

**COVER STORY**

## Spread the Word: Elantra Value Proposition is Stronger than Ever!

The introduction of the Elantra SE Value Edition—plus the addition of more standard equipment to Elantra SE and Limited with no price increase—makes the all-new 2017 Elantra a better value than ever. Contact your Elantra prospects as soon as you can to let them know how much more Elantra now offers.



### 2017 ELANTRA SE VALUE EDITION

The new value leader of the Elantra family is the just-released SE Value Edition. It's a powerful new player in the hyper-competitive compact car segment. Building on the success of the prior generation Value Edition, the 2017 model pushes the value equation even further. At an M.S.R.P. of \$20,250, the new trim level includes the following features in addition to or in place of the Elantra SE with Popular Equipment Package (for just \$1,300 more):

- Blind Spot Detection with Rear Cross-Traffic Alert and Lane Change Assist
- Power tilt-and-slide sunroof
- Power driver's seat with lumbar support
- Dual automatic temperature control with auto defogging
- Hands-free Smart Trunk
- Proximity key with push-button start and door handle approach lights
- LED daytime running lights
- Auto-dimming rearview mirror with HomeLink® and compass
- 3.5-inch TFT monochromatic instrument cluster display

- Leather-wrapped steering wheel and shift knob
- Heated front seats
- Auto-up driver window
- Illuminated vanity mirrors
- Sliding front center armrest
- Exclusive black or beige cloth interior

This is a remarkable \$1,215 savings to the consumer, eclipsing the benchmark set by the previous generation Value Edition.

### 2017 ELANTRA SE AND LIMITED

The Value Edition isn't the only news for Elantra—the SE with automatic transmission and Limited also get additional standard equipment to make them even more attractive to customers.

While maintaining its current \$18,150 M.S.R.P., Elantra SE with automatic transmission now includes:

- Bluetooth® hands-free phone connectivity
- Cruise control
- Steering wheel audio controls

Meanwhile, with no change to its \$22,350 M.S.R.P., Elantra Limited adds:

- High-intensity discharge (HID) headlights with Dynamic Bending Light

### THE WHOLE STORY

Don't forget—the 2017 Elantra is the first compact car to offer such impressive features as Hands-Free Smart Trunk, Integrated Memory System, Pedestrian Detection, and Clari-Fi™ Music Restoration Technology. And it's the only compact car to offer Hyundai Assurance—the comprehensive suite of services that includes Car Care, 24/7 Roadside Assistance, and America's Best Warranty.

All of these enhancements and exclusives mean that you can offer your customers tremendous price and content advantages throughout the Elantra range, from the base SE through the Value Edition, frugal Eco and powerful, all-

*[continued on page 2]*

### TELL US WHAT YOU THINK!

We'd love to hear what you think about this and every issue of *The Sales Edge*. [Click this link](#) to shoot us an email with your feedback, suggestions or questions about the latest edition.



**Elantra Value Proposition** [continued from page 1]

new Sport [see page 4 for more details] to the top-of-the line Limited. Here's the entire lineup at a glance:

Elantra Model	Engine	Transmission	M.S.R.P.
<b>SE</b>	2.0-liter 4-cylinder	6-speed manual	\$17,150
<b>SE</b>	2.0-liter 4-cylinder	6-speed automatic with SHIFTRONIC®	\$18,150
<b>SE Popular Equipment Package</b>	2.0-liter 4-cylinder	6-speed automatic with SHIFTRONIC	\$18,950
<b>SE Value Edition</b>	2.0-liter 4-cylinder	6-speed automatic with SHIFTRONIC	\$20,250
<b>Eco</b>	1.4-liter turbocharged GDI 4-cylinder	7-speed EcoShift® dual-clutch with SHIFTRONIC	\$20,650
<b>Sport</b>	1.6-liter GDI 4-cylinder	6-speed manual	\$21,650
<b>Sport</b>	1.6-liter GDI 4-cylinder	7-speed EcoShift dual-clutch with SHIFTRONIC	\$22,750
<b>Sport Premium Package</b>	1.6-liter GDI 4-cylinder	6-speed manual	\$24,050
<b>Sport Premium Package</b>	1.6-liter GDI 4-cylinder	7-speed EcoShift dual-clutch with SHIFTRONIC	\$25,150
<b>Limited</b>	2.0-liter 4-cylinder	6-speed automatic with SHIFTRONIC	\$22,350
<b>Limited Tech Package</b>	2.0-liter 4-cylinder	6-speed automatic with SHIFTRONIC	\$24,850

Prices do not include freight (\$835). Hyundai Motor America reserves the right to make changes in prices and features at any time, without notice.

With so many improvements, Elantra—now in its sixth generation, one of Hyundai's all time best-selling models and the vehicle that has defined the word "Better"—is now, well, even better.



IN THE NEWS

**Hyundai Has Two Winners in J.D. Power Technology Experience Index**

The high-tech features found in today's automobiles can add immeasurably to driving enjoyment and owners' peace of mind—or they can be sources of frustration and dissatisfaction. To find out which vehicles have the most satisfying new-vehicle technology, J.D. Power surveyed over 13,000 consumers who purchased or leased a new 2016 model-year vehicle after 90 days of ownership. The result: the inaugural J.D. Power Technology Experience Index Study, or TXI.

And Hyundai is one of only two brands in the industry to have two winners.

The 2016 Hyundai Tucson and 2016 Hyundai Genesis were named highest in overall customer experience with vehicle technology in the small vehicle and midsize premium segments, respectively.

Each model outperformed the competition in their respective segments, with Tucson ranking the highest in six evaluation categories: collision protection, comfort and convenience, driving assistance, entertainment and connectivity, and navigation. The Genesis outperformed 20 other vehicles to rank highest in its competitive segment.

Oh, and the only other brand with two segment winners? BMW.



**Next "Hyundai LIVE!" Webcast Streams on December 8**

If you want to be the first to know all about the all-new Ioniq—and how it fits into the entire family of eco-friendly Hyundai Blue Drive vehicles—then circle Thursday, December 8, on your calendar. That's the date of the next "Hyundai LIVE!" webcast: "The Power of Choice."

The 90-minute program will stream live at 10:00 a.m. and 1:00 p.m. Eastern.

Hyundai Motor America product planning and engineering managers will introduce you to the first two Ioniq models to come to market—Ioniq Hybrid and Ioniq EV—and will discuss in depth the information you need to sell Hyundai's complete line of alternate-fuel vehicles.

As always, these subject matter experts will field questions submitted by viewers during the webcast. Instructions on how to submit questions will be given at the top of the show.

Log on to [www.hyundailearningportal.com](http://www.hyundailearningportal.com) for more details.

## Rankings Announced of “Best Dealerships to Work For”

As we told you in August, eight Hyundai dealerships were named by Automotive News as among the “100 Best Dealerships to Work For—2016.” The rankings were announced at a gala dinner at the glamorous Four Seasons hotel in Chicago on October 12. Drumroll, please:

- #19: **Prime Hyundai**, Saco, Maine
- #23: **Friendship Hyundai**, Bristol, Tennessee
- #57: **Terry Lee Hyundai**, Noblesville, Indiana
- #59: **Garber Hyundai**, Saginaw, Michigan
- #72: **Friendship Hyundai**, Johnson City, Tennessee
- #94: **Faulkner Hyundai**, Philadelphia, Pennsylvania
- #97: **Bergstrom Hyundai**, Appleton, Wisconsin
- #99: **Maguire Hyundai**, Ithaca, New York

According to NADA, there are 17,665 new-car dealers in the United States, placing these eight Hyundai dealerships in the top six-tenths of one percent of all stores nationwide. Congratulations!

## You Set Another Sales Record!

Overall U.S. automotive sales were down 5.9% compared to October 2015—but your hard work made this the best October on record for Hyundai Motor America, which sold 62,505 Hyundai and Genesis vehicles last month.

“Sales of our 2017 Santa Fe Sport were up a strong 17% in October, helping HMA achieve its fifth consecutive month of year-over-year sales gains,” said Derrick Hatami, vice president of national sales for Hyundai Motor America.

Here are the October sales highlights:

- **Santa Fe Sport**—up 17%
- **Tucson**—up 10%
- **Elantra**—our #1 car line at 15,917 units

We’re coming to the finish line with the end of the year approaching quickly—now is the time to kick up your sales efforts to make this another record-setting year!

**October 2016 CPO Sales** for the month of October were 7,396 units. Year-to-date, 763 Hyundai dealers have sold 81,478 CPO units, which represents a gain of 1.9% versus the same period in 2015.

### HYUNDAI CERTIFIED PRE-OWNED

## Hyundai CPO Pioneers New Social Media Advertising Platform

Hyundai Certified Pre-Owned is launching a two-month pilot advertising program with Facebook and two of Cox Automotive’s properties—Autotrader and Kelley Blue Book. Hyundai CPO will be the first OEM CPO program executing this tactic. This new social media advertising campaign will leverage proprietary site visitor data from [Autotrader.com](http://Autotrader.com) and [KBB.com](http://KBB.com) and re-target them on Facebook with contextually relevant ads like Hyundai CPO program benefits or low-APR programs.

Speaking of which: Special APR financing is available for all Hyundai CPO Elantra and Sonata vehicles this month. Rates are available as low as 0.90% for 48 months or 1.90% for 60 months on all eligible Hyundai CPO Elantra and Sonata vehicles for well-qualified buyers. The program is in effect through November 30, 2016. See the HMF program bulletin for complete details, terms and conditions.



### TIPS FROM THE PROS

## Sell the Sizzle

Our Tip of the Month for November comes from Daimein A. Solomon of Jim Ellis Hyundai in Atlanta, Georgia, who advises:

“Sell the sizzle every time. Listen to the customer’s needs and wants and every time tailor your feature-benefit presentation to those needs and wants. Your customers want to know why this is the best car for them right now and what will set it apart from all the rest. There is so much involved in the engineering of each car to fit the need for every customer that you just have to sell the sizzle, be excited and match up their needs and wants with the perfect vehicle.”

Remember, every tip we publish earns \$50 on the winner’s STAR Rewards card. If you have a tip you want to share, please send it to [thesalesedge@hyundaisalestraining.com](mailto:thesalesedge@hyundaisalestraining.com).







2017 ELANTRA SPORT



2017 TUCSON NIGHT



2017 GENESIS G80

## PRODUCT NEWS

# More New 2017 Models Debut

The rollout of exciting 2017 Hyundai models continues with the launch of these new models.

### 2017 ELANTRA SPORT

The all-new 2017 Elantra Sport is the most powerful Elantra ever and it includes a variety of exclusive Sport features that make it stand out from the other Elantra models as well as from the rest of the cars in its class.

The excitement starts under the hood as the Elantra Sport's turbocharged, direct-injected 1.6-liter engine delivers an impressive 201 horsepower and 195 pound-feet of torque. And your customers will love that it comes mated with either a six-speed manual transmission or a seven-speed EcoShift® dual-clutch transmission with paddle shifters.

To enhance its on-road dynamics and handling, the Elantra Sport is exclusively outfitted with independent multi-link rear suspension, larger 12-inch front brake rotors, revised spring and damping rates, a larger front stabilizer bar, and the addition of a rear stabilizer bar. When you combine all that with the rigid body structure that is common to all Elantra models, you have the best handling Elantra ever!

Visually, it's easy to identify the Sport model thanks to its unique Sport front grille, standard HID headlights, eye-catching 18-inch alloy wheels, Sport side sill extensions and chrome twin exhaust outlets.

The available Premium Package includes an eight-speaker Infinity® audio system, Blue Link®, eight-inch touchscreen, power sunroof, Blind Spot Detection with Rear Cross Traffic Alert, Dual Automatic Temperature Control and more.

All this comes at a starting M.S.R.P. of just \$21,650 with the standard six-speed manual transmission. Your customers who prefer automated shifting can opt for the Elantra Sport with a seven-speed EcoShift DCT and paddle shifters for \$22,750. Both are subject to an additional \$835 destination charge.

This all-new 2017 Elantra Sport is a vehicle that reflects Hyundai's passion for cars and driving, expressing it with sharp looks, upgraded power, and fun, sporty handling.

### 2017 TUCSON NIGHT

The Tucson is one of the best-selling models in the Hyundai line, and now, your customers can opt for a limited-production

model with a distinctive monotone treatment—the Tucson Night. Here's what makes it so special:

- Stylish RAYS 19-inch black-finish alloy wheels
- Branded center caps
- Red valve stem cap
- Panoramic sunroof with dark, black-tinted glass
- Gloss black side mirror caps
- Aluminum-alloy sport pedals
- Perforated leather steering wheel
- Front and rear LED map lights

It's all about attitude and equipment—day or night.

### 2017 GENESIS G80

The Genesis G80 succeeds the previous Hyundai Genesis sedan as a mid-luxury sedan that delivers an unprecedented combination of refined performance, human-focused technology and segment-leading safety features that appeals to discriminating drivers who want an exceptional vehicle and an exceptional ownership experience.

Compared to the 2016 Genesis sedan, the 2017 Genesis G80 now includes these features as standard equipment:

- Auto-dimming side mirrors
- Integrated Memory System (IMS)
- Power tilt-and-telescopic steering wheel
- Haptic steering wheel
- Automatic Emergency Braking (AEB)
- Blind Spot Detection with Rear Cross-Traffic Alert
- Lane Keep Assist (LKA)
- Lane Departure Warning (LDW)
- Smart Cruise Control with Stop/Start
- Electronic parking brake with auto-hold
- Pre-active seatbelt
- High Beam Assist

In addition, new optional equipment includes:

- Android Auto™ and Apple CarPlay™
- 3.8 Premium Package (replaces the 3.8 Signature and 3.8 Tech packages)
- Patagonia Blue (replaces Montecito Blue)

These enhancements are just the beginning of what the Genesis G80 offers customers. For more information, go to: <http://www.genesisnewsusa.com/us/en/models/g80> or <https://www.genesis.com/us/en/genesis-g80.html>

## 'Tis the IQS Season: How You Can Help Hyundai Help You

For 30 years, J.D. Power has measured new owners' and lessees' satisfaction with their vehicles after 90 days of ownership through its Initial Quality Study<sup>SM</sup>, or IQS. Manufacturers that score well can tout their high level of craftsmanship to entice new customers with the promise that their first three months behind the wheel will be relatively trouble-free.

Now, you might think that initial quality is something that's built into a vehicle at the factory—and certainly every Hyundai that comes off the line is precision manufactured to exacting standards.

But what you may not know is that much of Hyundai's IQS score is within *your* control, at *your* dealership—and that the customers who are taking delivery *right now* will be those whose experiences are reflected in next year's IQS results.

When Hyundai scores well in the Initial Quality Study, more people are likely to put Hyundai on their shopping lists—which means more customers for you.

So understanding exactly how the IQS works—and what you can do to ensure customers' complete satisfaction—can pay dividends to you next year and for years to come.

**The Scoring:** The J.D. Power Initial Quality Study is a 233-item questionnaire that asks owners and lessees of new vehicles about "things gone wrong" during the first 90 days of ownership. Power defines "things gone wrong" in two ways:

- "A fault in the assembly of the vehicle"
- "A design issue"

An "assembly fault" could be due to a mishap at the manufacturing facility—an ill-fitting trim panel, or a loose electrical connection. But it could also be the result of a vehicle sitting on your dealership's lot for an extended period of time: a dent, a ding, or a missing key.

Your service department plays a major role in making sure that these "things gone wrong" are corrected through a thorough pre-delivery inspection and final preparation process prior to retail delivery.

While an "assembly fault" can be corrected by your dealership's service department, a perceived "design issue" can be avoided by *your* actions during the delivery process.



A "design issue" can simply be a feature that a customer doesn't like, isn't familiar with, or doesn't understand. Voice recognition, navigation, Hands-Free Smart Trunk—customers who don't understand how to operate these and other features may perceive that they don't work, or don't work right, even when they operate precisely as intended. And in J.D. Power's methodology, that's as much of a "problem" or "thing gone wrong" as a mechanical issue.

These features are called "difficult to understand" or "hard to operate," often abbreviated as "DTU/HTO" features. And this is where a thorough delivery—and you—come in.

- Perform a detailed vehicle delivery with feature demonstration every time
- Use the Quick Reference Guide (QRG) to demonstrate key vehicle features and complete the tear-off page at the back of the QRG booklet

When a customer understands new or unfamiliar features before they drive away, suddenly the mystery is gone—and what could be perceived as a "thing gone wrong" is no longer a "problem" at all.

**The Timing:** Remember that J.D. Power surveys customers after 90 days of ownership. The questionnaires go out between February and May each year. That means the new owners whose experiences will be reflected in the 2017 IQS results are those who are buying and leasing their new vehicles from the beginning of this month through the end of next February.

In other words: *right now*.

So if there's ever been a time to make sure your deliveries are complete and comprehensive, this is it. After all, when Hyundai does well in the Initial Quality Study, you benefit, from more prospects who are attracted to Hyundai's reputation for excellence.

**The Results:** Hyundai has been on an upward trajectory in IQS results for the last five years. The brand achieved its highest ranking ever in 2016, placing third out of all 33 brands measured (and second among 21 non-premium brands).

So if there's ever been a time to make sure your deliveries are complete and comprehensive, this is it. After all, when Hyundai does well in the Initial Quality Study, you benefit, from more prospects who are attracted to Hyundai's reputation for excellence.

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## The IQS Season (continued from page 5)

**The Results:** Hyundai has been on an upward trajectory in IQS results for the last five years. The brand achieved its highest ranking ever in 2016, placing third out of all 33 brands measured (and second among 21 non-premium brands).

In addition, Accent was ranked highest in initial quality among small cars and Azera was top rated among large cars. Plus Elantra, Veloster, Genesis and Tucson were recognized for being among the top three in initial quality in their respective classes.

Hyundai's objective for 2017? To be #1 among all non-premium brands!

To achieve that goal, it's vital that you know—and help your customers understand—those features most likely to be perceived as “difficult to understand” and “hard to operate.”

**The Emphasis:** For 2017, Hyundai has identified a number of DTU/HTO features that you should always make sure your customers understand at delivery. Some span the Hyundai line-up, while others are specific to individual models.

- **All models**
  - Android Auto™ and Apple CarPlay™
  - Bluetooth® connectivity
  - Voice recognition
- **Elantra**
  - Rear side doors
- **Santa Fe**
  - Seat belt latch and release controls
  - Rear heating, ventilation and air conditioning controls
- **Santa Fe Sport**
  - Liftgate
  - Seat height adjustment controls
- **Sonata**
  - Automatic Emergency Braking
  - Interior lights
  - Heating, ventilation and air conditioning controls
- **Tucson**
  - Seat belt latch and release controls

These are the DTU/HTO features mentioned most frequently by new Hyundai owners. A thorough delivery will cover many more. But the investment in time now will pay off later. As Hyundai's reputation for excellence grows, you'll find more repeat, referral and brand-new customers anxious to experience Hyundai initial quality for themselves.

## CONTESTS

### SCAVENGER HUNT #5

**October results:** Congratulations to the winners of last month's “Scavenger Hunt.”

#### CENTRAL REGION

—**Shane Soto**, Napleton's Valley Hyundai, Aurora, IL

#### EASTERN REGION

No winning entries received

#### SOUTHERN REGION

—**Michael Stanley**, Hendrick Hyundai, Charleston, SC

#### SOUTH CENTRAL

—**Maxanna Borden**, Freeman Hyundai, Irving, TX

#### WESTERN REGION

—**Michael Dell**, AutoNation Hyundai Tempe, Tempe, AZ

### SCAVENGER HUNT #6

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 **Wednesday, November 30, 2016.**

1. Which concept vehicle did AutoGuide.com rank as #1 on its list of “Top Five Craziest Hyundai Concepts at SEMA 2016”?
2. How many winter coats does Hyundai take to Detroit every January during the North American International Auto Show, as part of its Coats for Kids program?
3. The Ioniq was recently awarded what international prize for its design, described as “creative and purified hybrid, resembling the flow of air”?
4. According to its website, Hyundai America Technical Center was founded in Ann Arbor, Michigan, in what year?
5. What is the price of a blue Hyundai logo pen with chrome accents, jumbo barrel and ribbed grip when purchased at the Hyundai Merchandise Collection site?

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

## CONTESTS

## WHAT WOULD YOU DO? #5

## BREAKING BAD NEWS

**In our October challenge**, we asked you what you'd do if, shortly before Lisa and Dave Green showed up to take delivery of a new Veloster, you found out that the vehicle had just been badly scratched by your new car prep department. Do you throw in the polishing cloth and let crestfallen customers walk, or do you try to save the deal?

Our favorite entries combined quick thinking, decisive action and manager involvement to create choices for the Greens—choices that would be even more attractive than the scratch is ugly.

**First Place (\$100):** "First, you have to put yourself in the customers' shoes. They're on their way in to pick up a new car so the excitement level is high. It's probably too late to call and reschedule, and breaking the news over the phone will spoil the mood before they arrive.

"So first I would look to see if we have an identical vehicle in stock to put in detail and prepare the paperwork with the new VIN. If there isn't an identical model, I would complete preparations on the lot-damaged car and have it waiting for the customer. When they arrive, I would be direct and honest: that the lot damage occurred and we will work to make it right.

"Provide the customer with options and let them choose what is best. We could allow them to select a different color for immediate delivery; leave with a loaner while we fix the scratch; or offer them the option to begin enjoying their new car immediately and schedule the repair before they leave. When they see how we were able to make the situation right, chances are we will have won them over (again) and keep their trust in our dealership."

—**Ryan Fox**, Sansone's Route 1 Hyundai, Avenel, NJ

**Second Place (\$75):** "I would let new car prep continue to get the vehicle ready while I informed our customer relations team, sales manager and general manager of the condition of the vehicle. Once the vehicle was ready I would display it in the delivery bay. When the guests arrived in my office, I would tell the guests about the scratch on the driver's door and we would go to check it out.

"At this time, I would introduce the customer relations team and the general manager to reassure the guests that their complete satisfaction is our paramount goal. We would have already scheduled repairs for the scratch and a loaner car for use—and I would also have detailed the same exact Veloster. I would tell the customer, 'With a test drive and your consent, we can deliver this Veloster to you. I will give you a moment to discuss your options. Either way our dealership wants you completely satisfied.'"

—**Syed Salat**, Wolfchase Hyundai, Memphis, TN

**Third Place (\$50):** "I would call the customers on the phone immediately and say, 'Good evening, Dave and Lisa. Before you drive in tonight I wanted to let you know that the detail team has scratched your vehicle. We're going to have a professional inspect the door and determine the best course of action for repairing the damage. Right now we have a couple of options: ""If you'd like to take delivery tonight we can still provide the car, but we'll need it back in order to remedy the situation. Otherwise, we can provide you with a different vehicle to drive while we're taking care of the scratch. I'm sorry for the inconvenience, and we'll make sure to take the necessary steps to ensure that your vehicle looks brand new!""

—**Michael Pyka**, St. Cloud Hyundai, St. Cloud, MN

**Fourth Place (\$25):** "I would show the scratch to the Greens right away and offer them a loaner while their car was repaired. I'd also offer them two or three free oil changes and car washes. I would of course get my managers involved."

—**Jasper Blow**, Bentley Hyundai, Huntsville, AL

## WHAT WOULD YOU DO? #6

## TRIPLE THREAT

**Earlier in the week, you sold a Tucson to the Browns, who scheduled delivery for today at 3:00, after all the accessories they bought have been installed. Then, just before closing last night, you sold a Tucson to the Smiths. They're scheduled to come back and take delivery today at 1:00. Finally, this morning, you sold a Tucson to the Johnsons. You'd have time to deliver it, but the detail team is running a little behind. The Johnsons are fine with that; they tell you they'll come back at 1:00. Now it's 1:00, and along with the Smiths and the Johnsons, the Browns have shown up two hours early.**

**There are worse problems than having three Tucson deliveries at once. Still, we'd like to know: 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.

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

Responses must be received on or before **Wednesday, November 30, 2016**. Winners of Challenge #5 will appear in the December issue.