Hyundai MarketMaster[™] Quick Reference Guide – Home Page

The Time Period, Benchmark, and Segment selection is displayed below the Navigation Bar where applicable. You can change these selections by clicking on the Filter icon on the Navigation Bar. Click on the Criteria Filter icon to see how the exhibit metrics change when applying these filter selections: Time Period, Benchmark, and Segment. A change to the filter will affect every page.

Alerts are your key performance issues summarized in one place. Clicking on the icon in the lower corner will take you to the details.

This panel shows your potential Opportunity. Lost Total Gross Profit is the Lost Sales in the PMA plus the insell from other dealers multiplied by the sum of the national average gross profit for each model, F&I and Incentive per new vehicle sold.

The Top Facing Competitive Dealer Segment Sales Panel shows your dealership's current month and yearto-date retail sales compared to the top three competitive dealers in your PMA.

		s 🔻 Opport	unity 🔻 De	emographi	S -		se
ne Period: Jul 2022 S	ales/May 2	2022 Reg	5	Benchm	rk: State Represented	Segment: Total Vehic	cles Your sales
Alerts		Additiona	l Training	;:	Sales Efficiency (May 2022 Reg	is CYTD)	by Sales
Total High Alerts		For Additio assistance MarketMas for a vi	onal Trainin on how to u ster, click th ideo tutoria	g and ıtilize e icon ıl.	50% 100% 0% 200%	Sales Efficiency 121.9%	your de anywhere expected indicated. exceeds th
Opportunity (May 2022 Regs CYTD)					Registration Efficiency (May 20)22 Regs CYTD)	
\$0 \$106,000 \$212,000 \$318,000 \$424,000 \$530,000 Lost Total Gross Profit \$425,593 (227 Units)							Registratio
o \$106,000 \$21	12,000 \$318 ost Total Gro 25,593	.000 \$424 ss Profit (227 Unit:	1,000 \$53 s) @	0,000	55% 10% 0% 200%	Above Benchmark Below Benchmark	Registratio of actual PMA again the Ben ((Brand (Expected
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o \$100,000 \$21	12,000 \$318 ost Total Gro 25,593 of Facing Dea Brand HMA TOY NISS HOND	000 \$424 ss Profit (227 Unit: 100 138 93 78 72	4,000 \$53 5) (2) 295 244 148 145	0,000 1	1000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 0000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 000 <td< td=""><td>Magy Enchmark Image: Cyrto % 66 60.9 % 6 12 130 % 8 6 6.5 % \$</td><td>Registratio of actual PMA again the Ben ((Brand 3 (Expected PMA)) x 1 exceeds th The Pump CYTD (Cal made by y Hyundai D percentage</td></td<>	Magy Enchmark Image: Cyrto % 66 60.9 % 6 12 130 % 8 6 6.5 % \$	Registratio of actual PMA again the Ben ((Brand 3 (Expected PMA)) x 1 exceeds th The Pump CYTD (Cal made by y Hyundai D percentage

change these selections by clicking on the Filter icon on the navigation bar.

our sales performance is measured y Sales Efficiency, which looks at our dealership's actual sales nywhere in the nation against the kpected sales at the Benchmark dicated. A number above 100% kceeds the Benchmark.

tegistration Efficiency is a calculation f actual sales of the brand in the MA against the expected sales at the Benchmark. The formula: (Brand Sales in the PMA) \div Expected @ Benchmark in the MA)) x 100. A number above 100% xceeds the Benchmark.

The Pump-In Panel summarizes the CYTD (Calendar Year-To-Date) sales made by you and the top three other Hyundai Dealers in your PMA and the percentage they represent. ♥ Filter Icon
♥ Information
♥ PDF Print
♥ Enabled
♥ User Profile

Convenience Buttons

● Map
● Bar Chart
● Pie Chart

Navigation Buttons

📥 Change View

Trend Graph

Tabular Report

Hyundai MarketMaster[™] Quick Reference Guide – Maps and Filter







Filtered Vehicles

Click *Filter* from any page to open a new window that will allow you to change settings. Filter options will differ for each report type but may affect other pages.

Main Map	
Geography: Time Period/Data Type:	Anytown Hyundai v Jul 2022 Soles/May 2022 Regs v
Time Span:	CYTD V
Category :	Retail v
Segment:	
	OK Cancel
Filter a repo	rt or man to only show a specific
selection.	selecting the desired segment. Once pages will change to reflect your

