



SELLING KIA CERTIFIED PRE-OWNED (CPO) WEB COURSE BEST PRACTICES HOT SHEET

CPO customers are unique:

- Have often shopped and compared their vehicle of interest on 3rd party Internet auto sites and your dealership web site
- Are likely to arrive interested in a particular CPO vehicle and will know the vehicle's features, condition and price
- Will be most interested in confirmation of the vehicle's condition and history

Be sure to adapt your sales presentations and customer conversations to them:

- Reinforce your customer's interest in a Kia CPO vehicle by reviewing all key elements and customer benefits:
 - o Vehicle History Report
 - o 150-Point Quality Assurance Inspection
 - o Kia Roadside Assistance
 - o 10 year/100,000 Mile Limited Powertrain Warranty
 - o 1 year/12,000 Miles Platinum Coverage
 - o Towing and Travel Breakdown Benefits
 - o Additional benefits like transferable warranties and the availability of extended warranty coverage



Conduct a CPO-specific vehicle walkaround:

Focus on selling the vehicle's outstanding condition and clean history report:

1. At the Front End:

- Review the exterior body panels free of major dings, dents or scratches
- Point out that tires, and other major wear items, will have at least 50% life remaining

2. At the Front End, Underhood:

- Point out that all mechanical maintenance is up to date including any outstanding service campaigns
- Mention that repairs or maintenance were performed by Kia factory-trained technicians using Kia factory parts
- Point out that belts and hoses have all been checked while the battery and brakes are verified to be in good condition
- Reinforce the 10-Year/100,000-Mile Limited Powertrain Warranty and 1 year/12,000 Miles Platinum Coverage

3. At the Driver's Side/Interior

- Emphasize cleanliness: no stains, odors or excessive wear; all controls and buttons are properly functioning including the A/C
- Point out that all key safety systems were tested and verified

4. At the Cargo/Rear Area:

- Open the rear, lift the carpet and point out that there's no evidence of repair, moisture damage or collision damage on the unibody
- Point out the intact, original spare tire, jack and tools

5. At the Passenger's Side:

- Review glove box materials, Kia Customer Folio and Warranty Information Booklet
- Reinforce that the Vehicle History Report helps ensure the vehicle is free of any major accidents, salvage or flood damage and that even service history is reported when known

6. At the Kia CPO Window Sticker:

- Review all key features, warranties and other benefits of the Kia CPO program like Roadside Assistance and travel breakdown coverage