

Hyundai MarketMaster™ Quick Reference Guide – Home Page

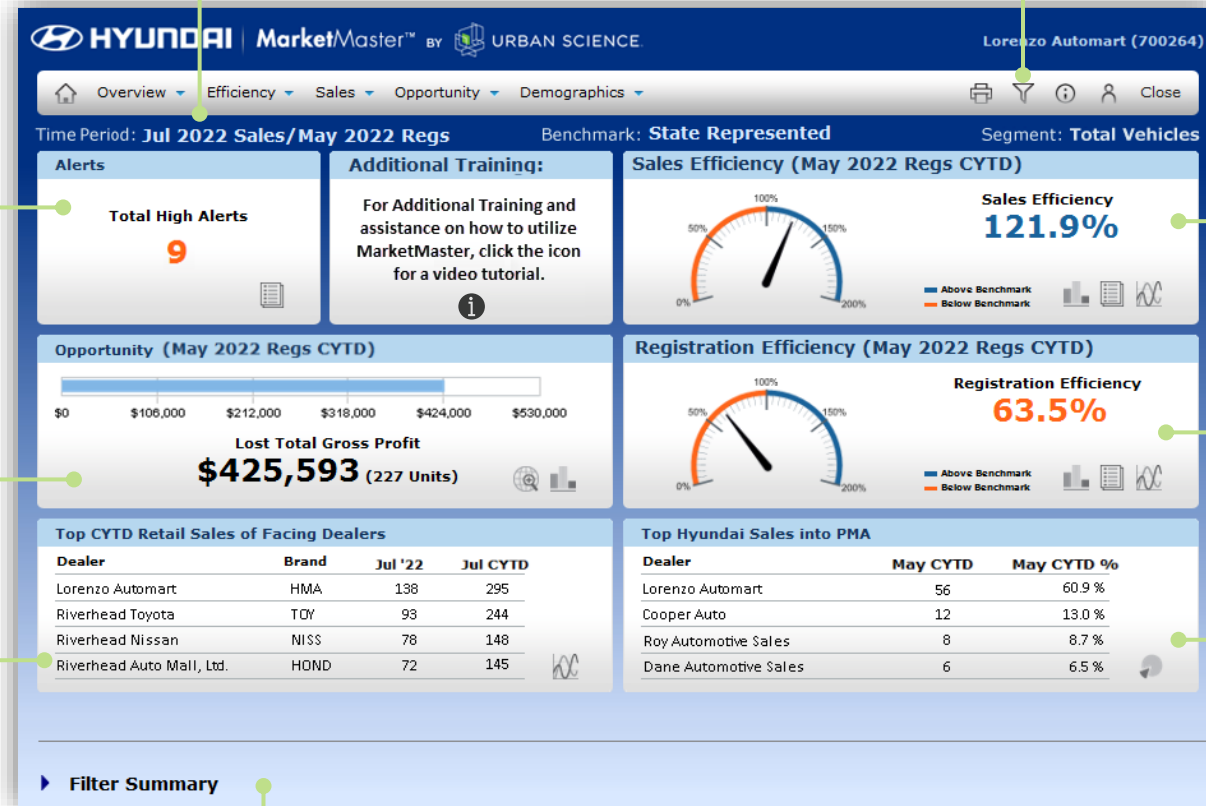
The Time Period, Benchmark, and Segment selection is displayed below the Navigation Bar where applicable. You can change these selections by clicking on the Filter icon on the Navigation Bar.

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 year-to-date retail sales compared to the top three competitive dealers in your PMA.



Expand the **Filter Summary** to see the Geography, Time Period, Benchmark, and Segment selection used to generate the page. You can change these selections by clicking on the Filter icon on the navigation bar.

Your sales performance is measured by Sales Efficiency, which looks at your dealership's actual sales anywhere in the nation against the expected sales at the Benchmark indicated. A number above 100% exceeds the Benchmark.

Registration Efficiency is a calculation of actual sales of the brand in the PMA against the expected sales at the Benchmark. The formula: $((\text{Brand Sales in the PMA}) \div (\text{Expected @ Benchmark in the PMA})) \times 100$. A number above 100% exceeds 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.

Navigation Buttons

- Change View
- Filter Icon
- Information
- PDF Print
- Enabled
- User Profile

Convenience Buttons

- Map
- Bar Chart
- Pie Chart
- Trend Graph
- Tabular Report

Hyundai MarketMaster™ Quick Reference Guide – Maps and Filter

The Key tab shows information regarding the current map you are viewing.

The Legend tab shows dealers and exposes optional map layers.

Slide this tab from left to right to adjust the transparency of the Map Layers.

Select **Road**, **Aerial**, or **Bird's Eye** to toggle between regular and satellite map views.

Map Layers - Checkboxes allow you to overlay additional information on the each of the maps.

Hover over any census tract for additional detailed data about that census tract.

A change to the filter will affect every page.



All Vehicles



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.

Filter a report or map to only show a specific segment by selecting the desired segment. Once selected, all pages will change to reflect your selection.