

COVER STORY

## Blue Link® Celebrates its Fifth Birthday

Here are a couple of not-so-trivial questions for you:

- How many times have Hyundai owners used Blue Link® to start their vehicles remotely over the last five years?
- What's the most popular POI Blue Link users have searched for?
- How many stolen vehicles have been recovered thanks to Blue Link?



If you guessed nearly 23 million, restaurants, and over 2,700, congratulations—you're a bona fide Blue Link buff, and you may have even toasted the telematics system's fifth birthday on June 29.

There is a lot to celebrate: Hyundai Blue Link has handled more than 90,000,000 requests from customers since it launched five years ago. In addition to starting their vehicles remotely, subscribers have used the service to unlock their doors 1.1 million times, lock them 2.7 million times, and search for points of interest nearly 9 million times.

(Twenty-two percent of Blue Link POI searches are for restaurants, more than doubling the number of searches for specific street addresses. Searches for health-care facilities, home-goods stores, and lodging round out the top five. The top trending searches? They're for Hyundai dealerships, Target, Costco, Home Depot and—of course—Starbucks.)

As you know, Hyundai's cloud-based Blue Link platform allows features like remote start and service information to be quickly accessed through devices such as smartwatches and smartphones. From inside the car, Blue Link can search for destinations, schedule service and call for emergency assistance after a collision.

Barry Ratzlaff, Hyundai Motor America's executive director, customer connect and service business development, said, "Over the last five years, we listened to our customers and made Blue Link even better by refining our operation, adding innovative features like smartwatch connectivity and more robust integration with Hyundai dealers."

The enhancements have made Blue Link one of the best-loved telematics systems in the industry. In June, Blue Link was one of only six vehicle information and communications systems named "very good" by

*Consumer Reports*. The magazine noted that nearly two-thirds of Hyundai owners are "very satisfied" with Blue Link, the second highest score in the industry, and

summarized its findings as follows:

"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 touchscreen and a controller knob. Hyundai's quick-to-learn voice command and Bluetooth systems rank highest for customer satisfaction."

(By contrast, NissanConnect and HondaLink were deemed "average," and the publication advised Toyota to go "back to the drawing board" with Entune.)

"As we look forward," Ratzlaff said, "it is clear that connectivity will continue to grow and Hyundai will be among the leaders in multi-channel connected services, giving us a competitive advantage in world-class car care and owner satisfaction."

In other words, get ready for June 29, 2021—the party for Blue Link's tenth anniversary is bound to be epic.

### Highlights from the First Five Years

Feature	Blue Link 5-Year Anniversary Totals
Total Remote Start	22,849,355
Total Door Lock	2,712,625
Total Door Unlock	1,163,078
Total Automatic Collision Notification Assisted	17,335
Total Stolen Vehicles Recovered	2,710
Total Points of Interest Searched	8,764,688

### 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.



## IN THE NEWS

### Automotive News **BEST DEALERSHIPS** TO WORK FOR™ 2016

## Eight Hyundai Dealers Among the Best Dealerships in the U.S. to Work For

Eight Hyundai dealerships were recently named by Automotive News as among the “Best Dealerships to Work For—2016.” The honorees:

- Terry Lee Hyundai, Noblesville, Indiana
- Prime Hyundai, Saco, Maine
- Garber Hyundai, Saginaw, Michigan
- Maguire Hyundai, Ithaca, New York
- Faulkner Hyundai, Pittsburgh, Pennsylvania
- Friendship Hyundai, Bristol, Tennessee
- Friendship Hyundai, Johnson City, Tennessee
- Bergstrom Hyundai, Appleton, Wisconsin

How were the stores selected? According to *Automotive News*, “In part one of the two-part assessment, the employer completed a questionnaire about company policies and benefits. In part two, employees completed a survey about their workplace. The information was combined to produce a detailed set of data enabling the analysts to determine those companies’ strengths.” The study was conducted for *Automotive News* by Best Companies Group of Harrisburg, Pennsylvania.

The ranking of the dealerships will be revealed during a gala celebration at the Four Seasons hotel in Chicago on October 12.



## Tucson Wins 2016 APEAL Award

Tucson is now officially the most appealing small SUV—according to owners who participated in the J.D. Power 2016 Automotive Performance, Execution and Layout (APEAL) Study.

The APEAL study examines owners’ emotional attachment and level of excitement across 77 attributes, ranging from the power they feel when they step on the gas to the sense of comfort and luxury they feel when climbing into the driver’s seat. Tucson outscored all other small SUVs and performed particularly well in the categories of vehicle fuel economy; seats; heating, ventilation and air conditioning; storage; exterior; visibility; driving; interior; and audio/communications/entertainment/navigation. (That covers just about everything!)

“We are thrilled with the recognition of Tucson in this year’s J.D. Power APEAL study,” said Scott Margason, director of product planning for Hyundai Motor America. “The new Tucson looks great, has two fuel efficient engines and a roomy interior that satisfies a wide range of SUV buyers.”

Through July, Tucson sales are up 89.9 percent over 2015



## New Elantra Sport Introduced to Press

Buckle up—the new Elantra Sport is headed to your dealerships later this year. Hyundai introduced the newest Elantra to journalists at a meeting of the Washington Automotive Press Association on July 12.

The Elantra Sport will be powered by a 1.6-liter turbocharged GDI four-cylinder engine expected to generate over 200 horsepower and 190 lbs.-ft. of torque. It will offer drivers a choice of a 6-speed manual or 7-speed dual clutch transmission with paddle shifters.

The performance leader of the Elantra line will be outfitted with an independent multi-link rear suspension designed to elevate driving dynamics and feel. In addition, the Elantra Sport will stand out with unique bodywork and model-specific interior appointments.

Production is scheduled to begin in September, with a launch in the fourth quarter of 2016. Additional details, including pricing, will be available closer to the on-sale date.

**More Elantra News:** The 2017 Elantra has been honored with the 2016 Bronze International Design Excellence (IDEA) Award in the Automotive & Transportation category. Judges cited its outstanding and unique design.

“This top honor for the 2017 Elantra shows that Hyundai is committed to creating bold and extraordinary designs,” said Peter Schreyer, president and chief design officer of Hyundai Motor Group.

## Best July Sales Ever: 75,003 Units

Summer is sizzling and so are the sales at your dealership! You broke yet another monthly sales record, with sales up 5.6% compared to July 2015—and in doing so, boosted year-to-date sales to 449,063 units—congratulations!

“The strong performance of the Tucson and refreshed Santa Fe Sport and Santa Fe led us to our best July ever,” said Derrick Hatami, vice president of national sales for Hyundai Motor America. “Since launching the all-new Tucson a year ago, sales have been strong and this month was no exception with volume up 98% over 2015.”

## What Time Is It? Training Time!

Henry Ford said, “Anyone who stops learning is old, whether at 20 or 80. Anyone who keeps learning is young.” If that’s true, then Hyundai sales consultants are about to discover the Fountain of Youth. New training opportunities abound starting this month. So whether you need to sharpen your selling skills or improve your product knowledge—and whether you prefer to learn online or off-site—Hyundai is offering you more chances to keep learning than ever before.

### HYUNDAI LEADERSHIP DEVELOPMENT WORKSHOPS

Some topics are best covered in a live training environment, where you can interact with other sales consultants, engage in guided practice, and get hands-on experience with Hyundai vehicles away from the commotion of the showroom floor.

With that in mind, Hyundai is offering four Leadership Development Workshops beginning this month.

**The 2017 Tucson Experience** has been updated with the latest information about this essential entry in the CUV segment. Sales consultants and sales managers will be able to compare Tucson side-by-side against the Ford Escape, a serious competitor in this segment. Participants will:

- Discover how important Tucson and the CUV segment are to your success
- Have a hands-on experience exploring the 2017 Tucson and 2017 Ford Escape
- Learn how to customize product presentations of Tucson’s features and benefits to a customer’s specific needs

This information-packed half-day workshop will be offered in two convenient sessions in each location—one in the morning, one in the afternoon.

**The 2017 Sonata Experience** has also been updated with the latest information about this important, high volume vehicle. With the choice of a morning or afternoon session, participants will learn how to:

- Connect Sonata’s features to customers’ needs
- Conduct a Sonata Feature/Function/Benefit walkaround
- Build a Sonata value story

**Find Your Lost Sales** uses dealership rejecter data and interviews with actual Hyundai customers to give participants a look into what customers want from their retail experiences. The workshop builds on this information by sharing how to provide effective—and profitable—retail experiences throughout the entire sales process. The workshop covers:

- Customer perceptions of their purchase experience
- Lead responses that drive customer action

- Building toward a close through every phase of the purchase experience

This full-day workshop is ideal for both sales consultants and sales managers.

**Turning Leads Into Sales** is an all-new full-day workshop designed for managers in the sales, Internet, and BDC departments. Timely and effective response to leads is more important than ever—for dealers and for Hyundai. This engaging, interactive workshop will have managers rolling up their sleeves and developing effective lead response tools and rollout plans for their stores.

Topics include:

- Maximizing CRM efficiency
- Effective lead response
- Monitoring results
- Developing a rollout plan

You can find the dates and locations of all four of these workshops in the chart on page 4. And you can visit [www.HyundaiLearningPortal.com](http://www.HyundaiLearningPortal.com) for more information and enrollment.

### HYUNDAI LEARNING PORTAL COURSES

Web-based training sessions allow you to study and review the material at your pace, in your spare time. Accordingly, we have recently launched six new courses on the Hyundai Learning Portal. Here’s what you can learn:

**The Hyundai Difference:** This course will provide you with information you can share with your customers that will help you build value in the Hyundai brand and you as an automotive expert. In today’s competitive automotive marketplace, you can create an advantage by knowing more about your brand than the competition does about theirs.

**Model Line Overview:** This course is designed to provide you with a high-level view of Hyundai’s current vehicle lineup and the categories in which they compete. You will learn what makes each of our models unique and desirable for today’s car-buying consumers.

**Apple CarPlay:** Many Hyundai vehicles now support Apple CarPlay, seamlessly integrating customers’ iPhones into their in-dash display screens. Learn how you can use this as another Hyundai competitive advantage.

**Active Safety 101:** Innovative driver-assist technologies are available on every Hyundai model. While many of the systems are complex, the concepts behind them are easy to understand. This course will provide a simplified overview of Hyundai’s Blind Spot Detection, Lane Change Assist, Rear Cross-Traffic Alert, and Rear Parking Sensor systems. You’ll learn how each of the technologies helps protect drivers and be able to describe how they work when discussing features with your customer.

*(continued on page 4)*

**Active Safety 102:** Building on technologies presented in Active Safety 101, this course will show you how Hyundai's Lane Departure Warning and Lane Keep Assist systems help keep your customers safe while driving. These advanced technologies are explained so you can easily understand how they work.

**Accessory Training—How and When to Sell Accessories** includes the tools and resources you need to sell accessories in order to increase customer retention and boost profits for dealerships, and is available to all dealership employees. The course provides insights into the importance of selling accessories, and the best time to use each tool and resource.

You can stay well informed—and, as Henry Ford said, young!—simply by going to the Hyundai Learning Portal.

Workshop	Market	Date
Find Your Lost Sales	Phoenix, AZ	Tuesday, Sept. 6, 2016
Find Your Lost Sales	San Francisco, CA	Tuesday, Sept. 20, 2016
Find Your Lost Sales	Seattle, WA	Thursday, Sept. 22, 2016
Find Your Lost Sales	Pittsburgh, PA	Tuesday, Oct. 4, 2016
Find Your Lost Sales	Long Island, NY	Thursday, Oct. 20, 2016
Find Your Lost Sales	Hartford, CT	Thursday, Nov. 3, 2016
Find Your Lost Sales	Oklahoma City, OK	Tuesday, Nov. 8, 2016
Sonata Experience	Nashville, TN	Tuesday, Aug. 23, 2016
Tucson Experience	Pittsburgh, PA	Thursday, Aug. 25, 2016
Tucson Experience	Milwaukee, WI	Tuesday, Sept. 20, 2016
Tucson Experience	San Antonio, TX	Thursday, Sept. 22, 2016
Tucson Experience	Chicago, IL	Tuesday, Sept. 27, 2016
Tucson Experience	Kansas City, MO	Tuesday, Oct. 4, 2016
Tucson Experience	Detroit, MI	Thursday, Oct. 6, 2016
Turning Leads Into Sales	Los Angeles/ Orange County, CA	Thursday, Sept. 8, 2016
Turning Leads Into Sales	Miami, FL	Thursday, October 6, 2016
Turning Leads Into Sales	Birmingham, AL	Tuesday, Oct. 18, 2016
Turning Leads Into Sales	Atlanta, GA	Thursday, Nov. 10, 2016
Turning Leads Into Sales	Tampa, FL	Tuesday, Nov. 15, 2016
Turning Leads Into Sales	Baltimore, MD/ Washington, DC	Thursday, Nov 17, 2016

## SPOILER ALERT!

There's more to come—of the training you told us you like the most! You'll get all the details in the September issue of *The Sales Edge*!



## Win on Sunday ... Sell on Monday

There's an old saying in the auto industry: "Win on Sunday ... sell on Monday." It dates back to the 1950s, when car dealers first started seeing an increase in sales after a NASCAR race win by their brand. Fast forward six decades later and that saying still applies—but today, it's not just for NASCAR race wins, it also applies to drag racing, road racing, and the sport Hyundai is actively participating in—rally racing.

In fact, Hyundai Motorsport has taken podiums in five out of six rallies this season, with two victories, making it the team's most successful World Rally Championship season before reaching the halfway point. Here in the United States, Rhys Millen is racing a Veloster in the Red Bull Global RallyCross Series.

This is not just a myth—a recent study found a strong link between participation in motorsports and sales on dealer lots. "New vehicle buyers who are influenced by motorsports typically love cars and trucks and they are opinion leaders for other car buyers – they give an average of 25 or more vehicle recommendations per year to others," said Steve Bruyn, president of Foresight Research, the agency that conducted the study. "More importantly, people follow their advice—and we have measured it. There is a downstream impact from the races in the form of ongoing word-of-mouth recommendations. That's why we say that the roar from a racecar continues away from the track."

So what does this mean to you? For one, consider following the progress of the Hyundai team on the Global RallyCross site ([RedBullGlobalRallyCross.Com/](http://RedBullGlobalRallyCross.Com/)) and checking the Hyundai media site for the latest releases ([HyundaiNews.Com.](http://HyundaiNews.Com.)) Then you can talk about the Hyundai racing effort when a fan comes into your dealership. In addition, it gives you something else to discuss with your customers to demonstrate why Hyundai is such a dynamic company.

## PROGRAM NEWS

### Is Your Dealership Making the Most of Social@Scale?

Social media drives 30 percent of all website referral traffic, and customers engaged in social media spend 20 to 40 percent more than their disconnected counterparts. Is your dealership missing out on additional revenue because of a lack of social media presence?

The new Social@Scale Enhanced program was developed to help meet all of your dealership's social media goals in both the sales and service departments.

At only \$675 per month (which is eligible for up to 50 percent co-op reimbursement), a dedicated marketing consultant will develop a dealership-wide social marketing strategy, posting service content and Hyundai-generated content across your social networks. Monthly Facebook advertising is also included, customized to your dealership goals. Your marketing consultant will contact you monthly to review reporting and provide recommendations.

To enroll, contact your marketing consultant at (866) 575-8734 or visit [hyundai.us/SocialAtScale](http://hyundai.us/SocialAtScale).

## HYUNDAI PROTECTION PLAN

### HPP Warehouse Windfall is Back!

Hyundai Protection Plan is pleased to announce that the HPP Warehouse Windfall has returned for a second helping of speed shopping for 36 winning contestants. Winners will be determined based on a ranking system of equal weighting between highest HPP new Vehicle Service Contract volume, highest HPP new VSC penetration, and highest total HPP product penetration within each volume tier.

Winners will have an opportunity to run through a 20,000 square-foot merchandise warehouse filled with more than 2,000 different items, using a warehouse cart to grab as much merchandise as possible in 60 seconds. The top winner in each of the three volume tiers will get an additional 15 seconds to run through the warehouse.

Last year's winners enjoyed the event, saying that it was an "awesome experience," and that it made them want to "...push even harder for next year." [Click here](#) for video footage of the exciting experience.

Log in at [hcdealerpromos.com](http://hcdealerpromos.com) for contest rules and to complete enrollment in the HPP Bonus Cash program. You may also contact your HPP DMI for further assistance.

We just have one question left: how much can you grab?

## HYUNDAI CERTIFIED PRE-OWNED

### Latest Reports from the CPO Scene

**July sales:** Hyundai Certified Pre-owned sales for the month of July were 8,608 units, a gain of 8.9% year-over-year. So far this year, 734 Hyundai dealers have sold 57,482 CPO units.

**Video Spots:** Hyundai CPO has produced a series of videos that can be leveraged for your promotional efforts. You can view and share the videos below:

- Sedans: <https://youtu.be/6rZLeNC-YmE>
- CUVs: <https://youtu.be/poiaDcnNv2k>
- Sedans—Accolades: <https://youtu.be/WaZz4E8HsrA>
- CUVs—Accolades: <https://youtu.be/BCUNDteOWMY>

The first two videos focus on confidence, quality and peace of mind and highlight the Hyundai CPO 10-year/100,000-mile powertrain limited warranty, 150-point inspection, and complimentary CARFAX Vehicle History Report.

The "Accolades" videos emphasize the awards the Hyundai CPO program has won from such authorities as Edmunds.com, Vincentric and Autotrader.

Beginning this month, these videos will be published on automotive shopping sites such as [Autotrader.com](http://Autotrader.com) to Search Result Pages (SRPs) and Vehicle Detail Pages (VDPs) for all units in CPO inventory. Videos will also be uploaded on [HyundaiCertified.com](http://HyundaiCertified.com) and on CPO VDPs as well.

## TIPS FROM THE PROS

### Make Your Customers Facebook Superstars

Chris Hollish at First Team Hyundai in Roanoke, Virginia, sent in this tip:

"My tip is to have the vehicle cleaned up and standing right in the showroom for the customer after they get out of the finance office. Record a quick congratulatory video of you and the customer, and ask for them to post the video to their Facebook account. Watch as the referrals come flooding in from one simple video!"



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](mailto:thesalesedge@hyundaisalestraining.com).

CONTESTS

WHAT WOULD YOU DO? #2

EXPLAINING ECOSHIFT

**The challenge for July** involved customer Craig Thomas, who is considering both a Toyota Prius and a Hyundai Elantra Eco. His problem with the Prius is that he doesn't care for its continuously variable transmission—but he's never driven a vehicle with a dual-clutch transmission, which has its own unique characteristics. We asked how you'd prepare him for its performance.

We received one entry that we determined was award-worthy, because it involved explaining the entire powertrain—and the multiple benefits it bestows.

**First Place (\$100):** I would demonstrate the advantages of the EcoShift dual-clutch transmission in terms of enhanced response, showing him what this adds in terms of "fun quotient"!

Not only do the turbocharged engine and the feel of a manual transmission give the car a more sporty attitude, the fuel economy of 35 miles per gallon can't be beat!

Craig gets the best of both worlds—performance and exceptional fuel economy!

—**Steve Cherches**, Bloomington Hyundai, Bloomington, MN

WHAT WOULD YOU DO? #3

TEST DRIVE PERSUASION

*Your dealership has a strict policy: no price negotiations unless the customer has taken a test drive. "Look, I don't need to take a test drive," says your customer, Matt Addison. "I've rented a Santa Fe twice in the last two months, and my sister in Ohio owns one that I've driven. I just want your best price." You—and your management—want the customer to drive the vehicle. But Mr. Addison is adamant: he wants to skip right to negotiations.*

**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 **Friday, September 2, 2016**. Winners of Challenge #3 will appear in the September issue.

SCAVENGER HUNT #2

**July results:** Kudos to the winners of last month's "Scavenger Hunt."

CENTRAL REGION

—**Jordan Cooley**, Betten Baker Hyundai, Muskegon, MI

EASTERN REGION

—**Misti Mazurik**, Auto Land Hyundai, Uniontown, PA

SOUTHERN REGION

—**Chris McDougald**, Langdale Hyundai of South Georgia, Valdosta, GA

SOUTH CENTRAL REGION

No winning entries received

WESTERN REGION

No winning entries received

SCAVENGER HUNT #3

The object of the Sales Edge Scavenger Hunt is to familiarize you with the many online resources that can help you sell more Hyundai vehicles. To do well, you'll have to do some cyber-sleuthing. The reward? 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 win \$50 loaded to the winner's STAR Rewards card.

The deadline for submission is **Friday, September 2, 2016**.

1. In *motortrend.com's "The Big Test: 2016/2017 Compact Sedans,"* in what distance did the 2017 Elantra Limited brake from 60 to 0 miles per hour?
2. In the same test, what was the 60-to-0 braking distance of the 2016 Toyota Corolla S Special Edition?
3. According to the "Brand-by-Brand Guide to Car Entertainment Systems" on *consumerreports.org*, what percentage of Hyundai owners are "very satisfied" with Blue Link®, earning it a place in the "Very Good Systems" category?
4. According to the same article, what percentage of Toyota owners are "very satisfied" with Toyota Entune, earning it a place in the "Back to the Drawing Board" category?
5. In the HyundaiUSA YouTube video "Apple CarPlay Update for Hyundai Vehicles with Navigation—Hyundai Insider," on which wrist is the on-camera spokesperson wearing a watch?

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*.