



*2011 HYUNDAI
PARTS PERFORMANCE
GUILD*



Make it to the

**BIG TIME &
Go to the BIG ISLAND**

HAWAII February 19-23, 2012



Competition Objective

The Parts Performance Guild recognizes and rewards dealership Parts Managers who are among our top-performing dealerships, and provides a forum to discuss parts issues annually with our top Parts Managers. The 2011 program is a 12-month program running from January 1, 2011, through December 31, 2011.

Dealership Trip Qualifiers

- The winning Parts Manager must have been employed at the dealership for a minimum of 90 days before the trip.
- Dealership must be in business for a minimum of 24 months.
- **Dealership must be a member of the 2011 Hyundai Owner Connect Marketing Program.**
- **Dealership non-warranty purchase volume must exceed \$600,000 in 2011 to qualify for trip award.**
- Dealership must be using Hyundai-supplied parts merchandising materials in the showroom and parts and service area.

- Dealership must meet all SmartStock requirements:
 - Active in data extraction through Integra Link (dealers with non-compatible systems excluded). For dealers using UCS, parts inventory data must be uploaded on a daily basis.
 - Systems settings comply with SmartStock criteria.
 - Quarterly returns submitted on schedule – 75% of eligible quarters.

Competitive Groups

Dealerships have been divided into four groups based on their total non-warranty parts purchases from 2010. (A dealership must have a non-warranty dollar purchase increase from 2010 to 2011 to meet the minimum program qualifications.)

- **Group A:** Dealers with 2010 non-warranty purchases of \$1.5 million or greater.
- **Group B:** Dealers with 2010 non-warranty purchases between \$1 million and \$1,499,999.
- **Group C:** Dealers with 2010 non-warranty purchases between \$800,000 and \$999,999.
- **Group D:** Dealers with 2010 non-warranty purchases less than \$800,000 (minimum of \$600,000 in 2011 non-warranty purchases to qualify for trip).

Award Levels & Performance Criteria

The 2011 program has two levels of awards (awards limited to one per dealership).

- **Level 1:** Each top outstanding Parts Manager and guest will be awarded a trip to the national parts meeting at The Fairmont Orchid, Hawaii, on Hawaii's Kohala Coast, along with an award plaque. The meeting takes place February 19-23, 2012. Meeting participants will be chosen based on the following criteria:
 - 43 Top Purchase Volume # increase based on 2011 non-warranty purchases versus 2010 non-warranty purchases.
 - 3 Top Accessory Volume Purchases less Accessory Returns based on DIO Accessory Purchases Per New Vehicle Sold (PNVS).
 - Minimum 2011 new car sales of 750 to qualify for accessory trip awards.
- **Level 2:** A second group of 31 meritorious Parts Managers will receive an update to their E-Count cards as well as an award plaque in recognition of their accomplishments.

Program Award Group Breakdown

- **Group A:** Competing for 9 trips or 7 \$800 E-Count card updates.
- **Group B:** Competing for 18 trips or 8 \$500 E-Count card updates.
- **Group C:** Competing for 12 trips or 9 \$400 E-Count card updates.
- **Group D:** Competing for 4 trips or 7 \$250 E-Count card updates.

Program Standings

Your DPSM will keep you posted of your program standing.

Note: Any over-purchases on a dealer's part to increase the odds of winning the PPG will not be tolerated. HMA reserves the right to audit a dealer's stock order and any parts returns. If fraudulent behavior is identified, the dealer risks losing PPG award status and will be suspended from the PPG program for the next year. In addition, fraudulent behavior is strictly prohibited under the rules of SmartStock, placing the dealer at risk for removal from this program.

1099s will be issued for all dealership award winners.

HMA reserves the right to withdraw the contest, or alter the rules, terms and conditions of the contest at any time without prior notice.



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What Could Be Bigger?

Volcanoes, mountains, black-sand beaches ...
The Big Island of Hawaii has the biggest and best of them for Parts Managers who win our 2011 Hyundai Parts Performance Guild!

The program runs through December 31, 2011.

- Spend four fantastic nights at The Fairmont Orchid, Hawaii, a 32-acre luxury resort.
- Experience Big Island pleasures – sunny beaches, sparkling waterfalls, fiery volcanoes, ATV adventures, kayaking, snorkeling and more.
- Network with your peers at exceptional dinners.

Winning is definitely worth the effort. Best wishes for big success!

