

Hyundai Construction Equipment Americas, Inc.

COOPERATIVE ADVERTISING GUIDELINES

2019

HYUNDAI CONSTRUCTION EQUIPMENT AMERICAS, INC.

2019 COOPERATIVE ADVERTISING GUIDELINES

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Article I. YOUR COOP ADVERTISING BUDGET

HCEA reserves the right, in its sole discretion at any time, to revise, modify or eliminate the coop advertising program described here. This is a non-binding guideline intended to support and facilitate relations between HCEA and its dealers, as well as the dealers' own promotional activity. This guideline is not intended to require or direct any promotional activities of any dealer.

Section 1.01 HOW FUNDS ARE CALCULATED

Available coop funds (the "funds") are based on one percent (1.0%) of a dealer's previous year HCEA total machine wholesale dollar purchase volume, not to exceed a total of \$50,000 per calendar year.

All new dealers will be allotted \$15,000 for their first year participating in the coop program. Allotted funds are earned from January 1 to December 31. Funds from the current year do not carry over into the next year. Any coop requests submitted after December 15th of the current year will be processed using the next year's coop budget.

Coop is limited exclusively to promotion of the Hyundai brand.

Hyundai may credit you up to 50% of your expenses for promotions of the Hyundai name and products. The credit amount is dependent on the adherence to HCEA's Cooperative Advertising Guidelines. Credits received cannot be used towards Hyundai's online promo shop purchases.

Section 1.02 WHAT IS ELIGIBLE FOR FUND CREDIT

- (a) The HCEA coop program is intended for end-user directed programs. These include, but are not limited to, catalogs, direct mail materials, journal advertising, etc. Web page development can be eligible at HCEA's discretion. Online banner ads may also be considered on a special request basis.
- (b) All HCEA products shown or described must be identified by their proper brand names, including all trademark designations ([®] or [™]), and current logos.

All non-repeat requests must be approved in writing in advance by the HCEA Marketing Communications Department. After general approval, proofs, layouts, and/or examples should be submitted in the Dealer Portal for final approval.

- (c) **Not Eligible:** Yellow Pages, broadcast advertising (considered on a special request basis), taxes, postal fees, freight, electrical fees, set up costs, gift cards, cleaning fees, food & drink, hardware, drones, TV's, electronics & camera equipment, etc.

If you are in doubt concerning a project's eligibility, check in advance with the HCEA Marketing Communications Department.

Section 1.03 MATERIAL PREAPPROVAL & CLAIM PROCESS

- (a) **Preapproval & proof of performance:** All coop material must be preapproved in writing by HCEA before it can be used for marketing purposes. (For full details, please see Article IX. Coop Process Details on page 14.)
- (b) **Provide printer or production invoices.** Note: Coop Funds cover only that portion of a page devoted to promoting Hyundai products. For journal ads, include all associated production and insertion costs. Statements will not be accepted as an equivalent for the invoice.

After the coop material is approved in writing and is used for dealer's own marketing, we require a copy of the marketing material as proof that it was used. For example, tear sheets for print ads; for online materials, printouts or screen captures suffice.

- (c) **Include a fund request letter.** All coop claims must clearly indicate the cost associated with the portion of the project that promotes Hyundai products or brand. Failure to provide this documentation will delay the process.
- (d) **Include your contact information.** A notification letter will be sent to the person requesting the credit. Unless otherwise specified, the credit memo will be sent to his or her attention.

- (e) ***Submit your coop claim with all supporting materials in the Dealer Portal under the Construction Equipment – Reference menu.*** All invoices, photos, ads, scripts, tear sheets, pre-approval forms, and any other materials related to the Co-op submission must be attached to the invoice entry in the Dealer Portal. If you need help accessing the Co-op Submissions tab in the Dealer Portal, email to coop@hyundaiamericas.com.

Section 1.04 HOW DO I RECEIVE MY FUNDS CREDIT?

Coop claim submissions will be reviewed within 30 days of receipt. HCEA Coop Funds will be issued to the dealers as credit memos.

Section 1.05 USING COOP FOR PARTS DISCOUNTS

HCEA Coop Funds will be issued to the dealers as credit memos. Both Construction Equipment and Forklift will be able to apply coop dollars for **credit ONLY**.

Article II. MULTIPLE DEALER COOP MARKETING

HCEA, in its sole discretion, will set limitations, rules, and requirements on a case-by-case basis if more than one dealership appears in the same ad or other marketing materials produced either by the dealers or by HCEA.

Section 2.01 DEALER RESPONSIBILITY

Costs for multi-dealer ads are shared by all participants, and should be paid in advance to submitting to HCEA. Up to fifty percent (50%) of the cost of the ad will qualify for coop submission. This will be equitably allocated among all dealers participating in the ad.

Section 2.02 HCEA RESPONSIBILITY

HCEA reviews and sends the ad to a national representative of the publication, approves the final listing of dealers who appear in the ad, and up to 50% of the ad space cost will be submitted as a coop claim.

Article III. HCEA AND DEALER PARTNER COOP

Section 3.01 AD PREPARED BY HCEA

Upon request, we furnish ads for our dealers to use. Just follow these steps to run as many ads as you wish:

- (a) Call the HCEA Marketing Communications Department to find out what's available or visit the Hyundai website of dealer resources page.
- (b) Send the artwork to the publication where you want the ad to run, and have them make a duplicate if you're running it more than once. (Call the HCEA Marketing Communications Department for artwork information. If you're using **Cooper Hong* for media buys, forward the ad to them, and they will coordinate with the media outlet and HCEA.)
*Cooper Hong: Jane Cooper | jcooper@cooperhong.com | 630.377.2555
- (c) Have the publication insert your dealership's name in the blank space provided, or where shown.
- (d) Remember: any modifications to the ad must be pre-approved to be eligible for coop funds. You are responsible for all modification costs.
- (e) Pay for running the advertisement.
- (f) Send us a copy of the publication's invoice, along with actual samples (tear sheets or a color copy of the actual ad) of the ad. Make sure that the name and date of the publication is visible.

HCEA does not direct or require dissemination of any particular ad. These ads are provided to be a resource in order to support your promotional efforts.

Section 3.02 AD PREPARED BY DEALER

To apply available coop funds to ads you have created:

- (a) Send us the artwork for the ad you plan to publish, the name of the publication you plan to send the ad to, and the preapproval form filled out completely.
- (b) We must first approve the ad and the use of HCEA's trademarks. We will complete the bottom section of the preapproval form, and send it back to you.
- (c) Once the ad has been published, submit the publication's invoice, along with actual samples (tear sheets or color copies) of the ad in the Dealer Portal under the Construction Equipment - Reference menu. Once all attachments have been uploaded to the submission screen, make sure the attachment links are able to be opened before submitting the co-op. File names that contain ANY symbols (i.e., #, %, \$, &, etc.) will render the file unreadable and will delay the co-op process.
- (d) We will pro-rate our share of any ads featuring products from other manufacturers.

****NEW REQUIREMENT****

Prices for **NEW** Hyundai machines are not allowed to be advertised in any print or digital media. In order to publish retail pricing for any machine sale, the unit must be **AT LEAST** one year old and have **OVER 500** hours; otherwise, the ad must state "Call Dealer for Pricing".

Article IV. ANNIVERSARY ADS

Marking the anniversary of your dealership can be effective in keeping current customers “warm” and encouraging prospects to come in. Here’s how to proceed.

Section 4.01 DEALER RESPONSIBILITY

Notify the HCEA Marketing Communications Department **90 days** in advance of the qualified anniversary for which you wish to run an ad. Qualified occasions are one-year anniversaries, and all subsequent anniversaries.

Section 4.02 HCEA RESPONSIBILITY

We will publish one full-page color ad based on our current advertising campaign. The coop budget allocated to your dealership will be reduced by 100% of the cost of your announcement.

Article V. MAGAZINE AD REPRINTS

You may request reprints of magazine ads for special mailings or other uses. Just call the HCEA Marketing Communications Department with your request, and pay for postage and mailing costs.

Article VI. OPEN HOUSES AND TRADE SHOWS

Whether you've opened a new dealer branch, remodeled your existing facility or moved to a new location, holding an open house shows off your business in its best light. They can also be used to promote a new line or piece of equipment, year-end specials, discounts or sales contests. Trade show participation is another excellent way to promote your value to prospects and customers.

Section 6.01 DEALER RESPONSIBILITY

Schedule and promote an open house, or sign up for trade show space. As soon as possible, submit to the HCEA Marketing Communications Department a budget for pre-approval. Supply information on the following:

- (a) Machines on display for both HCEA and other manufacturers.
- (b) Participating manufacturers.
- (c) Advertising needs (i.e. media, size, brands, competitors)
- (d) Order product literature and promotional items from the web store. Please allow three to four weeks for delivery. If you need it sooner, you will pay for any rush charges.
- (e) Names and dates for an editorial news release and possible advertising, for which you will receive credit.

Submit invoices, photographs (high-resolution digital preferred) of displays and/or trade show booths, and any other applicable documentation to the HCEA Marketing Communications Department.

Section 6.02 HCEA RESPONSIBILITY

Subject to availability, we will loan you banners, DVDs, and other HCEA display items. We can also provide promotional items for contest giveaways, subject to coop budget and availability. Please supply a brief description of any planned contests and/or promotions.

Section 6.03 ELIGIBILITY FOR COOP

HCEA is happy to help support these events when they are used to promote Hyundai machinery, and understands that each event's costs are unique. That is why it is in your best interest to negotiate in advance what qualifies for reimbursement. The timing of some occasions, however, can make such negotiations impossible. In this event, the HCEA Marketing Communications Department bases a 50% coop allotment on the following:

- (a) **Allowable** costs include rentals such as space, tents, and landscaping. Generally, this also applies to anything that features the Hyundai logo (i.e. promotional items, signs, invitations, ads, etc.)

- (b) **Not allowable** are costs for food and drink, convention tickets, transportation (machine or personnel), postal fees, freight, taxes, machine cleaning/supplies, hotel expenses, cleaning/electrical fees, drayage, hardware, drones, TV's, camera equipment, electronics, and any supplies not directly associated with the Hyundai brand or logo.

Article VII. PROMOTIONAL MERCHANDISE

Branded merchandise can be a powerful reminder of Hyundai and your dealership.

Section 7.01 DEALER RESPONSIBILITY

Order custom promotional merchandise bearing the authorized Hyundai logo from the authorized Hyundai store online, or from your local vendor. Custom-ordered products can include your dealer logo as long as the Hyundai logo is also used. All custom-ordered products must be preapproved.

Section 7.02 HCEA RESPONSIBILITY

We will pro-rate our share of the promotional merchandise that features products from other manufacturers. Items from the authorized Hyundai store, such as literature, promotional items, and trade show and dealership branding items, also qualify for coop reimbursement up to 50%.

Article VIII. COOP SUBMISSIONS DEADLINE SCHEDULE

All coop requests should be submitted within 30 days of the invoice date. The exception is at the end of the year: You must have all of the year's invoices turned in by the December 15th 2019 in order to be processed on time. Any coop requests submitted after 12/15/2019 will roll over into the following year's coop. Please make sure to have all paperwork submitted in the Dealer Portal or there will be delays in getting your coop credit.

If you have any questions or concerns about the deadline schedule, please contact the marketing department at coop@hyundaiamericas.com.

Article IX. COOP PROCESS DETAILS

The following details the steps that must be taken in order to avoid delays in receiving coop credit.

All coop material submitted in the Dealer Portal must have a preapproval, *no exceptions*.

- Send the completed preapproval form and your artwork to coop@hyundaiamericas.com. The preapproval form is located on page 19 of the CO-OP Guidelines.
 - *For printed material* (such as magazine ads), you must submit an image of the artwork. Make sure the image is in full color if applicable.
 - *For non-print material* (such as apparel or signs), you must submit a rendered proof image created by your vendor.
- You will receive the form back via email either signed and approved, or not approved.
 - *If it is approved*, you will see the approved reimbursement amount for your artwork. The maximum you will be reimbursed is 50% of the invoice total. If your artwork receives less than 50%, you may make changes to increase your rate and resubmit the artwork. Your reimbursement will be less than 50% if you include other brands besides Hyundai.
 - *If it is not approved*, the necessary changes will be noted on the form. You will need to submit a new form and the artwork with the changes made.
- You only need to submit ***new*** artwork. If you repeat an ad or reorder shirts, you do not need to submit those for preapproval. However, if you make any changes at all, then you ***do*** need to resubmit for preapproval.
 - Any invoice you want reimbursement for in 2019 must have been preapproved in 2019. Even if you used the material last year, you still need to get it preapproved this year.

Each invoice submitted must include the following:

- A copy of the published advertisement *or* clear photo of anything you can't photocopy
 - *Published ad details*: Images of the artwork, rather than a copy of the published ad, will not be accepted. The publication name and date must be showing on the copy. You may mail a physical tear sheet or email a color photocopy.

- *Photo details:* Low resolution/blurry photos will not be accepted. Photos must show the entire product, front and back. A photo of just the embroidery, just a sleeve, half a sign, etc. will not be accepted. Trade show photos must show the entire booth and all promotional items/machines involved.
- If your invoice charges for more than one advertisement spot (for example, Machinery Trader typically has four per invoice), then there must be a copy of each ad that appears on the invoice. We will no longer accept one ad copy for multiple placements.
- A copy of the preapproval form signed by HCEA must also be included.

The following will NOT be approved for reimbursement:

- Advertisements that only have your dealership represented. The ad must include Hyundai.
- Statements/estimates/quotes. Only invoices are accepted; if you submit a statement, it will be denied.
- Invoices for material that was not preapproved in 2019.
- Anything that does not have our proper logo or tag line.
- All ads, where possible, should include the “Tomorrow’s Edge Today” tagline.
- “Load Up” & “Get Dirty” Hyundai ads should no longer be published and will be denied any coop parts credit.

The following is now approved for reimbursement:

- Anything on the Hyundai Online Store, unless otherwise specified, which includes:
 - Literature
 - Promotional Items
 - Trade show and Dealership Branding
- Preapproval is not required for anything purchased on our online store.

Send all coop preapproval forms to coop@hyundaiamericas.com. Once approved by HCEA, submit all co-op invoices, artwork, and forms in the Dealer Portal under the Construction Equipment – Reference menu. If you have any questions about the submission procedure, please contact the HCEA Marketing Communications Department.

Article X. EVENT PREAPPROVAL REQUIREMENTS

For events, instead of submitting artwork with your preapproval form, you must submit a general plan about your involvement in the event. A simple word document will suffice. See below for more details.

If you are going to be involved in a trade show, your event plan must include:

- Basic show information
 - Show name
 - Date of show
 - Size of booth
 - Link to show website if applicable
- A list of which machines you are bringing, including both Hyundai and any other brands (if applicable)
- What marketing materials will be at your booth, for both Hyundai and any other brands, such as:
 - Signs, posters, or banners
 - Table cover
 - Brochures or other literature
- The expenses you will want to submit for reimbursement and a general price for each if available

If you are going to have an open house, your event plan must include:

- Basic information:
 - Date of open house
 - How many guests expected to attend
- A list of which machines you are going to display, including both Hyundai and any other brands (if applicable)
- What marketing materials will be at your open house, for both Hyundai and any other brands, such as:
 - Signs, posters, or banners
 - Table cover

- Brochures or other literature
- The expenses you will want to submit for reimbursement and a general price for each if available

If you are going to sponsor an event such as a golf tournament, your event plan must include:

- Basic information:
 - Name of event
 - Type of event
 - Date of event
- A list of which machines you are going to display, including both Hyundai and any other brands (if applicable)
- What marketing materials will be at your booth, for both Hyundai and any other brands, such as:
 - Signs, posters, or banners
 - Table cover
 - Brochures or other literature
- The expenses you will want to submit for reimbursement and a general price for each if available
 - We will only reimburse for the sponsorship cost, with proof that our brand was displayed as a part of the sponsorship. We will not reimburse individual participation fees.

Things to remember:

- The reimbursement percentage will not be determined in the preapproval process. We must see substantial proof that our brand was involved (see below). The percentage will present the portion of the invoice that is for our brand.
- Non-promotional type expenses, while may be associated with the event, are not reimbursed. These include, but are not limited to: food, freight, individual participation fees, electrical fees, set up costs, gift cards, cleaning, drones, TV's, ipads, camera equipment, hardware, multipurpose electronics, etc.

- For an event related invoice to be approved, you must have substantial photograph evidence. This means a minimum of 5 photos (showing different parts of the event), and they must be high resolution.
- *HCEA, in its sole discretion, will set limitations, rules, and requirements on a case-by-case basis for any advertising expense not specifically named in the 2019 coop guidelines.*

Send all coop preapproval forms to coop@hyundaiamericas.com. Once approved by HCEA, submit all co-op invoices, artwork, and forms in the Dealer Portal under the Construction Equipment – Reference menu. If you have any questions about the submission procedure, please contact the HCEA Marketing Communications Department.

**2019 Cooperative Advertising Program
COOP REIMBURSEMENT REQUEST**

Send coop preapprovals to coop@hyundaiamericas.com. Once approved, enter each submission in Dealer Portal

DATE:

Dealer Name	
Branch Location	
Contact Name	
Contact Email	
Contact Phone Number	

Claim Type: (Check the one that applies)	<input type="checkbox"/> Pre-Approval <input type="checkbox"/> Invoice Submission
<input type="checkbox"/> Print Ad <input type="checkbox"/> Apparel <input type="checkbox"/> Signage <input type="checkbox"/> Promo Items <input type="checkbox"/> Digital Ad <input type="checkbox"/> Decals <input type="checkbox"/> Video <input type="checkbox"/> Radio Spot <input type="checkbox"/> Tradeshow/Open House <input type="checkbox"/> Other (Please Specify): _____	
Additional Details:	

Art/Script pre-approval required? <small>If yes, artwork must be attached with submission</small>	<input type="checkbox"/> Yes <input type="checkbox"/> No
End use of artwork	
Will this artwork be used more than once?	
What date do you need approval by?	

HCEA USE ONLY			
Artwork Approved?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> n/a	Approved reimbursement rate:	\$
If not approved, make the following changes & resubmit:			
Approved By:	Date Approved:		

If you have any questions about the submission procedure, please contact the HCEA Marketing Department.

2019 Cooperative Advertising Program
FAQs

ARTWORK PREAPPROVAL

Q: What is preapproval?

A: Preapproval is a new step that comes before submitting your invoice and proof. You are required to submit the preapproval form along with artwork that you plan to use. Once your artwork is preapproved, you still have to submit the invoice, proof of expense, and a photo of the final product.

Q: Why do I have to get preapproval?

A: Preapproval both insures that your advertisements represent the Hyundai brand properly, as well as ensures that you receive the reimbursement that you deserve. For example, if your ad has the wrong logo, it will get 0% reimbursement. With the preapproval process, we can catch the wrong logo ahead of time, fix it, and then approve it for reimbursement.

Q: What is artwork?

A: Artwork is what your vendor uses to create the ad or product; it is what is printed. It is typically in a pdf file format. It is not a copy of something already printed; it is the digital image before being printed.

Q: What goes with the preapproval form?

A: High resolution pdf version of the artwork (or) event write-up.

Q: How do I fill out the preapproval form?

A: Open it in Adobe Reader or Adobe Acrobat, and you can type into the blanks (highlighted in blue).

Q: Should I print the form, fill it out and then scan it in to email?

A: We prefer that you fill out the form in Adobe and email it, rather than printing and scanning.

Q: If I use an ad that I used last year, do I need preapproval?

A: Yes. Artwork must be preapproved annually.

Q: If I got preapproval on one advertising artwork, and this month I want to change a model photo in the artwork, do I need preapproval?

A: Yes. If you change artwork in any way, it will need to get preapproval.

Q: Do events need preapproval?

A: Yes. See the “2019 Event Preapproval Requirements” section for more details.

Q: Do ads provided by HCEA need preapproval? What about promotional items on the store?

A: No. Everything that you find on the Hyundai Webstore is already “preapproved” and if submitted, will get the maximum 50% reimbursement rate. However, if you modify the HCEA provided ads more than just adding your dealer information, you need to get preapproval.

Q: I need preapproval for a new ad that I made, but the ad is due to the publication today. What do I do?

A: You are responsible for preparing artwork at least 3 days in advanced to your due date so that there is ample time for preapproval.

Q: Can I just send in my preapproval forms when I send in my invoice submissions?

A: No, this defeats the purpose of the process. We want to ensure that your artwork is of quality and proper brand standards before it is produced.

Q: I am not sure if the logo I am using is correct?

A: Download the correct logo from the Hyundai Website, or ask the marketing department. You will not get reimbursed if the logo is incorrect, so it is in your best interest to make sure that it is.

INVOICE SUBMISSION

Q: What is an invoice submission?

A: It is the combination of (1) an invoice for an advertising expense and (2) backup proof of that expense.

Q: What is backup proof?

A: Backups prove that the expense was produced. For print advertisements, a backup is a copy of the ad placed in the publication. For promotional items, apparel, banners, etc., a backup is a photo of the entire product, front and back.

Q: What should be on the tear sheet/ad proof?

A: Your full ad, not cut off, with the date and publication name, if possible.

Q: How do I send in my invoices?

A: Submit all pre-approved invoices, artwork and associated forms in the Dealer Portal under the Construction Equipment – Reference menu.

Q: Can I just send an invoice and get reimbursed?

A: No, each invoice must have a pre-approval form signed by HCEA.

Q: If the due date for coop has arrived but my promotional products are still being made, should I just submit the invoice anyway?

A: No, wait until you have the products in hand. Your invoice will not be approved unless there are photos of everything that was ordered.

Q: What if I don't turn my submissions in by the due date?

A: They will be processed in the following quarter. The exception is at the end of the year: You must have all of the year's invoices turned in by the Month 12 due date or they will not be reimbursed. There is no rollover from year to year.

Q: What if I get my invoice after the Month 12 deadline, but still in the current year? Do I just not get reimbursed for those?

A: You can submit invoices that were received after the Q4 deadline in the next year, but never invoices that were received before that deadline.

Q: How do I know what was approved and how much budget I have left?

A: You can view your submitted coops and budget in Co-op list menu. You may also request a full report of your submissions and totals at any time.

Q: If my invoice has multiple ad placements (ie. three ads with three different dates/ex. Machinery Trader), can I submit just one ad copy for that invoice?

A: No. There must be a copy of each ad listed on the invoice. Same for products, if you order multiple apparel items, you must submit a photo of every single item purchased.

EVENTS

Q: Can I have direct competitor brands at a trade show booth or event?

A: We understand that events are for the full dealership product offering, so competitors are acceptable for events, and you will receive a prorated reimbursement.

HYUNDAI WEBSTORE

Q: How do I get to the webstore?

A: There are three ways:

- (1) You can find the link at the bottom of our homepage: hceamericas.com.
- (2) You can click “Hyundai Promo Store” from Dealer resources page.
- (3) You can bookmark the direct link: <https://hce.geigershops.com/>

Q: What applies for reimbursement on the store?

A: Everything for sale on the store is already “preapproved”, and if submitted, will be approved for 50% reimbursement.

Q: If I order from the store, what should I submit for reimbursement?

A: A copy of your purchase invoice/receipt, and a list showing what was purchased or a screenshot of your online shopping cart.

Q: What can I download from the Dealer Resources?

A: Stock Images, Videos, Logos, Preapproved Ad Material & Coop Program Documents

Still have questions? Please contact the HCEA Marketing Communications Department at coop@hyundaiamericas.com