
HYUNDAI SALES LEARNING

The **Hyundai Retail Sales Training department** is a key support function for Hyundai and the dealer network. We provide dealership frontline personnel with foundational **brand** and **product** knowledge as well as best practices for delivering a truly exceptional **customer experience**.

Our goal is to provide what you need to represent Hyundai in a manner that is aligned with our brand's vision and values and to help you deliver a modern retail experience that is easy and transparent, and that builds trust and confidence in our brand and your dealership.

STAR Certification

Each month, the Hyundai Retail Sales Training department releases a collection of learning activities through the **Hyundai Performance Institute (HPI) App** (see next page). These activities address a broad range of topics covering the Hyundai brand, vehicles, technologies, and retail experience.

On-time completion of learning activities each month (a.k.a., **STAR Certification**) is a qualification requirement for the STAR Rewards program as well as other dealership programs. Your responsibility as an individual is to always be certified on time. The STAR Certification period begins on the first day of each sales month and ends at **11:59 PM Pacific time on the sales close date**.

New Hires are those dealership employees that are new to the brand, dealership or role or who have been absent from the brand, dealership or role for more than six months. New Hires are excluded from the dealership's overall certification percentage during their hire month and the month following.

- Upon hire, New Hires are assigned week one of a three-week New Hire Learning Journey **plus** the regular certification activities for their hire month. Weeks two and three of the New Hire Journey are automatically released (based on start date) 7- and 14-days later respectively.
- At the start of their second calendar month, New Hires are assigned the regular certification activities for that month. New Hires have the remainder of their hire month plus the entirety of the second month to complete the three-week New Hire Journey along with the regularly assigned learning activities for their first two months.

The following illustrates this policy based on a mid-June hire date.



What happens if you miss certification? While you can complete the activities, you are not considered STAR Certified for that month and it may have an impact on your STAR Rewards status.

What happens if you miss consecutive months? Each month is evaluated individually. Each month you do not complete your activities on time, you are not considered STAR Certified for that month and again, this may impact your STAR Rewards status.

For additional information on the STAR Rewards program, please see the Info section on the [Star Rewards](http://hmastarewards.com) (hmastarewards.com) website.

Hyundai Performance Institute

The Hyundai Performance Institute is the ecosystem supporting Hyundai Sales Learning & Development. It is comprised of a sales learning app and [companion website](https://hyundaiperformanceinstitute.com) (hyundaiperformanceinstitute.com). The diagram below describes the content and function of the app. **All certification activities are completed in the HPI App.** The website provides access to the same library of resource materials that are available in the app as well as dashboards and reporting.

The HPI App is personal to you; learning activities may be audience-specific and personalized to individual needs based on performance data. While you may share devices (such as a dealership tablet), each dealership user is required to complete activities in their personal instance of the HPI App; links and passwords are not to be shared.

When you load the app, you will be taken through the First Time User Experience (FTUE) that includes a welcome video, a brief guided tour and selection of your social style. Click on the **avatar** if you want to change your social style later.

Access **Quick Tiles** by clicking on the Hyundai logo. Quick Tiles are reminders and reinforcement of key content

View all provides access to all your completed and active cards

The **card carousel** provides quick access to the cards you are in the process of completing.

Scroll up and down to see the full dashboard

The **newsfeed** is a stream of content curated for each user providing relevant and timely information. You will be notified when new items are posted.

Activities are grouped in **cards** and cards are grouped in **hands**. Look here to see what hands you've been assigned and are yet to complete. Once started, cards appear in the card carousel. Once complete, cards are available by clicking View all next to the main circle. Once all cards in a hand have been completed, the hand is no longer visible.

Click on **STAR Certification Status** to see your progress for the current month, last month and two months ago. A full dashboard is available on the HPI website.

The **library** puts information at your fingertips when you need it and in the flow of work.

Chat gives you access to real people dedicated to supporting our Hyundai Community.

No matter where you are in the app, click on **Dashboard** to bring you back to the starting screen

The screenshot shows the app interface with the following sections: 'CURRENT CARDS' with a 'View all' link, a 'card carousel' for '2025 IONIQ 5 N', 'NEWSFEED' with a 'View all' link, 'WHAT'S NEXT' with 'View all' link, and a 'STAR Certification Status' link. The bottom navigation bar includes 'Dashboard', 'Library', and 'Chat'.

How do I check my current STAR Certification status? You can check in-app by clicking on the **STAR Certification Status** link at the bottom of the Dashboard or you can log into the [website](https://hyundaiperformanceinstitute.com) and check your personal dashboard. **Still have questions?** In the HPI App, click on **Chat** to connect to a live member of our Community Management team.