



Sales & Marketing Bulletin

GROUP:	
NUMBER:	50-15-2016
PAGE:	1
DATE:	June 29, 2016

SUBJECT: H-PROMISE CERTIFIED PRE-OWNED BULLETIN

H-Promise Consumer Communication Plan Launch

Hyundai Canada is pleased to announce the launch of a Certified Pre-Owned consumer awareness campaign designed to help used vehicle buyers understand H-Promise and the many benefits it offers.

On July 4th 2016, Hyundai Canada is initiating an ongoing digital ad campaign designed to reach consumers who are interested in used vehicles by marketing directly to them. H-Promise banner ads will reach consumers who type in keywords during their used vehicle search on the Internet. Ad units will be displayed on top Canadian used automotive sites, including Kijiji and autoTRADER. These banners will be “smart” in the sense that they will intuitively show a picture of the model consumers are looking for along with the H-Promise brand attributes, such as 120 Point Inspections, Attractive Consumer Finance Rates, 1-Year/20,000 km Power Train Warranty Extension with Roadside Assistance, and a 30-Day Vehicle Exchange Privilege. To learn more about H-Promise, users can then click on the ad unit and it will hyperlink them directly to the Certified Pre-Owned tab of our corporate website (hyundaicanada.com), where the program benefits are described in greater detail.

In support of this campaign, I am also pleased to announce a complete refresh of the Certified Pre-Owned web page: hyundaicertified.ca. With a more robust introduction, new imagery, prominent mention of 0.9% financing and an enhanced explanation of the features and benefits, our new site will undoubtedly help drive consumers to your showroom.

The redesigned website prominently displays the definition behind the Hyundai H-Promise Brand and the ability to search for Certified Pre-Owned and/or pre-owned vehicles. Just below the landing screen is where consumers will find the five cornerstone pillars of the program: Warranties, Attractive Finance Rates, 120 Point Inspections, 24-Hour Roadside Assistance and 30-Day Vehicle Exchange.

Statistics have proven that more and more consumers rely on the Internet to research, compare and make purchase decisions. Accordingly, we encourage you to review the quality of the Certified Pre-Owned ads you have posted and ensure that they are fully descriptive of the benefits of H-Promise. The benefits of H-Promise clearly help position your Pre-Owned inventory as a premium offering at an affordable price.

With the recent enhancements to Hyundai Canada’s H-Promise Program, more and more dealers are seeing the customer satisfaction benefits and significant profit opportunities that this brand presents. Hyundai Canada is committed to making H-Promise one of the best-certified programs in the industry!

Thank you for your ongoing support.



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**1 YEAR
WARRANTY
20,000 KM**

WARRANTY, BEYOND EXPECTATIONS.

Among its many features, our H-Promise Certified Pre-Owned Program now includes a transferable 1-Year/20,000 km Powertrain Limited Warranty.*

*Any warranty claims made during the vehicle's original 5-year Limited Comprehensive Warranty period have no deductible. Each separate warranty claim made during the additional warranty period, after the vehicle's original 5-year Limited Powertrain Warranty period has expired, is subject to a \$100 deductible. *Some restrictions do apply, see dealer for details.

0.9%
ON SELECTED MODELS

BUY WITH DOLLARS AND SENSE.

Enjoy preferred financing rates as low as 0.9 % on select models.



OUR INSPECTION MAKES A POINT. 120 OF THEM.

Long before you see your Hyundai Certified Pre-Owned vehicle for the first time, it has undergone a rigorous evaluation. In order to become certified, every Hyundai pre-owned vehicle must pass a 120 inspection point program, with minimal tolerances. That means Hyundai technicians thoroughly check over the entire vehicle from back to front, top to bottom, left to right, inside and out.



EXTRA BENEFITS.

Going beyond the expected, there are even more benefits that come with owning a Hyundai Certified Pre-Owned Vehicle such as complimentary one-year 24 hour roadside assistance, first oil change no charge, and a 3 month trial subscription of Sirius XM™ Satellite Radio.



LONGER EXCHANGE PERIOD.

If you're not satisfied with your purchase, our vehicle exchange program – one of the longest exchange periods in the industry – allows you to simply bring it back to your dealer within 30 days/2000 km and exchange it for a vehicle that fits your needs. No regrets. No doubts. No questions about it.



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Digital Banners

Created in five different sizes (four desktop and one mobile), the digital banners showcase our key core volume models in: Accent, Elantra, Tucson, Santa Fe Sport, and Santa Fe XL.

If you have any questions, or would like to know more about Hyundai's H-Promise Certified Pre-Owned Program, please contact Joel Gregory directly at 905-948-6897 or jgregory@hyundaicanada.com

Hyundai logo and text: MAKE OWNERSHIP EVEN MORE REWARDING

LEGAL

Hyundai logo and text: MAKE OWNERSHIP EVEN MORE REWARDING WITH A HYUNDAI CERTIFIED PRE-OWNED ACCENT.

LEGAL

Hyundai logo and text: INTRODUCING

- Hyundai Backed Warranty
- 24 Hr. Roadside Assistance
- Attractive Finance Rates
- 120 Point Inspection
- 30-Day Vehicle Exchange

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Find yours now

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