



Genuine
Accessories

HYUNDAI
MOBIS

STELLAR

Mobis Accessories Bulletin

Q3' 2021 Edition

Delivering mobility and innovation through high-quality automotive parts and accessories, and creating a niche in the market by following best practices and global processes.



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MESSAGE FROM MD



YONG GOON PARK
MANAGING DIRECTOR

We are proud to share the third edition of STELLAR – Accessories Bulletin for CY 2021 with our network. Mobis India is a brand truly focused on innovation, mobility and sustainability. With our new product range, we are focused in catering to the needs of our customers and society at large.

With sole focus on driving innovation, we are proud to introduce a new line of accessories – Electronics in our product portfolio, which aims at better connectivity and safety of our customers.

With the advancement in technology, the new generation seeks style and convenience on the go. With Hyundai N Line launch, Mobis has introduced super-classy accessories packs that serves both style and ease for our customers.

Our team of experts are constantly working on the new set of challenges & innovation to bring out the product range of safety, convenience, innovation and sustainability.

Hope you enjoy our new edition of Stellar!

HYUNDAI i20 N LINE ACCESSORIES LAUNCH

N Line



Explore the range of i20 N Line accessories

[Click to view](#)



MUD GUARD



DOOR STRIKER COVER



TAIL LAMP GARNISH



DOOR VISOR



HEAD LAMP GARNISH-
BLACK



ORVM-CARBON FINISH

Hyundai has recently unveiled its very first N Line series in India with i20 N Line that is truly inspired by the styling and design elements in Motorsports.

To complement the captivating style of the car, Hyundai Mobis has introduced exclusively designed Hyundai Genuine Accessories to boast the playful edge of the car, further enhancing the spirit of liveliness while driving in your new i20 N Line. The accessories for the new i20 N Line are also made available in two specially curated accessories packs namely Athletic and Flamboyant.

PROMOTIONAL ACTIVITY

To effectively promote the range of accessories for new Hyundai i20 N Line and support dealer fraternity with adequate promotional material, Marketing Launch Kit was shared with the channel partners for increased product awareness in market.

Furthermore, the printed accessory brochures were dispatched at Hyundai Signature dealerships PAN India with an objective of providing complete information on new accessories range. The accessory packs launch captivated lot of media attention with the news dissemination in online publications like Business Standard, Yahoo which highlighted customer's interest in the new Hyundai i20 N Line accessories. To uplift the customer buying experience at dealership, 3D configurators & Kiosks are also updated with the latest information on N Line Accessories for a virtual experience to the customer while purchasing their choice of accessories.

Leaflet



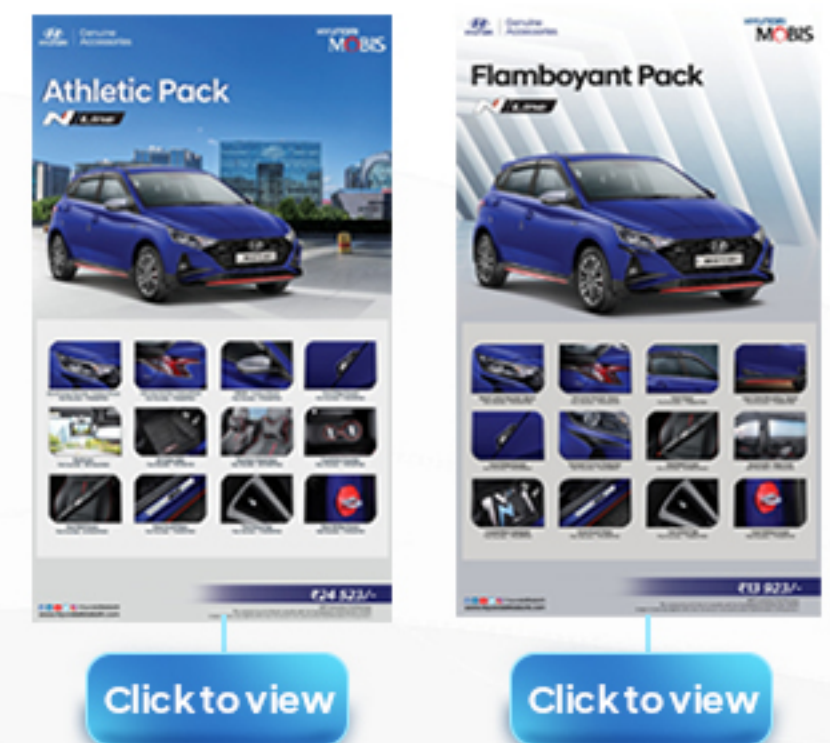
Social Media & Website



Press Release



Accessory Packs



NEW ACCESSORY CATEGORY LAUNCH

With the latest addition of new electronics category in the range of Hyundai Genuine Accessories for i20 N Line, Hyundai Mobis has introduced DASH CAM accessory with the idea of providing safety to the passengers on the go.



Format-Free Function

Dual Recording

Night Vision

Advance Driver Assistance System

Time Lapse

Touch Screen

High Temperature Blocking

For more information, visit Mobis India Website (www.HyundaiMobisIN.com)

HMM Q3 SALES OVERVIEW

With the launch of Hyundai Genuine Accessories at an exclusive discounts for Hyundai customers through HMM, the accessories have become a lot more accessible and affordable.

The program primarily boosts the sales of Hyundai Genuine Accessories at their dealership by providing additional 15% discount to the customer for purchasing the genuine accessories through HMM ID.

We have received huge response and grown participation from different regions and are hopeful that our dealer fraternity would utilize this scheme in effective manner to enhance and boost the range of genuine accessories at their dealership.

Top Performing Accessories

Car Perfume



Mud Guard



Door Visor



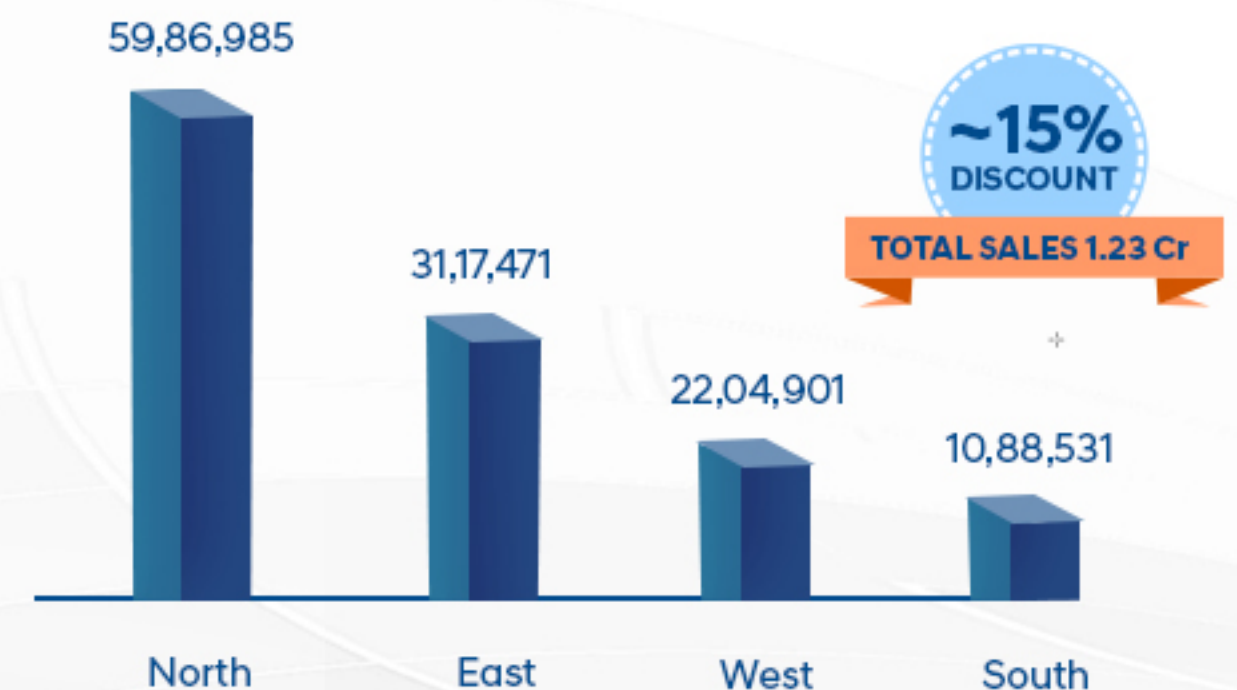
★ Star Performer

N2203 (ORION MOTORS PVT.LTD.) Hisar



Region wise HMM Sales (Jul – Sept'21)

Sales amount in INR



ACCESSORY Q3 SALES OVERVIEW

To support our channel partners, Mobis India keeps on reframing their policies and schemes time to time, providing the maximum benefits to their partners for the long term association and trust in the brand.

Mobis India strongly believes in recognizing the top talents and the channel partners for their efforts in growing Hyundai Genuine Accessories business in India.

TOP 3 REGION WISE DEALERS (JUL – SEPT'21)



WEST REGION

W2230 : KOTHARI CARS PVT LTD
W3204 : CONCEPT MOTORS (I).PVT.LTD.
W2207 : MODI MOTORS AGENCIES PVT.LTD

SOUTH REGION

S8202 : ADVAITH MOTORS PRIVATE LIMITED
S8200 : TRIDENT AUTOMOBILES (P) LTD
S8216 : SAPPHIRE MOTORS PVT LTD

NORTH REGION

N3213 : SAS AUTOMOTIVES PVT LTD
N3200 : PREMIER CAR SALES LTD
N1210 : KONCEPT CARS INDIA PVT LTD

EAST REGION

E6204 : FAIRDEAL AUTOMOBILES PVT.LTD.
E1200 : FROSTEE'S EXPORT (INDIA) P LTD
E7205 : ADITYA CAR CARE PVT LTD

DEALER TESTIMONIALS

“



Mr. Shaunak Parikh
UTKAL AUTOMOBILES LTD.

Our Journey with Mobis India has always been fruitful. Whether it is the launch of any new scheme for enhancement in accessory business or the delivery of marketing collaterals for fulfilling promotional needs, they have always extended support in every way possible. We really feel proud on our association with Mobis India and look forward to more collaborative success in the future.

“



Mr. Mohan N
FPLAUTOMOBILES PVT. LTD.

Hyundai Genuine Accessories range by Mobis India has widened over last few years & now provides wide spectrum of choices for Hyundai Customers. Nowadays, launch of new car & accessories goes hand in hand which has helped us to offer customers with genuine accessories from day one. Exclusive motivational program for Sales Consultants & Accessory Managers in form of incentives is boosting the front liners to work at their best.

“



Mr. Latif Hussain
SAPHIRE MOTORS PVT. LTD.

Over the years Mobis and its leadership team has invested time and effort in making accessories business a significant contributor to our business. With emphasis on training, marketing collaterals and incentive policies the team has never been more focused to drive sales. Past year has been tough and challenging for all, we appreciate Mobis in ensuring uninterrupted supply of parts and accessories. I am sure we will continue to improve and scale greater heights in the times to come.

“



Mr. Gautam Modi
(W2207) MODI MOTORS
AGENCIES PVT. LTD.

Hyundai Genuine Accessories range offered by Mobis India are always very competitive in terms of pricing and quality. The support extended from the regional team has always been the motivating factor for us to attain greater heights in the accessories business. Further availability of accessories on Hyundai Mobility Membership platform has also helped us in serving our customers effectively. We really feel proud on our collaboration with Mobis India and look forward to more successful years ahead.

WORD OF ADVICE BY MOBIS



Switch off your vehicle engine at traffic signals to save on fuel consumption.



Conserve water, fix water leaks and use techniques like rain water harvesting.



Use jute bags instead of plastic bags carrying goods.



Use and promote solar cooking techniques to save on non renewable resources.



Minimize the usage of paper in your daily life, make use of cloth napkin instead of paper napkins.



Step out and volunteer for tree plantations, as well as surround your home & workplace with plants for a clean and green environment.

Did You Know?

Lighting accounts for 15% of global electricity use. Switching to LEDs will use 90% less energy and last far longer than incandescent lights.

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