

# **CMA's Hyundai of Winchester**

## **NADA Academy Homework Part 1 - Service**

**Advertising:** For Service, our advertising currently is non-existent. We do not receive any co-op to use and with the size of our service facility (we have only 4 bays with 3 techs currently), we have more customers than we have available appointments. We sold 522 new cars last year, so we have plenty of customers trying to get into service. Especially with Hyundai's free oil changes and tire rotations they offer for the first 3 years or 36K miles. It takes a customer an average of 3 weeks to schedule just an oil change at the current facility, so we do not want to drive any more traffic with advertising. We have just broken ground on our new Hyundai Facility, it should be done in the next 14 months. It will have 17 service bays!