



NEGOTIATION STYLE— WHICH STYLE ARE YOU?

Did you know that it's possible to win the sale but lose the negotiation? Or worse yet, you may win the negotiation only to lose out on repeat and referral business because the customer wasn't fully satisfied. The reality is that every sales situation includes negotiations and, in this article, you'll discover what it takes to become a champion negotiator.

[Click Here and Find Out How >](#)



BLUE LINK® NEW FUNCTIONS

The Blue Link Mobile app has been updated, offering your customers new, more convenient access.

[Read More >](#)

STAR RECOGNITION 2014

RECOGNITION STAR AWARDS

This issue lists all of the 2014 STAR Performance and Longevity Award winners.

[Read More >](#)



DARE TO COMPARE SONATA HYBRID

The 2015 Sonata Hybrid takes on its closest competitors and delivers better value.

[Read More >](#)

ALSO IN THIS ISSUE:

- [January Sales](#)
- [Auto Show News](#)
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QUICK LINKS

- HyundaiProductInformation.com – Hyundai Product Information
- HyundaiSalesTraining.com – Sales Training Tracking and STAR Certification
- HyundaiSalesReward.com – Salesperson/Manager STAR rewards
- HyundaiNews.com – Hyundai media & press releases
- HyundaiDealer.com – for Hyundai Dealer Operations
- HyundaiAdPlanner.com – for Dealership advertising
- HyundaiHopeOnWheels.org – for the latest *Hyundai Hope On Wheels* pediatric cancer information
- Hyundai.com – Hyundai consumer site; includes “build your own” model information and Bluetooth pairing information

STAR CERTIFICATION NEWS:

DID YOU MISS THE STAR CERTIFICATION DEADLINE?

The grace period for **2015 STAR Certification** closed on February 9. If you were STAR Certified for 2014 and haven't completed your Product and Practices certification for 2015, complete any unfinished courses as soon as possible to avoid delays in your STAR payments.



JANUARY SALES: 44,505 UNITS

BEST JANUARY FOR GENESIS: SALES UP 76%

Congratulations—you started the new year off right, making January the best ever in company history! Thank you and your sales team for your hard work. This marked the seventh consecutive year of increased sales during the month of January.

“With consumer confidence at a seven year high and gasoline and energy prices on the decline, more car buyers will be heading into the dealerships in 2015,” said Bob Pradzinski, Vice President, National Sales. “Consumers are doing their homework—making sound, educated purchasing decisions—and looking for vehicles that equate to ‘more for less.’ The search for value was one of the key drivers of Hyundai’s record-setting January sales success as high-performing, quality vehicles such as Genesis, Sonata and Santa Fe continue to offer consumers unprecedented values.”

The Genesis sedan, with its available HTRAC AWD system, saw sales gains in the Midwest and Eastern part of the country in January, as the snow piled up. Genesis sedan sales were up 76% for the month, resulting in Genesis’ best January. Sonata was up 26% and Santa Fe was up 15%.

Here are the sales highlights for January:

- **Sonata**—our #1 selling car at 12,363 units—up 26%
- **Elantra**—our #2 selling car at 12,240 units
- **Genesis**—2,573 units—up 76%
- **Santa Fe**—7,749 units—up 15% for January

That’s a great way to start the new year—as we head toward spring, now is the time to keep up the momentum!

AUTO SHOW NEWS:

DETROIT AUTO SHOW: SANTA CRUZ CONCEPT DEBUTS

The innovative HCD-15 Santa Cruz Crossover Truck Concept debuted at the North American International Auto Show in Detroit and will also be featured this February at the Chicago Auto Show. This fresh concept reflects a completely new interpretation of truck utility for a new generation of buyers, especially Millennials, who represent the second-largest population of car buyers.

AUTO SHOW NEWS CONTINUED...



The Santa Cruz concept has four doors and seating for five, with an overall footprint similar to a small CUV. It offers typical CUV driving character, but with a versatile cargo bed that provides separated storage so all that dirty, wet, sandy, bulky gear remains in the back of the truck, cleanly separated from the passenger compartment.

Also being shown at the Chicago Auto Show is a full lineup of vehicles that were on display at the SEMA Show.

ADVERTISING & MARKETING NEWS:

HYUNDAI AT THE GRAMMYS

On Sunday, February 8, Hyundai was center stage in front of 28.5 million viewers as we continued our partnership with the biggest name in music—The GRAMMYS.



The GRAMMYS is one of the top 3 social media events ever, setting a record in 2014 with 34M social media interactions. Plus, Hyundai is more than just the official vehicle partner of the GRAMMYS; we develop programs that reach an audience passionate about music.

Attendees and viewers of The GRAMMYS saw Hyundai vehicles showcased on the Red Carpet:

- 30 Equus and Genesis vehicles transported VIPs and artists to GRAMMY Week Events
- Genesis display at Billboard “Power 100” Event and Hyundai GRAMMY Amplifier Announcement
- Equus display at the Clive Davis P
- re-GRAMMY Gala

CONTINUED ON THE NEXT PAGE...

ADVERTISING & MARKETING NEWS CONTINUED...

- 57th GRAMMY Awards Red Carpet featured the Genesis
- 57th GRAMMY Awards Official After Party featured the Sonata Plug In Hybrid

HYUNDAI & GOLF: TEAMING WITH DAVID FEHERTY

Hyundai has teamed up with the host of the *Feherty* show, current CBS golf analyst and former PGA TOUR player David Feherty, who will be Hyundai's first golf ambassador.



In this role, Feherty will be the voice and face of Hyundai Golf, lending to golf initiatives, making appearances at Hyundai-sponsored golf events and starring in the company's latest commercials that premiered on his show on the Golf Channel. In the advertisements, Feherty uses his signature wit and colorful personality to provide "driving tips" to consumers, playing on the juxtaposition of driving in golf and driving Hyundai's all-new Genesis. Watch the two ads on YouTube:

[Hyundai Driving Tips with David Feherty | Focus](#)

[Hyundai Driving Tips with David Feherty | Form](#)

"David Feherty is a unique personality—outspoken, unapologetic and very funny. He's a professional who isn't afraid to follow his own path and take a few risks along the way," said David Matathia, Director, Marketing Communications, HMA. "In that sense, he's a great representative for Hyundai because we see ourselves in that same light. We're thrilled to have him as part of this campaign and our Hyundai Golf activities like the Hyundai Tournament of Champions and the Hyundai Invitational."

THREE PGA TOURNAMENTS

Hyundai has also been high profile at three of the first PGA Tour events of 2015:



- Hyundai was the title sponsor of the **Hyundai Tournament of Champions** held in Maui, Hawaii. This winners-only event kicked off the golfing New Year at the famous Plantation Course at the Kapalua Resort in Maui, Hawaii, and was won by Jimmy Walker.
- Hyundai was also the official vehicle of the **Humana Challenge**, held in La Quinta, California, and for the **Waste Management Phoenix Open**, held in Scottsdale, Arizona.

VOTED TOP AUTO AD

The One Club named Hyundai's 2014 Super Bowl commercial, "[Dad's Sixth Sense](#)", one of the top Automobile Advertisements of the Year in the television category.

BLUE LINK NEWS:

MOBILE APP:

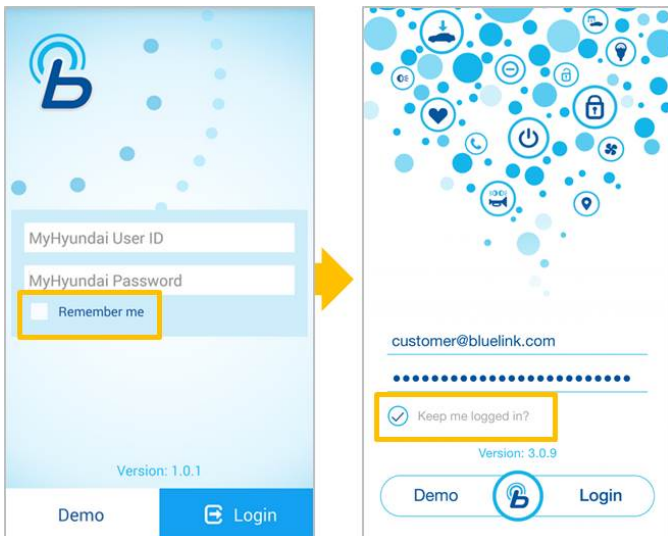
NEW ENHANCEMENTS

The Blue Link mobile app has been updated based on feedback from your customers. The "Remember Me" function has been replaced with "Keep Me Logged In". When selected, this new enhancement retains the username and password for added convenience to your customers. To remain logged in, a customer simply needs to use a Blue Link remote feature via the mobile app at least once during a two-week period; otherwise, they will need to provide their username and password upon their next login. Customers will notice that the password field is populated entirely when using this feature.

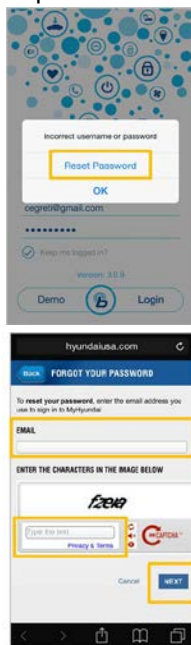
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BLUE LINK NEWS CONTINUED...

This does not reflect a change to their password length; it is only a preventive measure to further secure their password by not showing the actual character length.



An additional app enhancement allows customers to reset their MyHyundai.com account password from the Blue Link mobile app. When a user enters an incorrect password a pop-up message appears with an option to "Reset Password." Selecting this option opens the mobile site "Forgot Your Password" where customers can enter their email address and captcha security characters. An email is generated and sent to the customer's registered email address with a link to reset their password. The link will expire within 24 hours. If the email is not received promptly, direct your customer to check their junk/spam folder. Remember, if a customer does not see these enhancements, they might need to update the app on their device. These enhancements will be rolled out to the Genesis Intelligent Assistant app in the near future.



For additional MyHyundai & Blue Link login tips and troubleshooting steps, direct your customer to the microsite www.hyundaiusa.com/LoginHelp

TOP BLUE LINK PERFORMING DEALERS*

NATIONAL JANUARY YTD		Enrollment %	Credit Card Capture %
PA060	Freedom Hyundai	111	56
IL057	Brown & Brown Hyundai	100	100
VT004	Midstate Hyundai of Vermont	100	100
PA054	Preston Hyundai of Sharon	100	100
OK019	Billingsley Hyundai of Lawton	100	100
CO046	Grand West Hyundai	100	100
CA272	Direct Hyundai	100	100
MI053	Betten Hyundai	100	92
MD040	Annapolis Hyundai	100	83
MI023	Maple Hill Hyundai	100	80

*Top 10 Enrollment & Associated Credit Card Capture
NOTE: Enrollment Objective = 80%; Credit Card Capture Objective = 35%

CPO NEWS:

CPO SALES: 7,368

BEST JANUARY ON RECORD

We have a new January CPO sales record of 7,368 units. This represents an increase of 4.4% over January 2014. Year-to-date, 604 Hyundai dealers sold 7,368 CPO units, creating a 4.4% gain over last year.

TOP SELLING CPO DEALERS: JANUARY '15 YTD

NATIONAL - JANUARY YTD		Sales
FL108	Hyundai of New Port Richey	122
FL110	Doral Hyundai	104
FL005	Rick Case Hyundai	102
GA037	Jim Ellis Hyundai	67
CA293	Hardin Hyundai	60
NV023	Planet Hyundai	60
WI022	John Amato Hyundai	55
FL088	O'Brien Hyundai of Fort Myers	55
NJ032	Lester Glenn Hyundai	50
FL062	Fitzgerald's Countryside Hyundai	50

Hyundai CPO tops Q4 '14 J.D. Power Report for Return on Investment—in the latest J.D. Power Q4 '14 Syndicated CPO Market Report, Hyundai CPO topped all luxury and non-luxury brands for highest Gross Rate of Return. In addition, Hyundai CPO has the 2nd fastest non-luxury turn at 40 days (Honda # 1 at 37 days, non-luxury average = 48 days).

CONTINUED ON THE NEXT PAGE...

CPO NEWS CONTINUED...

A used Hyundai turns on average in 47 days. Hyundai now holds a 5.2% share of the non-luxury CPO industry and CPO sales are 21.7% of all used sales at Hyundai dealers.

Special CPO Low APR Financing Rates Continue in February '15—HMA and HMF are pleased to announce the continuation of special low APR rates for well-qualified buyers during February 2015 in support of CPO vehicle sales. Special rates will be in effect and available from February 3, 2015 – March 2, 2015. See the HMF CPO program bulletin for complete details, terms and conditions.

PARTS & ACCESSORY NEWS:

SPARE TIRE KIT:

PROMOTION KIT LAUNCHED

To help you sell more Spare Tire Kits, HMA is running a **Spare Tire Kit Promotion** through March 31. To spread the word, Parts Managers were sent flyers and standees: two standees should be in the Sales Department, one in the Service Department, and one in the Parts Department.

Below are the parts numbers included in this promotion. If you buy 3 or more Spare Tire Kits (mix and match), your dealership would then receive a 5% discount on future purchases. If you buy 10 spare tire kits, the Standees are free! If 10 Spare Tire Kits are not purchased, the Standees will be billed at \$40 total to the dealer's parts statement.



MODEL	PART NUMBER	YEAR(S)
Sonata Hybrid	091004R999	2011-2015
Accent (4-door)	1RF40AC900	2012-2015
Accent (5-door)	1RF40AC930	2013-2015
Veloster	2VF40AC900	2012-2015
Veloster Turbo	2VF40AC910	2012-2015
Elantra (4-door)	3XF40AC920	2011-2015
Elantra Coupe	3XF40AC920	2013-2014
Sonata	C2F40AC910	2015

IN THE NEWS:

AWARDS & ACCOLADES:

- **GENESIS**—won the **Best New/Redesigned Car** in the \$50,000 and Over category for *Kiplinger's Personal Finance* annual Best Value Awards
- **SANTA FE**—made the list of the **2015 Most Popular** on Edmunds.com (alongside the Pilot and Highlander).
- **SANTA FE**—also earned the distinction of **"Family Car of the Year"** by Cars.com in its Lifestyle Awards, making this the second year Hyundai has won the prestigious award.
- **SONATA**—won the 2015 BEST Economic Performance award from the Automotive Science Group (ASG).

TOP HPI DEALERS - JANUARY YTD*

NATIONAL - YEAR-TO-DATE (YTD)		HPI Score
KY022	Fannin Hyundai	1000
TN020	Southeast/Signature Hyundai	1000
MA024	Mirak Hyundai	1000
OH038	Waikem Hyundai	999
UT010	Riverton Hyundai Suzuki	998
OH051	Rick Case Hyundai	996
TX090	Gene Messer Hyundai	995
KS013	Scholfield Hyundai West	995
TN029	Twin City Hyundai	994
NC041	Keith Hawthorne Hyundai	993
VA050	Wright Way Hyundai	993

*Minimum of 10 surveys a month to qualify for Top HPI Dealer Ranking

TOP HSI DEALERS - JANUARY YTD*

NATIONAL - YEAR-TO-DATE (YTD)		HSI Score
NY077	Towne Hyundai	990
MI040	Ralph Thayer Livonia Hyundai	990
ME007	Prime Hyundai	988
TX170	Texoma Hyundai	987
GA072	Hyundai of Athens	984
CA335	South Bay Hyundai	983
MO040	Suntrup Hyundai Wentzville	982
AZ032	Chapman Hyundai	982
NC058	Bob Mayberry Hyundai	982
WI023	Van Horn Hyundai Fond Du Lac	980

*Minimum of 25 HSI surveys a month to qualify for Top HSI Ranking

HMF NEWS:

FEBRUARY LEASE PROGRAMS

'15 Accent:	\$169/mo. for 36 months; \$1,899 at lease signing
'15 Veloster:	\$179/mo. for 36 months; \$1,999 at lease signing
'15 Sonata Hybrid:	\$239/mo. for 36 months; \$2,199 at lease signing
'15 Azera:	\$299/mo. for 36 months; \$2,249 at lease signing
'15 Santa Fe Sport:	\$269/mo. for 36 months; \$2,999 at lease signing
'15 Santa Fe:	\$299/mo. for 36 months; \$2,999 at lease signing
'15 Genesis:	\$339/mo. for 36 months; \$3,999 at lease signing
'15 Equus:	\$699/mo. for 36 months; \$2,499 at lease signing
'14 Elantra:	\$179/mo. for 36 months; \$2,299 at lease signing
'14 Sonata:	\$199/mo. for 36 months; \$2,199 at lease signing

*Refer to HMF's Marketing announcement for the newest rates.

FEBRUARY / MARCH AUCTIONS

Manheim Riverside	Riverside, CA	Feb. 17
Manheim Dallas	Dallas, TX	Feb. 18
Southern Auto Auction	East Windsor, CT	Feb. 18
Manheim Pennsylvania	Manheim, PA	Feb. 20
Manheim Denver	Denver, CO	Feb. 24
Manheim Orlando	Ocoee, FL	Feb. 24
Manheim Riverside	Riverside, CA	Feb. 24
Manheim Arena	Bolingbrook, IL	Mar. 3
Manheim Georgia	Atlanta, GA	Mar. 3
Manheim Pennsylvania	Manheim, PA	Mar. 6
Manheim Nevada	Las Vegas, NV	Mar. 6
Adesa Minnesota	Dayton, MN	Mar. 10
Manheim Orlando	Ocoee, FL	Mar. 10

Fastlane Closed Event Sale: February 23

For online sales, log onto www.hyundaifastlane.com

TOP SELLING DEALERS: JANUARY '15 MTD

CENTRAL REGION – MONTH-TO-DATE (MTD SALES)		
IL082	Napleton's Valley Hyundai	100
IL018	Green Hyundai	95
IL063	Family Hyundai	94
IL073	McGrath City Hyundai	92
IL072	World Hyundai Matteson	92
SOUTHERN REGION		
FL108	Hyundai of New Port Richey	450
FL122	Coconut Creek Hyundai	282
FL110	Doral Hyundai	230
FL114	Rick Case Hyundai	230
FL088	O'Brien Hyundai of Fort Myers	208
EASTERN REGION		
NY075	Atlantic Hyundai	242
NJ029	Brad Benson Hyundai	215
NJ032	Lester Glenn Hyundai	213
NY058	Plaza Hyundai	119
NY110	Advantage Hyundai	117
SOUTH CENTRAL REGION		
TX158	Ron Carter Hyundai	215
TX100	Hyundai of El Paso	196
TX171	South Point Hyundai	188
TX161	South Loop Hyundai	112
TX040	Huffines Hyundai Plano	105
WESTERN REGION		
CA293	Hardin Hyundai	276
NV023	Planet Hyundai	233
CA310	Garden Grove Hyundai	223
NV025	ABC Hyundai	172
NV020	Henderson Hyundai Superstore	164

STAR

RECOGNITION 2014

TOP NATIONAL SALES MANAGERS:

John Kenny	2,956 sales	FL122	Top National
John Kenny	2,956 sales	FL122	Top Southern
Danielle Gerbino	2,860 sales	CA293	Top Western
Suleiman Ebrahim	2,211 sales	TX171	Top South Central
Jeffrey Kunz	1,854 sales	IL018	Top Central
Aleksey Khazanov	1,639 sales	NJ046	Top Eastern

Platinum, Gold, Silver and Bronze level Sales Volume Performance Annual Award winners earn a letter of recognition and appreciation, a custom plaque and a luggage tag. The Top Regional Sales Consultants and Sales Managers receive a **\$1,000 cash bonus**; the Top National Sales Consultant and Sales Manager receive **an additional \$1,000 bonus**. Awards are scheduled to be delivered in March 2015.

To qualify for STAR Recognition Awards, you must achieve these annual sales volumes:

LEVEL	SALES CONSULTANTS	SALES MANAGERS
Platinum	450+ units sold	1300+ units sold
Gold	350 – 449	900 – 1299
Silver	250 – 349	600 – 899
Bronze	150 – 249	400 – 599

SALES MANAGERS – PLATINUM TOP 10

John Kenny	2,956 sales	Coconut Creek Hyundai
Pedro Casal	2,937 sales	Doral Hyundai
Danielle Gerbino	2,860 sales	Hardin Hyundai
Suleiman Ebrahim	2,211 sales	South Point Hyundai
Kevin Szura	1,980 sales	Henderson Hyundai
Jeffrey Kunz	1,854 sales	Green Hyundai
Raul Gomila	1,817 sales	Napleton's Hyundai
Frank Pena	1,761 sales	Potamkin Hyundai
Gordon Hatch	1,751 sales	Fitzgerald's Countryside
Aleksey Khazanov	1,639 sales	Hudson Hyundai

SALES MANAGERS – SILVER TOP 10

Vernon Tara	883 sales	Capitol Hyundai
Lucas Lugo	882 sales	Braman Hyundai
Roosevelt May	877 sales	Huffines Hyundai Plano
Ron Schey	865 sales	King Hyundai
Joseph Foster	861 sales	Vision Hyundai
Joel Allen	856 sales	AutoNation Hyundai Mall
Alan Masterson	856 sales	Dennis Hyundai
Matthew Auffenberg	853 sales	Auffenberg Hyundai
Javed Rasheed	848 sales	Norm Reeves Hyundai
Karen Westervelt	847 sales	Orlando Hyundai

SALES MANAGERS – GOLD TOP 10

Daniel Toomey	1,297 sales	Orlando Hyundai
Drew Hill	1,260 sales	Autofair Hyundai
Robert Cox	1,193 sales	Hub Hyundai
Michael Boccanfuso	1,187 sales	Route 2 Hyundai
Eric Thompson	1,156 sales	Key Hyundai
Derek Johnson	1,154 sales	Luther Bloomington Hyundai
Andrew Sulley	1,151 sales	Hackettstown Hyundai
Steve Yancoskie	1,150 sales	Danbury Hyundai
Thomas Sakiewicz	1,144 sales	Southern States Hyundai
Phillip Wartley	1,110 sales	Tulsa Hyundai

SALES MANAGERS – BRONZE TOP 10

David Novak	599 sales	Pugi Hyundai
John Perillo	599 sales	Lester Glenn Hyundai
Frank Simeone	598 sales	Lester Glenn Hyundai
Richard Vaughn	598 sales	Ron Marhofer Hyundai
Roy Gilliam	598 sales	Dick Smith Hyundai
Thi Nguyen	598 sales	Hyundai of Kirkland
Alain Ruiz	597 sales	Lehman Hyundai
Alark Patel	595 sales	Springfield Hyundai
Chris Tucker	594 sales	Oxnard Hyundai
George Bicos	594 sales	Pugi Hyundai

A complete list of all 2014 STAR Recognition and Longevity winners is posted on:

www.HyundaiProductInformation.com

STAR

RECOGNITION 2014

TOP NATIONAL SALES CONSULTANTS:

William Parente	569 sales	FL108	Top National
William Parente	569 sales	FL108	Top Southern
Thomas Toscas	523 sales	CA293	Top Western
William Beech	431 sales	AL029	Top South Central
Joseph Ippolito Jr.	384 sales	NJ005	Top Eastern
Frank Torres	347 sales	IL073	Top Central

SALES CONSULTANTS – PLATINUM

William Parente	569 sales	Hyundai of New Port Richey
Thomas Toscas	523 sales	Hardin Hyundai

SALES CONSULTANTS – GOLD

William Beech	431 sales	Palmer's Airport Hyundai
Paul Workman	412 sales	Jason Pilger Hyundai
Steven Yee	410 sales	Capitol Hyundai
Joseph Ippolito Jr.	384 sales	Towne Hyundai
Salvatore Cuomo	381 sales	Lester Glenn Hyundai
Amparo Whitis	375 sales	AutoMax Hyundai
Sandra Redway	359 sales	Atlantic Hyundai

SALES CONSULTANTS – SILVER TOP 10

Frank Torres	347 sales	McGrath City Hyundai
Ronald Youn	343 sales	Planet Hyundai
Chris McGregor	342 sales	Hardin Hyundai
John Lyons	340 sales	Coastal Hyundai
Mike Casanova	336 sales	Hyundai of New Port Richey
Robert Dinella	329 sales	Ettleson Hyundai
Hans Ham	326 sales	Hardin Hyundai
Yasser Soliman	323 sales	Puente Hills Hyundai
Kyoung Choi	322 sales	Romero Hyundai
Stanley Becker	319 sales	Eckert Hyundai

SALES CONSULTANTS – BRONZE TOP 10

Marc Dinetz	249 sales	Hyundai City
Odesho Youkhana	249 sales	Planet Hyundai
Hsiu Yu	248 sales	Hardin Hyundai
Timothy Engle	248 sales	McCafferty Hyundai
Bernie Jaras	248 sales	Bowser Hyundai
Stephen Harrington	246 sales	Coconut Creek Hyundai
Robert Zvonchenko	245 sales	Hyundai of Wesley Chapel
Fred Supnick	244 sales	Hyundai City
Navid Aghaseyedtaher	244 sales	Alexandria Hyundai
Michael Patten	242 sales	Hyundai of New Port Richey

26 years: James Maul, Northtown Hyundai
Lou Viapiano, Northtown Hyundai
Bruce Spratford, Butler Hyundai
Dexter Dove, Lee Hyundai

24 years: Christopher Gleason, Prince Hyundai
Nancy Kogoy, Joe Holland Hyundai
James Diskin Jr., Carmack Hyundai
Rita Anderson, Ken Vance Hyundai

STAR COMMITMENT LONGEVITY AWARDS

Years/Recipients	Award (plus lapel pin)—3,896 total recipients for 2014
2 Years—1,432	Barrington 4" x 6" Leather Photo Frame
4 Years—891	High Sierra Sport Backpack
6 Years—476	Swiss Army His or Her Field Watch
8 Years—361	Waterford Lismore Pen
10 Years—251	Nambe Platter
12 Years—277	Brass Presentation Clock
14 Years—98	Ogio Pull through Rolling Duffel AND Fugitive Backpack
16 Years—53	Mahogany Gift Box AND \$200 in American Express Gift certificates
18 Years—26	Saxon Leather Jacket
20 Years—14	Cutter & Buck Weekender Duffel AND a Marriott Experience Award Gift Card (\$450 value) to be used as cash at any Marriott Hotel
22 Years—9	\$500 in American Express gift certificates AND a Marriott Experience Award Gift Card (\$450 value) to be used as cash at any Marriott Hotel
24 Years—4	\$1,000 in AmEx gift certificates AND a Marriott Experience Award Gift Card (\$450 value) to be used as cash at any Marriott Hotel
26 Years—4	\$1,500 in AmEx gift certificates AND a Marriott Experience Award Gift Card (\$450 value) to be used as cash at any Marriott Hotel
28 Years—0	\$2,000 in AmEx gift certificates AND a Marriott Experience Award Gift Card (\$450 value) to be used as cash at any Marriott Hotel

COMPETITIVE COMPARISON SHEET:

2015 SONATA HYBRID TOPS ITS CLOSEST COMPETITORS

KEY HYBRID CUSTOMER VALUE FEATURES:

- 4.2-in. LCD advanced trip computer with Hybrid display
- Supervision instrument cluster with Eco guide
- Nickel-Metal Hydride battery is lighter and smaller and comes with lifetime hybrid battery warranty
- Standard Blue Link[®] and side mirror mounted turn signals
- LED headlight accents and LED combination taillights



vs. 2015 TOYOTA CAMRY HYBRID LE:

- Lower MSRP (\$26,000 vs. \$26,790)
- More horsepower (gas engine: 159 hp vs. 156 hp)
- Lithium Polymer battery technology vs. Nickel Metal Hydride
- 6-speed SHIFTRONIC[®] automatic transmission vs. CVT
- Blue Link[®] Telematics System std. vs. not available on LE
- 16-inch alloy wheels standard vs. 16-inch steel wheels
- Fog lights std. vs. standard only on XLE trim level
- Speed-sensitive intermittent wipers std. vs. not available
- More front leg room (45.5 in. vs. 41.6 in.)

vs. 2015 HONDA ACCORD HYBRID:

- Lower MSRP (\$26,000 vs. \$29,305)
- 18 horsepower more (gas engine: 159 hp vs. 141 hp)
- More torque (gas engine: 154 lb.-ft. vs. 122 lb.-ft.)
- Lithium Polymer battery technology vs. Lithium Ion
- 6-speed SHIFTRONIC[®] automatic transmission vs. CVT
- Blue Link[®] Telematics System standard vs. not available
- Fog lights standard vs. not available
- More front leg room (45.5 in. vs. 42.5 in.)

vs. 2015 FORD FUSION SE HYBRID:

- Lower MSRP (\$26,000 vs. \$27,380)
- 18 horsepower more (gas engine: 159 hp vs. 141 hp)
- More torque (gas engine: 154 lb.-ft. vs. 129 lb.-ft.)
- Lithium Polymer battery technology vs. Lithium Ion
- 6-speed SHIFTRONIC[®] automatic transmission vs. CVT
- Blue Link[®] Telematics System standard vs. not available
- Fog lights standard vs. optional
- Heated front seats standard vs. optional
- More front leg room (45.5 in. vs. 44.3 in.)

vs. 2015 LEXUS CT200h:

- Considerably lower MSRP (\$26,000 vs. \$32,200)
- 62% more horsepower (gas engine: 159 hp vs. 98 hp)
- More torque (gas engine: 154 lb.-ft. vs. 105 lb.-ft.)
- More overall hybrid system horsepower (199 hp vs. 134 hp)
- Lithium Polymer battery technology vs. Nickel Metal Hydride
- 6-speed SHIFTRONIC[®] automatic transmission vs. CVT
- Heated front seats standard vs. optional
- More front head room (40.0 in. vs. 38.3 in.)
- More front leg room (45.5 in. vs. 42.1 in.)
- More rear leg room (34.6 in. vs. 32.9 in.)
- Considerably larger interior (103.8 cu. ft. vs. 86.1 cu. ft.)

vs. 2014 ACURA ILX HYBRID *(discontinued for MY2015):*

- Lower MSRP (\$26,000 vs. \$28,900)
- 43% more horsepower (gas engine: 159 hp vs. 111 hp)
- More overall hybrid system horsepower (199 hp vs. 134 hp)
- Lithium Polymer battery technology vs. Lithium Ion
- 6-speed SHIFTRONIC[®] automatic transmission vs. CVT
- Blue Link[®] Telematics System standard vs. not available
- HomeLink[®] standard on Limited vs. not available
- Considerably larger interior (103.8 cu. ft. vs. 89.3 cu. ft.)

NOTE: This competitive comparison is based on published 2014 and 2015 model information found on manufacturers' websites or in Owner's Manuals as of February 2015. Information subject to change without notice. No warranty or guarantee is being extended and Hyundai reserves the right to change product specifications and equipment at any time without incurring obligation.

IQS NEWS:

HMA DELIVERY QUALITY: AGED DEALER STOCK PROCEDURES

Dealer Stock Inspections should occur every 30 days on aged dealer stock (greater than 90 days of vehicle storage). To improve new owner satisfaction, Hyundai must ensure every new car delivered is in clean and undamaged condition. To aid you in performing new car inventory maintenance, all aged dealer stock vehicles must be inspected for all items listed on this page:

17 STEPS EVERY 30 DAYS - AGED DEALER STOCK PROCEDURE	
1	Start and run engine 20 minutes at 1,200 – 1,500 RPM with all accessory power off
2	Move vehicle a minimum of one car length (12 inches if there's capacity issues)
	Interior inspection:
3	Carpets/Door Panels: no dirt, stains or damage
	Exterior inspection:
4	Paint: clean, no fallout (bird droppings), or discoloration
5	Panels: no dings, dents, scratches, scuffs or scrapes
6	Trim: clean, undamaged
7	Wheels & Tires: properly inflated, clean, undamaged and match
8	Sticker or chalk mark on uppermost part of left front wheel every 30 days
	Operation Inspection:
9	Clock: set to current time
10	AM/FM/XM/Bluelink operational
11	Windows fully operational
12	Horn, windshield wiper/washer operational
13	HVAC operational
14	Door locks operational (using remote if equipped)
15	Every 90 days -Midtronic GR8-1270 Diagnostic Battery Test completed and the test results printout kept on file
16	Signed and dated PDI check sheet visible on driver side dashboard
17	Recurring 30 day aged maintenance signed and dated

REMEMBER:

Every day, we're judged on the initial quality of the vehicles we deliver—a clean car, inside and out, with a full tank of fuel, and a quality delivery go a long way. Another good exercise for each customer—be sure they can operate the lights, wipers and fuel door release before they leave. Little things go a long way when it comes to customer satisfaction.

PRIORITY PRACTICES:

NEGOTIATION STYLE— WHICH STYLE ARE YOU?

Can you adapt your negotiation style to each customer you meet? *It could make the difference in your bottom line.*

Vince Lombardi once said, “Winning isn’t everything – it’s the *only* thing.” When it comes to negotiating though, it’s possible to win the sale, but *lose* the negotiation; or to win the negotiation, only to lose out on repeat and referral business because the customer wasn’t fully satisfied. Regardless of who comes out on top, win-lose negotiations aren’t good for either you or the customer. There is a better way to work.

The most successful Hyundai salespeople realize that all negotiations must result in a “win” for *both* parties. Here’s what you can do to become a champion negotiator:

Adapt your game plan to your customer

Top negotiators are flexible, adapting their styles to the people with whom they are negotiating. To do this, start by identifying your own style. Professor G. Richard Shell has described five fundamental styles of negotiation:

1. **Accommodators** try to keep everyone happy, even at their own expense. They are sensitive to the emotional states, body language, and verbal signals of other parties. If you could get inside their heads, you’d hear: “I’ll lose so that you can win—but I’ll feel bad about it afterwards.”
2. **Avoiders** do not like to negotiate and try to avoid it at all costs. These are normally people who hate confrontation, though sometimes avoidance can be used as a negotiation tactic to force the other party to the bargaining table. True avoiders think: “I hate the game so much that I won’t play at all.”
3. **Compromisers** just want to get it over with, hoping to close the deal as quickly and painlessly as possible. They’re the types who think, “I’d settle for lose-lose just to get this over with.”
4. **Competitors** just want to win as much for themselves as possible. “I win, you lose. Period.”

Collaborators or problem solvers try to do the thinking for both themselves and the other party. They can think outside of the box and come up with creative solutions that suit everyone’s needs. These negotiators work to reach “win-win” for both the store and the customer.

Collaborators usually make the most effective negotiators because they can view the deal through the other party’s eyes. They also know that the more they build relationships beforehand, the less time and effort will need to be spent on negotiating.



Develop a scouting report

Identify your customer’s preferred negotiating style during the needs assessment by asking questions about their last car-buying experience. “How did the sales process go when you bought your Camry? What did you like about it? What surprised you?” Be empathetic and ask follow-up questions. Then, use what you’ve learned to show the advantages of your store’s negotiation process: “Earlier you said you hated the ‘back and forth’ when you bought that Camry. That’s not the approach we take. *We [describe your store’s sales process here].* So, we’ll be able to get you the best deal without a lot of back and forth.” Being honest and transparent becomes a competitive advantage.

Have long-term goals

Great teams get the “big picture” and know that one game doesn’t make or break a season. Sales champs can put their egos aside and let their more competitive customers enjoy some small victories. The more competitive the customer, the more likely they are to brag to their friends about the good deal that they got—and that bragging is “word of mouth” advertising for your store.

Deliver in the clutch

Champions deliver when it counts the most. And so will you—if you take the time for a complete, personalized delivery of your customer’s new Hyundai, no matter how difficult the negotiations process was. The more valuable their new Hyundai is to them, the more likely they will leave your store feeling like a winner, regardless of their negotiation style. The game of sales boils down to winning a customer’s business. Don’t just play to win—play to win-win.

