



## COVER STORY

# Hyundai + Football = A Touchdown for Your Dealership!

The football season is in full swing and Hyundai is right in the middle of it (hopefully, your team is doing well so far, too)! For the 2016–2017 season, Hyundai continues to support professional and collegiate football, and that can translate into a lot of new floor traffic for your dealership. After all, football fans are intensely loyal to their teams—and they buy the brands that support their obsession.

Here's how Hyundai will make a big play for the attention of both NFL and NCAA football fanatics this season. [And check the sidebar on page 3 for some ideas on how you can capitalize on it at your dealership.]

### HYUNDAI: OFFICIAL SPONSOR OF THE NFL

“At Hyundai, just like the players and teams of the NFL, we’re in the constant pursuit of better—from our vehicles, all the way through the shopping and ownership experience,” says Dean Evans, chief marketing officer of Hyundai Motor America. “We’re excited to start our second year as an official sponsor of the NFL by providing fans with exciting entertainment as our creative and social media campaigns help bring fans closer to the game they love.”

**Hyundai Blitzes TV:** Building on the creative from the 2015 NFL season, the new advertising campaign centers on how Hyundai celebrates fans’ passion and loyalty to their NFL teams. “[Fishing Trip](#)” shows how the [Elantra](#) and its Proximity Key Entry with Push Button Start helps a Dolphins fan make sure his Sunday ritual is uninterrupted. “[Choices](#)” depicts a Steelers fan who can care for his carsick son while never

missing a minute of the game thanks to [Santa Fe](#)’s 8-inch SiriusXM® Recording Feature.

Both ads are running during NFL game coverage, online and on Hyundai’s YouTube channel.

**Throwing the Bomb to the Fans:** Hyundai is also using social media to get fans involved with the [Put Your Profile On The Line](#) promotion: Fans select their favorite team, then identify Facebook friends they’d like to challenge that week. Once the challenge has been accepted, friends put their Facebook profile picture “on the line.” After the game, both fans

receive a link to the losing fan’s Facebook profile picture with an overlay featuring the logo of the winning team. And every time fans compete in a challenge, they’re automatically entered in a sweepstakes for the chance to win tickets to Super Bowl LI.

**#BecauseFootball Twitter Sweepstakes:** Hyundai has also launched a Twitter sweepstakes. Every time the announcer uses the word “drive” during an NFL broadcast, fans will be encouraged to tweet #BecauseFootball and #HyundaiSweepstakes. Every fan who tweets these hashtags will be entered for a chance to win tickets to Super Bowl LI.

**Hyundai is Rockin’ with the Rams:** After a 21 year dry spell, the NFL’s Rams have returned to Los Angeles. And Hyundai—which has called Southern California home since its arrival in the U.S. 30 years ago—is celebrating their return by becoming an official sponsor of the franchise.

*[continued on page 2]*



Official Sponsor of the NFL



**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.



## Hyundai + Football [continued from page 1]

The Los Angeles Rams are the newest addition to Hyundai's NFL team sponsorship lineup, which includes the Arizona Cardinals, Houston Texans, Minnesota Vikings, Pittsburgh Steelers and Miami Dolphins, along with official car and SUV designations of the league.

### HYUNDAI COLLEGE FOOTBALL MARKETING PROGRAM

In some cities, college football fans are even more fan-atic than NFL fans—that's why Hyundai is continuing its [college football marketing program](#) for the sixth year in a row. Hyundai's college football program features TV, print, radio and out-of-home and online ads that celebrate football fans. Hyundai will also be hosting on-site events at 17 partner universities, in addition to generating social media engagement.

The program is built around one of the things college football fans and Hyundai owners have in common: loyalty. After all, according to Brand Keys, Hyundai has been the #1 automotive brand in customer loyalty for seven years running. Among the program elements:

**#ThisIsLoyalty:** The online extension of the campaign is an invitation for college football fans to share pictures, posts and tweets that exemplify their individual expressions of loyalty on social media. Hyundai's microsite [HyundaiUSA.com/Loyalty](#) will feature content designed specifically for college football fans, including:

- **Show Your Loyalty:** Digitally school-theme wrapped Sonatas and Tucsons are back, and wallpapers are available for each of Hyundai's partner school.
- **Pride Packs:** This module allows fans to download custom art cards for their school to share on their own social channels.
- **Signs of Loyalty:** Wallpapers featuring various traditions and hand-signs from each school are available.

**Multimedia:** The print component of the campaign includes game day programs and fan guides, while radio spots draw the parallel between loyal college football fans and Hyundai owners and their cars. The radio spots will air on local coaches' shows and game broadcasts. Out-of-home advertising consists of stadium LED ribbons and boards, and online advertising will be comprised of digital banners on school athletic sites driving traffic to [Hyundai.com](#).

**Game Day Events:** Hyundai is partnering with 17 of college football's most prestigious programs to bring 113 game day events to stadiums across the country. At 17 featured games, including the Iron Bowl (Auburn vs. Alabama), USC vs. Oregon, and historic rivals Michigan vs. Ohio State, Hyundai

will have a larger presence with the Hyundai FieldHouse, which is 2,400 square feet of pregaming heaven with TVs, lounge seating and surprise university celebrities, who will be signing autographs and mingling with fans.

The Hyundai FieldHouse also gives fans the opportunity to check out the latest Hyundai vehicles and play tailgating games to win cobranded school gear. Hyundai will also showcase an Ultimate Tailgate Vehicle, a Santa Fe modified for any and all pre- and postgame celebrations, along with the all-new [Elantra](#).

**Partner Schools:** The 17 partner schools include Alabama, Arizona State, Auburn, Clemson, Florida, Florida State, Georgia, Michigan, Ohio State, Oregon, Penn State, South Carolina, Tennessee, Texas, UCLA, USC and Wisconsin.

### 2016 Featured Game Schedule

Clemson vs. NC State	10/15
Wisconsin vs. Ohio State	10/15
Auburn vs. Arkansas	10/22
Penn State vs. Ohio State	10/22
Oregon vs. Arizona State	10/29
Texas vs. Baylor	10/29
South Carolina vs. Missouri	11/5
USC vs. Oregon	11/5
Florida vs. South Carolina	11/12
Tennessee vs. Kentucky	11/12
Georgia vs. UL Lafayette	11/19
Michigan vs. Indiana	11/19
Alabama vs. Auburn	11/26
Ohio State vs. Michigan	11/26

**Hyundai Sun Bowl:** To cap off the season, Hyundai will continue its title sponsorship of the [Hyundai Sun Bowl](#) in El Paso, Texas. The Sun Bowl is the second-oldest college football bowl game in the nation and matches teams from the Atlantic Coast and Pac-12 conferences. This year's game will mark the 83rd year of the Sun Bowl and is scheduled for live broadcast on CBS, Friday, Dec. 30, at 2:00 p.m. Eastern.

With nationwide sponsorship of the NFL, individual sponsorships of six professional teams, and partnerships with 17 college football programs, there's bound to be a Hyundai presence on a gridiron near you. Are you taking advantage of this opportunity to bring football fans into the Hyundai family? Check out Manager's Corner at right for some ideas.

MANAGER'S CORNER

## Create a Red Blue Zone at Your Dealership

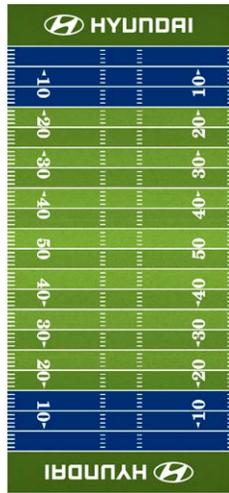
In football, the red zone is the area of the field between the 20-yard line and the goal line. It's said to be the part of the field where the chances of scoring are statistically higher.

By tapping into Hyundai's sponsorship of professional and college football, you can turn your dealership into a place where your chances of scoring a sale are statistically higher—but since Hyundai's official color is blue, we suggest making it a blue zone.

With customer awareness of the Hyundai brand heightened during football season, you can give fans a reason to visit your dealership. Here are some promotion ideas:

- Have a weekend sale and if the home team scores a touchdown in the first quarter, people who buy a new vehicle over the weekend get a \$2,500 rebate. This adds urgency to the promotion—it's only good for one weekend—and the dealership can take out an insurance policy just in case the team does score a touchdown.
- Create an NFL theme for the showroom—put up the logos of the local team, create miniature goal posts, have football-themed giveaways, like mini-football keychains printed with the dealership's name, URL and phone number.
- Sponsor a local Pop Warner team—this is always a good way to get local exposure.
- Host a football-themed New Owner Clinic—this gets your new buyers back in the dealership and demonstrates the dealership's commitment to their local NFL team—and loyal fans are also loyal customers.
- Use social media—Facebook, Twitter, Instagram—to promote your promotion.
- Conduct a Periscope live video broadcast from your dealership during a game.
- Have a promotion for the sales staff to see who can come up with the best football-themed campaign for your location.

The goal is to communicate that Hyundai and football go hand in hand, and that your dealership is the logical place for a football fan to shop for a new vehicle.



## AutoWeek: “Hyundai Prepared to Play Offense”

The September 19, 2016, edition of *AutoWeek*, included a report on Hyundai future product plans that make one thing clear: the Hyundai team is building a dynasty.

“Every organization needs a break before it goes for another jump,” said Ahn Byung-ki, director of eco-vehicle development at Hyundai Motor Company. “A lot of people inside feel that way. I’m ready for the next jump.”

To keep you in the loop and up to speed, here’s what *AutoWeek* reported:

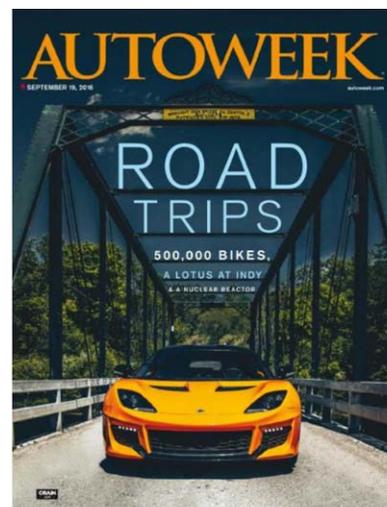
“The global blitz began this year with the launch of the first sedans from **Genesis**, the flagship **G90** and the **G80**, as well as the debut of the **ioniq** line of electrified vehicles meant to wrest the green-car mantle from Japanese rival Toyota Motor Corp. The rollout gathers speed next year with the release of Hyundai’s first N performance vehicle. Then comes a next-generation hydrogen fuel cell vehicle in 2018.

“That’s just for starters.

“Hyundai Motor Group plans to introduce 28 eco-vehicles by 2020 across the Hyundai, Genesis and **Kia brands**. The expansion will cover 10 traditional hybrids, eight plug-in hybrids, eight electric vehicles and two fuel cell vehicles.

“During the same time frame, the company also plans to introduce the Genesis G70 sedan, a coupe and two crossovers. And next year, the first entry from the N performance subbrand arrives, a souped-up variant of the next-generation Elantra targeting European customers. Another offering for the U.S. will follow, and then comes a third N for a global audience.

“It’s a huge undertaking,” said Vice Chairman Yang Woong-chul, the group’s global head of r&d. “But we feel like we can do it.”



Clearly, it is an exciting time to be working at a Hyundai dealership as there are a lot of exciting new products in the works. We will provide you with more details as they become available.

IN THE NEWS

## Elantra User Experience Named an MVP by WardsAuto

WardsAuto is one of the leading publications in the industry, famous for publishing 10 Best lists for interiors and motors. Now they've added a new one: 10 Best User Experiences (UX). And the 2017 Elantra earned a place on the inaugural list. Here's what the editors had to say:

"Hyundai's all-new Genesis G90 is an impressive luxury car, but its Elantra, priced much lower, demonstrates how an entry-level vehicle can be every bit as appealing to technology-minded buyers."

Singled out as examples of the Elantra's sophistication: its available Smart Cruise Control, HID headlights with Dynamic Bending Light, Android Auto and Apple CarPlay smartphone integration, and Clari-Fi Music Restoration Technology. "And it will tell you how long it will take you to get to work, even if you don't ask," the editors noted.

"Without question, the Elantra was the value leader in this year's competition."

Indeed, the Elantra was by far the most affordable vehicle on the list; the next lowest-priced model to be selected was the Ford Escape. Other honorees included the Audi Q7, BMW 7-Series, Infiniti Q50, Lexus RX and Mercedes-Benz E-Class.

"We are honored the Elantra is included among the likes of luxury models," said Mike O'Brien, vice president, corporate and product planning, Hyundai Motor America. "The Elantra was designed to bring our customers an exceptional user-friendly driving experience at a great price."

The 2016 Wards 10 Best UX competition drilled deeply into the user-friendliness of vehicle systems designed to minimize distraction, prevent accidents and improve safety. Twenty-nine vehicles were evaluated during July and August 2016.

With many customers interested in—but wary of—in-vehicle technology, be sure to share this story with your customers.

## Blocking and Tackling Results in Best September Sales Ever

You did it—while the overall U.S. auto industry had another down month, you made it Hyundai's best September on record with sales up 4% over last year! Overall sales totaled 66,610 units, with 1,211 of those being Genesis sales.

"Strong performances by our Santa Fe and Santa Fe Sport, in addition to the Accent, lead the way to another record month," said Derrick Hatami, vice president of national sales for Hyundai Motor America.

Here are the sales highlights:

- Santa Fe and Santa Fe Sport—up 5.6%
- Accent—up 205%
- Elantra—our #1 car line at 19,382 units

Fall is here—the end zone is in sight—let's make 2016 a sales year for the record books!

**September 2016 CPO Sales:** Hyundai Certified Pre-Owned sales for the month of September were 8,261 units, a gain of 3% year-over-year. So far this year, 758 Hyundai dealers have sold 71,997 CPO units.

### HYUNDAI CERTIFIED PRE-OWNED

## Latest CPO Stats

### HyundaiCertified.com Site Enhancements with CARFAX®:

Consumers know the value of buying a used vehicle that has a CARFAX report—so to enhance that, the Hyundai CPO program has added the CARFAX Snapshot feature on the Inventory Results page of [HyundaiCertified.com](http://HyundaiCertified.com). Hovering over the "Show Me the CARFAX" logo will display key Vehicle History Report content, with the ability for the consumer to click through to the free detailed report.

### Special Financing on All Eligible Hyundai CPO Vehicles

**Continues:** Special APR financing is available for all Hyundai CPO vehicles in October 2016. Rates are available as low as **2.59% for 60 months** on **all eligible Hyundai CPO vehicles** for well-qualified buyers. The program will be in effect through October 31, 2016. See the HMF program bulletin for complete details, terms and conditions.

### HYUNDAI PROTECTION PLAN

## Signing Bonus on Select Contracts

For Hyundai Protection Plan New Vehicle Service Contract and Certified Pre-Owned Wrap contracts dated September 1 through December 31, 2016, Hyundai Motor Finance is offering an enhanced bonus cash payout structure that lets you earn at a lower minimum total penetration level. Plus, you can now earn as much as \$40 per eligible contract for standard commitment.

Current Payout Structure		Enhanced Tiered Payout Structure			
Minimum Total Pen	Payout (Per Contract)	Tier I Minimum Total Pen	Tier I Payout (Per Contract)	Tier II Minimum Total Pen	Tier II Payout (Per Contract)
15%	\$25	5%	\$20	15%	\$40

HPP will pay \$20 per New VSC and CPO Wrap contract sold with minimum total penetration (HPP and Power Protect products) of 5.00%-14.99%. With a minimum penetration of 15.00%, HPP will pay \$40 per qualifying contract. Payouts are calculated on a monthly basis and are made during the following month.

Please note, this enhancement applies only to HPP New VSC and HPP CPO Wrap products. There are no other changes to the HPP Bonus Cash program at this time. Contact your DMI with any questions about HPP Bonus Cash or any of our other income development opportunities.

CONTESTS

WHAT WOULD YOU DO? #4

TEAM BOOSTING

**Last month's challenge** had you working with a phone up named Sarah Ames who wanted to know why she should buy from your dealership. Largest inventory? Best location? Lowest prices? Every store she called told her that. She wanted a better answer. We received some excellent entries in which sales consultants did a great job of selling themselves—but this challenge was about selling your dealership. (Watch for a future challenge in which you'll get to bang your own drum.) Our winners offered reasons to buy from the dealership that were specific and verifiable. Your store may not have the same amenities or accolades described by our top entries. That's okay; that's not why we chose them. We chose them because they gave detailed differentiators. We think Sarah Ames would be pleased with any of the following.

**First Place (\$100):** "I understand your concern, Ms. Ames. However, at Duncan Hyundai we do business very differently than you may be used to and we offer owner benefits that none of our competitors can even come close to matching.

"We offer a 20-year/200,000-mile nationwide powertrain warranty with 24-hour roadside assistance, plus a 3-day/300-mile money-back guarantee! We don't want to waste your time by spending hours haggling on price, so we offer our low, highly competitive, market-value prices for you and everyone else to see right up front on all of our vehicles.

"Our sales process has been very effective and most skeptical customers, just like you, quickly come to appreciate our no-hassle, no-pressure philosophy. I have appointments available today at 2:00 and 5:00. Would you like to stop by our store or would it be more convenient if I brought the vehicle to you?"

—**Samantha Felton**, Duncan Hyundai, Christiansburg, VA

**Second Place (\$75):** "Miss Ames, when you buy a car, you are also buying the dealership! We commit to making you happy with the whole vehicle ownership experience, not just the purchase. So all of our customers are given exclusive benefits that will save you time.

"Included with every new vehicle we sell is a free year of regularly scheduled maintenance. And if you don't have time to wait for your car, we offer a free shuttle service that will take you and pick you up from home, work or even any of the local shopping malls. If you require a rental car, we have a rental agency right on site, making the pick-up and drop-off of your rental easy as well. We know that owners take pride in the appearance of their cars as well, and we're pleased to offer free car washes in

our customer car wash as well. Come as often as you like. So, what time would be good for you to stop by?

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

**Third Place (\$50):** "Miss Ames, besides our near 65-year history of giving back to the community, there are many other reasons why you should purchase your next car from Bales Hyundai. One of them is that our service department has been recognized for being the #1 customer satisfaction service department in the district!

"Our goal here is to ensure you have a great experience, so we see you back for your next car. It's because of this that we have an A+ rating with the Better Business Bureau!

"Bottom line is our customer service doesn't end when we hand you the keys. When would be a convenient time for you to swing in to take the Elantra for a test drive?"

—**Eric Borden**, Bales Hyundai, Jeffersonville, IN

**Fourth Place (\$25):** "Ms. Ames, there are certainly many dealerships that will tell you they have the best of both worlds. Here at my Hyundai store, it is not about us. It's about you. We want to do everything within our abilities to help you make an informed decision in your car buying experience. You're not just buying a car—you're buying a dealership, and it is my pleasure to take care of you as you purchase your brand new Elantra, and have it serviced in our service department. May we schedule a time to look at the Elantra with you?"

—**Chris Hollish**, First Team Hyundai, Roanoke, VA

WHAT WOULD YOU DO? #5

STAR PLAYER GETS SCRATCHED

**Dave and Lisa Green purchased a Veloster on Saturday, and are taking delivery Monday at 6:30. It's 5:45 when you get the call from new car prep: they've accidentally scratched the paint. It's long and it's ugly and it's on the driver's door.**

**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 **Friday, October 28, 2016**. Winners of Challenge #5 will appear in the September issue.

CONTESTS

SCAVENGER HUNT #4

**September results:** Congratulations to the winners of last month's "Scavenger Hunt."

CENTRAL REGION

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

EASTERN REGION

—**Craig Cook**, Circle Hyundai, Shrewsbury, NJ

SOUTHERN REGION

—**George Zein**, Coconut Creek Hyundai, Coconut Creek, FL

SOUTH CENTRAL

No winning entries received

WESTERN REGION

No winning entries received

SCAVENGER HUNT #5

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 six 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, October 28, 2016**.

1. Which Hyundai Hope On Wheels 2016-2017 National Youth Ambassador is from Middleburg, Florida?
2. The Hyundai Motor Finance Lease-End Self-Assessment asks lessees to count the number of dents, dings and scratches that are equal to or greater than what length?
3. At what time of day are tours of the Hyundai Motor Manufacturing Alabama plant offered on Thursdays?
4. In the commercial "Fishing Trip," the Elantra owner who would rather watch football on Sunday than take his in-laws out on the boat kicks the boat away from the dock with which foot?
5. According to [hyundaidiversity.com](http://hyundaidiversity.com), on March 7, 2015, Hyundai Motor America presented a \$10,000 donation to a museum and library named after whom?

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*.

TIPS FROM THE PROS

Secrets from Your Playbook

"I always give the customer an overview of the steps involved in the sales process. I then ask them if they are ready to take the next step. This technique is very useful when the buyer is new to the car buying experience. In addition, if the customer is a seasoned care buyer it helps to relieve tension and makes the entire process smoother. I believe it gives the customer some sense of control in making the decision to purchase."

—**Larry Green**, Dealership, City, State to come

"My favorite selling technique would have to be saying to a customer, 'Let me ask you a question. Does what I am offering solve your problem?'"

"This technique will help bring out their true needs. I have had people stop, step back and really think about that question. Once they have made up their mind that the car solves their problem, it makes closing so much easier, and it helps me to know we are on the right car."

—**Cedric Nealy**, Werner Hyundai, Tallahassee, FL

"I ask customers my secret line I've used to sell many Hyundais in the last nine years: 'Can you think of a reason why you wouldn't want to buy this car today?'"

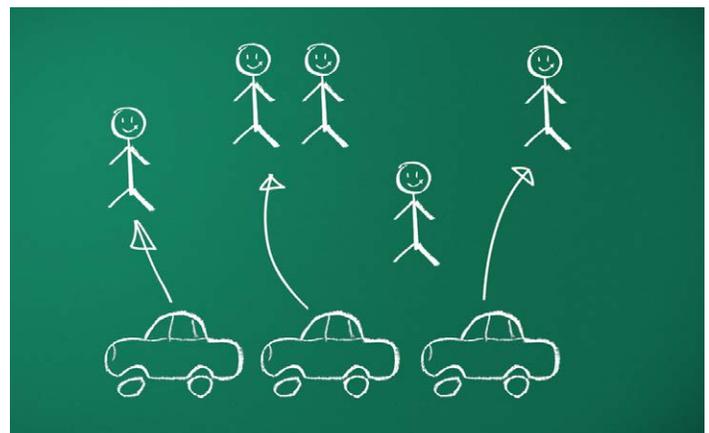
"Try it and you'll begin to sell more cars!"

—**Johnathan Loughrie**, Thomas Cumberland Hyundai, Cumberland, MD

"I always tell my customers, 'You can buy your car anywhere, but you can't buy me. I will take care of you before the sale and after the sale because that's what family does.' And they seem to trust me and buy from me."

—**Randy White**, Carter County Hyundai, Ardmore, OK

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).



## TOP DEALERS — Third Quarter 2016

CENTRAL REGION — YEAR-TO-DATE (YTD SALES)		
IL063	Family Hyundai	1,110
IA016	Stew Hansen Hyundai	1,039
IL018	Green Hyundai	1,002
IL080	Gerald Hyundai	971
IL072	World Hyundai Matteson	962

SOUTHERN REGION		
FL108	Hyundai of New Port Richey	4,780
FL122	Coconut Creek Hyundai	2,914
FL114	Rick Case Hyundai, Davie FL	2,597
FL110	Doral Hyundai	2,363
FL005	Rick Case Hyundai	2,169

EASTERN REGION		
NJ032	Lester Glenn Hyundai	2,203
NY075	Atlantic Hyundai	2,182
NY130	Hyundai of Long Island City	1,712
NY110	Advantage Hyundai	1,707
NJ033	Paramus Hyundai	1,519

SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	1,864
TX171	South Point Hyundai	1,718
TX158	Ron Carter Hyundai	1,577
TX040	Huffines Hyundai Plano	1,308
TX167	Hyundai of Pharr	1,002

WESTERN REGION		
CA293	Hardin Hyundai	1,891
CA314	Keyes Hyundai	1,862
CO034	Arapahoe Hyundai	1,657
NV020	Henderson Hyundai Superstore	1,633
CA304	Capitol Hyundai	1,603

TOP SELLING CPO DEALERS		
NATIONAL — THIRD QUARTER YTD		Sales
FL108	Hyundai of New Port Richey	1,000
CA293	Hardin Hyundai	889
FL005	Rick Case Hyundai	869
GA037	Jim Ellis Hyundai	655
CA310	Garden Grove Hyundai	592
NV020	Henderson Hyundai Superstore	588
MA056	First Hyundai	543
NJ032	Lester Glenn Hyundai	535
MN021	Luther Bloomington Hyundai	532
CT022	Danbury Hyundai	505

TOP BLUE LINK PERFORMING DEALERS* SEPT. YTD			
NATIONAL — FIRST QUARTER YTD		Enrollment %	Credit Card Capture %
WV017	Bill Cole Hyundai	102	39
SC027	Dick Smith Hyundai	100	40
PA062	Washington Hyundai	99	55
CT034	Stamford Hyundai	99	56
VA006	Fairfax Hyundai	98	43
ME008	Bill Dodge Hyundai	98	43
FL088	O'Brien Hyundai of Fort Myers	98	60
CA307	Central Valley Hyundai	98	48
NV025	ABC Hyundai	98	45
PA008	Hyundai of Greensburg	97	39

\*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-SEPT 2016		
NATIONAL		Volume
NV020	Hyundai Superstore	820
TX100	El Paso	735
CA293	Hardin Hyundai	655
NY130	Hyundai of Long Island City	523
CA310	Hyundai	442

TOP HPP DEALERS BY PENETRATION (HPP VSC NEW + HPP CPO WRAP) JAN-SEPT 2016		
NATIONAL		Penetration
CA365	Beach Hyundai	89.3%
AZ048	Phoenix Hyundai	83.7%
NV020	Hyundai Superstore	81.0%
TX177	Midland Hyundai	78.7%
CA315	Hyundai	78.3%

TOP HPI DEALERS		
NATIONAL		Hyundai Purchase Index
WI026	Zimbrick Eastside	995
KY009	Jim Johnson Hyundai	994
PA032	Freysinger Hyundai	992
WI023	Van Horn Hyundai Fond Du Lac	989
PA060	Freedom Hyundai	989
NY050	Riverhead Hyundai	988
TX125	Hyundai of Del Rio	988
OH056	Graham Hyundai	987
WI033	Tri City Hyundai	987
NC029	Paramount Hyundai	986