



JANUARY SALES: 45,011 UNITS

## Record-Setting January: Tucson Sales Up 72%!

You ended the year on a high note by setting a new sales record, and then you backed it up with the best January in Hyundai Motor America history—**congratulations!**

“We capitalized on demand in the crossover segment with Tucson sales soaring 72%,” said Derrick Hatami, Vice President of National Sales for Hyundai Motor America. “We’re poised to grab more of this segment as we introduce our refreshed 2017 Santa Fe and Santa Fe Sport at the Chicago Auto Show. Additionally, the new 2017 Elantra has already begun hitting your showrooms, and based on the positive media response at our launch, we expect to see great things from Elantra in 2016.”

Here are the sales highlights for January:

- **Sonata**—our #1 selling car at 15,209 units, up 23%
- **Elantra**—our #2 selling car at 9,885 units
- **Accent**—5,050 units, up 14%
- **Veloster**—2,023 units, up 55%
- **Tucson**—our #1 selling CUV at 5,218 units, up 72%

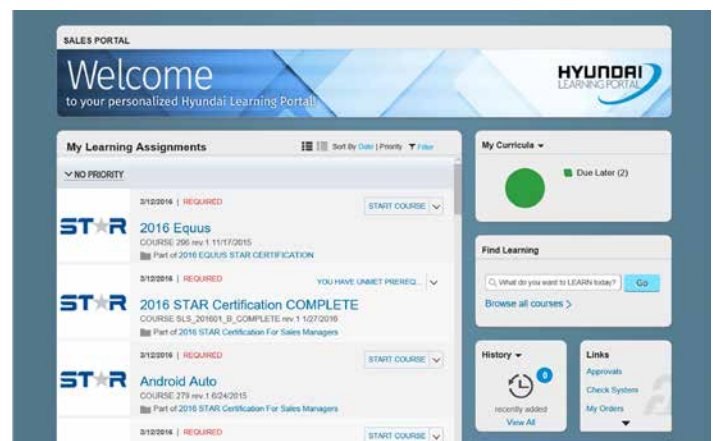
In addition, two new TV ads aired during Super Bowl 50, exposing Hyundai to millions and millions of people, so more customers should be thinking Hyundai and coming to your dealership—**be prepared!**

### IN THIS ISSUE:

- |                    |                  |
|--------------------|------------------|
| Tips From the Pros | Blue Link News   |
| Fun Facts          | Product News     |
| In The News        | STAR Recognition |

## Hyundai Dominates Super Bowl Ads with Three Out of the Top Six!

Hyundai did something that no other automaker has been able to do for the past 28 years—win the USA TODAY Ad Meter Crown. The spot, “First Date,” beat out 63 other Super Bowl 50 commercials. Hyundai’s impressive performance also included a fifth and sixth place finish for “Ryanville” and “The Chase” respectively, meaning Hyundai finished with three of the top six highest rated ads! [Click here](#) to read the USA Today story.



### TRAINING NEWS

## New Hyundai Learning Portal

Information is power and there is an all-new Hyundai Learning Portal (HLP) that will help you excel in your job, providing you with quick and easy access to the resources you need to accelerate your path to certification.

This new HLP is your one-stop site that allows you to:

- View the courses you need to complete for certification, sorted by due date.
- Print out your proof of completion for certification.
- Search any topic by typing in a word or phrase, or browse the entire catalog.

Today’s customers are more demanding—they want to work with product experts—and when you’re STAR certified, you have an education that can turbocharge your career!

TIPS FROM THE PROS

# A “Thank You” Card Goes a Long Way



This month’s tip comes from Justin Creasy at Chapman Hyundai in Phoenix, AZ: “I send out a thank you card for every purchase. I put the picture that I take of the customer in front of the vehicle that they just purchased on the front of the card and I always put a personal message inside it with my name and phone number. I also set up a campaign so they get cards from

me every 6 months and also on the anniversary of their purchase. I have received phone calls from people who are extremely excited about it and they always give me a perfect survey because of it!”

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



BLUE LINK® NEWS

## Push the Button: Voice Search

Did you know that every Blue Link®-equipped vehicle at your dealership (pre-RDR state) has the ability to demonstrate Destination Search powered by Google via Voice Search? In the month of December, 70% of dealers took advantage of the Navigation Demo feature but usage of the Voice demo is still low: 60% of dealers used Local Search vs. 37% using Voice Search. Voice Search is one of the most popular Blue Link features and was used nearly 1.8 million times in 2015.

This feature provides your customers with quick and accurate results for any point of interest or destination, and with vehicles equipped with next Generation Blue Link results are three times faster.

The Navigation Demo is a great way to tout this feature and the great Blue Link technology to every new customer. Every test drive in a Blue Link-equipped vehicle should include the use of Voice Search Destination Search.

## Follow-up Suggestions

That tip from Justin is spot-on—if you’re not following up once the deal is done, you could affect your long-term relationship with that customer. To maximize satisfaction with your follow-up, follow these Hyundai Priority Practices:

- **Immediately call the customer to say thanks**—if your customer left a home phone number, leave them a voice message as soon as they leave the dealership so it’s waiting for them when they get home.
- **Contact customers 48 hours after the sale**—this is your opportunity to make sure their new ownership experience is going smoothly and no issues have come up. Use their preferred method of communication—(home phone, cell phone, email, or text).
- **7 – 10 days after the sale**—follow up again to make sure they are taking advantage of everything their new Hyundai has to offer and ask if they have any questions about their vehicle’s advanced technologies.
- **Send a hand-written note**—like Justin did—to demonstrate to your customers that they are special!

### To use Destination Search powered by Google:

**1. Navigation Equipped Vehicles:**

Push the Navigation Services button



**Audio only vehicles:** Push the Blue Link button and say “new destination.”

**2.** Say the POI, category or address.



**3.** To improve the search results, you can say your POI “near”\_[location/city]\_ (i.e., Target near Fountain Valley), otherwise the vehicle location will be used.

**4.** For POIs that may be harder to pronounce (i.e., Sequoia), spelling the name or address of the destination will help search results.

### Destination Search Powered by Google Tips:

- For systems that read back the POI they searched for up to five nearby choices will be read to the customers. Say “next” to hear the multiple matches, “download” if it is the correct location, or “try again” if none of the choices are correct and the customer wants to start over.
- If you say “download,” depending on whether the vehicle is an audio or navigation system, the vehicle will provide turn-by-turn directions or instructions on the navigation head unit.
- For vehicles that display search results the user will be able to select and route to their desired location using the Navigation screen.

FUN FACTS

## March Madness: Appeal to “Fanatic” Fans



February is the perfect time to plan a **March Madness** promotion. Here's why:

- Ad spending on March Madness is over \$1 billion—advertisers spend big bucks to reach this audience.
- Fans sacrifice sick days for March Madness.
- Some offices let employees watch March Madness at work.
- The first NCAA Tournament kicked off in 1939 with only eight teams.
- All four No. 1 seeds have only advanced to the Final Four just one time.
- A No. 16 seed has never defeated a No. 1 seed.

March Madness creates grassroots enthusiasm and support. If you have a local college or university that is in the tournament, this is a natural to promote your support for that team. If you have no team in the area, it still makes sense to promote that you support the event. Here are some suggestions on how to create a March Madness promotion:

- **Create a Bracket Contest and Giveaway**—have people come in to create their March Madness bracket.
- **Run a parallel bracket competition** for the sales team at your dealership.
- **Focus on Local Teams**—generate newsworthy events that support your promotion and local schools.
- **Create Promotional Items**—print your dealership's name and contact information on mini foam basketballs, key chains, refrigerator magnets, etc.
- **Put a Pop-A-Shot on the sales floor**—rent a mini-basketball game for a few weeks and have customers see how many baskets they can make in 15 seconds. The more baskets, the better their discount.
- **Use social media to announce your March Madness promotion**—use Facebook, Twitter, Instagram.

While we've been talking about March Madness, “March Madness” is a trademarked term and cannot be used in your advertising. So your first task is to create a theme that hypes the event without violating their trademark.

By creating a promotion tied into March Madness, you have the ability to cut through the clutter to reach a broad group of prospective Hyundai buyers!

PRODUCT NEWS

## 2017 Elantra Offers Android Auto™ and Apple® CarPlay



Today's new car buyers not only want a vehicle that's stylish and safe, economical and fun to drive, they also want one that provides the ideal interface with their smartphone. That's why the all-new 2017 Elantra is compatible with Apple® CarPlay and Android Auto™.

- CarPlay lets drivers make calls, get directions optimized for traffic conditions, listen to music, and access messages. Siri provides drivers an eyes-free experience by responding to requests through voice commands that are easily and directly accessed through the steering wheel's voice button.
- Android Auto provides seamless and intuitive operation of the most commonly used smartphone functions including navigation with Google Maps™, streaming audio, voice-controlled search capabilities and over 40 approved smartphone apps.

The CarPlay roster of supported apps can be found at the following link: <http://www.apple.com/ios/carplay/>

Android Auto's app roster can be found here: [g.co/androidauto](http://g.co/androidauto).

In the near future, Hyundai will have additional information regarding the availability of CarPlay and Android Auto on other models.

Be sure you are familiar with both of these systems so you can answer your customer's questions, and can demonstrate how they operate—that will help close the sale and keep your customers satisfied.



## 2017 Santa Fe Sport: Pricing and EPA Fuel Economy

CUVs continue to be hot, and the 2017 Santa Fe Sport will be arriving soon at your dealership. Pricing and EPA fuel economy estimates have been released—be sure you’re up to speed on this important information:

Pricing:	Suggested Retail
Santa Fe Sport—Front-Wheel Drive	\$25,350
Santa Fe Sport—All-Wheel Drive	\$27,100
Santa Fe Sport 2.0T—FWD	\$31,700
Santa Fe Sport 2.0T—AWD	\$33,450
Santa Fe Sport 2.0T Ultimate—FWD	\$36,500
Santa Fe Sport 2.0T Ultimate—AWD	\$38,250
2.4L Popular Equipment Package	\$ 1,500
2.4L Premium Equipment Package	\$ 3,550
2.4L Tech Package	\$ 3,650
2.0T Ultimate Tech Package	\$ 1,550
Freight	\$ 895

### EPA Fuel Economy\*:

Fuel Economy		Sport	Sport 2.0T	Sport 2.0T
City / Highway / Combined	FWD	21/27/24	20/28/23	20/27/23
	AWD	20/26/22	19/26/22	19/24/21

\* Fuel economy estimated by EPA for comparison only. Your actual mileage may vary with options, driving conditions, driving habits and the vehicle’s condition.

### IN THE NEWS

## Sonata: IIHS Top Safety Pick+ Award



The 2016 Sonata earned the Insurance Institute of Highway Safety’s highest accolade for safety—a 2016 TOP SAFETY PICK+ award. The IIHS TOP SAFETY PICK+ award helps consumers select vehicles that offer the highest level of crash protection. “While the Sonata received the same TOP SAFETY PICK+ award in 2015, the vehicle’s structure was improved to raise the small overlap front ratings from acceptable to good,” said Adrian Lund, IIHS President. “With a more rigorous test environment for 2016, receiving another TOP SAFETY PICK+ award acknowledges Hyundai’s commitment to occupant safety by consistently engineering strength and quality improvements into its vehicles.”



## Sonata Hybrid: Best New Car Award

The 2016 Sonata Hybrid Limited was named a winner in *Good Housekeeping/Car and Driver’s* inaugural **2016 Best New Car Awards**. Praised for its outstanding fuel economy and refined powertrain, the vehicle received the award in the “eco” category, besting competitors like the Ford Fusion Hybrid and Toyota Camry Hybrid. “The Sonata Hybrid not only offers buyers great value at the pump, it’s also packed with technology and convenience features like blind spot detection, lane departure and forward collision warnings,” said Jane Francisco, Editor in Chief, *Good Housekeeping*.



## Tucson Named to AAA's Top Pick List

The 2016 Tucson was named a winner in AAA's *Top Vehicle Picks* for 2016, taking home the award in the small SUV category. "The 2016 Tucson represents a massive step forward for Hyundai in the small SUV category," said Jim Prueter, automotive journalist, AAA. "The car's design is guaranteed to turn heads, and with a massive selection of standard equipment, the vehicle delivers excellent value to customers."

## Santa Fe Makes Autotrader's "Must Shop" CPO List

Experts at *Autotrader* have rounded up 10 CPO non-luxury vehicles that savvy car shoppers should consider—and the 2013–2015 Santa Fe made the list. "Cost-conscious shoppers will find that Certified Pre-Owned vehicles are a great bridge between used and new cars offering the peace of mind they want with a price tag they can afford," said Brian Moody, Executive Editor at *Autotrader*.

## J.D. Power Initial Quality Study: Make a Positive First Impression

Every customer who buys a 2016 model year Hyundai through the end of February is eligible to receive the **J.D. Power® Initial Quality Study<sup>SM</sup>**—so work closely with every customer to ensure they are thoroughly satisfied with their new Hyundai and know to call you if they have any questions.



## Hyundai Tournament of Champions

The PGA TOUR's Hyundai [Tournament of Champions](#) took place in January, held at the famous Plantation Course at the Kapalua Resort and was won by Jordan Spieth. The Hyundai Tournament of Champions is centered on giving back to the community, and since the tournament's inception in 1999, the tournament and its host organizations have donated more than \$5.3 million to Maui community charities and that will only grow after this year's event.

## Hyundai to Sponsor PGA Event in Los Angeles

Beginning in 2017, Hyundai will be the new title sponsor of the PGA TOUR's longstanding tournament at Riviera Country Club in Los Angeles. "The PGA TOUR's Los Angeles tournament is the signature golf event in the country's second-biggest market, is broadcast nationally on CBS and is located in the backyard of Hyundai's headquarters in Orange County," said Dave Zuchowski, President and CEO, HMA. "During the past six years, we've continued to expand our relationship with the game of golf and there is no better tournament for us to be associated with. We can't wait to showcase Hyundai vehicles to the millions of Los Angeles golf fans and those watching on TV and, most importantly, continuing the event's long history of charitable activities."

"Considering that Hyundai Motor America is headquartered and heavily invested in the greater Los Angeles area, this is a perfect fit for Hyundai's long-term vision and goals as a tournament sponsor," said PGA TOUR Commissioner Tim Finchem.



## RECOGNITION 2015

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 Managers and Sales Consultants receive a **\$1,000 cash bonus**; the Top National Sales Manager and Sales Consultant receive **an additional \$1,000 bonus**. Awards are scheduled to be delivered in March 2016. 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

### TOP NATIONAL / REGIONAL SALES MANAGERS:

Pedro Casal	3,046 sales	FL110	Top National
Pedro Casal	3,046 sales	FL110	Top Southern
Danielle Gerbino	2,468 sales	CA293	Top Western
Aleksey Khazanov	1,909 sales	NJ046	Top Eastern
Jeffrey Kunz	1,698 sales	IL018	Top Central
Suleiman Ebrahim	1,663 sales	TX171	Top South Central

### SALES MANAGERS – PLATINUM

Pedro Casal	3,046 sales	Doral Hyundai
John Kenny	2,709 sales	Coconut Creek Hyundai
Danielle Gerbino	2,468 sales	Hardin Hyundai
Aleksey Khazanov	1,909 sales	Hudson Hyundai
Jason Montalvo	1,743 sales	Atlantic Hyundai
Rocco Auriemma	1,738 sales	Paramus Hyundai
Jeffrey Kunz	1,698 sales	Green Hyundai
Suleiman Ebrahim	1,663 sales	South Point Hyundai
Kirk Preiss	1,652 sales	Garden Grove Hyundai
Robert Watson	1,526 sales	Family Hyundai

### SALES MANAGERS – GOLD TOP 10

Cesar Martinez	1,291 sales	Hyundai of El Paso
Michael Morris	1,283 sales	Hyundai of New Port Richey
Jonathan Stern	1,281 sales	Advantage Hyundai
Kevin Wilkerson	1,256 sales	Hyundai of New Port Richey
Laurence Hedge	1,252 sales	Millennium Hyundai
Frank Sanchez	1,246 sales	Coconut Creek Hyundai
Patrick Wooldridge	1,233 sales	Hyundai of New Port Richey
Michael Boccanfuso	1,225 sales	Route 2 Hyundai
Thomas Hollingsworth	1,173 sales	Ettleson Hyundai
Alonzo Allen	1,173 sales	South Loop Hyundai

### SALES MANAGERS – SILVER TOP 10

Raymond Saccomano	893 sales	Arapahoe Hyundai
Lucas Lugo	891 sales	Braman Hyundai
Mark Cooper	888 sales	Ourisman Hyundai of Bowie
Bill Saul	879 sales	Harbor Hyundai
Russell Kutrosky	875 sales	Keyes Hyundai
Jon McFarland	873 sales	Columbia Hyundai
Richard Smith	871 sales	Wright Hyundai
Alan Masterson	866 sales	Dennis Hyundai
Gregory Hapke	865 sales	Wolfchase Hyundai
Robert Murray	864 sales	Garvey Hyundai

### SALES MANAGERS – BRONZE TOP 10

Scott Eisenberger	598 sales	Wallace Hyundai
Jeremy Cross	595 sales	Ron Marhofer Hyundai
Steve Liewald	593 sales	Tustin Hyundai
Pete Pollino	592 sales	Sport Hyundai
Maurice Moody	590 sales	Key Hyundai of Milford
John Knight	589 sales	O'Brien Hyundai Fort Myers
Matthew Nam	586 sales	Advantage Hyundai
James Morgan	585 sales	Crain Hyundai of Fayetteville
Kyle Lee	584 sales	Orlando Hyundai
Jamail Pritchett	579 sales	Heritage Hyundai Towson



## RECOGNITION 2015

### TOP NATIONAL / REGIONAL SALES CONSULTANTS:

Thomas Toscas	700 sales	CA293	Top National
Thomas Toscas	700 sales	CA293	Top Western
William Parente	461 sales	FL108	Top Southern
Eric Furst	424 sales	NY058	Top Eastern
Robert Dinella	403 sales	IL066	Top Central
Trace Linam	402 sales	AL022	Top South Central

### SALES CONSULTANTS – PLATINUM

Thomas Toscas	700 sales	Hardin Hyundai
Raffi Gaprilian	515 sales	Woodland Hills Hyundai
Ronnie Colvin	505 sales	Temecula Hyundai
Dongwoo Kim	472 sales	Hyundai of Kirkland
William Parente	461 sales	Hyundai of New Port Richey
Steven Yee	459 sales	Capitol Hyundai

### SALES CONSULTANTS – GOLD TOP 10

Christopher Paige	430 sales	Holler Hyundai
Eric Furst	424 sales	Plaza Hyundai
Sky Kim	420 sales	Norm Reeves Hyundai
Sandra Redway	418 sales	Atlantic Hyundai
Robert Dinella	403 sales	Ettleson Hyundai
Trace Linam	402 sales	Team One Hyundai of Gadsden
Joseph Ippolito Jr.	397 sales	Towne Hyundai
Ramon Urieta	385 sales	Garden Grove Hyundai
Jeffery Draper	382 sales	Team One Hyundai of Gadsden
Ted Choi	381 sales	Ontario Hyundai

### SALES CONSULTANTS – SILVER TOP 10

Ronald Dancy	332 sales	Team One Hyundai of Gadsden
Stephen Harrington	332 sales	Coconut Creek Hyundai
Fred Supnick	325 sales	Hyundai City
Edward Kennedy	324 sales	Atlantic Hyundai
Patrick Amoriello	324 sales	Coconut Creek Hyundai
Gerald Michalak	320 sales	Absolute Hyundai of Mesquite
Lawrence Ruzagiliza	319 sales	Hyundai Inland Empire
Chi Chuang	319 sales	Puente Hills Hyundai
Mark DeSantis	315 sales	Vision Hyundai
Alejandro Ruiz	313 sales	Win Hyundai Carson

### SALES CONSULTANTS – BRONZE TOP 10

Robert Betancourt II	249 sales	Doral Hyundai
Mary Short	248 sales	Baxter Hyundai
Christopher Pursley	248 sales	Ron Marhofer Hyundai
Robert Awn	248 sales	Huntington Hyundai, Inc.
Willie Rodriguez	248 sales	Millennium Hyundai
Catherine Mercado	246 sales	Advantage Hyundai
Kyle Hill	246 sales	Fred Beans Hyundai
Adan Hernandez	246 sales	O'Brien Hyundai of Fort Myers
Anthony Fisher	246 sales	Hyundai of Las Vegas
Lisa Priest	245 sales	Sterling McCall Hyundai
Lawrence Moore	245 sales	Frank Hyundai

<b>28 Years:</b>	David Choi, Loren Hyundai Timothy Tweed, Hatfield Hyundai
------------------	--

<b>26 Years:</b>	Custodio Santos, Global Hyundai Carol Chura, Savage Hyundai Stanley Fyall, Pohanka Hyundai of Salisbury Rick Longwell, Hatfield Hyundai Joseph Ippolito Jr., Towne Hyundai
------------------	--

### STAR LONGEVITY AWARDS

Years/Recipients	Award (plus lapel pin)—4,364 total recipients for 2015
2 Years—1,889	Barrington 4" x 6" Leather Photo Frame
4 Years—845	High Sierra Sport Backpack
6 Years—507	Swiss Army His or Her Field Watch
8 Years—328	Waterford Lismore Pen
10 Years—266	Nambe Platter
12 Years—230	Brass Presentation Clock
14 Years—184	Ogio Pull through Rolling Duffel AND Fugitive Backpack
16 Years—59	Mahogany Gift Box AND \$200 in American Express Gift certificates
18 Years—29	Saxon Leather Jacket
20 Years—7	Cutter & Buck Weekender Duffel AND a Marriott Experience Award Gift Card (\$450 value) to be used as cash at any Marriott Hotel
22 Years—4	\$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—9	\$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—5	\$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—2	\$2,000 in AmEx gift certificates AND a Marriott Experience Award Gift Card (\$450 value) to be used as cash at any Marriott Hotel