

# MITSUBISHI ACADEMY NEWSLETTER



84th Edition

## What's Inside ...

- Clearing out the MY18's
- What's New in Sales Training – PHEV Tips from Kiri Part 1
- Mitsubishi Motor Road Assist
- VP Notes and More
- Top Performers
- E-Commerce Tip Sheet
- Marketing Update

## Clearing out the MY18's

Don't look now but we are already over half way through 2018. Labor Day is going to be here in a few weeks. That means your customers are going to be looking for great deals on the MY18's beginning this month.

We have great news to share. First, August is traditionally one of the best months of the year to sell cars. Secondly, we have a great advertising campaign touting the fact that consumers can purchase a new vehicle and make no payments for 90 Days! That means they can pocket that money and enjoy their vacation without having to make their car payment AND they get to drive a new car to their vacation destination.

And finally, we are offering some incredible customer rebates to your customers to help close out our MY18 inventory as the new 2019's are now beginning to arrive at many of our dealerships. See VP Notes to review those great rebates.

Our new ad campaign featuring Harry Mack is gaining attention. We experienced a 600% increase in handraisers compared to June with our social media campaign. Mitsubishi is back with fun and engaging commercials that consumers love to watch.





WHAT'S NEW IN SALES TRAINING

# Join Us for the 2018 Summer Season Pass Training Event

You're Invited!

This training, in the theme of the Mitsubishi Summer Season Pass Event, is all about What's New for Mitsubishi! Participants can expect to learn:

- How to sell the new product changes from our top CUVs – the 2019 Outlander, Eclipse Cross, and Outlander Sport
- All about the new JD Power Survey questions and how to succeed in SSI
- New Consumer & Training Resources launching soon

Participants will also receive ...

- A Promotional Shirt
- Breakfast or Lunch
- Custom Training Participant Guide
- Credit for Course SUMMERPASS
- And More!

### Event Details & Locations

- Morning session: 9:00 AM – 11:30 AM – Breakfast & registration begins at 8:30 AM
- Afternoon Session: 1:00 PM – 3:30 PM – Lunch & registration begins at 12:30PM
- Parking vouchers for hotel self-parking provided by Mitsubishi Motors
- Register today on Mitsubishi Academy using course code SUMMERPASS!

Date	Market	Venue	Address	Instructor
Tue, 8/7	Atlanta	Atlanta Marriott Northwest at Galleria	200 Interstate North Parkway SE Atlanta, GA 30339	Kiri
Tue, 8/7	Philadelphia	Doubletree by Hilton Philadelphia Airport	4509 Island Ave Philadelphia, PA 19153	Bob
Thu, 8/9	Charlotte	Spring Hill Suites Charlotte Uptown	311 East 5 <sup>th</sup> Street Charlotte, NC 28202	Kiri
Thu, 8/9	Pittsburgh	Doubletree by Hilton Pittsburgh Monroeville	101 Mall Plaza Blvd Monroeville, PA 15146	Bob
Tue, 8/14	Miami	Marriott Fort Lauderdale Coral Springs	11775 Heron Bay Blvd Coral Springs, FL 33076	Bob
Tue, 8/14	Boston	Boston Marriott Peabody	8A Centennial Dr. Peabody, MA 01960	Kiri
Thu, 8/16	Orlando	Orlando Airport Marriott Lakeside	7499 Augusta National Dr. Orlando, FL 32822	Bob
Thu, 8/16	New York	Teaneck Marriott	100 Frank W Burr Blvd Teaneck, NJ 07666	Kiri
Tue, 8/21	Syracuse	Doubletree by Hilton Syracuse	6301 State Route 298 East Syracuse, NY 13057	Bob
Tue, 8/21	W. Virginia	The Resort at Glade Springs	255 Resort Dr. Daniels, WV 25832	Kiri
Thu, 8/23	Minneapolis	Minneapolis Airport Marriott	2020 American Blvd East Bloomington, MN 55425	Bob
Thu, 8/23	Washington DC	Greenbelt Marriott	6400 Ivy Lane Greenbelt, MD 20770	Kiri

**Please note:** A \$75 No Show Fee will be charged in the event of no-show or cancellation less than 24 hours before the event. Registration *must be cancelled in MitsubishiAcademy* to qualify as a Cancellation.

## Sales Training Webinar Courses

August 2018

**Building Your Business** – This course provides an overview of strategies for generating new customers and retaining existing customers using Social Media, Follow-up, Repeat and Referral processes and more. There is also discussion on key elements of the Mitsubishi Academy and how it impacts certification and Diamond Rewards.

**Selling Tools, Tips, and Resources** – This course will cover tools, tips, and resources available to Mitsubishi Sales Consultants that have been proven to help sell cars. While this course was originally developed for consultants who are new to the Mitsubishi brand, it also serves as a great refresher for seasoned employees.

**Improving SSI** – This course provides an overview of strategies for improving Sales Satisfaction during and after the sale. We will look into the Delivery Process and Delivery Tools, along with the survey and DSS, with a final result of more Repeat and Referral business.

**Eclipse Cross** – Learn about the 2019 Eclipse Cross, including features like; Mitsubishi Connect, Head-Up Display, Touch Pad Controls, Panoramic Sunroof, and more. Selling and Presentation tips will be covered as well.

**Outlander PHEV Certification** – Outlander PHEV Certification webinars will be offered for certification. Attendees must fully view & participate to receive Academy credit. Attendees should register in advance on MitsubishiAcademy.com using course code PHEVLIVE. Participants will need to be on their own computer to receive credit (no sharing screens) and will need to hear and see the 2-hour webinar. Follow the link below and ensure computer audio is on. There is no dial-in number.

Topic	Date	Pacific	Mountain	Central	East	Instructor
Building Your Business	Thu, Aug 2	10:00 AM	11:00 AM	12:00 PM	1:00 PM	Gene Girdley
Selling Tools, Tips, and Resources	Thu, Aug 2	2:00 PM	3:00 PM	4:00 PM	5:00 PM	Gene Girdley
Eclipse Cross	Fri, Aug 3	10:00 AM	11:00 AM	12:00 PM	1:00 PM	Bob Johnson
Outlander PHEV Certification	Wed, Aug 8	9:00 AM	10:00 AM	11:00 AM	12:00 PM	Kiri Kiely
Eclipse Cross	Wed, Aug 8	1:00 PM	2:00 PM	3:00 PM	4:00 PM	Bob Johnson
Eclipse Cross	Wed, Aug 15	7:00 AM	8:00 AM	9:00 AM	10:00 AM	Bob Johnson
Outlander PHEV Certification	Wed, Aug 15	1:00 PM	2:00 PM	3:00 PM	4:00 PM	Kiri Kiely
Outlander PHEV Certification	Wed, Aug 22	6:00 AM	7:00 AM	8:00 AM	9:00 AM	Kiri Kiely
Improving SSI	Wed, Aug 29	10:00 AM	11:00 AM	12:00 PM	1:00 PM	Gene Girdley
PHEV Enhancement	Wed, Aug 29	2:00 PM	3:00 PM	4:00 PM	5:00 PM	Gene Girdley
Selling Tools, Tips, and Resources	Thu, Aug 30	10:00 AM	11:00 AM	12:00 PM	1:00 PM	Gene Girdley
Improving SSI	Thu, Aug 30	2:00 PM	3:00 PM	4:00 PM	5:00 PM	Gene Girdley

Link to Gene Girdley Webinars: <https://mmsa.globalmeet.com/GeneGirdley> Access # 1-866-398-2885

Link to Bob Johnson Webinars: <https://mmsa.globalmeet.com/BobJohnson> Access # 1-605-475-5604

Link to Kiri Kiely Webinars: For a List of Dates and Times refer to the weekly flyers

To join the webinar, click on the accompanying link at least 10 minutes prior to start time

## How to Connect the Outlander PHEV Remote App:

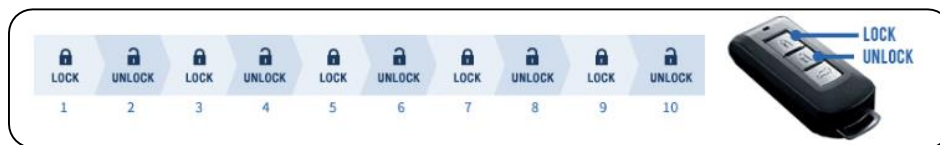
### 1. Set Up

- **Download the "Outlander PHEV II" app** to your phone from the appropriate store (App Store or Google Play store). Note: There is a "I" and "II" – ensure "II" is downloaded.
- Ensure phone's WIFI is on but not connected to any other WIFI. If connected to Dealer or Customer's Home WIFI, go to WIFI settings and select "Forget this Network".
- Locate vehicles SSID and Password – this is provided with the keys or paperwork.



### 2. Pairing Process

- Pairing occurs inside the vehicle. Ensure all doors are closed.
- Turn vehicle to "ACC" – this is accomplished by pressing the Push Start button once without pressing the brake.
- On F.A.S.T. Key Fob, press Lock then Unlock – repeat 4 additional times. You will press 10 buttons total and will hear a "beep" once completed.
  - Note: you will hear 2 beeps if there is already a phone paired to the vehicle, and 3 beeps if there are already two phones paired.



### 3. Entering the SSID and Password

- **Entering the SSID and Password will need to be completed within 30 seconds** of the previous step. Note: all SSIDs will begin with "REMOTE" + 6 digits. All Passwords are 14 digits.



- For iPhones:
  - Go to the Phone's Settings app > then go to WIFI
  - Under "Choose a Network", select the network that matches the SSID number.
  - Enter the password provided. A check mark will appear when connected
  - Go to the Outlander PHEV II app, scroll to the bottom, and press "Register". You will be connected within 1-2 minutes
- For Androids:
  - Go to the Outlander PHEV II app, scroll to the bottom, and press "Register" button
  - From the dropdown, locate the network that matches the SSID number. This number begins with
  - Enter the Password provided. You will be connected in 1-2 minutes
  - If "registration fail" screen appears, see Android Troubleshooting ideas on following page

### 4. Pairing a Second Device

- To pair another device, ensure no other devices are currently connected to vehicle's WIFI.
- Follow steps above.

- Any personnel phones belonging to dealer employees **MUST** be unpaired prior to retailing.
- To Unpair: in Outlander PHEV II app, go to "Settings" then select "Cancel VIN Registration"

Introducing a brand-new roadside emergency app. Now available to download on the Apple App Store and Google Play!

#### MITSUBISHI MOTOR ROAD ASSIST+

- Quickly request roadside assistance services 24/7, 365 days a year
- Earn Mitsubishi product discounts
- Request auto insurance quote from participating carriers
- Create your own safe driving leaderboards with family and friends



Mitsubishi Motors Road Assist+ app is all about peace of mind and improving your driving experience. We'll send help in the event of a vehicle breakdown. The app is loaded with technology (GPS, sensors and Driving Signature) to give you access to request auto insurance quotes from participating carriers and exclusive Mitsubishi offers.

Our Road Assist+ is packed with features including:

#### 24/7 Roadside Assistance

Whether you are stranded with a flat tire, empty fuel tank, lost your keys or other roadside events, Mitsubishi's Road Assist+ matches your location with the closest available service technician to help get you back on the road at speed.

#### Access Exclusive Insurance Quotes

Road Assist+ can even help you find a better rate on your auto insurance. Shop your auto insurance within the app, stop paying for insurance based on how others think you drive! Receive a precision quote always tailored to you!

#### We Help You Drive Safer

Accurately measure driving quality with your smartphone sensors. Road Assist+ gives you journey feedback and a score based on how smoothly and safely you are driving. We want to motivate and give you tips to drive smarter and safer. At-a-glance you can view the driving areas that potentially put you at risk, access trends and your driving score. We want to always you get home safely each day.

#### Join with Family and Friends

Opt-in to leaderboards compare your driving style with your family members or friends. This feature is ideal for multicar families. For those with younger or inexperienced drivers, Road Assist+ makes can make driving safely a fun competition amongst family and friends. Keep a protective eye on your kids and loved ones and help them drive safely!

## Earn and Access Offers as You Drive Safer

When you enroll with us, improving your personalized driving score means that you can progress through application levels to earn access to exclusive Mitsubishi offers and savings. Road Assist+ thanks you for making our road network safer for everyone.

## Safely Protecting your Data

Mitsubishi Motors Road Assist+ is optional and allows you to exchange driving information for assistance and discounts. Individual route location data is only by you, the app user. No live GPS or location services information is available without your consent, and then only in the event of requesting roadside assistance. Insurance features and discounts may vary from state to state. Subject to terms, conditions and availability. No quote or purchase of insurance is required to participate in our Mitsubishi Motors Road Assist+ discount program.



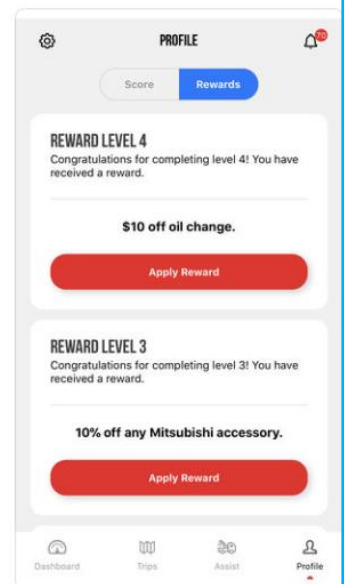
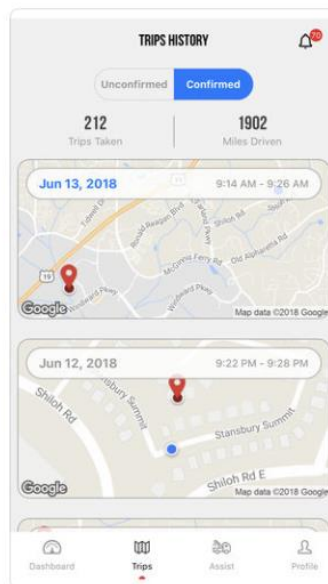
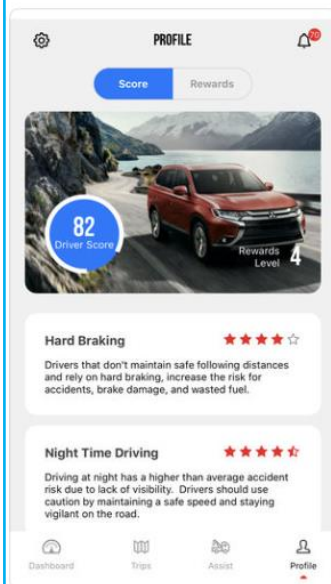
### Mitsubishi Motors Road Assist+

Mitsubishi Motors North America, Inc.

Free

4+

### iPhone Screenshots





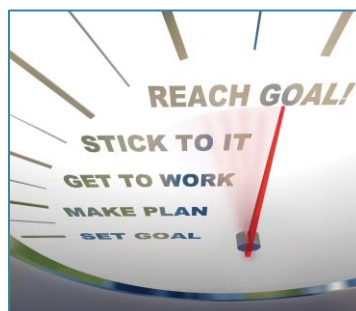
Vice President Ken Konieczka Notes and More:

Before I get into our objective and plans for August, I want to take a moment to thank you for the strong performance you showed us in July. We retailed 9,279 units, a 22% increase over last July. Furthermore, our total sales came in at 9,950 units, up 24% over July 2017.

The #1 selling car for Mitsubishi remains to be the Outlander Sport with 3,440 units, up 18.2% over last year. The Outlander impressed with 3,008 sales, up 18.9% vs. July 2017. This was the best sales of Outlander in July since it first arrived in 2002.

We have an objective in August to achieve 9,837 Retail Units. We also have a plan to achieve our objective. Bear in mind, that August is traditionally one of the best-selling months of the year. So, let's take a look at the steps we have taken to ensure we achieve our objective.

- Beginning August 6<sup>th</sup>, Mitsubishi will be on TV for 7 consecutive weeks. We will have over 1,500 spots on TV, about 400 more than we did in July
- We will be featured on the NFL Network's Training Camp and will be running commercials on several key NFL Pre-season games
- ESPN will feature Mitsubishi during the Little League World Series throughout August
- The 2018 Outlander and Outlander Sport now are offering a \$3,000 Customer Rebate or they can choose the 0% APR for 72 months with no monthly payments due for 90 days with \$1,000 Customer APR Cash.
- We are offering \$2,250 Customer Rebate on the 2018 Mirage G4 and \$1,750 Customer Rebate on the 2018 Mirage
- The 2018 Eclipse Cross is offering a \$1,500 Customer Rebate
- We are maintaining a lucrative Diamond Rewards Program
- The Sales Training team will be out touting the new enhancements on the MY19 Product



TOP 25 SALESPEOPLE

SALES RANK	SALESPERSON	DEALERSHIP	SALES
1	JASON RINALDI	ROGER BEASLEY MITSUBISHI	30
2	TRACY HEID	MAD CITY MITSUBISHI	29
3	ISAAC CORCHADO	ALL STAR MITSUBISHI	26
3	THOMAS KING	CHARLESTON MITSUBISHI	25
5	JESSICA GAVILAN	RELIANCE MITSUBISHI	24
5	ARTHUR WALCH	WESTBORO MITSUBISHI	24
7	BRANDON ALDERMAN	RELIANCE MITSUBISHI	22
7	JOSEPH CARRERO	SOUTH MIAMI MITSUBISHI	22
7	MILDRED RIVERA	LANCASTER MITSUBISHI	22
7	SAMMY IBARRA	MAD CITY MITSUBISHI	22
11	JAY MILLER	O'BRIEN MITSUBISHI - NORMAL	21
12	KHALED RABBAT	CHERRY HILL MITSUBISHI	20
12	STEVE LORCA	RELIANCE MITSUBISHI	20
14	CHAWKI CHAITO	MISSION MITSUBISHI	19
14	RONNIE GRACE	CLAY COOLEY MITSUBISHI	19
14	JACKLYN GUTIERREZ	HAYWARD MITSUBISHI	19
17	CHRISTIAN LOVING	SO. SUBURBAN MITSUBISHI	18
17	TIMOTHY HAMILTON	JAMES MITSUBISHI - HAMBURG	18
17	FREDERICK JOHNSON	OURISMAN MITSUBISHI	18
17	JEFF BAQUE	NORTHSTAR MITSUBISHI	18
17	HUSNI DAGHLES	SOUTH PARK MITSUBISHI	18
22	STEPHEN VASSOR	LITTLE JOE'S MITSUBISHI	17
22	DAVID CLARK	MENTOR MITSUBISHI	17
22	MARAJ MARTINS	CAR VISION MITSUBISHI	17
22	FRANK GARCIA	SOUTH SUBURBAN	17
22	TAHSEEN ALWAN	MISSION MITSUBISHI	17
22	PATRICIA DELIA	SPRINGFIELD MITSUBISHI	17
22	ANTHONY GOODWIN	SOUTH PARK MITSUBISHI	17



TOP 25 DEALERSHIPS

SALES RANK	DEALER	LOCATION	SALES
1	MISSION MITSUBISHI	SAN ANTONIO, TX	210
2	WHITE BEAR MITSUBISHI	WHITE BEAR LAKE, MN	139
3	MAD CITY MITSUBISHI	MADISON, WI	117
4	RELIANCE MITSUBISHI	FORT WORTH, TX	111
5	SPRINGFIELD MITSUBISHI	SPRINGFIELD, PA	110
6	CAR VISION MITSUBISHI	NORRISTOWN, PA	107
7	SO SUBURBAN MITSUBISHI	MATTESON, IL	98
8	5 STAR MITSUBISHI - ALTOONA	ALTOONA, PA	96
9	ELDER MITSUBISHI	CEDAR PARK, TX	92
10	LEWISVILLE MITSUBISHI	LEWISVILLE, TX	90
10	RC HILL MITSUBISHI	DELAND, FL	90
12	INTERSTATE MITSUBISHI	ERIE, PA	85
12	JENKINS MITSUBISHI	LAKELAND, FL	85
14	O'BRIEN MITSUBISHI	NORMAL, IL	83
15	CONTINENTAL MITSUBISHI	COUNTRYSIDE, IL	79
16	DON HERRING NORTH MITSUBISHI	PLANO, TX	76
17	CHERRY HILL MITSUBISHI	CHERRY HILL, NJ	74
18	BURDICK MITSUBISHI	CICERO, NY	73
19	WEST LOOP MITSUBISHI	SAN ANTONIO, TX	72
20	SOUTH PARK MITSUBISHI	BETHEL PARK, PA	71
20	HAYWARD MITSUBISHI	HAYWARD, CA	71
20	DON HERRING MITSUBISHI	IRVING, TX	71
20	HURST AUTOPLEX MITSUBISHI	HURST, TX	71
24	JAMES MITSUBISHI	ROME, NY	70
24	JAMES MITSUBISHI	HAMBURG, NY	70

**TOP OUTLANDER SPORT DLRS (JULY)**

1. WHITE BEAR MITSUBISHI	73
2. MISSION MITSUBISHI	60
3. MAD CITY MITSUBISHI	58
4. CAR VISION MITSUBISHI	44
5. RC HILL MITSUBISHI	42



**TOP OUTLANDER DLRS (JULY)**

1. MISSION MITSUBISHI	44
2. RELIANCE MITSUBISHI	43
3. BURDICK MITSUBISHI	42
3. CONTINENTAL MITSUBISHI	41
5. LEWISVILLE MITSUBISHI	38



**TOP MIRAGE DLRS (JULY)**

1. MISSION MITSUBISHI	32
2. JENKINS MITSUBISHI	27
3. RELIANCE MITSUBISHI	26
4. MAD CITY MITSUBISHI	21
5. ELDER MITSUBISHI	20



**TOP OUTLANDER PHEV DLRS (JULY)**

1. SOUTH COAST MITSUBISHI	18
2. HAYWARD MITSUBISHI	15
3. ANAHEIM MITSUBISHI	14
3. ROGER BEASLEY MITSUBISHI	14
5. MOSSY, CENTRAL, CORNERSTONE, and GLADSTONE MITSUBISHI	7



July 2018

e-Commercetips

**THE NEW RULES OF SEO**

**The rules of Search Engine Optimization (SEO) are vastly different now from even just a year ago.** If you haven't updated your SEO strategies recently, you may be surprised to find out that they are ineffective. For this important topic, we thought we would share a few SEO content tips from SEO heavy hitter and DealerOn's Director of Search, Kevin Doory. Kevin shared his no-fluff and practical SEO guide in a recent DealerOn webinar, [The New Rules of SEO](#).

**Top Priority for SEO: Focus on your website content!**

Kevin shared that **content** is not something that you 'set...and forget' for good SEO. Check out his tips below for common dealer concerns.

[From DealerOn: The New Rules of SEO](#)

Common Concern	Solution
I have limited staff and lack the personnel to write content.	<ul style="list-style-type: none"> <li>Hire an agency!</li> </ul>
I have the staff, but my site looks like it was patched together.	<ul style="list-style-type: none"> <li>Assign one person in your dealership the responsibility to develop consistent and up to date content. Another idea is to hire a Marketing student from a local university to put together content (win-win for both you and your community).</li> </ul>
How much content do you need?	<ul style="list-style-type: none"> <li>According to Kevin, Google says there is NO minimum or maximum length for content. If you can say something in a short / succinct way that can work. Otherwise your copy might need to be a thousand words to achieve relevant and authentic content that Google wants.</li> </ul>
What about key words, don't you need them everywhere?	<ul style="list-style-type: none"> <li>Ensure your content passes the 'mom test' and have someone who is NOT in the industry review the content before it's pushed out for all the world to read. Write as if you are talking to the next person who walks into your dealership and key words will sound more authentic.</li> </ul>
Stuck on what to write about?	<ul style="list-style-type: none"> <li>Focus your content on future models, not older models.</li> <li>Reach out to your customer base to find out what they're talking about. What are they interested in?</li> <li>Jump in front of what's going on in your customer's lives (i.e., Bad weather on its way...design content around Mitsubishi's S-AWC and how it can help your customers).</li> <li>Share how engaged you are with your community and write content around that (charity events or a new restaurant that just opened down the street from your dealership).</li> </ul>

**When in doubt, reach out to your website partner and ask about their SEO services!**

## National Television

- Includes 7 straight weeks (August – September) of National Television
- There will be over 1,500 spots in August!
- There will be 4 weeks of Addressable TV via DirecTV reaching In-Market CUV intenders
- Along with the Summer Sales Event TV, TV will also rotate in the Eclipse Cross Freestyle Test Drive



## Sports

- For the third year in a row, Mitsubishi will sponsor **NFL Network's Training Camp** running through the week of 8/6
- MMNA will feature ads on Live pre-season football games throughout August on the NFL Network
- ESPN will feature Mitsubishi in the **Little League World Series** throughout August

## Hispanic Television

- Features 2 out of 4 weeks of National TV support in August (with investment up 17% from last August)

## Radio

- We'll have continued Network and Streaming Radio presence to drive dealer traffic (7/30-8/5)



## Digital

- Cars.com will run a Homepage Hero plus Suggested Search for the Outlander to help increase consideration and purchase intent from 8/6-8/8
- KBB will showcase Homepage Showrooms for the Outlander Sport from 8/15-8/21 and the Eclipse Cross from 8/22-8/28 to increase model consideration
- To drive consideration, Edmunds will run multiple Homepage Sponsorships for the Outlander and Eclipse Cross through engaging and eye-catching units through the first two weeks of August
- The Amazon Fire Tablet Wakescreen will run PHEV creative through August showcasing its features and tech