

H Promise (Certified Pre-Owned) Program Implementation

Requirements/Responsibilities/Advantages

**Service Department**

* 120 Point Inspection must be completed by a certified Hyundai Technician
* Reconditioning Standard to be set by the Used Car Manager
* Certification form once completed needs to be given to the Used Car Manager/ Sales Manager

**Vehicle Inventory:**

* Committed – 120 inspection completed ( CPO unit to be created/registered in SAP)
* Segregated – H Promise Inventory needs to be separated from regular used inventory
* Identified – H Promise vehicles need to have visibility (window stickers, banners, Flags)

**Used Car Manager/ Sales Manager**

* Create a file for each vehicle which should include:
	+ Technician signed Certification Form
	+ ALL reconditioning R/Os collected – to justify the investment in the vehicle
	+ Vehicle History Report (CarProof)
	+ If possible the Service Maintenance History of the vehicle
* Advertising
	+ Make H Promise part of the dealership`s used vehicle advertising
	+ Commitment to proper On line ad management of H Promise ( good ads that are content rich)
	+ Upload H Promise ads to our Corporate website (refer to procedure) Support@evolio.ca

**Sales Consultants**

* Commitment to the program- by making it a part of every discussion with customers
* Know ALL of the program benefits (120 point insp., 1yr/20K Warranty, Roadside assist, exchange privilege, 1st oil change, CarProof + Access to sub-vented consumer finance rates)
* Aware of all the advantages (below)
* Use sales consultant “CPO Tools”
	+ Payment Calculator
	+ Consumer “Valuation” of CPO Benefits

**Reporting H Promise Units Sold**

* + Is a two step process (1st create a CPO vehicle, then RDR the unit).
	+ Refer to Manual on “How to Register CPO vehicles”

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**H Promise Advantages / Competitive Edge in Market**

* Non Franchised Dealerships cannot offer a Hyundai Approved Certified Pre-Owned Program
	+ Vehicle Inspection is completed by a Certified Hyundai Technician
	+ Only Hyundai O.E.M. parts are used
* H Promise ( Certified Pre-Owned) warranty begins when factory warranty ends
	+ NO other third party Warranty Company can offer this (their plans activate day of delivery)
	+ Honored North American wide
* H promise (Certified Pre-Owned) warranties are fully transferable
* Only H Promise vehicles give access to sub-vented consumer finance rates
* A Certified Pre-Owned customer is
	+ 85% more likely to return to the same dealership
	+ 77% more likely to purchase from the same brand