



COVER STORY

Hyundai Beats the Competition—In Your Dealership—Head2Head!

Does this sound familiar? A couple comes in looking at a Sonata, and they admit they're also looking at a Honda Accord. Or perhaps they're considering both the Santa Fe Sport and the Toyota Highlander. You use the Electronic Product Guide to review Hyundai's advantages over the competition, and that's a good start. But you can't address the differences in the way the two vehicles feel—in the way they are designed and built—because you've never had the chance to go to a Toyota store and scope out the Highlander, or visit a Honda dealership and sit inside an Accord.

Giving you that hands-on experience with some of Hyundai's top competitors—and the knowledge and credibility it brings—is the goal of the Hyundai Retail Process & Sales Satisfaction Department's newest training initiative—*Head2Head*.

Hyundai *Head2Head* facilitators will bring top 2017 Sonata and Santa Fe Sport rivals to your dealership so you can see and feel for yourself how Hyundai beats the

competition. And the competitors you'll see will be the top competitors in your market.

Each interactive learning session will last approximately two hours and cover:

- Overview of Sonata and/or Santa Fe Sport key selling points
- Walkaround of top competitive vehicle(s) in your market
- Explorations of online competitive comparison tools
- Strategies for overcoming competitor strengths

And it will all be wrapped in a unique, football-themed contest between sales consultants. Fabulous prizes will be awarded, too, and while we don't want to give anything away, we will say this: if you do well, *Head2Head* will enrich you from *Head2Toe*.

Log on to www.HyundaiLearningPortal.com for dates, times and more information.

MORE TRAINING OPPORTUNITIES

Don't forget, Hyundai is offering additional off-site workshops throughout the fall. Here's a list of events and locations beginning in mid-September:

Find Your Lost Sales is a full-day workshop to help you reduce the number of customers who reject your dealership or the Hyundai brand, and it will be conducted in San Francisco, Seattle, Pittsburgh, Long Island, Hartford and Oklahoma City.

The 2017 Tucson Experience is a half-day workshop devoted to Hyundai's wildly popular crossover. Look for it in Milwaukee, San Antonio, Chicago, Kansas City and Detroit.

Turning Leads into Sales will help managers improve lead response time and effectiveness in this full-day workshop, scheduled for Miami, Birmingham, Atlanta, Tampa and Baltimore/Washington.

More information about all of these programs is available on the Hyundai Learning Portal.

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.



IN THE NEWS

Hyundai Hope On Wheels® Awards 34 Pediatric Cancer Research Grants

Hyundai Hope On Wheels®, will award \$7.5 million in new pediatric cancer research grants to 34 hospitals across the U.S. during September, which is National Childhood Cancer Awareness month. Now in its eighteenth year of joining the fight against childhood cancer, Hope On Wheels is a nonprofit partnership of Hyundai Motor America, its 830 dealers nationwide, and millions of Hyundai customers.



Hyundai Hope On Wheels®
Helping kids fight cancer

The recognized doctor-researchers will receive a \$250,000 Hyundai Hope Scholar Grant or a \$150,000 Hyundai Young Investigator Grant. This is in addition to more than \$5 million in grants awarded by Hyundai Hope On Wheels earlier this year. Grant winners are selected by a scientific review panel.

Since 1998, Hope On Wheels has awarded over \$115 million in funding to childhood cancer research. Each year, 15,000 children are diagnosed with cancer, making the disease the leading cause of death by disease of children in the U.S.

“Children deserve every opportunity to achieve their full potential. For far too many, they are forced to fight pediatric cancer at a time when they just want to grow, play and learn,” said Dave Zuchowski, president and chief executive officer of Hyundai Motor America. “Through research, today 80% of kids with cancer can be cured. Our goal is to keep fighting until no child ever again hears the words, ‘You have cancer.’”

Hyundai Hope On Wheels Visits The Nation’s Capital: The September campaign also includes “D.C. Days,” a series of events in Washington, D.C., to honor the children, families and medical researchers on the front lines battling pediatric cancer. Many of the country’s leading pediatric oncologists—along with policy makers, members of Congress, Hyundai executives, Hyundai Hope On Wheels board members and childhood cancer survivors—will participate. Hyundai Hope On Wheels National Youth Ambassadors, 13-year-old Ryan Darby from Maryland and 13-year-old Hannah Adams from Florida, along with D.C. area pediatric cancer survivors, will address participants and share their moving stories about their first hand experiences with cancer.

Every Handprint Tells a Story and Every Vehicle Lends a Hand: Hyundai owners are an important part of the fight against pediatric cancer. With the purchase of every new Hyundai, a donation is made to pediatric cancer research.

Scott Stark, dealer-owner of South Pointe Hyundai in Austin, Texas, and chairman of Hyundai Hope On Wheels, said, “Our customers are pleased to know that the purchase of their own transportation extends help to a child who is fighting cancer. We are committed to this fight, and will work for as long as it takes to find a cure for pediatric cancer.”

2016 National Call to Action—“Give Hope a Hand”: Hyundai Hope On Wheels is encouraging the public to get involved

with the fight through its new campaign, “Give Hope a Hand.” Supporters are encouraged to visit the Hyundai Hope On Wheels website or Facebook page to share stories of hope. “Give Hope a Hand” will serve as a platform to build a strong community of supporters for the cause.

For more information, visit HyundaiHopeOnWheels.org and follow the organization on social media at facebook.com/HyundaiHopeOnWheels, twitter.com/hopeonwheels, and youtube.com/hopeonwheels.

HYUNDAI SCHOLAR GRANT RECIPIENTS (\$250,000)

- The University of Alabama at Birmingham
- Children’s Hospital Colorado Foundation, Aurora, CO
- Georgetown University, Washington, DC.
- Georgia Regent Research Institute, Inc., Augusta, GA
- Children’s Healthcare of Atlanta, Inc., Atlanta, GA
- Dana-Farber Cancer Institute, Boston, MA
- Massachusetts General Hospital, Boston, MA
- University of Massachusetts Medical School, Worcester, MA
- The Regents of the University of Michigan, Ann Arbor, MI
- University of North Carolina at Chapel Hill
- Duke University Medical Center, Chapel Hill, NC
- New York University School of Medicine, New York, NY
- Sloan-Kettering Institute for Cancer Research, New York, NY
- The Research Institute at Nationwide Children’s Hospital, Columbus, OH
- The Pennsylvania State University College of Medicine, Hershey, PA
- The Children’s Hospital of Philadelphia, Philadelphia, PA
- Children’s Hospital of Pittsburgh Foundation, Pittsburgh, PA
- Vanderbilt University Medical Center, Nashville, TN
- Texas Children’s Hospital, Houston, TX
- University of Texas Health Science Center at San Antonio
- University of Texas M.D. Anderson Cancer Center, Houston, TX
- Intermountain Healthcare Foundation, Salt Lake City, UT
- Fred Hutchinson Cancer Research Center, Seattle, WA
- University of Wisconsin-Madison

HYUNDAI YOUNG INVESTIGATOR GRANT RECIPIENTS (\$150,000)

- Children’s Hospital, Los Angeles, CA
- Rady Children’s Hospital Foundation, San Diego, CA
- Children’s Hospital Colorado Foundation, Aurora, CO
- St. Louis Children’s Hospital Foundation, St. Louis, MO
- Duke University Medical Center, Durham, NC
- New York University School of Medicine, New York, NY
- Doernbecher Children’s Hospital Foundation, Portland, OR
- St. Jude Children’s Research Hospital, Memphis, TN
- Texas Children’s Hospital, Houston, TX
- Children’s Health—Children’s Medical Center, Dallas, TX

IN THE NEWS (continued)



Santa Cruz News

You'll remember back in January 2015, when Hyundai showed the Santa Cruz concept truck at the North American International Auto Show in Detroit. The vehicle debuted to great acclaim from automotive journalists, consumers—and Hyundai dealers, anxious to offer this crossover/pickup mash-up to prospective buyers. In fact, ever since, one of the most frequently asked questions by viewers of "Hyundai LIVE!" webcasts is, "When are we getting the Santa Cruz?"

Well, we don't have an answer yet ... but it looks like it's coming. Last month, in a conversation with the editors of *Motor Trend*, Dave Zuchowski, president and CEO of Hyundai Motor America, said, "We have made the decision [about the Santa Cruz... We have not made the announcement."

So while it won't be official for a while, it does appear that the Santa Cruz will be coming to the Hyundai lineup (possibly in 2018 as a 2019 model). Stay tuned!

HPP Warehouse Windfall Ends Soon

The 2016 summer games may have come to a close, but there are still a few more days to clinch the top spots in Hyundai Protection Plan's Q3 Warehouse Windfall incentive competition. Winners will have an opportunity to run through a 20,000 square-foot merchandise warehouse filled with more than 2,000 different items, using a warehouse cart to grab as much merchandise as possible in 60 seconds. This year's event has a special bonus opportunity: the top winner in each of the three volume tiers gets an additional 15 seconds! The winners will be announced in the fourth quarter of the year.

"Prime Now. Drive Now." Program

Last month, Hyundai Motor America and Amazon piloted a limited-time, first-to-market on-demand vehicle test drive program called "Prime Now. Drive Now." This program was tested in Southern California, and allowed customers to book 2017 Hyundai Elantra test drives at the location of their choice through Amazon's Prime Now service.

- Prospective buyers scheduled a 45- to 60-minute test drive in which a trained expert conveniently brought a 2017 Hyundai Elantra to their location—whether it was their home, office, or local coffee shop.
- After the test drive, participants were directed to their local Hyundai dealership to finalize the transaction should they wish to purchase.

Depending on consumer response, "Prime Now. Drive Now." could be rolled out to other markets.

Remembering Frank Mosca



We are saddened to report that Frank Mosca, client advisor at Plaza Hyundai in Brooklyn, New York, passed away on Friday, August 19. He was the subject of a moving portrait, written by his son, in the July issue of *The Sales Edge*.

Mosca was a sales consultant at Plaza for twelve years. In 2015, he sold 368 new Hyundai vehicles, making him the fourth highest-selling sales consultant in the

Eastern Region and 17th nationwide. He was diagnosed with an aggressive form of cancer on May 31.

In a Facebook post announcing his father's passing, Frank Mosca, Jr., wrote, "As hard as it was, my father made it easier for all of us with his bravery. He assured us he was at peace and he was 'okay to go.' He was accomplished within his career. He had hundreds of friends. He constantly told us how proud he was of my brother and me. He adored his daughters-in-law. He treasured the time he spent with his grandkids. He was not sad about the life he was leaving, but rather happy about the life he had lived.

"My father always considered himself a comedian, and I didn't realize he actually was until recently. He didn't do it for a living, but he always made everyone laugh, until the very end. I can honestly say he left the stage with everyone cheering."

Mosca appreciated the warm outpouring of support he received from his Hyundai family, including the *Sales Edge* story and a deeply personal letter from Dave Zuchowski. In an email, his son told us, "The article and the letter really gave my father so much happiness. Thank you, thank you, thank you."

August sales: 72,015 units

Congratulations—while the overall U.S. auto industry was down for the month of August, you beat the sales total from the year-ago period. August also marked the first month in which Genesis sales were reported separately (Genesis sales totaled 1,497 units, while Hyundai sold 70,518 units).

"Strong performances by our family of CUVs led us to our best August ever," said Derrick Hatami, vice president of national sales for Hyundai Motor America.

Here are the sales highlights:

- Santa Fe—up 69%
- Santa Fe Sport—up 21%
- Tucson—up 155%

Let's finish the summer strong as we continue to make 2016 a record-setting year!

August 2016 CPO Sales: Meanwhile, Hyundai Certified Pre-Owned sales for the month of August were 8,339 units, a gain of 2.1% year-over-year. So far this year, 742 Hyundai dealers have sold 65,821 CPO units. With special APR financing available for all Hyundai CPO vehicles through this month—with rates as low as 2.59% on all eligible Hyundai CPO vehicles for well-qualified buyers—we expect September 2016 will be another record-setter.

What's New for 2017

It's that time of the year as more and more 2017 models arrive at your dealership. Here's a summary of what's new on four key models:



2017 Sonata: The Sonata continues to offer a strong lineup in 2017 with three efficient powertrain options, great technology, and newly available Dynamic Bending Light:

- 2017 Sonata starts at \$21,600, which is \$150 less than last year and makes it the most affordable midsize sedan when compared to competitors equipped with some form of automated transmission
- Sonata Eco M.S.R.P. has been dropped \$600 to \$23,125
- Sonata Sport 2.0T has come down an incredible \$2,300 from last year to \$26,600
- Dynamic Bending Light is now available on Limited trim models equipped with HID headlights

Several models and option packages see equipment adjustments designed to make them more attractive to consumers. And speaking of more attractive, a new exterior color is now available: Scarlet Red replaces Venetian Red Pearl for the new model year.

2017 Sonata Hybrid: The ultra-efficient Sonata Hybrid benefits from enhanced technology for 2017, including:

- Display Audio with seven-inch color touchscreen replaces 3.0B audio system on all models
- The new system includes, for the first time, HD Radio technology
- All Sonata Hybrid models now feature Next Generation Blue Link®
- Apple CarPlay® and Android Auto™ will be available later in the model year

Heated steering wheel and heated rear seats have been dropped on the inside. On the outside, an entirely new exterior color palette will be introduced throughout the model year.

2017 Sonata Plug-in Hybrid: The PHEV gets the same new color palette as the Sonata Hybrid. The heated steering wheel has been deleted.



2017 Tucson: Improvements to the 2017 Tucson span everything from interior detail and material enhancements to premium audio, infotainment and connectivity:

- Android Auto™ and Apple CarPlay® are now available on Limited models
- Console-mounted rear air conditioning vents now included on both Eco and Sport models
- YES Essentials® stain-resistant fabric availability has been expanded to include all cloth interior colors
- Availability of door panels with upgraded, premium materials has been expanded to include Sport trim level
- A new 315-watt Infinity® premium audio system with Clari-Fi™ Music Restoration Technology replaces the previous audio system on Limited models

2017 Tucson Fuel Cell: The world's first mass-production hydrogen fuel cell vehicle, Hyundai's zero-emissions Tucson Fuel Cell, continues to satisfy and attract new customers focused on high-versatility and clean transportation. Tucson Fuel Cell's lease program remains unchanged for 2017:

Customers in Southern and Northern California can drive Hyundai's Tucson Fuel Cell for just \$499 per month for a 36-month term, with a \$2,999 down payment.

This includes the addition of unlimited complimentary hydrogen refueling and At Your Service Valet Maintenance at no extra cost.

2017 Elantra GT: The new GT delivers the same performance, design and connectivity as 2016 along with an all new model—the Value Edition. With its distinctive and assertive design along with a modern and sophisticated interior, the GT is a prime performer in its class. Highlights for 2017 include:

- Side mirror turn signal indicators moved to Tech Package
- LED taillights deleted

(continued on page 5)

New All-In-One App Enhances Owner Convenience

Who needs two when one will do? That's the thinking behind Hyundai's new all-in-one app called MyHyundai with Blue Link. In the past your customers needed two apps: Blue Link and Car Care mobile. Now, this new MyHyundai app makes it easier for your customers to access Blue Link remote start, schedule service, get vehicle diagnostics and view how-to videos similar to how they can use the MyHyundai.com owner website. And in the future, new releases will include additional features.

- It is compatible with smartphones and tablets, available for free download on Google Play and the Apple App Store

"Hyundai is constantly striving to make things better. Bundling all of these great services into one app simplifies and enhances the ownership experience for our customers," said Barry Ratzlaff, executive director, digital business planning and connected operations, Hyundai Motor America. "The 'There Is an App for That' movement has caused a lot of clutter on cellphones and we hope our approach keeps that clutter down to a minimum. Look for Hyundai to continue to deliver more through this one-app solution."

MyHyundai mobile app features include:

- Single login for Blue Link and MyHyundai
- Updated car care content (videos) for 2016 model year vehicles
- Guest user extended features:
 - Search for nearby gas stations
 - Point of interest search
 - Parking meter



MyHyundai App	
Service Features <ul style="list-style-type: none"> • Schedule service • Recommended maintenance schedule • Recall notifications • Accessories 	Manuals and Tips <ul style="list-style-type: none"> • Dashboard indicators • FAQs • Manuals • How to videos • Car care tips • Bluetooth pairing videos
Blue Link Services <ul style="list-style-type: none"> • Remote start with climate control (if equipped) • Remote door lock/unlock • Remote horn and lights • Vehicle status • Car finder (if equipped) • Blue Link subscription management • Blue Link payment management • Active diagnostic codes • Notification history • Hyundai dealer locator • Call roadside assistance • Destination search • Destination send-to-car • Monthly vehicle health report 	My Account <ul style="list-style-type: none"> • Hyundai rewards • Hyundai Motor Finance • My profile • Account security • Vehicle purchase history • Communications preferences • Alerts

Incorporating Blue Link Remote and Assurance Car Care features into MyHyundai makes vehicle management and ownership seamless. Your customers can manage their Blue Link account, plus they can track their vehicle service history, schedule maintenance appointments and check vehicle information on MyHyundai.com.

To access the full set of app features, your customers will need to activate their Blue Link service with the remote package. Customers without a current Blue Link subscription can get a demonstration of the Blue Link remote features inside the MyHyundai app.

What's New for 2017 (continued from page 4)

- Leather seating moved to Value Edition
- Auto Headlight Control moved to Value Edition
- Heated seats moved to Value Edition
- Sliding center armrest moved to Value Edition
- Underfloor storage moved to Tech Package
- Alloy pedals moved to Tech Package
- Android Auto™ and Apple CarPlay® available on Tech Pkg.
- Driver Selectable Steering Mode deleted

With these enhancements—and more to come as new models are rolled out—2017 promises to be another record-setting sales year for Hyundai—and for you.

CONTESTS

WHAT WOULD YOU DO? #3

ADAMANT MR. ADDISON

Last month's challenge offered up customer Matt Addison, who refused to take a test drive in Santa Fe and wanted to jump right to price negotiations, despite your management's requirement that every customer take a test drive first. He had rented two Santa Fe models in recent months, and had driven his sister's. We wondered how you would get him behind the wheel.

Shoes! So many entries mentioned shoes! And the fact that you wouldn't buy a pair without trying them on. We especially liked those that put a new twist on that old adage. And we even liked a few that didn't mention footwear at all.

First Place (\$100): "I completely understand, Mr. Addison. I have heard of people who feel the exact same way! They felt like there was nothing to gain by driving the vehicle. However, most of my customers have found that by actually driving the Santa Fe they get a better feel for the road and a greater understanding of new technology as well as the ergonomics of the vehicle and especially features that let you use electronic devices like your cell phone and iPod hands-free while driving down the road!

"I used to feel the same way. Let's look at it like a pair of shoes. I wear a size 9 shoe. I have worn a size 9 shoe for 15 years. When I go to the shoe store I always go to the size 9 rack because I know, I wear size 9 shoes! Once in a great while, however, I am in a hurry and just grab a pair of size 9 shoes and run to the check-out. It never fails. If I do not try on the shoes, they hurt my feet so bad I can never wear them! Do you try on your shoes before you purchase them? All right, then! I refuse to sell you a car that will hurt your feet! Buckle up that safety belt!"

—*Permaul Ranganadan, Pride Hyundai of Lynn, Lynn, MA*

Second Place (\$75): "Matt, I completely understand. But it doesn't matter how great our price is if you don't like the car. We have all done it and bought a pair of shoes without trying them on and more times than not we get a great price but they didn't fit. I have a closet full of shoes that I never wear for that reason.

"The reason I would like to encourage you to take a test is, even though you have rented these vehicles in the past, Hyundai is constantly updating their design and vehicle options. Most rental cars don't have all the options you are looking for. There are a few different options that can change the feel of the vehicle.

"Matt, like a shoe, we need to make sure that this vehicle will be comfortable for you for the long term. So let's take this vehicle for a brisk walk to make sure that it is

comfortable and something you can see yourself driving for the next handful of years."

—*Christopher Osorio, Lithia Hyundai of Reno, Reno, NV*

Third Place (\$50): "I would let the customer know that it is not fair to him to not drive the new vehicle. The two he rented and the one that he drove of his sister's are pre-owned vehicles that aren't going to have the same feel as a brand new one, and will drive differently. In order for him to understand the value I can give him with my price, he needs to understand the value of my vehicle."

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

Fourth Place (\$25): "How about this, Mr. Addison? Since the Santa Fe has two different options—one being full size with a V6 engine and the other being the Sport with a four-cylinder—they will drive differently. Which one did you drive when you rented one? And which one does your sister own in Ohio? How about this: Let's take one that you are more interested in to get an ice cream cone or a cup of coffee—my treat! And while you're enjoying the ice cream or the coffee, I will go talk with my manager to get you the best price!"

—*Jesseka Watts, Graham Hyundai, Mansfield, OH*

WHAT WOULD YOU DO? #4

BUILDING YOUR DEALERSHIP'S BRAND

You're working a phone up, a woman named Sarah Ames who's interested in a new Elantra. You have the right vehicle in stock and you invite her in for a test drive. She asks, "Why should I buy a vehicle from your dealership?" You tell her you have the largest inventory, the best location, and the lowest prices, and she replies, "That's what they told me at the last dealership I called. They all say that. So—why should I buy a vehicle from your dealership?"

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, September 30, 2016**. Winners of Challenge #4 will appear in the September issue.

CONTESTS

SCAVENGER HUNT #3

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

CENTRAL REGION

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

EASTERN REGION

No winning entries received

SOUTHERN REGION

—**Daimein Solomon**, Jim Ellis Hyundai, Atlanta, GA

SOUTH CENTRAL REGION

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

WESTERN REGION

—**Christopher Osorio**, Lithia Hyundai of Reno, Reno, NV



Win on Sunday ...
Sell on Monday

There's an old saying in the auto industry: "Win on Sunday ... sell on Monday." It dates back to the 1950s, when car dealers first started seeing an increase in sales after a NASCAR race win by their brand. Fast forward six decades later and that saying still applies—but today, it's not just for NASCAR race wins, it also applies to drag racing, road racing, and the sport Hyundai is actively participating in—rally racing.

In fact, Hyundai Motorsport has taken podiums in five out of six rallies this season, with two victories, making it the team's most successful World Rally Championship season before reaching the halfway point. Here in the United States, Rhys Millen is racing a Veloster in the Red Bull Global RallyCross Series.

This is not just a myth—a recent study found a strong link between participation in motorsports and sales on dealer lots. "New vehicle buyers who are influenced by motorsports typically love cars and trucks and they are opinion leaders for other car buyers – they give an average of 25 or more vehicle recommendations per year to others," said Steve Bruyn, president of Foresight Research, the agency that conducted the study. "More importantly, people follow their advice—and we have measured it. There is a downstream impact from the races in the form of ongoing word-of-mouth recommendations. That's why we say that the roar from a racecar continues away from the track."

So what does this mean to you? For one, consider following the progress of the Hyundai team on the Global RallyCross site (RedBullGlobalRallyCross.Com/) and checking the Hyundai media site for the latest releases (HyundaiNews.Com.) Then you can talk about the Hyundai racing effort when a fan comes into your dealership. In addition, it gives you something else to discuss with your customers to demonstrate why Hyundai is such a dynamic company.

SCAVENGER HUNT #4

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, September 30, 2016.**

1. Fill in the blank: the U.S. News & World Report "2016 Best Cars for the Money" review of the 2016 Tucson says, "Additionally, the Tucson has _____ safety scores."
2. Fill in another blank: according to the Hyundai Motor Company worldwide website's corporate brand page, Project IONIQ is dedicated to the pursuit of freedom in _____.
3. The Hyundai YouTube video "Crusher—Better is the Reason" points out that, unlike Honda, Hyundai was named #1 in what for seven years in a row?
4. Amazon.com has a new feature called Amazon Vehicles. According to the site, what percentage of 2017 Elantra reviews have awarded that car five stars?
5. According to the New York Times's June 30, 2016, online review, what is the Sonata Plug-in Hybrid's only real competition?
6. And according to the same source, the Sonata beats that competitor's all-electric range by how many miles?

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*.