



Genuine  
Accessories

HYUNDAI  
MOBIS

# STELLAR

## Mobis Accessories Bulletin

Q2' 2021 Edition

*Highlights creating purposeful connections with Dealers and Distributors to achieve goals through innovative concepts, sharing varied skill sets, strengths and perspectives.*





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## MESSAGE FROM MD



### Dear Readers

Mobis India is continuously updating itself with new innovation, technology upgrades and sustainable products to meet the customers need and preferences.

We are focused on providing quality oriented and reliable product range that are designed to fit in your Hyundai car.

At Mobis India, our team of qualified staff are curiously involved in bringing solutions through the range of offerings in the array of safety, hygiene, care and comfort.

We hope our Q2 release will keep you updated on the latest news and important information from the world of Hyundai Genuine Accessories by Mobis.

**YONG GOON PARK**  
MANAGING DIRECTOR

**Stay Safe, Stay Healthy!**



# BRAND PROMOTIONAL ACTIVITIES

To keep our customers abreast of all the information, Mobis India supports its channel partners with visually appealing promotional material. The communication is sent digitally as well as through printed copies to 500+ Hyundai dealerships PAN India for effective promotions.

Video tutorials are shared on regular basis for better customer experience and awareness on newly launched programs.



Click to view

These promotional material includes standees, posters, WhatsApp carousel and other creatives in regional languages to cater the targeted audience and create awareness in the minds of customers about the brand and it's vast product offerings.





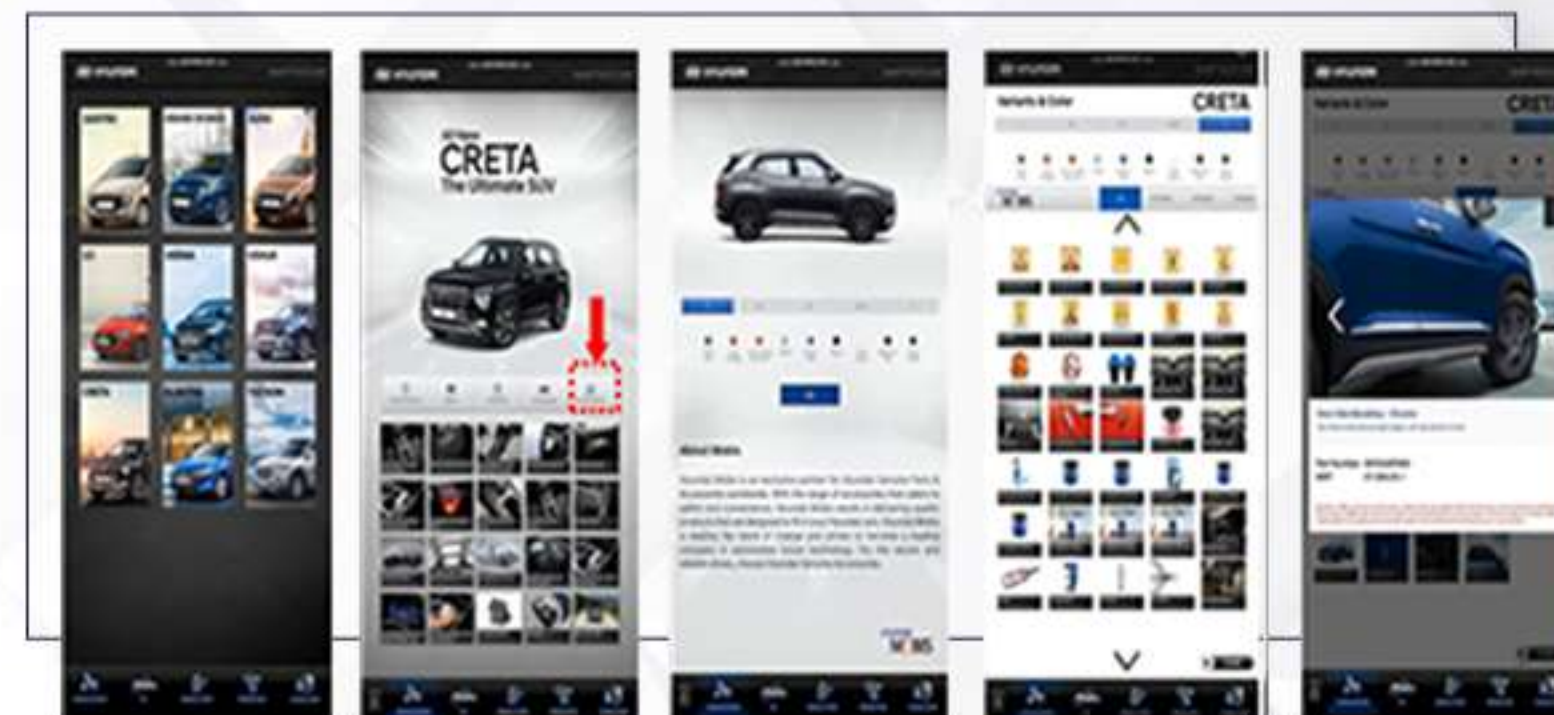
# EXPERIENTIAL MARKETING AT DEALERSHIPS

To give a virtual ride of accessorized Hyundai car models, Mobis India provides an ultimate showroom experience to its valued customers.

## Digital KIOSK

Click to view

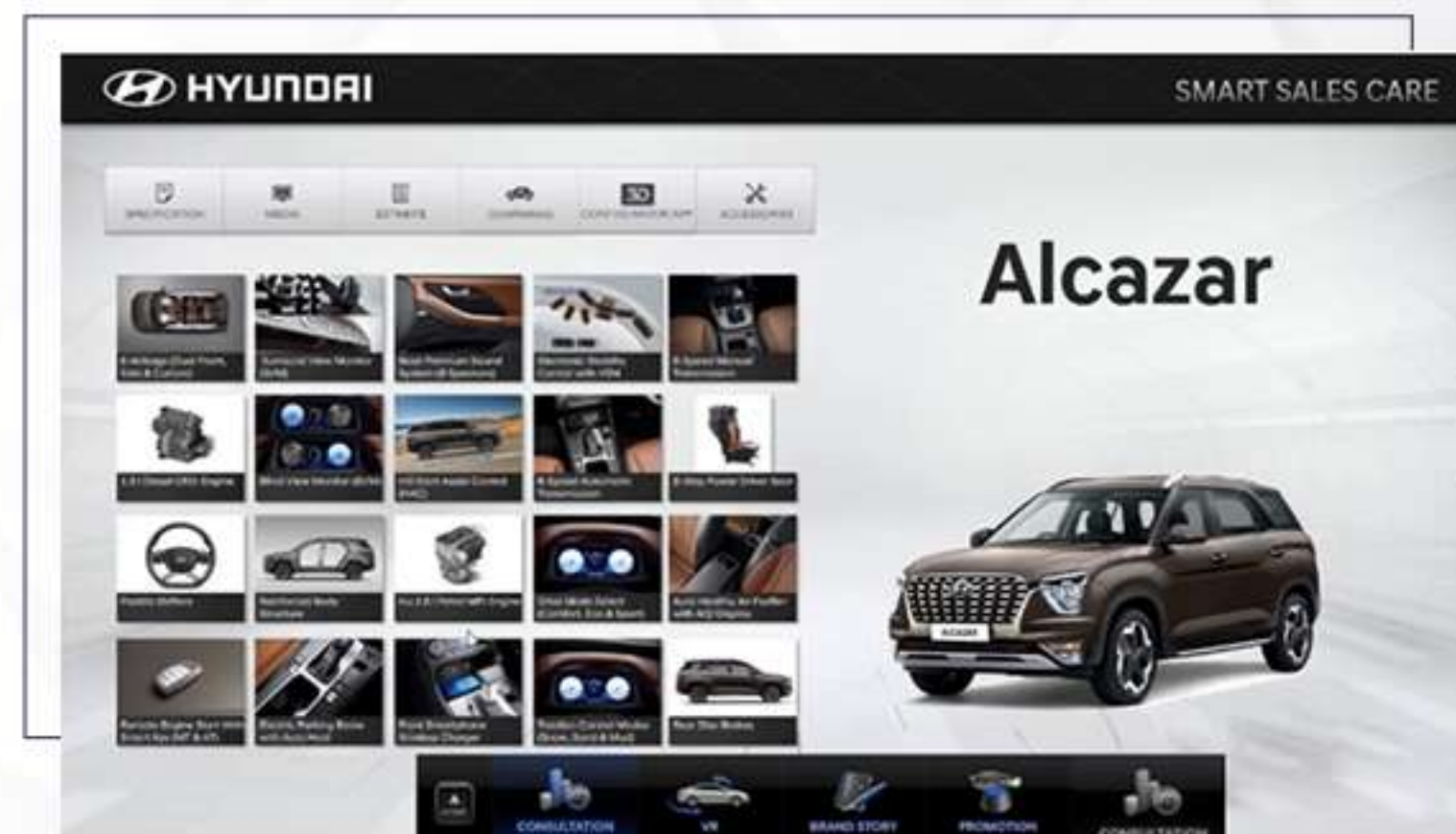
- ✓ Vertical Screen
- ✓ Option to select variant and colors
- ✓ Fully accessorized car preview
- ✓ Key information like MRP, part number



## 3D Configurator

Click to view

- ✓ 70 inches horizontal screen
- ✓ Interactive user interface
- ✓ Fully accessorized car preview
- ✓ Promotional video for visual appeal





## HYUNDAI ALCAZAR ACCESSORIES RANGE

Hyundai has recently surprised the Indian market with the launch of premium 6/7 seater SUV ALCAZAR to cater the needs of large families and executive class. To cater the needs and preferences of targeted group, Hyundai Mobis has also unveiled the wide range of 48 premium accessories for improved comfort, convenience and enriched driving experience.

Explore the range of Hyundai ALCAZAR accessories.

[Click to View >>](#)



**SIDE FENDER FINS**



**FOG LIGHT  
COVER GARNISH**







**FINGER GUARD**



**TAIL LAMP GARNISH**



**BUMPER CORNER  
GARNISH CHROME**



**DOOR VISOR**



## BRAND ALLIANCE (HMM APP)

### Hyundai Mobility Membership Program

With the view to provide an ease of mobility to our customers anytime & anywhere, Hyundai Mobis has recently introduced a bouquet of attractive discounts on HMM app with up to 15% off on 500+ Hyundai Genuine Accessories across all running Hyundai car models.

Customers can easily avail these discounts with their 10 digit membership ID using HMM App. First 50,000 customers on HMM app are also eligible for promotional offer by Mobis.

These offers can be redeemed at any Hyundai dealership PAN India.

The brand association between Mobis and Hyundai Motors for Hyundai Mobility Membership Program was covered by many prestigious publications digitally capturing the attention of our valued customers. The article brought media attention among many renowned publishers namely Business Standard, Zee 5, Times Now, ANI news and many more



**100+**  
Publications

Business  
Standard,  
ANI News etc

**250MN+**  
Daily Unique  
Visitors



## HMM SALES OVERVIEW

We feel proud to announce that our channel partners are utilizing HMM app for enhancing the Hyundai Genuine Accessories business in Indian market. Within a short span, we have received a humongous response from our channel partners and customers.

Most of the offers are utilized for Hyundai CRETA – Mud Guard, Door Visor, Hyundai all-new i20 – Door Edge Guard, Perfume and wide range of common accessories.

These schemes are a sure way of promoting the entire range of Hyundai Genuine Accessories and it will help our dealers in maintaining long-term association with the customers.



Mud Guard



Door Edge Guard



Perfume

### Top Performing Dealership (May - June'21)



**Triumph Auto  
Services Pvt Ltd**

### Region Wise Sales (May – June'21)

Sales Amount in INR





## ACCESSORY SALES ANALYSIS

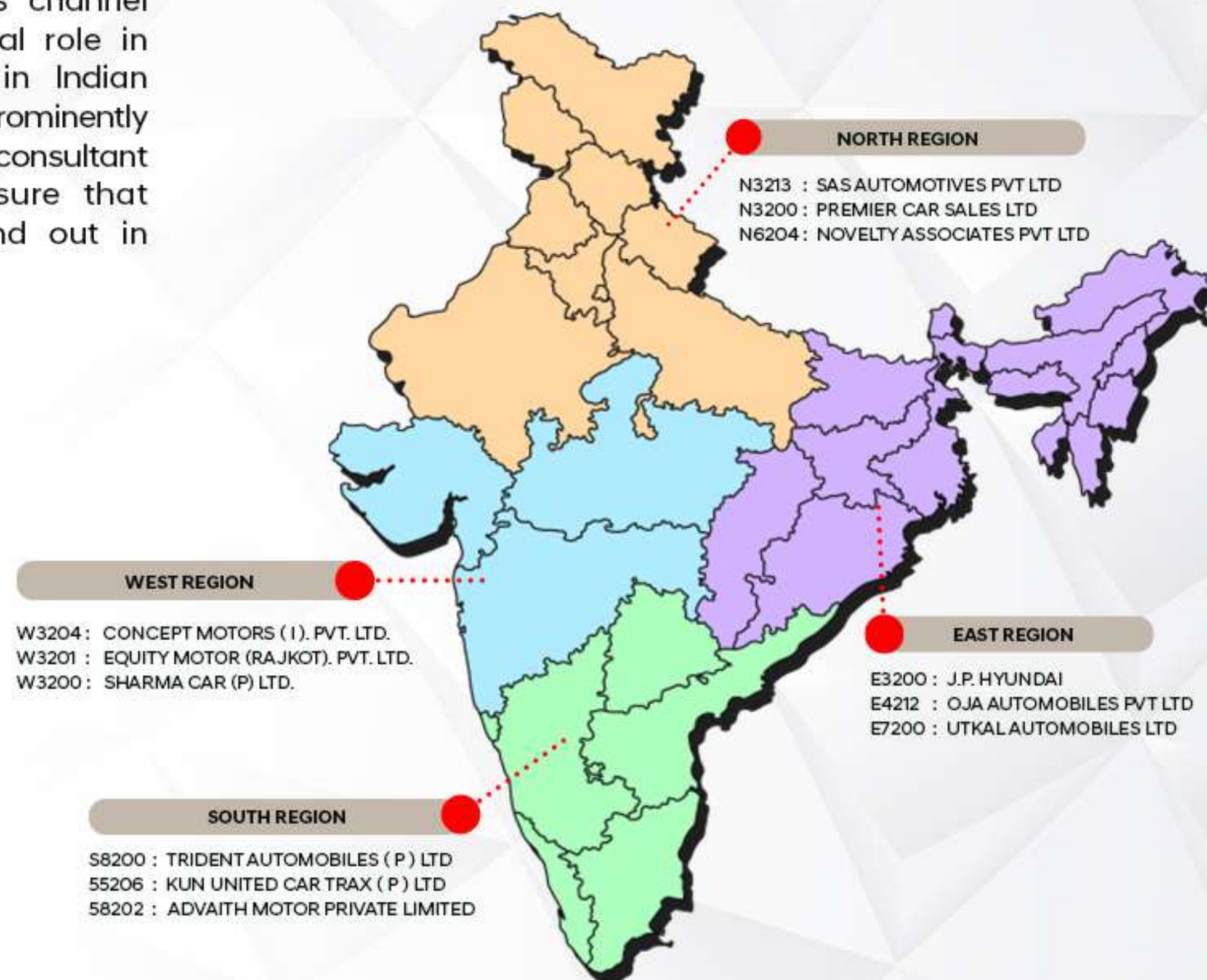
Mobis India takes pride in the association with its channel partners and believes that all of them play a vital role in growing Hyundai Genuine Accessories business in Indian market. To acknowledge the efforts, Mobis India prominently provides best in industry incentive policies, sales consultant incentives and other additional rewards to ensure that channel partners have adequate support to stand out in the market.



### Did You Know

Tyre Inflator is one of the most trending accessories in terms of utility.

### Region Wise Top 3 Performers (Apr – Jun'21)





## DEALER TESTIMONIALS



**Mr. Samir Choudhary,  
Dealer Principal  
Trident Automobile Pvt Ltd**

We have been closely partnering with MOBIS for many many years, managing the HPSC in Karnataka as well as retailing parts and accessories to our end customers. Over the years, MOBIS has understood the requirements of the Indian customer and has ensured that it's range of accessories is periodically refreshed and expanded. MOBIS accessories are of high quality and at competitive price points.



**Mr. Akhil Agarwal,  
Dealer Principal  
Fulcrum Agencies Pvt. Ltd**

Our association with Hyundai Mobis has always been fruitful, constant support from Mobis has kept us motivated and helped in enhancing our business to newer heights. We are always keen to cater the need of the market and contribute to the overall business of Hyundai genuine parts and accessories in India



**Mr. Gunjit Kalra,  
Dealer Principal  
SAS Hyundai**

Have been associated with Hyundai Mobis since 16 years. Mobis has established an unmatched system of reliability throughout these years and serves a great example of pre-eminent support to its customer. Being a platinum Hyundai dealer, SAS Hyundai trust only Mobis for their parts and accessories.



**Mr. Pranav Nanda,  
Dealer Principal  
Concept Motors(I). Pvt. Ltd.**

We really feel pride in our association with Hyundai Mobis able to offer Hyundai Genuine Accessories to our valued clients. It is very encouraging for us that, Hyundai Mobis India is constantly coming up with creative and innovative ideas for accessories that can be offered in the market. This plays a crucial role in today's times when the accessory market seemingly appears to be growing day by day.



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