

## COVER STORY

## 2017 Elantra Eco Attracts New Customers with Exceptional Fuel Economy + High-Demand Standard Features



The new 2017 Elantra Eco has arrived at your dealership and, according to [fuelconomy.gov](http://fuelconomy.gov), it delivers the best fuel economy of any non-hybrid Hyundai vehicle. It's powered by an all-new 1.4-liter Kappa turbocharged GDI 4-cylinder engine producing 128 hp and a robust 156 lb.-ft. of torque at a low 1,400 to 3,700 rpm. This engine is mated to a new 7-speed EcoShift® dual-clutch transmission that provides dynamic and efficient driving performance through its optimized gear-ratios and seamless shifting. With this innovative powertrain, the Elantra Eco delivers an impressive 35 mpg combined, 32 mpg city and 40 mpg highway on regular unleaded gasoline.

Highlights of the new Elantra Eco:

- New **1.4-liter Kappa turbocharged engine** includes these advancements:
  - Turbocharger with an Electric Waste Gate Valve—uses exhaust energy to spin the turbine wheel and compressor to increase air flow to the cylinders, optimizing performance and fuel economy
  - An integrated cylinder head and exhaust manifold help to improve fuel economy at higher engine speeds
  - An optimized straight intake port increases air flow for fast combustion, suppressing knock tendency to further enhance efficiency
  - Low friction piston rings reduce friction to enhance fuel economy



- The **7-speed DCT** provides an improvement in fuel consumption and CO<sub>2</sub> emission compared to a conventional automatic transmission while enhancing acceleration and performance
- **“Eco”** badging and unique 15-inch alloy wheels
- A **Tire Mobility Kit** rather than a compact spare tire to save weight, which has a positive effect on fuel economy
- Includes Elantra's segment-exclusive Hands-free **Smart Trunk**
- **Drive Mode Select** adjusts both powertrain performance and steering effort, allowing drivers to customize the driving character by selecting from three modes by touching a button on the center console: Eco, Normal or Sport
- **Apple CarPlay** and **Android Auto** are included standard to support the connected driver
- The Elantra Eco also provides additional driver assistance with standard **Blind Spot Detection** with **Rear Cross-traffic Alert** and **Lane Change Assist**

That's not all—later this year, a new Sport trim level will debut, completing the Elantra sedan line.

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IN THE NEWS



## Hyundai Releases Do-It-Yourself Installation for Smartphone Integrations on Several Models

Hyundai is adding smartphone integration to several existing models—including properly equipped 2015 Sonata and Genesis; 2016 Sonata, Genesis, Elantra GT, and Tucson; and 2017 Santa Fe and Santa Fe Sport—via do-it-yourself installation. The software update compatible with CarPlay® and Android Auto™ is now available at no cost to your customers through [MyHyundai.com](http://MyHyundai.com). The software will also be available at your Hyundai dealership for an installation fee, starting this month. You can read more about this update here, and we will have complete details in our next issue.

## Santa Fe Sport Earns IIHS TOP SAFETY PICK+

The 2017 Santa Fe Sport, when equipped with optional front crash prevention, has earned the Insurance Institute for Highway Safety's (IIHS) **TOP SAFETY PICK+** designation for achieving a high level of safety standards. The Santa Fe Sport received Good ratings in the institute's moderate overlap front, small overlap front, side, roof strength and head restraints tests. Santa Fe Sport's optional Automatic Emergency Braking (AEB) with Pedestrian Detection also earned a superior rating. "The Santa Fe Sport's optional front crash prevention system earns a superior rating," said David Zuby, IIHS chief research officer. "The Santa Fe Sport avoided collisions in IIHS track tests at 12 mph and 25 mph. The system also has a forward collision warning component that meets the NHTSA criteria."

- TOP SAFETY PICK+ is the institute's highest award—to achieve a Top Safety Pick+ designation, a vehicle must have a Good rating in the five occupant protection tests and an Advanced or Superior rating for an available front crash prevention system.



## Kelley Blue Book Calls Veloster One of the Coolest Cars on the Road

Its unique styling and fun driving dynamics were two reasons the 2016 Veloster was recently named one of the "10 Coolest New Cars Under \$18,000" by Kelley Blue Book's [KBB.com](http://KBB.com). "With one door on the driver's side and two doors on the other side, the Veloster is among the most uniquely configured cars on the road," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's KBB.com. "But what makes the Veloster so compelling is that it mixes that standout style with surprising practicality and affordability."

## Hyundai Motor America Named Most Valuable Employer for Military



Hyundai Motor America was recognized by CivilianJobs.com, where America's military connects with civilian careers, as one of the 2016 Most Valuable Employers (MVE) for Military. Hyundai was the only automaker to receive the honor this year. "CivilianJobs.com was pleased to learn of Hyundai's past and present veteran hiring initiatives,"

said Garrett Reed, Branch Manager of CivilianJobs.com. "In addition to targeting veterans specifically via their careers web site ([hyundaicareers.com](http://hyundaicareers.com)), their Most Valuable Employers (MVE) for Military survey outlined ways in which Hyundai nurtured and grew their Hyundai VET (Veteran Employment Transition) program as well as their recently launched Employee Resource Group targeted towards veterans. I want to personally thank Hyundai for its outstanding dedication to our country's military personnel as it seeks out and hires veterans who will contribute their talents to Hyundai and the automotive industry as a whole."

## New May Sales Record: 71,006 Units

Your hard work paid off as you set an all-time sales record for May—Hyundai sales were **up 12%** versus one year ago, led by exceptionally strong CUV sales. "Our refreshed CUV lineup continues to exhibit strength in this market," said Derrick Hatami, vice president of national sales for Hyundai Motor America.

All three CUVs experienced sales gains, almost double of May 2015:

- Tucson—up 90%
- Santa Fe—up 123%
- Santa Fe Sport—up 74%

Summer is here, the weather is heating up, and you've got a fantastic lineup of 2017 models on the floor—now's the time to make your sales sizzle!

CONTESTS

## New Contests Offer You Chances to Win Cash!

The Sales Edge is offering you the opportunity to win cash—simply by demonstrating your knowledge!

Beginning this month, every issue of *Sales Edge* will feature two challenges: “What Would You Do?” and “Scavenger Hunt.” There will be multiple winners for both contests—and if you’re a winner, you’ll receive cash on your STAR Rewards card.

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
- Responses must be received on or before July 1, 2016
- Submission of a response implies consent for publication
- All decisions are final

All of the details for each contest are below. Good luck!

### WHAT WOULD YOU DO?

Every “What Would You Do?” challenge poses a problem for you to solve. The sales consultants who submit the best responses will receive special recognition—and cash on their STAR Rewards card of up to \$100.

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 a \$100 gift card; second prize is \$75; third place earns \$50 and fourth place will win \$25. Additional submissions may be published as space allows.

#### Here is “What Would You Do?” Challenge #1:

*It’s a busy Saturday afternoon at your dealership, and you’ve just sold the Allens a 2016 Sonata. The deal is approved, and they’re anxious to drive their new Hyundai home—but it’s going to be at least 45 minutes before they can get in the finance office to finalize the paperwork.*

**What would you do?**

Click on [this link](#) to submit your answer. Remember, responses must be received on or before July 1, 2016. Winning responses to Challenge #1 will appear in the July issue.



### SCAVENGER HUNT

The object of “Scavenger Hunt” is to familiarize you with the many resources that can help you sell more Hyundai vehicles. To do well, you’ll have to do some cyber-sleuthing. The prize? The chance to win \$50 on your STAR Rewards card—and the knowledge you need to increase your Hyundai sales.

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.

#### Here are this month’s questions:

1. How much money have Hyundai Motor America and its dealers contributed to Hyundai Hope On Wheels from 1998 through 2016?
2. In the Blue Link® how-to video “Car Finder” that appears on the HyundaiUSA YouTube channel, what color is the Sonata that the man and his son locate in the parking lot?
3. In AutoTrader.com’s review of the 2016 Sonata Hybrid, what is the first characteristic the editors noted under “What We Like”?
4. According to Edmunds.com’s True Cost to Own, what is the estimated cost of repairs in Year 4 for a 2016 Sonata SE with automatic transmission?
5. According to the same source, what is the estimated cost of repairs in Year 4 for a 2016 Honda Accord LX with CVT?

Click on [this link](#) to submit your answers. The deadline for submission is Friday, July 1, 2016. Winners’ names will appear in next month’s issue of *The Sales Edge*.

## The Reconnect Visit: Key to Rave Reviews and More Referrals

When the Browns bought their Elantra from you, they insisted you cut your delivery short—they were pressed for time. Two weeks later, answering a satisfaction survey, they say that the Smart Trunk doesn't work. Actually, it does—but the Browns don't know how to activate it from User Settings.

Meanwhile, you spent hours with Ed and Mary Dellrey when they took delivery of their Genesis. At a barbecue the following month, friends ask them how they like it. "It rides great," Ed says, "but I'll never figure out how to work everything." Their friends are unimpressed.

Sound familiar? Today's vehicles have so much technology that you may never be able to explain it all to some customers, while other customers may never retain it.

Enter the Reconnect Visit. This technique—pioneered by Hyundai—is a powerful way to increase satisfaction and repeat and referral business. The idea is to review features and set the customer's expectations for the ownership experience to follow—after they've lived with the vehicle for a while.

**Timing:** You already showed the owner how to operate many features during your walkaround, test drive, and delivery. But frequently it's not until a few days or weeks have passed that questions arise. As a result, the Reconnect Visit typically takes place two to three weeks after delivery.

Schedule a time that's convenient for the customer and that allows you sufficient time to explain the vehicle's features.

**Place:** Offer to conduct the Reconnect Visit in your dealership or at the customer's home or workplace.

If the customer opts to have the visit at your dealership, select a site that allows for easy demonstration of features.

If for some reason you must conduct the appointment at your dealership, consider offering an incentive for the customer to return to your store, like a complimentary car wash.

**Feature-Review Phase:** When you call to set up the Reconnect Visit, ask if there are particular features the customer feels uncomfortable operating, or has not yet explored. During the first part of the Reconnect Visit—the Feature-Review Phase—concentrate on these features. If the customer is unsure, consider those most commonly described as unfamiliar:

- Blue Link®
- Phone pairing
- User Settings
- Driver-assist features (Blind Spot Detection, Lane Keep Assist, Lane Departure Warning, etc.)
- Navigation

**Expectation Management Phase:** If the Reconnect Visit takes place at your dealership, begin with a tour of your facility so the new owner is familiar with everything from the parts counter to the customer lounge.

- Conclude with an introduction—or re-introduction—to the service manager and service advisors.
- If the visit takes place off-site, you can still conduct a virtual tour, if your website has photographs of facilities and personnel.

Regardless of location, review your dealership's hours and procedures. Can customers make service appointments or purchase accessories online? What hours are parts

and service open? This is your chance to make the customer feel truly like a member of your dealership's family.

Finally, make sure all of the owner's questions have been answered. The customer should feel that the Reconnect Visit was truly personalized and a taste of the ownership experience to come.

When used properly, the Reconnect Visit helps ensure your customers get the most out of their new Hyundai. It reconfirms

that their decision to purchase from you and your dealership was a sound one. And when a survey arrives or a friend asks about their new car, the odds are now in your favor of getting a referral or a rave review.





## MANAGER'S CORNER

# How to Conduct a New Owner's Clinic

New Owner Clinics are a priceless way to help customers become more familiar with their Hyundai and your dealership. They also deepen your relationship with your customers so they come back to your dealership for service—and their next vehicle.

If you're already conducting New Owner Clinics, good for you! This article will help you take them to a new level. If not, this article will provide you with the framework to start conducting them right now!

**Timing is everything:** Be frequent and consistent in scheduling New Owner Clinics. Once a year—or once whenever you think about it—will not help your level of customer satisfaction in a meaningful way.

- Alternating a weeknight clinic one month with a weekend event the next will allow you to reach all of your customers.
- For weeknight clinics, avoid Mondays and Fridays. Depending on the lifestyles in your area, a mid-week clinic may begin as early as 3:30 p.m. or as late as 7:00 p.m.
- On Saturdays, mid-morning and early afternoon times work best.
- You may have to try several different days and times until you know what maximizes attendance for your dealership.
- Send invitations one week in advance and encourage customers to register by phone or email.

**Topic:** Change the topic regularly.

- Technology is a popular topic—you can cover Bluetooth pairing one month, BlueLink® another, and so on.

- Review your customer comments—if your customers are having issues with a certain feature, that might make the ideal topic for the next clinic.
- “How to Maintain Your Hyundai” appeals to a broad audience. So do topics like “Tires” and “Fluids and Filters.”

**Timing:** Clinics should last between 60 and 90 minutes. Have enough content to make attendance worthwhile, but not so much that the clinic becomes a gruelling marathon.

- Allow time for questions.
- If you have too much material, turn the program into a two-part clinic.

**Staffing:** Choose the right presenter(s). Select a spokesperson who's comfortable speaking in public and is knowledgeable about the topic you're discussing. This may be you—or it may not!

- Have various staff members on hand, including the service manager, service advisors, etc.

**Refreshments:** At a minimum, serve light refreshments. Some dealerships even serve a buffet dinner.

- Promote the fact that food will be served.
- Plan for guest arrival—do they eat first ... or after the event?

**Motivation:** People like “SWAG” (Stuff We All Get). Be sure to provide some—it will increase attendance.

- “Goody bags” that include a tire pressure gauge, a safety flag and service coupons are popular.
- Consider having a drawing for a gift card.
- Twice a year, have a drawing for a larger prize, with everyone who has attended a clinic in the last six months eligible to win.

**Preparation:** Rehearse! Go over the remarks and demonstrations of all presenters several times. On the day of each clinic, have all visual aids, refreshments, chairs, etc., gathered and placed in advance.

**Follow-up:** Send thank-you notes to let guests know you appreciated their attendance and to solicit feedback. Ask what they liked best and worst about the event. This allows you to refine future clinics.

**Above all, remember:** Attendees will be turned off if they feel that the only reason you invited them was to try to secure a referral or schedule a service appointment. Approach a New Owner Clinic as an opportunity to educate customers, not sell them anything. The increase in business will come naturally, over time, as a result of your consistent calendar of New Owner Clinics.

## CPO NEWS

### Hyundai's Certified Pre-Owned Program is Sizzling!

**May 2016 CPO Sales: 7,711 Units**—Year-to-date, 699 Hyundai dealers have sold 40,763 CPO units, a year-over-year gain of 2.4%.

**AutoTrader Ranks Hyundai's CPO Program "Top Non-Luxury":** Hyundai was named the [Best Non-Luxury Certified Pre-Owned \(CPO\) Program](#) by AutoTrader for 2016. "We think Hyundai offers the best CPO program among non-luxury automakers," said Brian Moody, editor in chief, AutoTrader. "The main reason is its excellent warranty, which is really just a continuation of the brand's outstanding new-car warranty: 5 years or 60,000 miles of bumper-to-bumper limited coverage and 10 years or 100,000 miles of powertrain coverage from the car's original sale date. We also like the fact that Hyundai's CPO warranty is fully transferable to subsequent owners in a private sale and offers a relatively low deductible of \$50 — lower than some rivals and about the same as most others."



**Tucson, Equus and Genesis Earn True Car Pre-Owned Value Awards:** The 2014 Hyundai Tucson, Equus and Genesis were named winners in the inaugural *TrueCar Pre-Owned Value Awards*. This new award identifies used vehicles that represent excellent value for consumers based on future resale value. The 2014 Tucson, Equus and Genesis won in compact utility, premium executive and premium full-size categories, respectively, for holding their value better than competing vehicles. "Each of the three ranked Hyundai vehicles provides a

unique value proposition for consumers in its respective segment," said Jim Nguyen, TrueCar EVP and general manager of ALG. "The Hyundai Tucson led the charge during Hyundai's recent surge in popularity here in the U.S. market. Dynamic styling and a well-appointed list of features have led to sustained demand for the Tucson among used car shoppers in the red hot compact utility segment."

**CPO's All-New Advertising Campaign Is Live!** The all-new Hyundai CPO advertising campaign is live on [Autotrader.com](#), [Cars.com](#), and [CarGurus.com](#). Ads feature the tag line "Certified to Be Better" with a "Shop Now" call-to-action. The ads are generating strong customer interest, with traffic to [HyundaiCertified.com](#) up over 50% versus last year.

The new ads, along with the redesign of the [HyundaiCertified.com](#) site, have improved the overall amount of time spent browsing on [HyundaiCertified.com](#) and have increased on-site actions such as inventory search, lead submission, and dealer locates.

Advertising will continue through year-end with the goals of increasing program awareness and driving more qualified traffic to your dealership.

## TIPS FROM THE PROS

### This Tip Will Help You Build Your Business



Our tip this month comes from Jordan Alshare at Hyundai of Greer in Greer, South Carolina:

"Make your own business Facebook account and then add every customer who buys from you. That way, you can contact them when you have a promotion. Also, they see your posts on a daily basis—my sales shot up 120% from Facebook alone."

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