

HYUNDAI *Promotion!*

Tucson

2012 Select Car Care

2012 SCCP – 10/12

P13 -Rev A

PROGRAM ANNOUNCEMENT

TIMEPERIOD: From October 19, 2012 to December 31, 2012

NOW IS THE PERFECT TIME TO OFFER SELECT 2007-2009 MY TUCSON OWNERS AN EXTRAORDINARY LEVEL OF CARE!

Selected Hyundai Retail Owners (excludes fleet, HMA owned vehicles (employee lease), dealer Service Rental Cars and dealer stock vehicles) that qualify for *Service Campaign #TF4 – ECM Update – Fuel Adaption – TSB #12-01-003 (2007-2009 Tucson 2.0L)* qualify for this special 2012 Select Car Care Promotion. We strongly urge Hyundai Dealers to participate in this very special program if the selected vehicles are within their dealership area.

Goals of the Program:

1. Provide each customer with a fast and convenient ECM update process
2. Delight these customers with complimentary services and special care handling
3. Use your active delivery process to turn these owners into loyal service and parts customers
4. Make 2007-2009 MY Tucson owners advocates of the Hyundai brand.

Hyundai Will Pay Your Dealership to Provide These Special Offers to Select 2007-2009 MY Tucson Customers!

Yes! We need your commitment to “Roll Out the Red Carpet” for these customers. Let’s turn each and every owner into an advocate for your dealership and for the Hyundai brand. Here is what we are offering:

Complimentary Services to Delight Your Customers		
1	Complimentary Technician Visit to Customer Location	\$100
2	Complimentary Vehicle Pickup/Delivery from Customer Location	\$100

Preparing to Deliver Extraordinary Service:

The Treats Are On Us! See Select Car Care P09 for surprising the customer with treats.

Attention Service Manager: Review These Best Practices With Your Staff

Completion of this Service Campaign TF4 is critical for customer satisfaction with the performance of their vehicle. We encourage you to contact your customers to bring them in for completion of this Service Campaign TF4.

Selected Vehicles with P13 and TF4 campaigns:

- ✓ Check each VIN for open campaigns in the WEBDCS Warranty Vehicle Information Screen. Verify vehicle has an open P13 2012 Select Car Care Promotion **and** an open Service Campaign TF4.
- ✓ Properly document the customer's email address and phone number on the Repair Order and update any changes on WebDCS.
- ✓ Properly document all information on the applicable Tucson Checklist (attached to this Document) and attach it to the Repair Order.
- ✓ Offer each customer the option to have their car washed and vacuumed and windows cleaned inside and out if the vehicle is being picked up and delivered back to the customer. **Hint:** Tell your customer that extra time is needed to perform this service – Set the proper time expectation.

Customer Handling:

- ✓ **Because we will be following up with these customers to mail their \$25 Promotional Card, please ensure that the customer information on the repair order is accurate.**
- ✓ Expedite these repairs as a shop priority to complete the repair, paperwork, car wash and delivery in the time promised to the customer.
- ✓ Contact your customers that have a Select Car Care P13 identified on their VIN and explain the options that are available to them:
 - Your dealership will send out a technician to the customer's preferred location to complete the software update
 - Or**
 - Your dealership will pick up the customer's vehicle at their preferred location, complete the software update at the dealership, and then return the vehicle to the customer's preferred location.
- ✓ Request regional support if necessary.

Delivery:

- ✓ During the Active Delivery - Inform your customer that the vehicle was washed (if you did wash it).
- ✓ Offer to make the next service appointment.

Claim Information:

Submit P13 Select Car Care Promotion claims on the Campaign Claim Entry Screen using the applicable labor operation that was performed.

CLAIM INFORMATION		
Op Code	Operation	Reimbursement Amount
JMP13SC1	Complimentary Pick-Up/Delivery	\$100
JMP13SC2	Complimentary On-Site Reprogramming	\$100

- The P13 Select Car Care Promotion must be on the same Repair Order as the ***Service Campaign TF4-ECM Update-Fuel Adaption-TSB #12-01-003 (2007-2009 MY Tucson)***.
- Document on the Repair Order the actual services rendered to the customer.
- Use the applicable Labor Operation Code:
 - **JMP13SC1**- Dealership picked up/delivered the vehicle at the customer's Preferred Location and completed the software update at your service location (Claim Operation code JMP13SC1)

Or

 - **JMP13SC2** - Technician physically was sent to the customer's Preferred Location to complete the software update (Claim Operation code JMP13SC2)

\$25 PROMOTIONAL CARD

The \$25 Promotional Card will be sent to the customer directly from Hyundai. **Please submit your TF4 campaign claim as soon as possible after repair is completed.** We will use the TF4 claim submission as the trigger to mail the \$25 Promotional Card to your customer.

SUMMARY

Your commitment to "Roll out the Red Carpet" for these customers will help turn each and every Hyundai owner into an advocate for your dealership and the Hyundai brand.

HINT: You may want to consider the candy/cookie concept to help boost HSI for all customers as announced in 2012 Select Car Care P09!

P13 - Tucson Checklist: Pick-up



Run DCS - Open Select Car Care P13

Customer Information

CUSTOMER NAME: _____
 APPOINTMENT DATE: _____
 PICK-UP PROMISE TIME: _____
 DELIVERY PROMISE TIME: _____

DAY BEFORE

Call Customer to Confirm:

- Pick-up time _____
- Confirm Pick-up / Delivery Location and any special instructions
- Delivery time
- Circle Contact Method: Cell or Home Phone, Email, Text Message
- Phone No. _____ Email _____
- Valuables removed from car and Maintenance Manual on seat

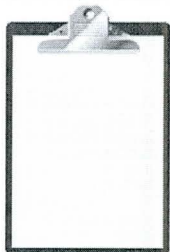
Inform:

- Who will pick up the vehicle _____
- Required signatures: RO
- Ask customer to remove ANY valuables from the car
- Ask customer to leave maintenance book on the front seat, if applicable

DAY OF

Prepare Paperwork on Clipboard for Tucson Pickup

- Pre-printed Repair Order, and extra copy for customer
- Pre-printed map with directions to customer's address / location
- Estimated drive time
- This form



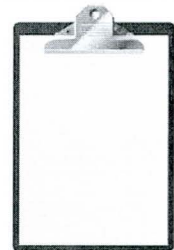
Customer Information

CUSTOMER CONTACT NUMBER: _____
 ASK FOR: _____
 ESTIMATED DEPARTURE TIME: _____
 ARRIVAL TIME: _____

LOCATION OR SPECIAL INSTRUCTIONS:

Before You Leave the Dealership:

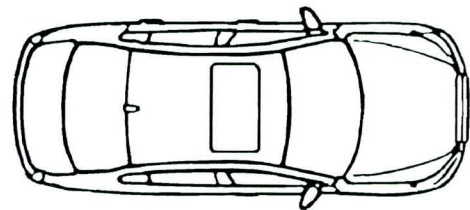
- Clipboard with required documents with sticky notes for signatures
- Cell phone
- Take seat cover and protective floor mat



At Pick-up:

- Inspect customer's vehicle for damage (interior and exterior)
- Secure signatures (RO) and leave copies with customer
- Obtain key fob
- Record Customer Vehicle fuel tank level _____
- Record Customer Vehicle Mileage _____
- Install protective covering (floor mats, steering wheel cover, and seat cover)

Note any damage on Customer's Car



Customer's Signature: _____

P13 - Tucson Checklist: Delivery



Run DCS - Open Select Car Care P13

Customer Information

CUSTOMER NAME: _____

DELIVERY DATE: _____

DELIVERY PROMISE TIME: _____

ACTUAL DELIVERY TIME: _____

Customer Information

CUSTOMER CONTACT NUMBER: _____

DEPARTURE TIME: _____

DELIVERY TIME: _____

LOCATION or SPECIAL INSTRUCTIONS: _____

Prior to Customer Return:

Ensure the vehicle is washed, dried, vacuumed, and windows are cleaned inside and out

Contact the Customer:

- Explain the work performed
- Explain work completed and vehicle is enroute
- Offer to make the next appointment (via Hyundai Online Service Scheduling System)

Update Maintenance Book with Maintenance Details, if applicable

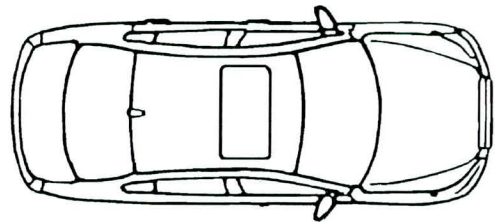
Prepare Delivery Envelope:

Repair Order

At Delivery:

- Bring delivery envelope containing customer paperwork
- Remove protective covers (seat and floor mats)
- Customer's vehicle mileage _____
- Customer's Fuel Reading _____
- Date Delivered _____
- Time Delivered _____
- Return key fob
- Have customer sign final Repair Order

Note any damage on Customer's Car



Customer's Signature: _____

ONCE COMPLETED, ATTACH COPY TO RO

P13 - Tucson Checklist: On-site Reprogramming *Tucson*

Run DCS Open Select Car Care P13

Customer Information

CUSTOMER NAME: _____
 APPOINTMENT DATE: _____
 ON-SITE PROMISE TIME: _____
 ON-SITE COMPLETION TIME: _____

DAY BEFORE

Call Customer to Confirm:

- On-site time _____
- Confirm On-site location and any special instructions
- On-site-completion time
- Circle Contact Method: Cell or Home Phone, Email, Text Message
- Phone No. _____ Email _____
- Valueables removed from car and Maintenance Manual on seat

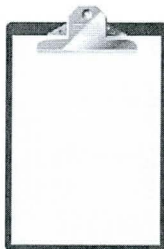
Inform:

- Who will be onsite for the vehicle _____
- Required signatures: RO
- Ask customer to remove ANY valuables from the car
- Ask customer to leave maintenance book on the front seat if applicable

DAY OF

Prepare Paperwork on Clipboard for Tucson Valet:

- Pre-printed Repair Order, and extra copy for customer
- Pre-printed map with directions to customer's address / location
- Estimated drive time
- This form



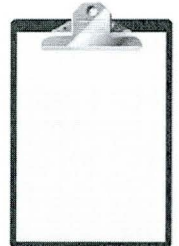
Customer Information

CUSTOMER CONTACT NUMBER: _____
 ASK FOR: _____
 ESTIMATED DEPARTURE TIME: _____
 ARRIVAL TIME: _____

LOCATION OR SPECIAL INSTRUCTIONS:

Before You Leave the Dealership:

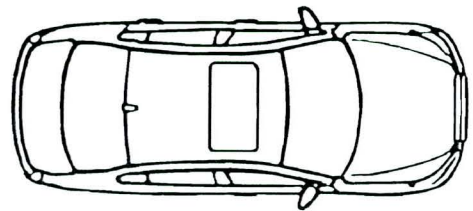
- Clipboard with required documents with sticky notes for signatures
- Cell phone
- Take seat cover and protective floor mat



On-site Reprogramming:

- Inspect customer's vehicle for damage (interior and exterior)
- Secure signatures (RO) and leave copies with customer
- Obtain key fob / Return Key Fob
- Record Customer Vehicle Mileage _____
- Install protective covering (floor mats, steering wheel cover, and seat cover) Remove when completed.

Note any damage on Customer's Car



Customer's Signature: _____