
- Team competitions based on steps of the sales process
- Hands-on exploration of key technologies
- Head-to-head comparisons with Elantra competitors
- Explanations of Elantra's latest features

### Product Launch with Driving Event

DATE	LOCATION	VENUE
April 14 - 15	Orlando, FL	Fantasy of Flight
April 19 - 20	Dallas, TX	AT&T Stadium
April 19 - 20	Miami, FL	Calder Casino
April 26 - 27	Houston, TX	Sam Houston Race Park
April 26 - 27	Atlanta, GA	Atlanta Exposition Center
May 3 - 5	Chicago, IL	Arlington Park
May 3 - 4	Landover, MD	FedEx Field
May 10 - 12	Philadelphia, PA	Citizens Bank Park
May 11 - 12	Cleveland, OH	I-X Center
May 17 - 18	Pittsburgh, PA	Monroeville Convention Ctr
May 18 - 19	Boston, MA	Gillette Stadium
May 24 - 25	St. Louis, MO	Family Arena
May 24 - 25	East Rutherford, NJ	MetLife Stadium
June 1 - 2	Charlotte, NC	Charlotte Motor Speedway

### Product Launch Workshop with No Drive

DATE	LOCATION	VENUE
April 14	Cincinnati, OH	Cincinnati Marriott North
April 19	Rochester, NY	Radisson Rochester Riverside
April 21	Hartford, CT	Radisson Hotel Cromwell
May 10	New Orleans, LA	Pontchartrain Center
May 12	Raleigh, NC	Raleigh Marriott Crabtree
May 17	El Paso, TX	El Paso Marriott
May 19	Seattle, WA	Seattle Airport Marriott

Be sure to attend when these 2017 Elantra training sessions are in your area.

### HOPE ON WHEELS UPDATE

## 18 Years Fighting Pediatric Cancer



Hyundai Hope On Wheels® (HHOW), a nonprofit organization dedicated to fighting pediatric cancer, marks 18 years of commitment and a total of \$115 million donated in its pledge to end childhood cancer. The 2016 program includes a wide range of activities:

- HHOW will fund \$13 million in new pediatric research grants nationwide in 2016. These funds go toward various life-saving research and programmatic initiatives to cure and care for children with cancer.
- HHOW will award up to 72 new research grants this year alone—this is on top of the more than 700 research grants already awarded and more than 220 in progress! Our grants categories for this year are unchanged: 1) Dealer Impact Award, 2) Young Investigators, 3) Scholar Grant, and 4) The Hyundai Quantum Award.
- Two new National Youth Ambassadors will serve for 2016 and 2017 and will travel the country and visit hospitals and cancer patients. They are Hannah Adams and Ryan Darby, both 12 years old.
- The 2017 Tucson is this year's Hope On Wheels hero vehicle.
- The new website is live at [HyundaiHopeOnWheels.com](http://HyundaiHopeOnWheels.com). Throughout the year, we will also be publishing stories of strength, hope and courage of cancer survivors via Facebook, Instagram and Twitter.
- Dealer showroom collateral kits will be sent to all dealers in early June to include additional information about the program and a vehicle handprint decal set.



#### PRODUCT NEWS

## All-New Ioniq: World's first dedicated vehicle platform with three electrified low- and zero-emission choices

Hyundai made a big splash at the New York International Auto Show by introducing the eco-focused Ioniq. It is the first in the world to offer three distinct electrified powertrains on a single, dedicated vehicle platform. The all-new Ioniq line delivers an uncompromising design and driving experience coupled with the latest in safety and convenience technologies, making it an appealing choice for a wide range of your buyers.

"Ioniq will attract an entirely new group of eco- and efficiency-oriented buyers to your dealership," said Mike O'Brien, Vice President of Corporate and Product

Planning, Hyundai Motor America. "Ioniq meets the needs of a growing group of buyers who want a highly efficient, low-emissions vehicle without compromise to their daily lifestyles."

- The **Ioniq Hybrid** and **Ioniq Plug-in Hybrid** both feature a new Kappa 1.6-liter direct-injected Atkinson-cycle four-cylinder engine delivering an estimated 104 horsepower and an estimated 109 lb.-ft. of torque. This engine is combined with a smooth shifting 6-speed dual-clutch transmission, differentiating Ioniq from its key competitors with a more dynamic and engaging driving experience.
- The **Ioniq Hybrid's** electric motor delivers an estimated 32 kW (43 horsepower) with an estimated maximum torque of 125 lb.-ft., powered by a lithium-ion polymer battery with 1.56 kWh capacity. In combination with the 1.6-liter direct-injected engine, Ioniq Hybrid offers an estimated total system output of 139 horsepower while providing low emissions, outstanding efficiency and range.
- The **Ioniq Plug-in Hybrid** provides an estimated all-electric range of more than 25 miles, powered by a potent 8.9 kWh lithium-ion polymer battery. The Ioniq Plug-in's estimated 45kW (60 horsepower) electric motor is coupled with the 1.6-liter direct-injected Atkinson four-cylinder Kappa engine.
- The **Ioniq Electric** offers pure electric mobility with a 28 kWh lithium-ion polymer battery for an estimated driving range of 110 miles. The Electric motor has an estimated maximum output of 88 kW (120 horsepower) and 215 lb.-ft. of torque through a single-speed reduction gear transmission. The Ioniq Electric has an estimated 125 MPGe rating.

**The Ioniq is scheduled to arrive at your dealership later this year.**

#### SEASONAL PROMOTION IDEAS

## Memorial Day Suggestions

Before discussing Memorial Day promotions, let's remember that Memorial Day is a day to honor those who fought for our freedom and paid the ultimate price with their life. Keeping that in mind, be respectful as you create a promotion for this holiday.

Here are five great suggestions:

- **Military Sale**—offer special incentives for those customers who are in or have served in the military.
- **VIP Loyalty Sale**—stage an event for your existing

customers that allows them to trade-up to a new Hyundai during a 3-day Memorial Day Sale.

- **Beat the Rush Sale**—have a 3-day Pre-Memorial Day Sale on the Tuesday, Wednesday and Thursday before the Memorial Day weekend.
- **Freedom promotion**—when someone comes in to your dealership and says "Freedom" to a sales associate, they get a red, white and blue cupcake, which is a great way to build floor traffic.

**Remember, with today's customers, you have to use a variety of sources to spread the word:** newspaper ads, local radio and TV, and social media such as Facebook and Twitter.

BLUE LINK NEWS

## Blue Link® Discounts Available

Hyundai Circle Plan customers (A, E & Z) have frequently requested discounted rates on Blue Link packages in alignment to other discounts received with the vehicle purchase. Accordingly, HMA is introducing discounted rates on Blue Link packages for customers who are purchasing a vehicle with Hyundai Circle A, E and Z Plans. When a Circle Discount for an A, E or Z Plan vehicle form is produced on HyundaiCircle.com, a PDF will be included with the Circle Discount form advising the customer of the discount availability and instructions on how to enroll.

The Blue Link A, E and Z Discount program offers significantly discounted pricing for all available packages and will require advance purchase of the packages. The discounted offer program is only available on Gen 2-equipped models and stair-steps the discounts, offering greater discounts for multiple years purchased.

### Customer Process:

1. Enroll in All Free Trials with a credit card (Connected Care, Remote &/or Guidance) at time of vehicle purchase. THIS IS REQUIRED TO GENERATE THE PROMOTIONAL EMAIL
2. An Email with Promo Code and instructions will be sent from Hyundai Blue Link to the customer after the RDR is processed, indicating an A, E or Z Plan purchase
3. Customer then enters the promo code on [MyHyundai.com](http://MyHyundai.com) in "Blue Link—Manage Subscription"

### Essential Information:

- Discounts are only available with the purchase of all available packages
  - Connected Care, Remote and Guidance (for Display Audio, Guidance is not offered)
- Discount offer increases based on number of years purchased (1, 2 or 3 years)
- Customers will be charged at the time of promo code purchase, even during trial period (NOTE: Full refund is available during the free trial)
- Discounts vary by Hyundai Circle Plan
- Discounts are VIN-specific
- Discount/Promo Codes cannot be shared and will be unable to be applied to any vehicles not purchased with A, E or Z Plan
- Customer purchases starting March 1, 2016 are eligible for this offer and promo emails have been sent

### Discount Plan:

#### Circle E Discounts on All Available Products

- 1YR: 40% off ■ 2YR: 45% off ■ 3YR: 50% off

#### Circle A & Z Discounts on All Available Products

- 1YR: 25% off ■ 2YR: 30% off ■ 3YR: 35% off

### The following vehicles are eligible for Blue Link discounts:

2016	2017
Azera	Elantra Limited
Elantra GT (Tech Package)	Santa Fe Sport (Popular & Premium Packages)
Genesis	Santa Fe Sport 2.0T
Sonata	Santa Fe SE
Sonata Hybrid Limited (Ultimate Package)	Santa Fe Limited
Tucson Limited	Santa FE SE Ultimate
Veloster Base (Tech Package), Turbo (Tech Package)	Santa FE Limited Ultimate

### IN THE NEWS

## Elantra: Biggest Bang for the Buck Award

The 2017 Elantra received the **Biggest Bang for the Buck Award** from the Greater Atlanta Automotive Media Association (GAAMA). "The new Elantra is a major leap forward from its predecessor, yet is priced \$100 less, helping Elantra come out on top," said Eileen Falkenberg-Hull, GAAMA Jury Member and Automotive Minute columnist with *The Business Journals*.

## Brand Keys: Hyundai #1

For the seventh year in a row, Hyundai is ranked No. 1 in the automotive category in the Brand Keys Customer Loyalty Index. Brand Keys, a New York-based customer loyalty and engagement consultancy, publishes this annual syndicated study, which examines customers' relationships with 635 brands in 72 categories.

## Hyundai: Consumer Brand of the Year

Hyundai has been named Consumer Brand of the Year by Cynopsis Media, the TV industry's leading source of information. "In a constantly evolving media world, especially in the sports industry, every year presents new challenges to engage consumers," said Chris Pursell, Director of Sports Content for Cynopsis Sports. "Hyundai's 2015 sports marketing programs are a shining example of how to tap into the passion of fans everywhere to drive brand awareness and consumer engagement."

## TIP FROM THE PROS

# Remembering Your Customers And Making Sure They Remember You

This month's tip comes from Bernard Quisumbing, Internet Sales Director at Boulder Hyundai in Boulder, Colorado:

"With every customer I sell a new Hyundai or pre-owned vehicle to, I take a couple of pictures during the delivery. Right after doing the paperwork and going over owner's manuals/Blue Link®/introducing them to service and waiting for F&I, I exchange contact information. I store each customer's name directly onto my personal cell phone, which includes their full name, the vehicle they purchased, the stock number, their email, what they do for a living, and names of their kids and pets. I also add the picture so I can visually remember who they are... Then I share my contact information with them. It's easy since I've already saved my own personal contact in my phone, which includes my cell phone, work phone, work fax, dealership address and picture. I just click "share contact" and send it as an email or text. This is a million times better than giving them my business card because, this way, I'm already in their phone!"

"Then I add them to my personal Facebook page, <https://www.facebook.com/Buddhakai>. After the delivery, I post their picture on my page and tag them on it (if they are okay with me doing so, which most of them are excited about). Next thing you know, their friends and family members are "liking," commenting and congratulating them. Those are the same friends and family that end up buying cars from me before I've even had to ask my customer for a referral. And instead of me posting cars for sale on my Facebook page, I just posted something that all of my friends, my customers, and everyone else can appreciate instead of posting ads. It also reminds all of my Facebook friends that I sell cars, so I am always on the tops of their minds when it comes to buying a car! I never intentionally meant for it to have these kinds of results; it just started as doing something really fun for my customers!"

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



## HPP NEWS

# Moving the Needle with Hyundai Protection Plan

One of the goals of offering the Hyundai Protection Plan (HPP) is to reward our dealer partners who share our vision of delivering greater value to Hyundai customers. Our 2016 incentive lineup features familiar income development opportunities, such as HPP Bonus Cash and HPP Portfolio Dividend Programs, new opportunities with Conquest of Champions and HPP Milestone, along with new quarterly incentive programs.

## 2016 PRODUCT ENHANCEMENTS & PRICE OPTIMIZATION

HPP is supporting you with increased efficiency, improved product offerings and competitive pricing. In addition, these tools will help make 2016 a success:

- **New Products and Coverage**—we are developing an enhanced Vehicle Service Contract (VSC) plan that provides coverage for all factory-installed technology and safety features. We also plan on offering a more robust Pre-Paid Scheduled Maintenance product later this year.
- **Optimized Pricing and Updated Forms**—we evaluated product utilization and used insightful feedback from our dealer base to refine our product pricing. We are also refreshing vehicle classes for New and Used VSC coverage, providing better pricing options for select vehicles.

Product contracts will be revised to reflect product enhancements and meet regulatory requirements, and will be available through our ordering portal at [hmfdealeraccess.com](http://hmfdealeraccess.com): go to the "F&I Products" tab and select "Order F&I Supplies" from the drop-down menu to get started.

Watch your inbox or log onto [hmfdealeraccess.com](http://hmfdealeraccess.com) for product and pricing updates, or contact your HPP RSM or DMI with any questions.

## TOP-SELLING DEALERS — First Quarter 2016

### CENTRAL REGION — YEAR-TO-DATE (YTD SALES)

IL063	Family Hyundai	322
IL018	Green Hyundai	303
IA016	Stew Hansen Hyundai	287
IL072	World Hyundai Matteson	273
OH037	Ricart Hyundai	259

### SOUTHERN REGION

FL108	Hyundai of New Port Richey	1,455
FL122	Coconut Creek Hyundai	914
FL114	Rick Case Hyundai, Davie FL	779
FL110	Doral Hyundai	707
FL008	Potamkin Hyundai	682

### EASTERN REGION

NY075	Atlantic Hyundai	620
NJ032	Lester Glenn Hyundai	613
NY130	Hyundai of Long Island City	480
NY110	Advantage Hyundai	464
NY133	Island Hyundai	443

### SOUTH CENTRAL REGION

TX100	Hyundai of El Paso	625
TX158	Ron Carter Hyundai	547
TX171	South Point Hyundai	513
TX040	Huffines Hyundai Plano	327
TX104	North Freeway Hyundai	135

### WESTERN REGION

CA293	Hardin Hyundai	592
CA314	Keyes Hyundai	526
CO034	Arapahoe Hyundai	503
NV020	Henderson Hyundai Superstore	488
CA310	Garden Grove Hyundai	487

### TOP SELLING CPO DEALERS

NATIONAL — FIRST QUARTER YTD		Sales
FL108	Hyundai of New Port Richey	381
CA293	Hardin Hyundai	308
FL005	Rick Case Hyundai	298
CA310	Garden Grove Hyundai	215
NV020	Henderson Hyundai Superstore	206
FL062	Fitzgerald's Countrywide Hyundai	175
GA037	Jim Ellis Hyundai	174
NJ032	Lester Glenn Hyundai	166
NC038	Keffer Hyundai	164
FL076	Crown Hyundai	156
FL091	Gettel Hyundai of Sarasota	156

### TOP BLUE LINK PERFORMING DEALERS\*

NATIONAL — FIRST QUARTER YTD		Enrollment %	Credit Card Capture %
HI019	Tony Hyundai Honolulu	104	39
NH006	Hampton Hyundai	100	93
PA014	Seidel Hyundai	100	72
KY009	Jim Johnson Hyundai	100	64
PA062	Washington Hyundai	100	51
ME007	Prime Hyundai	100	50
TN013	Wyatt-Johnson Hyundai	100	49
MI055	Suburban Hyundai of Lansing	100	46
VA050	Wright Way Hyundai	100	42
WI010	Ken Vance Hyundai	100	40

\*Top 10 Enrollment & Associated Credit Card Capture  
NOTE: Enrollment Objective = 80%; Credit Card Capture Objective = 38%

### TOP HPP DEALERS BY VOLUME (HPP NEW VSC + HPP CPO WRAP) YTD 2016

NATIONAL		Volume
NV020	Henderson Hyundai Superstore	391
TX100	Hyundai of El Paso	357
CA293	Hardin Hyundai	316
CA310	Garden Grove Hyundai	232
NY130	Hyundai of Long Island City	229

### TOP HPP DEALERS BY PENETRATION (HPP NEW VSC + HPP CPO WRAP) YTD 2016

NATIONAL		Penetration
TX177	Hyundai of Silsbee	88%
CA363	Huntington Beach Hyundai	87%
NV020	Henderson Hyundai Superstore	84%
NV014	Lithia Hyundai of Reno	80%
CA315	Sacramento Hyundai	76%

### TOP HPI DEALERS

NATIONAL		Hyundai Purchase Index
NC029	Paramount Hyundai	1,000
NC062	Hall Hyundai Elizabeth City	1,000
NC063	Victory Hyundai	1,000
OH024	Nassief Hyundai	1,000
OK025	Barry Sanders Super Center Hyundai	1,000
TX125	Hyundai of Del Rio	1,000
WI026	Zimbrick Eastside Hyundai	1,000