



# Sales & Marketing Bulletin

GROUP:	National Sales
NUMBER:	50 - 08 - 2016
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DATE:	04/05/2016

**SUBJECT: 2016 President’s Award of Merit Program**

Hyundai Auto Canada Corp. is pleased to announce the President’s Award of Merit program for 2016. The President’s Award of Merit recognizes excellence demonstrated by the top performing Hyundai dealers against key performance indicators and this year will be no different.

We have continued to increase the Customer Experience importance in this year’s program as it is a key pillar to our long term sustainable success. From a sales perspective we have aligned the points system with the CORE program for ease of monitoring. In addition, we have bonus points on Certified Pre-Owned sales volume, HPP, and Hyundai Accessories sales.

Also, President Award of Merit total number of winning Dealers have been increased to 16 Dealers and all winners are able to promote their status in all media channels and receive an award for display at the Dealership.

With the launch of the all new Elantra and SuperStructure campaign, we look forward to a very successful year and wish all participants good luck in the 2016 President’s Award of Merit program. Q1 rankings will follow in this month.

Any questions should be directed to your DSM.

Regards,

Don Romano  
President and C.E.O.  
Hyundai Auto Canada Corp.

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**2016**  
**PRESIDENT'S AWARD OF MERIT GUIDELINES**

**QUALIFIERS**

- Must be in operation from January 1 to December 31, 2016
- Dealer Principal remains constant for entire program period and winner announcement
- Must submit financial statements on time each month (due on the 15<sup>th</sup> of every month)
- Must be profitable at 2016 year end
- Must be Hyundai Signature Certified by December 31, 2016
- Dealerships found tampering with or influencing the CSI survey results will be automatically disqualified
- Must be considered in good standing by HACC

**SCORING**

- Dealers will be grouped by 2016 Classification (A, B, C, or D) as determined by the 2016 new vehicle sales target; refer to bulletin 50-04-2016
- Points will be earned based on dealer performance in each category up to the maximum per the chart below based on 2016 calendar year results
- Market Share and Profitability will be based on November month end data to accelerate the announcement of the winners in January 2017

Category	Available Points
Sales - CORE	50
Customer Experience	50
	<b>Bonus Points</b>
Certified Pre-Owned Sales (H-Promise)	3
HPP	3
Accessory Sales	3
<b>Maximum Points</b>	<b>109</b>



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## Sales – CORE

This score is based on the percentage attained on **new vehicle retail sales to objective by Month**. Score brackets (*shown below*) have been created and dealers that fall within their respective bracket are allocated the applicable points for each month.

Year-end result will be summation of each month's points from January to December.

*Scoring Table:*

Month to Date Sales to Objectives	Monthly Available Points
less than 90%	0.83 (10 Points / 12 Months)
90% to 99.9%	1.67 (20 Points / 12 Months)
100% - 109.9%	2.50 (30 Points / 12 Months)
110 - 119.9%	3.33 (40 Points / 12 Months)
120 - 130%	4.17 (50 Points / 12 Months)
<b>Total Available Points</b>	<b>50</b>

## Customer Experience

This score is based on the dealers **CSI Combined Index** (combined Sales Engagement and Service Engagement). Points are allocated based on **Year to Date CSI Combined Index multiplied by a weighting of 50**.

*Example:*

YTD CSI Combined Index of 90% x 50 point weighting = 45 points

YTD CSI Combined Index of 100% x 50 point weighting = 50 points



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## Bonus Points

### **Certified Pre-Owned Sales**

This score is based on the percentage attained on **certified pre-owned sales to objective multiplied by a weighting of 3.**

*Example:*

Sales to Objective achievement of 90% x 3 point weighting = 2.7 points

Sales to Objective achievement of 100% x 3 point weighting = 3 points

Sales to Objective achievement of 105% x 3 point weighting = 3 points (*capped at 3*)

### **HPP – Suite of Hyundai Protection Products**

This score is based on the percentage attained on **HPP Penetration multiplied by a weighting of 3.**

*Example:*

HPP Penetration Rate of 20% x 10 point weighting = 2 points

HPP Penetration Rate of 30% x 10 point weighting = 3 points

HPP Penetration Rate of 35% x 10 point weighting = 3 points (*capped at 3*)

### **Accessory Sales**

This score is based on the percentage attained on **HACC Accessory sales to objective multiplied by a weighting of 3.**

*Example:*

Sales to Objective achievement of 90% x 3 point weighting = 2.7 points

Sales to Objective achievement of 100% x 3 point weighting = 3 points

Sales to Objective achievement of 105% x 3 point weighting = 3 points (*capped at 3*)



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- **Tiebreakers** will be determined by the dealer with the highest Year to Date new vehicle sales to objective, in the event of a further tie the dealership with the greatest CSI Combined Index will prevail.

**AWARDS**

- Winners will be determined by the greatest point total within each classification group
- In addition, one dealer will be crowned the Overall Top Score Recipient
- The number of winners is structured as follows:

Classification	No. Of Winners
A	5
B	4
C	3
D	3
<i>Overall Top Score</i>	<i>1</i>
<b>Total</b>	<b>16</b>