

HYUNDAI FAMILY T@LK



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CURRENT PROMOTIONS:



Another reason for you to own a Hyundai. Get any new Santa Fe, Tucson or Elantra and you are entitled to Free Services for a duration of 5 years or 100,000k, whichever comes first. Terms & Conditions apply.

ROADSHOWS:



Customers got to catch a glimpse of the all-new Hyundai Sonata LF at our Roadshows held in KSL Mall, Johor Bahru and Ipoh Parade Mall in Ipoh in mid November.

The car was covered with a slip cover with the teaser “Coming Soon” printed on it. The idea is to build excitement amongst the public towards the impending arrival of the car.

MANAGING DIRECTOR'S MESSAGE



Dear Colleagues,

Firstly, let me offer congratulations to Miss Chong Wei Ping (E Kar) for winning the Best Interview Skill Award at the 2nd Service Advisor Championship held in Seoul. You have done us proud!

We are now entering an exciting new phase for Hyundai in Malaysia with the upcoming launch of the all-new Hyundai Sonata LF. The media and customer preview will start 9 December in KL, followed by JB and Penang in the same week.

This award winning Sonata is well received in several countries and I am glad that the Malaysian motorist will enjoy this great car from Hyundai.

2015 is the beginning of another exciting year for HSDM. After the launch of new models, product enhancements will also be introduced by early 2015. So, let's wait for the good news.

Happy Reading!

LAU YIT MUN
Managing Director,
Hyundai-Sime Darby Motors

RECAPPING THE SONATA BRAND STORY AND HISTORY

The Sonata LF – the best Sonata made ever through enhancement in basic quality, excellence in driving, braking, stopping and protecting.



GEN. 7 /2015



GEN. 1 /1985

Where it all began – used to be the most premium vehicle in Hyundai Motor Company's line up at the time.



GEN. 2 /1988

Attempt at curvy designs, the trend at the time.



GEN. 3 /1993

Greatly enhanced safety and convenience features.



GEN. 4 /1998

Greatly enhanced R & H for a smoother ride.



GEN. 5 /2004

Equipped with the newly developed Theta engine.



GEN. 6 /2009

The first Hyundai model to adopt fluidic sculpture design. Made a name for its distinctive style.

SONATA

The Sonata was named after a sophisticated musical form that requires advanced technique. The name evokes an automobile of consummate artistry, promising an innovative performance through first rate technology. The Sonata name speaks for the history of the Hyundai Motor Company and the entire Korean Motorworks.

Background

Sonata is by far the most famous sedan in Korea, and is rapidly being recognised in the world stage for its reliability and distinctive style. It has undergone 7 generation changes since its birth in 1985, and the all-new Sonata has undergone some revolutionary improvement in style, safety and driving performance.

The 7th generation Sonata is beyond a doubt the most sophisticated Sonata to date.

HYUNDAI SERVICE ADVISOR CHAMPIONSHIP IN SEOUL MALAYSIA WINS BEST INTERVIEW SKILL AWARD

14 – 17 October 2014, Seoul – The 2nd Hyundai Service Advisor Championship that concluded last month saw the participation of service advisors from all corners of the world.

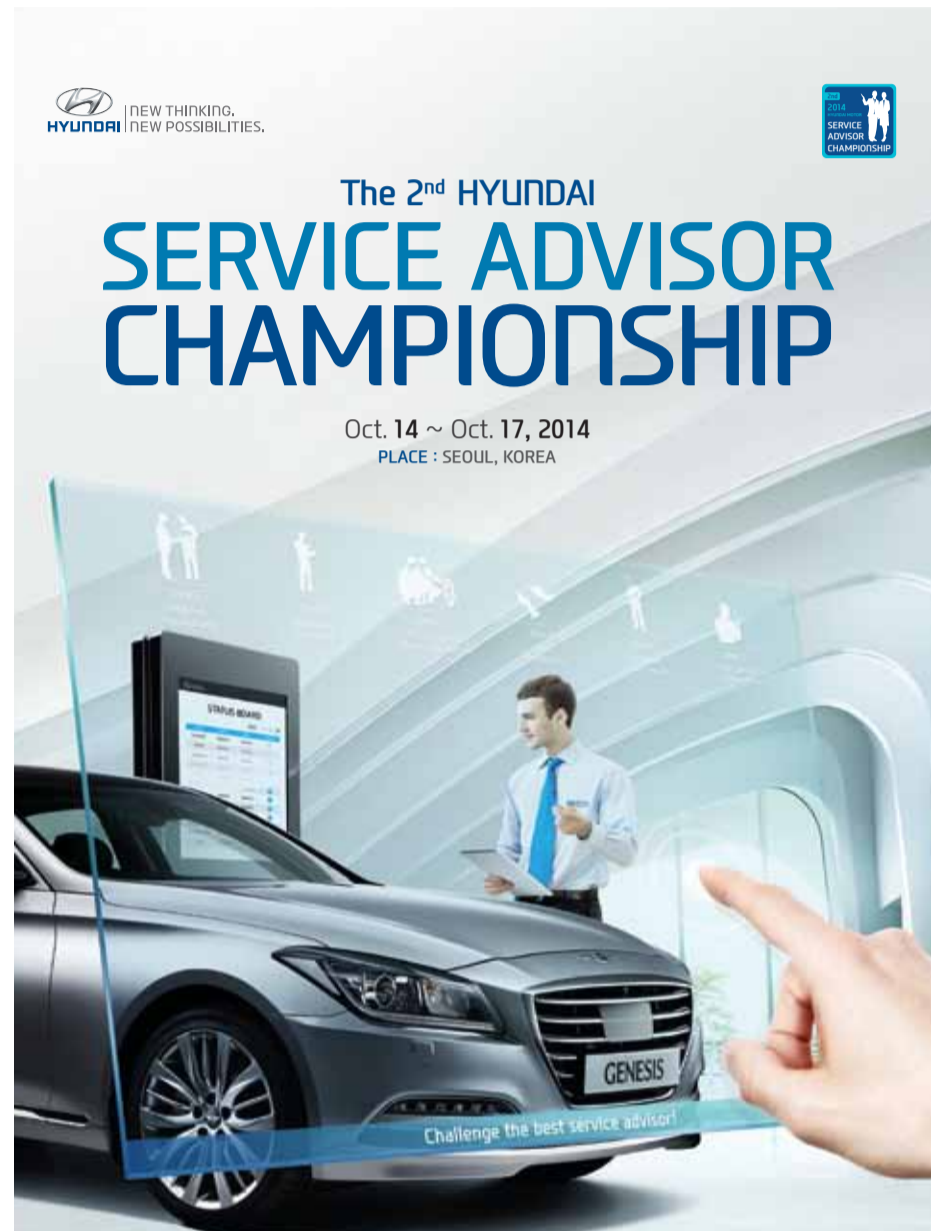
Malaysia was represented by Miss Chong Wei Ping (E Kar) and she did not disappoint by winning the Best Interview Skill Award.

The Championship was started on the realisation that Hyundai cars are now top class cars that attract discerning and critical customers so the standard of service needs to improve in tandem. Technological know-how is also important and the Championship provides a platform for self improvement.

The award categories contested were:

- Overall World's Best Service Advisor
- Sectional World's Best Service Advisor
- Role Play / Written Test / Interview
- Outstanding Skills
- Excellent Skills

Congratulations to Miss Chong Wei Ping on meeting the mark! Well done!



Group photo of the global attendees at the Championship

HYUNDAI MAKES STRONG PRESENCE AT THE NST CITY AUTOSHOW HELD IN MATRADE

14 - 16 November 2014, Kuala Lumpur - Hyundai models were prominently displayed at the NST Car of the Year Autoshow held at Matrade recently, namely the i40, i30 & Tucson who are nominated for awards.

We also took the opportunity to conduct test drives as well as offer up a selection of pre-owned models for sale.

Hyundai/Inokom owners were also made to feel privileged as we conducted a Before Service Free 20 point inspection, Free Bactakleen Anti Bacterial Treatment and Free headlamp polish for their cars apart from providing them reserved parking.

Hats off to our after sales team for all your hard work.



Hyundai i40 - nominated for Best Executive Car



Privileged parking for Hyundai car owners



Hyundai i30 - nominated for Best Family Car CBU



Before Service 20 Point Inspection Booth



Hyundai Tucson - nominated for Best SUV (4 x 2)



Free headlamp polishing for car owners



Hyundai cars offered for test drive

WELCOME TO THE HYUNDAI FAMILY!

Department	Organisation Unit	Employee Name	Company	Position
1 Sales – Kota Damansara	Sales	Teng Weoi Jiann	SDAH	Sales Specialist
2 After Sales – Plentong	After Sales – Technical	Jimmy Jaibol	SDAH	Technician
3 Sales – Shah Alam	Sales	Yeong Mun Kiat	SDAH	Sales Specialist
4 CCC – Glenmarie (HQ)	Customer Care Center	Jimmy Chong Hui Min	HSDM	Executive – Customer Care
5 Sales – Prai	Sales	Hazri bin Ismail	SDAH	Sales Specialist
6 Sales – Prai	Sales	Mohd Saifulnizam bin Mat Said	SDAH	Sales Specialist



Teng Weoi Jiann



Jimmy Jaibol



Yeong Mun Kiat



Jimmy Chong Hui Min



Hazri bin Ismail



Mohd Saifulnizam bin Mat Said

#14 CUSTOMER CARE

A “CRASH COURSE” ON CUSTOMER SERVICE

1

The 10 Most Important Words:
“I apologize for our mistake.
Let me make it right.”

2

The 9 Most Important Words:
“Thank you for your business.
Please come back again.”

3

The 8 Most Important Words:
“I’m not sure, but I will find out.”

4

The 7 Most Important Words:
“What else can I do for you?”

5

The 6 Most Important Words:
“What is most convenient for you?”

6

The 5 Most Important Words:
“How may I serve you?”

7

The 4 Most Important Words:
“How did we do?”

8

The 3 Most Important Words:
“Glad you’re here!”

9

The 2 Most Important Words:
“Thank you.”

10

The 1 Most Important Words:
“Yes.”

HYUNDAI MOTORSPORT ENDS WRC SEASON IN COMMENDABLE 4TH PLACE IN MANUFACTURERS' STANDINGS

17 November 2014, Wales – In the season closing WRC Rally of Wales, Hyundai Shell World Rally Team finished with all 3 cars to make 4th place in the Overall Manufacturers' Standings, a commendable result for a debutant rally team.

Despite it being a learning year, the team has made a positive impression on the series with a memorable 1-2 in Rallye Deutschland one of the highlights of the year. The team has scored podiums in three events - Mexico, Poland and Germany - as well as taking 12 stage wins along the way, exceeding the modest targets set by the team for its first year in the Championship. We look forward to another exciting season next year.



REDESIGNED HYUNDAI SONATA WINS CARS.COM, USA TODAY, MOTORWEEK MIDSIZE SEDAN CHALLENGE



20 November 2014 - The 2015 Hyundai Sonata was named the winner of the Midsize Sedan Challenge, conducted by experts from Cars.com, USA Today, MotorWeek and a family in the market for a new midsize sedan.

The Challenge pitted 10 of the most popular midsize sedans against each other in a series of expert and car shopper testing to determine which model was the best in class.

HYUNDAI GENESIS NAMED "LUXURY CAR OF THE YEAR" BY POPULAR MECHANICS & "BEST LUXURY CAR" BY HISPANIC MOTOR PRESS

21 November 2014, Los Angeles – Hyundai's all-new 2015 Genesis earned the title of "Luxury Car of the Year" in Popular Mechanics' annual Car of the Year Awards with the award presented at the annual Los Angeles Auto Show.

"The Hyundai Genesis ought to have the Germans and everyone else worried. This time around, Hyundai knows that intangibles make all the difference in the realm of luxury sedans, where all the cars are good," said editors at Popular Mechanics.

The Genesis was also named a Top Ten Car of 2015 by the jurors of the Hispanic Motor Press Awards. This is the second time Hyundai has been recognized by the Hispanic Motor Press Awards. The 2013 Hyundai Santa Fe was named the best vehicle in the Sport Utility Vehicle category in 2012.

