

OFFICIAL RULES & REGULATIONS



Eligibility

1. Participation in the Dealership Contest level of the 2018 Sonata *Better* National Walkaround Competition is open to any person actively employed as a retail sales consultant by an authorized Hyundai dealership in the United States.
2. Participation in the District Championships, Regional Championships and National Finals of the 2018 Sonata *Better* National Walkaround Competition is open to any person actively employed as a retail sales consultant by an authorized Hyundai dealership in the United States who:
 - a. Has successfully completed all STAR Certification courses by the time of the contest (or is within the grace period)
 - b. Has achieved his or her Region's minimum three-month rolling average Hyundai Customer Experience Index (CXI) score as of August 1, 2017
3. A sales consultant who owns a financial interest in the dealership is not eligible.
4. Dealership managers (sales, parts, service, etc.) are not eligible.
5. A dealership, District or Regional winner who leaves the employ of the dealership through which he or she qualified is no longer eligible to compete at remaining levels of the competition. The participant who placed next at the level of the contest in which the departing sales consultant competed last will be substituted, subject to eligibility. No additional cash prizes will be awarded.
6. Present and former employees of Hyundai Motor America, Inc., or other Hyundai subsidiaries in the United States are not eligible to participate.
7. If, after winning a dealership, District or Regional competition, a sales consultant is appointed to a management position within the same dealership, becomes a Hyundai dealer, or accepts a position in the Hyundai Motor America wholesale organization, he or she may continue to participate.

Tax Status

The liability for applicable taxes is the responsibility of the recipient and not Hyundai. The appropriate Form 1099 for the value of any and all cash awards will be issued where applicable. A Form W-9 must be on file with Hyundai Incentive Program Headquarters before cash awards will be presented to winners.

Presentation Procedure

1. At the District Championships, Regional Championships and National Finals, all presentations must be given in English.
2. At each level of the competition, contestants must present a predetermined 2018 Sonata to a fictitious customer (see "Customer Scenarios," below).
 - a. Dealership Contest: 2018 Sonata SE to "Jeff Walker"
 - b. District Championships: 2018 Sonata SEL to "Alice Hughes"
 - c. Regional Championships: 2018 Sonata Limited 2.4L to "Gabe Romero"
 - d. National Finals: 2018 Sonata Limited 2.0T to a customer whose identity will be revealed to each contestant 30 minutes before his or her presentation
3. Walkarounds are to be presented to the judge(s) and members of the audience, not to an accompanying customer.
4. The presentation may begin at any position and proceed in any order, provided that all of these positions are covered:
 - a. Hood
 - b. Driver's Side
 - c. Cargo Area
 - d. Rear Passenger Side
 - e. Front Passenger Side
5. Presentations are to last no more than 10 minutes, with a 30-second grace period. At the Regional Championships and National Finals, a timekeeper will use a hand signal to give the contestant a one-minute warning. No other warnings will be given. Judges will be instructed to deduct 5 points from the scores of participants who do not conform to the time limit.
6. During the presentation, contestants will not be allowed to use props other than the vehicle itself or items that are part of the vehicle (jack, key, owner's manual, etc.). Examples of props include business cards, pointers, people, notes, brochures, books (other than those which come with the vehicle) or any other audio or visual aids. (Study aids may be used outside the contest room.) At the Regional Championships and National Finals, judges will be instructed to disqualify contestants who use props.
7. Contestants at the Regional Championships and National Finals will not be allowed to view presentations made by other contestants against whom they are competing. However, at the conclusion of the Regional Championships and National Finals, first-place winners may be asked to repeat their presentations for the remaining contestants.
8. The National Finals may be recorded for future use by Hyundai Motor America. Participation in this contest implies consent for the presentation to be recorded and used by HMA.

Customer Scenarios

1. At each level of the competition, contestants must personalize their walkarounds to the needs and lifestyles of fictitious customer(s) described in a Customer Scenario.
2. Dealership Contest: “Jeff Walker”
 - You are presenting the Sonata SE to Jeff Walker, who’s in his mid-20s and who has recently earned his license to sell real estate.
 - Although he’s on a budget, he wants a vehicle big enough to transport clients to see new homes.
 - He has told you that, until he starts making some serious money in real estate, he may also use the car to drive for Uber in his spare time.
 - Jeff has never owned a car before.
3. District Championships: “Alice Hughes”
 - You are presenting the Sonata SEL to Alice Hughes, a recently retired schoolteacher. She has researched the Sonata online but has not been in your dealership before.
 - Alice is currently driving a ten-year-old Honda Accord, which she is going to give to her nephew.
 - She will occasionally carry her grandchildren in the car, and once a year drives her friends to a riverboat casino for a “Girls’ Weekend,” but generally she will be the only person in the car.
 - Alice was attracted to the Sonata because of Hyundai’s warranty coverage and because, she says, “I’m afraid of little cars.”
4. Regional Championships: “Gabe Romero”
 - You are presenting the Sonata Limited 2.4L to Gabe Romero, an Internet lead you’ve been working with for the last several weeks. He has already submitted much of his customer information through your dealership website’s Digital Retailing Solution or Connected Store online process.
 - Gabe is a senior applications designer in the tech department at an insurance company. He and his wife, Lisa, have two children—an 8-year-old boy and a 2-year-old girl.
 - This will be his car, but it will be used for family vacations as well as Gabe’s 25-mile commute to work.
 - Gabe has never owned a Hyundai—he currently drives a Corolla—but he’s attracted to the Sonata’s design, technology and competitive price.
 - Although you and Gabe have emailed and texted back and forth, and spoken on the phone, you’ve never met him in person. This is his first visit to your dealership.
5. National Finals: Each contestant will be given the same Customer Scenario 30 minutes before his or her presentation.

Judging and Tabulation Procedure

At all levels of the contest:

1. Participants will be judged according to the criteria listed on the official Scorecard (shown on page 11 of this Sales Consultant’s Guide).
2. Each judge will assign each contestant from 0 to 5 points (in whole numbers) in each of the 10 categories designated on the official Scorecard:
 - Hood
 - Driver’s Side
 - Cargo Area
 - Rear Passenger Side
 - Front Passenger Side
 - Better
 - Customer-Focused Presentation
 - Organization
 - Professionalism
 - Communication Skills

The total number of points thus assigned represents the contestant’s Rating. Five points will be subtracted for violating the maximum time limit.
3. After the competition is over, each judge will assign each contestant a Rank from first to last, with the contestant earning the highest Rating receiving the Rank of 1, the contestant with the second-best Rating receiving the Rank of 2, etc.
4. Ties in Rating Points are allowed, but there can be no ties in Ranks. In the event a judge has given the same total Rating to one or more contestants, he or she must still force-rank them.
5. A judge’s Ranks and Ratings must correspond. For example, a judge may not award a Rank of 1 to a contestant with a Rating of 45 and a Rank of 2 to a contestant with a Rating of 46.
6. The Ranks received by each contestant will then be totaled. The contestant with the best total Ranks (lowest number) will be the winner.
7. In the case of a tie in total Ranks, the Rating Points for each tied contestant will be totaled. The tied contestant with the highest total Rating Points will then be the winner.
8. In the case of a tie in both total Ranks and total Rating Points, the tie will be broken by judges’ preference. The contestant receiving the higher Rank from a majority of the judges will be declared the winner.
9. Contest results at each level of the competition will be verified by the Hyundai Motor America Retail Process and Sales Satisfaction Department. All decisions will be final.
10. A minimum of 3 judges will be used at the Regional Championships, 5 at the National Finals.
11. An odd number of judges will be used on all Regional and National judging panels.
12. No person currently employed by a Hyundai dealership will be eligible to judge a District, Regional or National contest.

Prizes

Dealership Contest:

1. Top scoring participant in each Dealership Contest will advance to the District Championships and receive a personalized certificate (pending eligibility)

District Championships:

1. Top scoring participant in each District Championships will:
 - Advance to the Regional Championships (expense-paid, two-day, one-night stay)
 - Receive \$250 on Hyundai STAR Rewards Card
 - Receive a personalized certificate

Regional Championships:

1. Top scoring participant in each Regional Championships will:
 - Advance to the National Finals (three-day, two-night trip to Fountain Valley, California)
 - Receive \$1,000 on Hyundai STAR Rewards Card
 - Receive personalized plaque
2. Second place: \$750 on Hyundai STAR Rewards Card and personalized certificate
3. Third place: \$500 on Hyundai STAR Rewards Card and personalized certificate

National Finals:

1. First place: \$10,000 on Hyundai STAR Rewards Card and championship trophy
2. Second place: \$7,500 on Hyundai STAR Rewards Card and personalized trophy
3. Third place: \$5,000 on Hyundai STAR Rewards Card and personalized trophy
4. Fourth place: \$3,000 on Hyundai STAR Rewards Card and personalized trophy
5. Fifth place: \$2,000 on Hyundai STAR Rewards Card and personalized trophy

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