

# Counter Culture

4th Quarter 2005



*Get in Style with Hyundai Goodies*

**Plus:**

The Rising  
Popularity of  
PosterMaker

Hyundai  
Customers  
get "Reality  
Checks"



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# Get in Style with Hyundai Goodies

**T**he Hyundai Apparel and Merchandise catalog is better than ever for 2006, with more great premiums that flash that Hyundai style.

Tee up with flair with a new, exciting line of golf merchandise. The hat, umbrella, balls, golf bag and towel class up the links, and they make perfect gift bag items for local community outings.

Have your department looking smart with the new Hyundai logo necktie and the three new tops for women. Write big sales with the new model-name pens. And keep your coffee hot with the new stainless-steel tumbler.

These are just a few of the useful and exciting items that will keep your boutique well stocked, your staff well dressed and your customers well appreciated. So open your catalog and place your orders today!





# WINTER SAFETY POS DISPLAY

“Seeing and Stopping” is the theme for the Winter Safety Kit Support Materials POS program, which aims to boost your department’s sales on genuine Hyundai wiper blades and brake pads.

This year’s program is easier to follow and more profitable than ever. It reduces multiple prices to just two prices, and it offers competitive pricing that will continue after the run of the promotion.

The kit includes a window cling, a table-top tent, a dangler to hang in the waiting room or boutique, and two pads of 50 tear sheets. Kits were mailed in mid November.

The POS materials will not only raise awareness of the products’ role in your customers’ safety, they also aid in up-selling customers in your department who may have missed these important items in your dealership’s boutique.

So keep your customers safe and increase your profits with these new promo materials!



Table Top Tent



Tear Pads



Dangler



Window Cling

Reorder tear pads under part number NP110-06000.

# Marketing Kit gets New Look

Hyundai Accessory Marketing kits gets a new look and message for 2006.

**"Your Ride. Your Way"** is the theme for the new counter mats, window clings, flip books and the new 2006 Accessory brochures. All are included in the kit, which was mailed in mid November.

*Get your customers accessorizing with these new helpful tools!*



## Need a Lift?

At \$92, the cost of lift gates required by shipping companies for large outbound parcels like transmission core returns can break a dealership's back in no time.

The best solution has been for a dealership to purchase a fork-lift truck—still a prohibitive expense for many. But many dealerships are discovering a low-cost alternative with crank or hydraulic foot-pedal-operated lifts, which are manufactured by several companies and sold at reasonable prices. One model found in the Grainger catalog sells for only \$645 (item # TYD-10).

Hyundai has recently added a similar one to the service tools program. Ask your service manager to put in contact with your dealership's representative at SPX Corp. for more information about this program.

Investing in one of these units can save money in short time, as well as prevent injury to staff and damage to merchandise.



Visit Grainger at:  
[www.grainger.com](http://www.grainger.com)



# Hyundai Customers get "Reality Checks"

Hyundai is making increased sales in the parts department a reality with a new customer-targeted direct-mail program and dealer incentive.

"Reality Check" tri-fold flyers with \$25 coupons redeemable for parts and service were mailed to a million Hyundai owners in mid October, carrying the strong message about the value received from servicing their vehicles at authorized Hyundai dealerships vs. independent repair facilities.

The flyers were sent to two different groups of customers within the primary market areas (as defined by ServiceSmarts reports) of the 573 participating dealerships. Loyal customers—defined as those who had made dealership visits within the past 12 months—each received a coupon for a free 34-point inspection. Opportunity customers—those who had not visited a Hyundai dealership—received a coupon for a multipoint inspection, plus \$25 off a purchase on Hyundai parts or service.

This promotion ends Dec. 31, but Hyundai is thinking long-term, too. In addition, Opportunity customers who have visited participating dealerships with their \$25 coupons will each receive a thank-you letter with an additional \$25 coupon to be redeemed in April 2006.

Participating service departments are accepting and redeeming the coupons, and have been offered incentives to up-sell services. Working with the service department to ensure parts are ready to roll out the door is sure to boost sales in your own department.



So get "real" supporting this program and watch your parts sales grow!

*Thank You !!!*

**H** Hyundai parts managers proved they cared by responding in unprecedented numbers to a recent survey conducted by the North American Service Parts Conference.

More than 95 percent of dealerships responded to the survey, which measures their satisfaction with their OEM's performance. Other OEMs received a response rate of about 50 percent.

Hyundai will gather and analyze survey responses to serve dealerships better.

# The Rising Popularity of PosterMaker

MANY DEALERSHIPS ARE BENEFITING FROM THE ABILITY TO DISPLAY promotional messages where customers can see them with signage from MSS PosterMaker.

Introduced last May to Hyundai dealerships, this innovative online poster technology allows you, the parts manager, to create inexpensive high-quality posters targeted to your local customers while maintaining Hyundai's and your dealership's brand standards.

You create the posters when you choose from a range of professionally prepared templates. Colors, typefaces, graphics, images and text are all available online, as is the ability to upload unique dealership images. Every new poster you create is stored in your own private account for further customization at a later date.

Creating a poster is easy, and no design expertise is required. To create a poster:

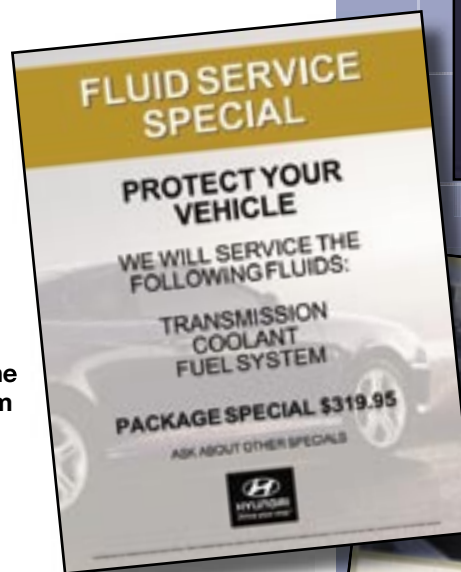
- Click on the PosterMaker icon located on the Parts home page at [www.hyundaidealer.com](http://www.hyundaidealer.com)
- Choose a pre-approved design template
- Select an image
- Customize the text
- Save
- Order

PosterMaker receives your design instantly and carefully reviews it to ensure all aspects of the poster will meet your standards. All posters are printed on enhanced matte paper stock to the poster size you choose. The poster is then packaged and delivered right to your dealership.

MSS PosterMaker, with the assistance of Hyundai Motor America, will soon be offering a series of ready-to-use templates, themed for specific promotional events, that require even less work on your part to order. **And in response to Hyundai dealership requests, MSS PosterMaker is now offering direct-dealership invoicing. There is no need to charge to a credit card when ordering unless you choose to do so.**

Need a frame for the posters? Order MSS EZ-Change heavy-duty aluminum snap frames right from the PosterMaker Web site.

Custom posters that target your market are now easier than ever to create and order. Merchandise smart with MSS PosterMaker!



Dealers throughout the country are getting maximum mileage with customized signage from MSS PosterMaker.

# Report Tip...

GENERATE A CUSTOM REPORT FOR NON-STOCK NUMBERS AND ON-HAND QUANTITIES.

By Bill Gordon

**D**o you have a Reynolds & Reynolds system and want to know just which of the non-stock part numbers have on-hand quantities and are contributing to the non-stock values on the 2213 report?

There is no “canned” report to zero in on just these part numbers, but here’s a custom report to find them for you. Just go to 6910 and fill in the blanks with the values shown highlighted. This report was inspired by Bobbi Whispell, the Parts Manager in Douglasville, Ga.

This report lists all non-stock part numbers with any on-hand quantities. It totals up the values of all these items. When run at close of month, the total should agree with the non-stock total value on the 2213. It also shows last sale date and last receipt date.

If you wanted to exclude all recently received parts awaiting installation or customer pickup, you could add one more condition ... AND LRDATE LESS THAN ... and in the value column put a date going back a few weeks earlier than the date the report is being run. This prevents any parts received after that date from appearing on your report.

REPORT GENERATOR SPECIFICATIONS

REPORT NAME: NON-STOCK HYUNDAI PARTS WITH QOH  
(suggested name only, make up anything you want here)

FILE NAME: PROD.MASTER  
REPORT TYPE: SORT  
SORT FIELDS: PART#  
SORT SEQ: A  
SELECTION CRITERIA:

FIELD	CONDITION	VALUE
STS	EQUAL	NS
MK	EQUAL	HY
QOH	GREATER THAN	0

COLUMN HEADINGS FOR REPORT:  
PART# ;DESCRIPTION;QOH;COST;+EXT-VAL;LSDATE;LRDATE

FIELDS TO BREAK ON:  
CHANGE PAGE AT BREAK:

## Rave About a Report

Do you have a favorite custom report (R&R 6910, ADP English statement, UCS MIA) that you find useful? How about sharing? We'll print the best ones in the upcoming newsletters. You will have the satisfaction of helping your fellow Hyundai dealers, and get your moment of fame as the author of the report. Contact Bill Gordon at HMA National Parts to contribute. Bill can be reached by e-mail at [billgordon@hmausa.com](mailto:billgordon@hmausa.com), or by phone at (714) 965-3543.



# Profits on Wheels

## HOW TO TAKE ADVANTAGE OF FACTORY TIRE PROGRAMS.

By Jim Clausen

CAR DEALERS ALREADY HAVE TWO major advantages that tire dealers don't.

One is that a dealership service department already sees a multitude of vehicles for other services, from routine maintenance to major repairs. Most customers are reluctant to go elsewhere for tires when they already have their vehicle in the shop. It's much more convenient for the customers to do one-stop shopping. The other advantage is that dealers need to stock tires only for the vehicles they service.

### Think tires

To take advantage of those vehicles already in the shop, parts and service personnel need to "think tires." Here are some ideas for getting that started:

- **Give employees a spiff for selling tires.**
- **Display tires on the drive.**
- **Have a designated person measure tire depth on the drive.**
- **Display point-of-sale brochures, flyers and posters.**
- **Inspect and document tire conditions as part of the routine maintenance.**
- **Create a competitive environment; track tire sales by service advisor and post the results monthly.**

As important as it is to think tires, service advisors and parts personnel must also know how to "speak tires." Tire knowledge is essential to close the sale. The factories and the tire

manufacturers offer sales training. It is imperative that your parts personnel and service advisors take advantage of this training to help them speak tires.

*Hyundai offers online training in tires. Get information at <https://saba.hyundaidealer.com>*

### Give them the tools

In order for service advisors to sell tires they have to know what's in the inventory. Make it easy for them to access the inventory in real time. Provide them with a list of tires that are accessible from their computers. They can copy part numbers from the tire-stocking list and paste them on to the DMS to show quantity on hand, as well as the retail price of the tire. The tire-stocking list also should have links for each specific tire that show specifications, plus features and benefits. The service advisors or parts personnel can recite the features and benefits directly to the customer.

### Give customers a choice

There are two types of tire consumers. One is looking for a bargain-priced tire and the other is looking for a top-of-the-line tire. That's why it's important to have a variety of tire choices for your customers and, as evidenced by the brands that other dealers have access to, variety is not a problem. Since the main concern is to stock tires for the vehicles that are likely to come in for service, stock at least two different brand tires in each

size. For vehicles where there are a lot in operation, stock at least three different brands.

Naturally, you'll never have every tire in stock. That's why it's important to establish a relationship with tire distributors that have a good inventory and good service, and that are reliable.

Many parts managers don't want to deal with tires because it's a competitive, low-margin business. But selling tires is what allowed shops like Firestone and Goodyear to steal business away from dealerships. They use tires as a loss leader to bring customers in. Then they up-sell other maintenance and light repair services.

If dealers can keep customers from going to those independents for routine maintenance, body work, upholstery, glass and even tires, they stand a much better chance of having the customers return to the dealerships for all their vehicle needs. Tires help sell other work, especially brakes and shocks.

*Jim Clausen is parts & service director of a large domestic dealership in Southern California.*

*This article originally appeared in DealersEdge Parts Manager, and is reprinted by permission of the author and WD&S Publishing.*



# DCS Online Timely Tips

## THE PART AVAILABILITY PAGE

**Y**OU NEED A PART FOR A CUSTOMER and it's not in stock. Where do you find it?

The quickest and easiest way is by searching the Part Availability Page at DCS Online. The Part Availability Page allows you to view parts availability at all parts distribution centers, as well as the estimated time arrival for parts in transit. In addition, you can initiate an emergency order for a part.

You can access the Parts Availability Page by clicking on **Parts Availability** in the section bar on the Parts area home page.

On initial display, all data entry boxes are empty. The part number and quantity are transferred from the Emergency Part Order Entry page to the Part Availability page.

### TO VIEW THE AVAILABILITY OF A SPECIFIC PART:

- 1.** Type the part number you want to view in the Part Number box.
- 2.** Type the quantity you need in the Qty box.
- 3.** Click the Inquiry button at the bottom of the page. The following information displays for the part entered.

<b>Part Number</b>	A valid Hyundai part number.
<b>Quantity</b>	The quantity you are checking availability for.
<b>Description</b>	The description taken from the Hyundai Part Master file.
<b>QUP</b>	The sell pack quantity.

### PDC AVAILABILITY AND ETA

<b>Facing</b>	Your facing depot.
<b>Altern</b>	Other PDCs in alphanumeric sequence.  <b>Availability:</b> N = the part is not available at this PDC. Y = the part is available at this PDC.
<b>(PDC ETA)</b>	Displayed if on-hand quantity is 0 and inventory is in transit.

### PRICING

<b>Part Class</b>	Part popularity, with class "A" parts being fastest moving.
<b>Return Code</b>	Indicates if part is eligible for return. Return Code 3 = not eligible for credit in Annual Return Program.

### PART AVAILABILITY PROGRAM

<b>Drop Shipment</b>	"Y" if a part is shipped drop-ship only.
<b>Elig For Air</b>	"Y" if the part can be shipped air freight.

This should be everything you need to help locate your part and get it to your dealership. So next time you need a part and need it fast, visit DCS Online!



# Mark Goularte

*San Leandro Hyundai, San Leandro, California*

Mark Goularte, parts manager for San Leandro Hyundai, has a lot of parts and a lot of people to handle.

Fortunately, his unusually large staff of 12, which also serves the two other vehicle lines sold and serviced at the dealership, knows the ins and outs of the Hyundai systems.

“I have good help here,” Goularte says of his courteous and knowledgeable staff members, who go the extra mile for customers. “Hyundai has a lot of option codes and there’s a new product coming out all the time, so that’s a challenge.”

His staff is not only here for him now, it was also there for him in 2001 when he made the switch from another car manufacturer after more than two decades. With their help, he was able to understand “the nooks and crannies” of Hyundai’s and the dealership’s systems and policies within six months.

In addition to a wealth of information about parts, he also brought with him years of connections to body and service shops in the Oakland area. This has been integral to maintaining the department’s strong wholesale business, which accounts for more than 50 percent of its sales. It also employs an outside salesperson and sends mailers to reach more wholesale customers.

In addition, about 20 percent of the department’s sales are to Hertz, Avis and Dollar rental-car companies. Most deliveries to all customers are made by three—soon to be four—drivers.

Inside the dealership, the department achieves sales in a small boutique of mostly quick-grab car-care items and easy-to-display accessories.

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*“We have a very, very low backorder problems with Hyundai,” he says. “It sets the standard. More often than not, the part is going to be here.”*

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Parts, says Goularte, are just about as easy to get a hold of.

“We have a very, very low backorder rate with Hyundai,” he says. “It sets the standard. More often than not, the part is going to be here.”

That makes it easy for Goularte to do what he really enjoys: spending time with his wife and two grown daughters, as well as coaching his 9-year-old son in sports.

Business is good, and Goularte anticipates it will only get better, thanks to Hyundai’s increased sales, which he attributes to the company’s dedication to increased reliability and more stylish designs.

*“Hyundai has really come a long way in the last five years,” Mark says. “More cars on the road, more need for wholesale parts.”*



# 2005 PARTS PERFORMANCE GUILD

PPG MONTHLY RANKING AS OF OCTOBER 31, 2005

## Group A

AZ021	Hyundai of Tempe
NV019	Metro Hyundai
FL088	O'Brien Hyundai
AZ017	Bell Road Hyundai
VA006	Fairfax Hyundai
PA044	Bowser Hyundai
NY075	Atlantic Hyundai
PA039	Fred Beans Hyundai
FL005	Rick Case Hyundai
IL853	Twin Auto Parts, Inc.

10 DEALERS = 10 POTENTIAL TRIP WINNERS

## Group B

PA042	Marty Sussman Hyundai
TX068	Allen Samuels Hyundai
NV015	Planet Hyundai
WI012	Arrow Hyundai
NY069	Hustedt Hyundai
MA020	Tom Hyundai
FL049	Coastal Hyundai
AR022	North Point Hyundai North
MN007	Morrie's Hyundai
NY078	Lia Hyundai
UT002	Ken Garff Hyundai
MD006	Pohanka Hyundai
MA034	Gary Rome Hyundai
CA011	Drew Hyundai
NY074	Valley Stream Hyundai
TX040	Huffines Hyundai
OH001	Superior Hyundai North
NJ040	Hyundai of Turnersville
NJ015	Maxon Hyundai
NY086	Fuccillo Hyundai of Syracuse
CA079	Senator Hyundai
AZ008	Earnhardt's Hyundai
FL099	West Palm Hyundai
FL002	William Lehman Hyundai
GA037	Jim Ellis Hyundai
TX016	Red Mccombs Hyundai
AZ019	Larry Miller Hyundai
OH027	Dennis Hyundai
TX060	Hub Hyundai
CA172	Lithia Hyundai of Fresno
MD028	Antwerpen Hyundai
MD017	College Park Hyundai
DE006	Castle Hyundai
FL057	King Hyundai
FL081	Courtesy Hyundai
CA020	Frank Motors Hyundai
NY081	Millennium Hyundai

TOTAL 37 DEALERS: 27 TRIP WINNERS  
AND 10 \$600 GIFT CERTIFICATE WINNERS

EACH DEALER WILL COMPETE WITHIN ITS GROUP  
FOR THE FOLLOWING PRIZES:

- 48 HAWAIIAN ISLAND CRUISES ON THE NORWEGIAN CRUISE LINE'S PRIDE OF ALOHA
- 40 GIFT CERTIFICATES IN DOLLAR VALUES OF \$600, \$400 AND \$300.

## Group C

FL062	Fitzgerald's Cntrysde Hyundai	NM011	Southwest Hyundai
FL108	Hyundai of New Port Richey	AL001	Serra Hyundai
FL076	Crown Hyundai	KY012	Kerry Hyundai
TX104	North Freeway Hyundai	PA037	Wright Hyundai
OR016	Ron Tonkin Hyundai	NY060	Healey Hyundai
FL091	Gettel Hyundai	MD008	Thompson Hyundai
NY061	Fuccillo Hyundai	TX062	Freeman Hyundai
FL089	Jenkins Hyundai	NJ039	Burns Hyundai
OH018	Columbia Hyundai	FL094	Bob Dance Hyundai of Longwood
FL116	Orlando Hyundai	IL063	Family Hyundai
FL064	Key Hyundai	OH037	Ricart Hyundai
NY064	Manfredi Hyundai	AZ003	Jim Click Hyundai
FL106	Bill Seidle Hyundai	PA024	Lehigh Valley Hyundai
NY008	Neil Hyundai	TX100	Hyundai of El Paso
MD022	Bob Bell Hyundai	CA003	Cormier Hyundai
CT018	Meriden Hyundai	FL098	Cocoa Hyundai

TOTAL 78 DEALERS: 11 TRIP WINNERS  
AND 10 \$400 GIFT CERTIFICATE WINNERS

## Group D

PA065	Conicelli Hyundai	SC022	Capitol Hyundai
WA031	Eastside Hyundai	AL015	Capitol Hyundai
OH046	Superior Hyundai West	OK015	Automax Hyundai
LA018	Rountree Hyundai	CA239	San Bernardino Hyundai
MD021	Jones Bel Air Hyundai	PA061	Harrisburg Hyundai
FL115	Tallahassee Hyundai	ME007	Prime Hyundai
GA003	Ed Voyles Hyundai	IL018	Green Hyundai
OK011	Hyundai of Tulsa	OH041	Ganley Hyundai
MD034	Fitzgerald Hyundai	NY024	Miller Hyundai
WA020	Doug's Hyundai	MA048	Clay Hyundai
ID007	Bronco Motors Hyundai	IL021	Quality Hyundai
NC038	Keffer Hyundai	OK016	Automax Hyundai South
MS022	Wilson Hyundai	MO011	Dean Team Hyundai
NY093	Carbone Hyundai	IN003	Butler Hyundai
IL054	Gurnee Hyundai	NJ029	Brad Benson Hyundai

ALL OTHER DEALERS FALL INTO THIS GROUP  
20 \$300 GIFT CERTIFICATE WINNERS