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HYUNDAI MOTOR AMERICA

Celebrating 30 Years in the U.S.

Where were you 30 years ago? Back then, Hyundai was the new kid on the block with one car on the market. Today, Hyundai is the 5th largest auto maker in the world! Bet there's a lot that you don't know about Hyundai Motor America; for instance, 30 years ago, all Hyundai vehicles were imported. Today, more than 60% of the vehicles Hyundai sells in the U.S. are made here.

In fact, today there are 14 vehicles in our U.S. lineup and Hyundai recently surpassed more than **10 million vehicle sales** thanks to your hard work! "The U.S. is an incredibly important market for Hyundai and we will continue to invest in the American market and economy," said Dave Zuchowski, President and Chief Executive Officer, Hyundai Motor America. "Our mission is to constantly improve and make things better for our owners, and today we will continue that promise by pushing the envelope with exceptional design, quality and value. Hyundai is well positioned for the coming growth and evolution of the American car market."

FEBRUARY SALES: 53,009 UNITS

Another Record-Setting Month: Tucson Sales Soar 90%!

Two months into the new year and two sales records have been broken—congratulations, your hard work is paying dividends.

"The strong demand for the Tucson continued through the month with sales up 90% over last February," said Derrick Hatami, Vice President of National Sales for Hyundai Motor America. "Our refreshed Santa Fe and Santa Fe Sport models have begun hitting your showroom floors.

Combined with the success of Tucson, we expect our CUV lineup to lead the charge as we close out the first quarter."

Here are the sales highlights for February:

- **Sonata** — our #1 selling car at 17,470 units, up 25%
- **Elantra** — our #2 selling car at 11,973 units
- **Genesis** — total sales at 2,976, Genesis sedan sales up 13%
- **Veloster** — 2,101 units, up 35%
- **Tucson** — our #1 selling CUV at 7,336 units, up 90%

This is a great time of the year for new vehicle sales—the weather is heating up, the days are getting longer and daylight-saving time has started. Add to that more and more 2017 Hyundai models arriving on your showroom floor and you've got the recipe for continued sales success!



TIPS FROM THE PROS

Ensuring Customers Know How a Feature Functions

You know the importance of customer satisfaction—this month's tip relates to presenting the new features and technology to your customers:

"When I deliver a vehicle, rather than merely showing them the features, I help them explore and become familiar with the features firsthand. I encourage them to ask questions and then I offer constructive feedback so they feel even more comfortable about their drive home." [Submitted anonymously.]

When you take the time to ensure that your customers know how technology works—and they don't think there is a problem or issue—then you're on your way to having a satisfied customer.

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

CPO NEWS

February CPO Sales: Best February Ever!

CPO sales for the month of February were 7,707 units, a gain of 8.1% YOY. Year-to-date, 629 Hyundai dealers have sold 14,286 CPO units.

SPECIAL FINANCING ON ALL ELIGIBLE CPO VEHICLES

HMA and HMF are pleased to announce special financing for Hyundai CPO vehicles in March 2016. Rates are available as low as 2.49% for 60 months on all eligible Hyundai CPO vehicles for well-qualified buyers. The program is in effect through March 31, 2016. See the HMF CPO program bulletin for complete details, terms and conditions.

NEW CPO WINDOW LABEL — NOW AVAILABLE WITH "BEST CPO PROGRAM" ACCOLADE

The CPO window label is available for print on WebDCS—and, new for 2016, it now incorporates the Edmunds.com "Best Certified Pre-Owned Car Program" accolade. Additional blank label stock is available free of charge for order through the CPO Portal on HyundaiDealer.com under the "Order Merchandising Material" link.

CPO ACCOLADES

Hyundai CPO retains its position as a top industry program. The following provide excellent talking points when selling

Technology Presentation Suggestions

You know how important it is that your customers know how a feature functions. This can be accomplished during your product presentation; then you should go back and check during the delivery that they, in fact, know how to operate various key features, like the headlights, HVAC, etc. To help maximize customer satisfaction, follow these Hyundai Priority Practices:

- **Involve the customer** — have your customer show you how to operate a feature, coaching them if they need assistance. That way you can see that they understand and can operate a feature.
- **Cover the basics** — we see and operate basic features like audio and HVAC controls every day, and often assume the customer already understands them. Just because we know how to use a feature doesn't mean the customer does.
- **Tailor the presentation to the customer** — every customer is different and has different needs. By tailoring your delivery to their specific requirements, your chances of raising customer satisfaction scores increase dramatically.

Hyundai CPO vehicles in your store:

- "Best Certified Pre-Owned Car Program"—Edmunds.com
- "Hyundai Certified Pre-Owned (CPO) The Top Non-Premium CPO Program"—Autotrader
- Hyundai was named a "Vincentric Best Certified Pre-Owned Value in America" in two vehicle categories — Vincentric

CPO WEBSITE UPDATES

HyundaiCertified.com has been redesigned with all-new visual and functional creative. In addition, a new landing page for CPO is under construction. Updates to both HyundaiCertified.com and HyundaiUSA.com/Certified pages will take effect late March.

CPO BEST PRACTICES

Hyundai is confident in the strength of its CPO Program and is committed to supporting growth in 2016. But we need your help to further communicate CPO's benefits to shoppers and convert them to Hyundai CPO owners. Here are a few items to help ensure your store is promoting the CPO message online and in-store:

- Are your CPO program materials and accolades correct on your website?
- Are your listings and photo overlays using the current CPO logo?
- Are you combing your current used car inventory to identify eligible CPO units?

FUN FACTS

Earth Day: Ideal Time to Focus on Eco-Friendly Models

Earth Day is coming up on April 22, and that makes it the ideal time to focus on the eco-friendly features found on many Hyundai models, like the Sonata PHEV, Sonata Hybrid, and the all-new 2017 Elantra.

Here are some interesting facts about Earth Day:

- The first Earth Day was April 22, 1970—it started as a way to protest for environmental protection and reform
- It takes less energy to recycle aluminum cans than it takes to make new ones
- Only 27% of all the newspapers printed in the U.S. are recycled
- Every year, 14 billion pounds of garbage is thrown into the ocean

Earth Day is important because it raises awareness of the impact that we have on the environment and what can be done about it. Here are some suggestions on how to create an Earth Day promotion:

- Create ads that focus on the high fuel efficiency/low emissions benefits of owning a Sonata PHEV, Sonata Hybrid, or 2017 Elantra
- Sponsor a promotion with local schools to see which



grade level can collect the most recyclable aluminum cans and plastic bottles

- Work with a local recycling facility and have a drop-off for old computers or electronics (things that cannot go into a landfill)
- Have a promotion: *Bring in our newspaper ad + recycle your entire paper and save \$000 off a new Hyundai*
- Have an in-house sales competition to see who can sell the most Sonata PHEV, Sonata Hybrid, or 2017 Elantra models during April—then have an eco-friendly prize for the winner

By creating a promotion tied to Earth Day, you are communicating to the community that Hyundai cares and your dealership cares, which enhances your image in the eyes of your customers!

PRODUCT NEWS

Sonata Plug-in Hybrid (PHEV): The Difference That Makes a Difference



Do you know the difference between a “hybrid” vehicle and a “plug-in hybrid”? You should, because your customers probably know that answer.

People are attracted to the new Sonata Plug-in Hybrid Electric Vehicle (PHEV) because they can travel on electric-only power for up to 27 miles and it recharges in less than three hours with a Level-Two charger (less than nine hours using a standard 120V outlet).

As the name implies, owners “plug in” the Sonata PHEV at work, at home, or wherever they have access to electricity to charge the battery.

When parked side by side, a Sonata Hybrid and a Sonata Plug-in Hybrid both look alike and both behave similarly from the driver’s seat—the biggest difference is what you can’t see: With a 9.8 kWh lithium polymer battery pack that is roughly five times larger than the Sonata Hybrid’s battery, the Sonata Plug-in Hybrid has the battery power to provide an all-electric range of up to 27 miles. Then when battery power is depleted, the Sonata PHEV operates like the Sonata Hybrid.

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SONATA PLUG-IN HYBRID (Cont'd)

- The Sonata Plug-in Hybrid uses a 6-speed automatic transmission with Hyundai's Transmission-Mounted Electrical Device (TMED)—a 50 kW electric motor in place of a torque converter.
- The 50 kW electric motor is 32% more powerful than the motor used in the Sonata Hybrid and allows EV operation at higher engine load and speed.
- A 2.0-liter Nu 4-cylinder GDI engine coupled with the electric motor allows the Sonata Plug-in Hybrid to operate just like the Sonata Hybrid once the onboard battery charge is depleted.
- Sonata PHEV delivers 99 MPGe combined in EV mode, and 40 mpg in charge-sustaining mode.
- Visual changes to the PHEV include a charging port on the driver front fender, unique grille, front and rear bumpers, front fenders, front and rear lights, chrome

side sill moldings, Hybrid badging and an eco-spoke alloy wheel design.

- A distinctive instrument cluster provides PHEV drivers with additional information about the Plug-in Hybrid's functions.
- A charge indicator is located on top of the dash, making it easy to see the state of charge from outside.

Here is the price comparison between the Hybrid and Plug-in Hybrid:

- Current lease rate for the Sonata Hybrid is \$239/month for 36 months, \$2,199 due at lease signing
- Current lease rate for the Sonata PHEV is \$279/month for 36 months, \$2,199 due at lease signing

The Sonata Plug-in Hybrid is ideal for those customers who have a short commute, or use it to take kids to school and back: that way, it can operate in electric-only mode, saving gas—and that makes it efficient and affordable.



**Display Audio & AVN 4.0:
Available on 2017 Elantra,
Santa Fe & Santa Fe Sport**

Technology is very important to many of today's new car buyers—they want high-resolution displays, easy to operate touchscreen controls, the latest apps and effortless connectivity. All that is found on the new Display Audio & Navigation System (AVN 4.0), which is available on the 2017 Elantra as well as the 2017 Santa Fe & Santa Fe Sport.

- Display Audio is a high resolution 7-inch color touchscreen display that has been optimized for enhanced smartphone integrations and the latest generation Blue Link® system.

- AVN 4.0 introduces the latest generation Blue Link features to Elantra and Santa Fe—this includes Remote Start with engine timer (1-10 min engine run time), Remote Stop (after Remote Start initiated), and Remote Climate Control (set the desired temperature, if equipped with Push Button Start and Automatic Temperature control), including the option to turn on the front window defroster.

Blue Link-equipped Hyundai vehicles with Display Audio will offer only two packages: Connected Care and Remote.

- Blue Link on Display Audio vehicles brings seamless connectivity directly into the car with technology like Remote Start with Climate Control, a Monthly Vehicle Health Report, Remote Door Lock/Unlock and Stolen Vehicle Recovery.
- Remote features can be accessed via a smartphone app and MyHyundai.com.
- Blue Link also features maintenance alerts and the new Hyundai Assurance Car Care in-vehicle app.
- Since the vehicle will not have factory-installed navigation, Display Audio vehicles will not offer the Guidance Package. In the future, navigation functions will be provided by customer's mobile phone via Android Auto™ or CarPlay®, based on availability by model.

Blue Link enrollment for vehicles with Display Audio on MyHyundai.com will automatically remove the Guidance Package to reduce customer confusion and display only features available on their vehicle.

IN THE NEWS

Hyundai: Best Brand — Kelley Blue Book

Hyundai was named the overall brand winner in the [2016 Kelley Blue Book 5-Year Cost to Own Awards](#)—Hyundai ranked No. 1 among mainstream brands for its lowest projected ownership costs based on Kelley Blue Book's 5-Year Cost to Own data for new cars for the initial five-year ownership period.

Steve Lind, Executive Vice President, Operations, Cox Automotive Media, presents Brandon Ramirez, Senior Group Manager, Product Planning, HMA, the trophy for Hyundai as the overall brand winner in the 2016 Kelley Blue Book 5-Year Cost to Own Awards.



Tucson: Captures Two Awards

The [2016 Tucson](#) was awarded *MotorWeek's* Drivers' Choice Award for Best Small Utility. "The redesigned Hyundai Tucson is fresher and better equipped than any direct compact crossover rival. It is also a bargain for its class," said John Davis, creator, host and executive producer, *MotorWeek*. "All are starring qualities that should impress the masses, keeping Hyundai's marque shining bright."

In addition, the 2016 [Tucson](#) was recognized as the Best Compact SUV for the Money by *U.S. News & World Report*—in the crowded SUV segment, the Tucson took top honors for its outstanding value and critical acclaim.



Jamie Page Deaton, Managing Editor of the *U.S. News Best Car* rankings, presents Brandon Ramirez, HMA, the trophy for the 2016 Hyundai Tucson as the Best Compact SUV for the Money by *U.S. News & World Report*.

Santa Fe Sport: Automotive Science Group Award

The 2016 [Santa Fe Sport](#) was honored as BEST 5 All-Around Performance from [Automotive Science Group](#) (ASG) for achieving the highest combined social, environmental and economic performance scores. "The top-rated 2016 Santa Fe Sport leads in a hypercompetitive market segment by delivering noteworthy all-around performance that strikes an intelligent balance between environmental, social and economic performance considerations," said Colby Self, managing director of ASG.

Sonata: Kelley Blue Book Best Family Car

The [2016 Sonata](#) was named a [Kelley Blue Book Best Family Car](#), receiving high marks for safety, comfort, convenience, spaciousness for both passengers and cargo, and fit of various rear-facing and forward-facing child safety car seats. The Sonata was also recognized for its value and class-leading warranty combined with solid resale value and refinement.

Genesis & Santa Fe: Consumer Guide Best Buy Awards

The 2016 [Hyundai Genesis](#) and [Santa Fe/Santa Fe Sport](#) earned the "Best Buy" awards from *Consumer Guide*[®] *Automotive* in their respective segments. The Genesis was recognized in the large car segment, and the Santa Fe/Santa Fe Sport won in the midsize crossover/SUV category.