

COVER STORY

New 2016 STAR Recognition Program

No one ever said that being a retail automotive sales consultant or sales manager is easy. The hours are long and the demands from your customers and your employers can be great. To toil as a sales consultant or sales manager successfully, year after year, demonstrates immense knowledge, skill, dedication and tenacity—and it's deserving of abundant recognition and rich rewards.

That's why Hyundai has redesigned the STAR Recognition program for 2016—to show our appreciation for your loyalty and outstanding sales performance. Loyal, top-performing sales consultants and sales managers will be eligible to receive recognition and rewards in two categories: Sales Performance and Years of Service.

Sales Performance Awards

At the end of the calendar year, your sales performance could place you in one of four tiers: **Bronze, Silver, Gold or Platinum.**

REWARDS LEVEL	2016 SALES VOLUME	
	Sales Consultant	Sales Manager
Bronze	150-249	400-599
Silver	250-349	600-899
Gold	350-449	900-1,299
Platinum	450+	1,300+

Qualify and you will be awarded with a plaque and letter of recognition honoring your sales achievement. In addition, a \$1,000 prepaid Visa will be awarded to the top sales consultant and sales manager in each region. Plus, an additional \$1,000 prepaid Visa will be awarded to the top sales consultant and sales manager in the nation.

And, as always, the winners in each category will receive special recognition here in The Sales Edge.



Years of Service Awards

We are grateful for those employees who choose to spend their career with Hyundai, which is why we honor your years of loyalty with meaningful, memorable and motivational awards:

- Years of Service awards are presented on your first, second and fifth anniversary as a Hyundai dealership sales team member, and every five years thereafter (up to 30 years).
- The program has been enhanced this year to allow award winners to select a gift of their choice.

Make the Commitment to be a STAR

Naturally, there's some fine print. For example, you must be STAR Certified to qualify for Sales Performance awards, and only sales of eligible Hyundai vehicles count. You can find out all the details at hyundaistarrecognition.com. And if you have questions, you can contact Hyundai STAR Recognition Program Headquarters by calling (888) 322-1025 or via email at ContactUs@HyundaiStarRecognition.com.

Armed with an understanding of the program and with your eyes on the prize(s), you'll find that the new STAR Recognition program gives you more reasons than ever to sell Hyundai—and stay with Hyundai.

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IN THE NEWS

Tucson: Only Small SUV to Receive Good Ratings in Small-Overlap Crash Tests

The Insurance Institute for Highway Safety (IIHS) has released its latest small-overlap crash test ratings, and the Tucson is the only vehicle in the Small SUV category to receive Good ratings—the highest possible—for both driver and passenger. “Our 2016 Tucson’s Good rating for both driver and passenger in the demanding IIHS small overlap crash test reflects our commitment to passenger safety at every level. We’re certainly proud of our Tucson’s industry-leading performance in the small SUV category,” said Mike O’Brien, Hyundai Motor America’s vice president of corporate and product planning.

Hyundai Ranks Second Among All Non-Premium Brands in Initial Quality

J.D. Power and Associates recently released its 2016 U.S. Initial Quality Study (IQS), which measures problems experienced by vehicle owners during the first 90 days of ownership. And there’s great news: Hyundai ranked second among all 20 non-premium brands, and third overall, beating such brands as Toyota, Honda, BMW, Lexus and Mercedes-Benz.



In addition, both the Accent and Azera were recognized for having the highest initial quality in their segments. Tucson, Elantra, Veloster and Genesis also ranked in the top three in their segments. The Hyundai overall score was 92 problems per

100 vehicles, 13 fewer problems than the industry average and three fewer problems than last year (when Hyundai ranked fourth overall).

“We take the improvement of quality on our existing models seriously, and also launch new vehicles with the highest quality right out of the gate. It is important to keep our customers happy with their vehicles. It starts with quality and continues with education on how to use their vehicle’s many features. Results like these demonstrate how well we connect with our customers on every level,” said Frank Ferrara, executive vice president, customer satisfaction, Hyundai Motor America.

The 2016 Initial Quality Study results are based on responses to a 233-item questionnaire from more than 80,000 purchasers and lessees of new 2016 model-year vehicles surveyed after 90 days of ownership.

Tucson and Azera Earn AutoPacific Vehicle Satisfaction Awards

The 2016 Tucson and Azera earned the top spots in the compact crossover SUV and large car categories, respectively, in AutoPacific’s 20th annual Vehicle Satisfaction Awards (VSAs). The VSAs are based on survey responses from more than 65,000 owners of new 2015 and 2016 model-year cars and light trucks; recognizing the most satisfying vehicles on the market. “New car buyers have come to expect quality. These awards show how Hyundai is also focused on their customer’s needs and desires,” said Daniel Hall, vice president, AutoPacific.

Tucson Named One of Ten Best Family Cars

Together with Edmunds.com, *Parents Magazine* named the Tucson as a 10 Best Family Car. “Hyundai’s Tucson has a spacious interior. Its clever two-stage reclining seats and plenty of legroom allow kids to kick back and relax,” says Dana Points, editor-in-chief, *Parents*. “Parents whose hands are always full will appreciate the handy tailgate that swings up automatically when you approach with the key in your pocket.” The Tucson will appear in the July 2016 issue of *Parents Magazine* and online at Parents.com.



Hyundai Motor America Named Top Green Company by Newsweek

Hyundai Motor Company was honored in the 2016 Newsweek Green Rankings as one of the world’s foremost corporations globally based on overall environmental performance. “Hyundai will continue to place importance on its eco-friendly Blue Drive® lineup in all segments. Part of this initiative is the arrival of the Hyundai Ioniq later this year, marking Hyundai’s very first car offered in three electric versions to debut in the U.S.,” said Mike O’Brien, VP, corporate and product planning, Hyundai Motor America.

New June Sales Record: 67,511 Units

Congratulations—you not only set a new monthly record for June, you also helped Hyundai have our best first six months of the year—ever—with year-to-date sales of 374,061 units.

“Our CUVs continued to be shining stars for the month and had their best all-time sales in June,” said Derrick Hatami, vice president of national sales for Hyundai Motor America.

All three CUVs continued to experience impressive sales gains compared to June 2015:

- Tucson—up 99%
- Santa Fe—up 93%
- Santa Fe Sport—up 69%

Keep up the momentum—you have a chance to make July a record-breaking month!

PRODUCT NEWS

How Your Customers Can Download Apple CarPlay and Android Auto—and How You Can Help

As we reported last month, Hyundai has added smartphone integration to several existing models via do-it-yourself installation. By becoming familiar with this process, you can be a resource for your customers if they have any questions during the upgrade process.

The software update compatible with Apple CarPlay® and Android Auto™ is now available at no cost to your customers through MyHyundai.com. And for those customers who want the upgrade, but do not feel comfortable with the process, the software can be installed by your dealership for an installation fee.

Compatible Systems

To complete the software upgrade, owners will need:

- Their vehicle identification number (VIN)
- A USB memory stick or the SD card from their Navigation system.

MyHyundai.com has installation guides to walk your customers through the process. In addition, consumers can access to do-it-yourself installation videos on MyHyundai.com and the [Hyundai USA YouTube](#) channel, which also include detailed download and installation instructions on the software.



Once the software is installed, how-to-use Apple CarPlay and Android Auto videos also are available on MyHyundai.com and the Hyundai USA YouTube channel.

In addition, an announcement will soon be made about Apple CarPlay and Android Auto upgrades for the following 2016 model-year vehicles equipped with Navigation:

- Sonata Hybrid
- Sonata Plug-In Hybrid
- Veloster
- Azera

You may want to contact your customers who own vehicles that are eligible for the upgrade. This helps position you as a product expert in their eyes. In addition, when you do contact them, be sure to make them aware of how long it takes for the download, and then how long it takes to upload inside the vehicle. By setting customer expectations, they do not get anxious when they feel it is taking too long.

Dealer-Installed Upgrade

If your customer does not wish to complete the software download and upload procedure on their Hyundai, your dealership can perform the upgrade and will charge the customer a fee for the labor required to install the software.

Today's customers want to stay connected—and Hyundai now makes that easier than ever. Be sure to review the videos and contact your customers so they can make the most of this software upgrade.

Year	Model	Trim Details	Computer Download Time	Software Upload Time (inside vehicle)	Requires Map Update via SD Card
2015	Sonata	With Navigation	1 – 3 hours	40 mins.	Yes
2016	Sonata	With Navigation	1 – 3 hours	40 mins.	Yes
2016	Sonata	With 7-in. touchscreen display	15 – 30 mins.	20 mins.	
2015	Genesis	With 8-in. touchscreen Navigation system with rearview camera	1 – 3 hours	40 mins.	Yes
2016	Genesis	With 8-in. touchscreen Navigation system with rearview camera	1 – 3 hours	40 mins.	Yes
2016	Elantra GT	With Navigation	15 – 30 mins.	20 mins.	Yes
2016	Tucson	With Navigation	1 – 3 hours	40 mins.	Yes
2017	Santa Fe	With 7-in. touchscreen display	15 – 30 mins.	20 mins.	
2017	Santa Fe	With Navigation	15 – 30 mins.	20 mins.	
2017	Santa Fe Sport	With 7-in. touchscreen display	15 – 30 mins.	20 mins.	
2017	Santa Fe Sport	With Navigation	15 – 30 mins.	20 mins.	

PROFILE

Frank Mosca's Story of Courage and Commitment

Last year, Frank Mosca, client advisor at Plaza Hyundai in Brooklyn, New York, sold 368 new Hyundai vehicles, making him the fourth highest-selling sales consultant in the Eastern Region and 17th nationwide. He also received accolades for celebrating 12 years of service through the STAR Recognition program.



On July 7, we received this story from his son, Frank Jr. It is a story of courage, tenacity, and the bond between father and son. But more than that, it is a moving and inspiring reminder that true success in the automotive industry comes not from sales performance and longevity awards, but from an abiding love for helping people.

The Life of a Salesman

By Frank Mosca, Jr.

My father has worked for Plaza Hyundai in Brooklyn, New York, for over 12 years as a car salesman. He told me many years ago that he was never happier working anywhere else. His whole life he owned his own businesses but he never found "satisfaction" like he did at Hyundai. He even did a stint as a stand-up comedian, but still loved selling cars more. I asked him, "Why?"

It didn't make sense to me. I always saw car sales as just a job to make money. But he explained to me why he loved it. He said, "It isn't about the money. It is about helping people."

Again this didn't make sense to me. I said, "But you sell cars. That's not helping people." He immediately corrected me. He told me how for some people buying a car isn't very easy. Some people don't have the means to afford a lot of money and he would guide them. He said, "These are working people. They need to have somebody help them make the right decision."

He told me how people need to trust him with a purchase that may be either the second biggest or possibly the single biggest purchase of their lives. He loved being able to be that person they could count on.

He felt that the cars don't need to be sold—they sell themselves. Customers want to buy from someone they can trust and feel will be there with them the whole way. My father would give them his personal cell number and answer them no matter when they called. Even years after the car is sold, my father still takes all their calls. He talks

to his customers about service questions or anything car-related.

A lot of these clients became his friends. Some of them are even now his doctors. On June 1, my father was diagnosed with Stage 4 advanced metastatic cancer. He is on medical leave, and starts treatment next week. He is also trying a bunch of homeopathic medicines. He is staying strong and wants to "beat this" and get back to work. He is a fighter, but he is also very brave and believes in his faith. Ultimately, he believes it is in God's hands and he accepts whatever will be.

But one thing occurred to me—that I should reach out to Hyundai and tell my father's story. His way of thinking about "selling cars" changed my way of thinking. It may change others'. His attitude of "being there for the customer no matter what" was very inspiring. It has inspired me to do better.

Just a quick example—the other day we were leaving Sloan Kettering. The doctor had just told him that the cancer is incurable. My father's phone rang, he answered, and I heard him talking. I assumed he was talking to a family member, but then I heard it was about a car. I thought it may be someone from his dealership. The conversation went on and on. I couldn't even talk to him about how he felt about the doctor visit because he was on this call.

Then I heard him say, "So go and talk to Anna, the manager, because I am taking a leave. Yes, I was diagnosed with cancer. No, don't worry about me; it's okay. Talk to Anna. She will take of you." He was talking to a customer who bought a car over five months ago.

He said,
"It isn't about
the money.
It is about
helping people."



Frank Mosca of Plaza Hyundai in Brooklyn with his eight grandchildren.

I looked at him and said, “What are you doing?”

He said, “I can’t help it. This is who I am.”

I own a business, and I find his story inspiring. The hardest thing in the world is finding good employees, people who care about the integrity of the company. He has always prioritized the customer, and he has had an amazing response because of that. You can look at his reviews on Dealer Rater and you can see for yourself.

A lot of
his clients
became his friends.
Some of them
are even now
his doctors.

I know my father gets a lot of satisfaction from a little recognition. His spirits get down a little. I really think that recognition gives a person purpose. Purpose is really the only thing we are all looking for in this life. He has dedicated so much of his modest life to Hyundai and I just want to make him feel recognized, appreciated and valued ■

Frank Mosca, Jr., is president and executive producer of Harrington Talents, a New York City-based firm that produces commercials, promotional spots for network television shows, and online video content.



He has set up a GoFundMe page to help offset the cost of his dad’s homeopathic medications. Interested readers can learn more at <https://www.gofundme.com/frankmoscasalesman>.

CONTESTS

Last month, we kicked off our two monthly challenges: “What Would You Do?” and “Scavenger Hunt.” If you win either of these contests—or submit a winning entry for “Tips from the Pros”—you’ll receive cash on your STAR Rewards card!

Here are the rules in order to win:

- 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
- For this month’s contests, responses must be received **on or before July 29, 2016**

- Submission of a response implies consent for publication
- Winning entries may be edited for length or clarity
- All decisions are final

Winners of our first “What Would You Do?” problem—and how to enter Challenge #2—are below. You’ll find “Scavenger Hunt” and “Tips from the Pros” winners and entry procedures on page 7 of this issue. Good luck!

WHAT WOULD YOU DO? #1

MAKING THE MOST OF THE WAIT FOR F&I

Our June challenge asked you what you would do with the Allens, customers who are anxious to drive home in their new Sonata but are faced with a 45-minute wait before they can get into the finance office. Of the dozens of responses we received, nearly all discussed the importance of using this time to activate the customers’ Blue Link account, review the owner’s manual and Quick Reference Guide, and introduce the Allens to the dealership’s service department. But our favorite responses also included very specific tips for turning “wait time” into time that’s not only well spent but memorable.

First Place (\$100): At our dealership all customers get a complimentary full tank of gas. I would invite the Allens to come to the gas station with me. I would let them drive so that I could show them how to open the gas tank and how to check the oil, fluids, and air in the tires.

Upon returning, I would help set up Blue Link and Bluetooth. If time is remaining, I would tell them about the customer satisfaction survey and ask for a Google review. This is also a great time to introduce the Allens to my service advisors.

—**Roddy Merritt**, Wilson Premier Hyundai, Ridgeland, Mississippi

Second Place (\$75): I was being fitted for a new set of golf clubs not too long ago by a 19-year-old kid who surpassed my first impression. It was an hour-and-a-half-long session. This young gentleman offered me a soda from the soda machine. I assumed he had a key and this was a courtesy they perform for customers, but to my surprise he pulled out his wallet and purchased it with his own money. I’m not sure if he gets reimbursed or if it truly came from his own pocket. Regardless, it made me feel extremely appreciated.

Ever since then, I always have a stack of one-dollar bills in my wallet so the customer can see me take one from my own pocket and share that appreciation that I once felt.

—**Winchel Jeffers**, Temecula Hyundai, Temecula, California

Third Place (\$50): I use this time to sit inside the vehicle with my customers and go over any questions they have. Once I am confident that the customer understands the vehicle I place a lunch order for the customer and myself from the local sub shop. As we wait, I walk them over to service and introduce them to a service advisor. A quick lunch in the break room together with the customer sends a confident, happy, and relaxed customer into finance.

—**Michael Bacallao**, Braman Miami Hyundai, Miami, Florida

Fourth Place (\$25): I keep gift cards to a nearby casual dining restaurant on hand. I would send the Allens there to have lunch or dinner while I held a place in line for them with the finance office. This really works well.

—**Joseph Orr**, Dick Smith Hyundai, Greenville, South Carolina

WHAT WOULD YOU DO? #2

EXPLAINING ECOSHIFT

Craig Thomas came in several months ago and test drove a new Elantra, but he didn’t buy. Now he’s back, and he wants to test drive an Elantra Eco. He wants to experience the EcoShift dual-clutch transmission, but he has no idea what to expect.

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.

Responses must be received on or before Friday, July 29, 2016. Winners of Challenge #2 will appear in the August issue.

CONTESTS

SCAVENGER HUNT #1

June winners: Congratulations to the four winners of our inaugural "Scavenger Hunt."

CENTRAL REGION

—**Garrett Brown**, Laird Noller Hyundai, Lawrence, KS

EASTERN REGION

—No winning entries received—

SOUTHERN REGION

—**Patricia Kronski**, Hendrick Hyundai North, North Charleston, SC

SOUTH CENTRAL REGION

—**Laverne Hooper**, Capitol Hyundai, Montgomery, AL

WESTERN REGION

—**Vila Lind**, Doug's Lynnwood Hyundai, Lynnwood, WA

SCAVENGER HUNT #2

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, July 29, 2016. Good luck!

1. Hyundai Motor Manufacturing Alabama represents how much of an investment, in dollars?
2. According to Kelley Blue Book, what is the cost per mile to operate a 2016 Veloster for five years at 15,000 miles per year?
3. According to the same source, what is the cost per mile to operate a 2016 Mini Cooper for the same time and mileage?
4. On what date did Blue Link® celebrate its fifth anniversary?
5. Which Hyundai model increased its sales from 3,881 in May 2015 to 7,369 in May 2016?

Click on [this link](#) to submit your answers. Winners' names will appear in next month's issue of *The Sales Edge*.

TIPS FROM THE PROS

One Picture Can Boost Customer Satisfaction

This month's tip comes from Sam Assaleh at Edmond Hyundai in Edmond, Oklahoma:

"My tip is to take a picture with the client at the time of delivery and then text it to them the following day. It's a great way to follow up and assure 100% satisfaction."

For his tip, Sam earned \$50. Would you like to win cash by sharing your secrets to success? Simply send your tip to thesalesedge@hyundaisalestraining.com.



HYUNDAI PROTECTION PLAN

Class is in Session: HPP University and In-Store Training

Hyundai Protection Plan (HPP) is pleased to announce that the HPP University is coming to Irvine, California, this August 16-19. The free course on F&I fundamentals and HPP products is recommended for dealership general managers and F&I managers, and is a great opportunity to invest in your team and your business.

The class provides attendees with fully immersive training that covers everything from finance and insurance basics to HPP's extensive menu of products to help them confidently provide a consultative experience for customers. Details soon, so keep an eye on your inbox or contact your DMI.

In-Store Training: If you can't make it to this regional HPP University event, we'll bring the class to you. HPP is happy to provide in-store consulting and training for your team. Contact your DMI to schedule a training session.

HYUNDAI CERTIFIED PRE-OWNED

CPO Update

June 2016 CPO Sales: 8,111 Units—Year-to-date, 48,874. June is up 3.4% YOY. 592 Dealers sold CPO in June 2016.

Special Financing on All Eligible Hyundai CPO Vehicles: Hyundai Motor America and Hyundai Motor Finance are pleased to continue special financing for Hyundai CPO vehicles in July 2016. Rates are available as low as 2.49% for 60 months on all eligible Hyundai CPO vehicles for well-qualified buyers. The program will be in effect through August 1, 2016. See the HMF CPO program bulletin for complete details, terms and conditions.

TOP DEALERS — Second Quarter 2016

CENTRAL REGION — YEAR-TO-DATE (YTD SALES)		
IL063	Family Hyundai	686
IL018	Green Hyundai	657
IA016	Stew Hansen Hyundai	640
IL080	Gerald Hyundai	590
IL072	World Hyundai Matteson	585

SOUTHERN REGION		
FL108	Hyundai of New Port Richey	3,115
FL122	Coconut Creek Hyundai	1,906
FL114	Rick Case Hyundai, Davie FL	1,684
FL110	Doral Hyundai	1,545
FL008	Potamkin Hyundai	1,423

EASTERN REGION		
NY075	Atlantic Hyundai	1,356
NJ032	Lester Glenn Hyundai	1,324
NY110	Advantage Hyundai	1,076
NY130	Hyundai of Long Island City	1,075
NY133	Island Hyundai	940

SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	1,241
TX171	South Point Hyundai	1,109
TX158	Ron Carter Hyundai	1,061
TX040	Huffines Hyundai Plano	836
TX095	Round Rock Hyundai	636

WESTERN REGION		
CA293	Hardin Hyundai	1,247
CA314	Keyes Hyundai	1,166
CA310	Garden Grove Hyundai	1,030
CA304	Capitol Hyundai	1,013
NV020	Henderson Hyundai Superstore	1,007

TOP SELLING CPO DEALERS		
NATIONAL — SECOND QUARTER YTD		Sales
FL108	Hyundai of New Port Richey	684
CA293	Hardin Hyundai	595
FL005	Rick Case Hyundai	592
GA037	Jim Ellis Hyundai	414
CA310	Garden Grove Hyundai	402
NV020	Henderson Hyundai Superstore	380
NJ032	Lester Glenn Hyundai	335
MA056	First Hyundai	326
MN021	Luther Bloomington Hyundai	326
FL076	Crown Hyundai	322

TOP BLUE LINK PERFORMING DEALERS* JUNE YTD			
NATIONAL — FIRST QUARTER YTD		Enrollment %	Credit Card Capture %
KY020	Linwood Hyundai	102	42
CA115	Team Hyundai	100	43
TN013	Wyatt-Johnson Hyundai	99	45
CA324	Stevens Creek Hyundai	99	41
PA062	Washington Hyundai	99	49
FL088	O'Brien Hyundai of Fort Myers	99	75
MO045	Joe Machens Hyundai	99	46
CA327	Temecula Hyundai	98	57
AZ003	Jim Click Hyundai Auto Mall	98	42
CA307	Central Valley Hyundai	98	49

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

TOP HPP DEALERS BY VOLUME (HPP VSC NEW + HPP CPO WRAP) JAN-JUN 2016		
NATIONAL		Volume
NV020	Henderson Hyundai Superstore	820
TX100	Hyundai of El Paso	735
CA293	Hardin Hyundai	655
NY130	Hyundai of Long Island City	523
CA310	Garden Grove Hyundai	442

TOP HPP DEALERS BY PENETRATION (HPP VSC NEW + HPP CPO WRAP) JAN-JUN 2016		
NATIONAL		Penetration
CA363	Huntington Beach Hyundai	89.3%
AZ048	Hyundai of Yuma	83.7%
NV020	Henderson Hyundai Superstore	81.0%
TX177	Hyundai of Silsbee	78.7%
CA315	Sacramento Hyundai	78.3%

TOP HPI DEALERS		
NATIONAL		Hyundai Purchase Index
HI018	Maui Hyundai	1,000
WI026	Zimbrick Eastside	996
KY009	Jim Johnson Hyundai	995
NC029	Paramount Hyundai	995
AL014	Jim Burke Hyundai	994
WI023	Van Horn Hyundai Fond Du Lac	991
OH024	Nassief Hyundai	991
TX159	Young Hyundai	990
OH070	Norwalk Hyundai	990
PA032	Freysinger Hyundai	989