Key Hyundai
Mission & Vision

Devoted automotive solution providers in the Connecticut community.
— Jill Merriam, Dealer For The People®

“We are solution providers and not product pushers. We believe everyone deserves to drive a nicer, newer car, and Key Hyundai wants to keep your car fun and safe to drive for as long as you wish to drive it.”
Mission & Vision
Choosing wise words

Mission and vision. Two very important words that you don’t hear enough in the automobile business. Sure, “mission” and “vision” are thrown around, but usually as an afterthought. Often, a business grows to a certain size, and eventually someone, somewhere says, “We need a mission statement.”

Great idea! So VIPs scurry to find a mission that fits what they are doing at the time, and that statement gets touted for a while, but then what? Fundamentally nothing has changed because the product came first, and the mission came second. The product or service dictated the mission, instead of the other way around.

At Key Hyundai, we do things quite differently.

We answer why we exist – the mission – before we do anything else. Our mission, vision and values define who we are and what we do, not support what is already in place.

Our mission and vision doesn’t focus on selling cars; instead we focus on listening, observing, helping, and providing a solution that meets the customer’s needs.

“How can we make a real difference in the lives of our employees, customers, and vendors?

> Can we make the world, and especially our little corner of it, a better place to live and work?

“As we look ahead into the next century, leaders will be those who empower others.”

—Bill Gates

The Key Hyundai mission commits to much more than selling cars; we provide solutions.

> What is the higher purpose and meaning of our company?

> What purpose are we serving in society?

> Are we doing everything we can to listen and learn?

“"Our team of solution providers listen carefully, and find a solution to meet your needs.”

This mission and vision is in our Key Hyundai DNA.

At Key Hyundai, we hire like-minded people with similar goals and aspirations who already think and act as community-oriented, civically-minded solution providers.

Then we provide the specific training to address the automotive needs, financing issues, or car maintenance concerns our customers may face.
Cars Cost Big Bucks
And we know it

A car is a huge financial responsibility, not to be taken for granted by the buyer, or the seller. For most, a vehicle is the first major purchase and one of life’s largest investments, second only to home ownership. For many, purchasing a car is a reasonable way to establish or rebuild credit, or perhaps a means for major life events by providing reliable transportation to work, school, medical care, or family obligations.

Key Hyundai offers essential transportation services that allow 95% of the adult population to live a fulfilling lifestyle.

Cars get you there; it’s the American culture, and is specific to you and only you.

Connecticut comes to Key Hyundai to talk about their lives, their needs, their specific situation, different from customer to customer.

It’s our job – our mission – to find the best solution possible that gets them where they need to be.

This is an exciting and awesome responsibility.

We have a responsibility to get people into cars they will love to drive and can afford to own. We have a responsibility to act and behave in a way that makes our community a better place to live, work, and play.

Connecticut Loves Cars
In Connecticut, automobiles are more of a necessity than luxury because of the general lack of mass transit outside of our cities, and the vast distance between our beautiful New England towns. We rely on cars to get us to important places, and count on reliable wheels for a little R&R: weekend vacations, road trips, or to cart the family to weekend soccer tournaments.

We’re not hoofing cars at Key Hyundai; no one – and we mean no one – is pushing iron on and off the car lots. It’s not what we do.

Here in rural and suburban Connecticut, a car is a mandatory part of life. Over 2.57 million drivers are currently licensed in Connecticut, making a nicer, newer car essential to the Connecticut culture.

You count on your car to get you where you need to be, but what if you couldn’t count on your vehicle?

We aim to make life better by providing solutions to get you where you need to be.”

quoted from Jill Merriam

Key Hyundai provides automotive solutions to help people live the life they want to live:

- working people to get to jobs
- students to commute to college
- reliable transportation to medical treatment
- safe vehicles for first-time drivers
- seniors to live or work the retirement they want
- a first step in building credit
- bad credit customers a chance to rebuild financial status
- reliable, affordable family vehicles
- second cars for growing families
- guidance for first time car buyers
- quality company cars
- affordable luxury livery vehicles

WHAT IF?

What if your car doesn’t start?
Your car is unreliable? You can’t afford your car payments?
You’ve outgrown your vehicle?
You desperately want and need a nicer, newer car?

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we.

The WE in our Key Hyundai mission refers to every single team member. WE work exceptionally at Key Hyundai, doing whatever the job is to the very best of our ability. It doesn't matter role or title, WE all pledge to live within the mission, vision and values of Key Hyundai, and provide our customers exceptional service and exceptional solutions at every opportunity.

believe.

We firmly BELIEVE everyone deserves the opportunity to reliable transportation. When a customer visits Key Hyundai with bad credit, they have often been turned away, embarrassed or disrespected by others. This is unacceptable, as we firmly BELIEVE if someone leaves Key Hyundai without a vehicle, they receive a tangible plan to obtain what they want. Eventually, they return when circumstances allow, and we gladly and proudly help get them into a nicer, newer car.

everyone.

At Key Hyundai, we pledge to treat EVERYONE with the utmost respect. And while we cannot commit to 100% credit approval, we firmly believe EVERYONE deserves the opportunity to own reliable transportation. We pledge to do everything we can to provide automotive solutions to folks who need them. By creating relationships and treating people as we want to be treated, we turn first-time buyers into long-term customers and, proudly, lifelong friends.

service.

Our vision focuses on the Key Hyundai SERVICE department. Providing you a vehicle is just the beginning of the Key Hyundai relationship; keeping that car in tip-top shape with exceptional SERVICE and answering all questions about your car is our goal.

safety.

As always SAFETY is our top concern. Key Hyundai provides a free multi-point inspection on every vehicle, regardless of what it comes in for because our top priority is our customer’s SAFETY. If you are concerned about a noise, creak, or whine, so are we. Only when your car is SAFE, is it fun to drive.

fun.

You spend a lot of time in your car and the FUN factor matters. Whether commuting to work or school, or running kids around town, your car should be FUN to drive as it gets you where you need to be. Your car should make you happy, and not give you headaches and we aim to make it so.

for a long, long time.

‘For as long as you wish to drive it.’ We pledge to do what we can to keep your car safe and fun to drive, for as LONG as you wish to drive it. If you trade in your vehicle every three years, so be it. If you want to get well over 100,000 miles, we will do what we can to make that happen. We pledge to keep your car running for many LONG, happy and safe miles down the road.
We Achieve Our Mission
How we make it happen

We interviewed and surveyed hundreds of new and used car customers as well as spoke face-to-face every chance we could. People candidly shared their frustrations with the car business: "pushy, aggressive, don't listen, confusing process, disrespectful, arrogant."

Our mission became clear:
**People don’t like to have product pushed on them.**

Making a Change
With this valuable research, we set out to do the exact opposite of the existing car dealership stereotype:

- Provide quality advice on features and benefits.
- Counsel on the best financing options.
- Share information on trade in vehicles.
- Solve issues promptly.
- Listen more, talk less.
- Provide reliable, timely auto maintenance.
- Respond to questions quickly.
- Listen when something goes wrong.
- Be generous with patience, guidance and information.

Some may think this is a lofty goal. But in all honestly, it isn’t because this is inherently what we do every day. And the by-product is we successfully grow our business and build our relationships by doing so.

As solution providers, we stand alongside our customers, listening and asking questions to best provide a solution to meet their needs.

We are always 100% transparent with customers, no smoke and mirrors here. Instead, we keep people informed through every step of the car purchase.

When you run a business with the goal of providing solutions that meet the needs of your customers, business success will follow. When you only aim for the bottom line, the customers suffer, and so does the business.

“We are what we repeatedly do. Excellence then, is not a single act, but a habit.”
—Aristotle

"Do what you do so well that they will want to see it again and bring their friends."
—Walt Disney
**KEY Values**

Key Hyundai values are what we bring to every interaction, whether with a customer, employee, community member, neighbor, vendor, or even a competitor. Key Hyundai core values reflect who we are and determine what we do and how we do it.

**K**

**KNOWLEDGE.** We pledge to always be knowledgeable and up-to-date on all things automotive and finance related. We constantly educate our team to provide the most recent information available. And if we don’t know the answer, we will find someone who does and get back to you as quickly as possible.

**E**

**EXCEPTIONAL EXPERIENCE.** From the moment you make that first call to Key Hyundai or walk through our doors, your experience will be nothing less than exceptional. Every Key Hyundai solution provider is committed to providing a fast, accurate, friendly, individual experience aiming to make you rethink everything you thought you knew about buying a car.

**Y**

**YOU.** We pledge to listen and learn from you. You are the reason we are able to reinvent the car business from a product-pushing stereotype into a community driven team of educated solution providers. There are no cookie-cutter car salesmen here; just authentic automotive solution providers aiming to help get you what you need to get on with your life.

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**Dealer For The People®**

What does it all mean?

Sister and brother co-owners Jill Merriam and Jeff Merriam lead by example, with Jill the public face of the business, and Jeff a quieter solution provider, both laser-focused on providing solutions to Connecticut car buyers and creating jobs for nearly 100 CT residents. **Dealer For The People®** means that we work for you, the people, and will continuously strive to provide the solutions you need to get you where you want to be.

“The magic happens at the intersection of leadership, culture and marketing.”

— Jill Merriam
Key Hyundai Cares
Supporting the community

Milford Oyster Festival
Cruisin’ on Main Street, Manchester

Save-a-Suit®

Vernon Bookmobile
Beardsley Zoo

Rocky Hill Criterium & Festival Bike Race

Seaside Shuffle Community Co-op Nursery School
Susan G. Komen Race for the Cure

Little League
Stop Distracted Driving
Ragnar Relay

Rockville High School Project Graduation
Autism Speaks
Jeremy’s Food Drive
Key Hyundai Pays for A’s

Relay for Life
IMPACT Mourning Parents
Milford Rotary
Milford EcoFest

Pumpkins on the Pier, Milford
Warner Theatre
Nutmeg Big Brothers Big Sisters
Vernon Youth Services
March of Dimes
Milford Boys & Girls Club
We Are the Children WTIC Toy Drive

MARC Inc.
The Sgt. Steven Deluzio Memorial Golf Tournament

“Service is the rent we pay for being. It is the very purpose of life, and not something you do in your spare time.”

–Marian Wright Edelman

Bowers Elementary School
Manchester, CT

When a Key Hyundai employee mentioned a theft at a local school, Key Hyundai leapt into action. First, Key Hyundai provided a generous seed donation of $2,000 of help replace the computers stolen from the Bowers Elementary School. Then Jill Merriam leveraged her media contacts to provide coverage, leading other local businesses to rally in support. Finally, she visited the school in person to meet with students and faculty, and let them know local business supports education, kids and community. Always has, and always will.
Jill Merriam’s Charitable Involvement

Jill Merriam is absolutely committed to generously donating time and expertise to the local community on a regular basis. Here are some, but by no means all, local non-profit organizations Jill supports personally.

Medical Aid to Haiti

www.medicalaidtohaiti.org

Jill is a proud board member of Medical Aid to Haiti (MATH), a West Hartford based charity supporting a mobile medical clinic in Haiti which has provided over 10,000 patient visits since inception. MATH funds a Haitian medical team that visits impoverished villages weekly to provide primary medical care and free medicine. “It’s an obligation to provide Haitians the tools to enable them to help themselves, and MATH does just that,” said Jill Merriam.

Economic Development Committee
Town of Vernon

www.vernon-ct.gov/EDC

As a member of the Vernon Economic Development Committee, Jill assists redefining Vernon from a primary manufacturing economy to the evolving and growing service economy. Jill shares her successful marketing and branding expertise with town leaders, and is passionate about repurposing Vernon’s rich past into an engine for economic growth.

Central Connecticut State University
School of Business

Business Advisory & Advancement Council

Jill provides small business, marketing, and communication guidance to the students and leaders at CCSU to promote a strong Connecticut workforce. CCSU is a huge driver of the Connecticut economy, with over 75% of the CCSU School of Business graduates staying in Connecticut. Jill was proud recipient of the 2012 School of Business Woman of the Year Award, and is a current lecturer.

“We have a responsibility to act and behave in a way that makes our community a better place to live, work, and play.” —Jill Merriam
Hyundai Hope On Wheels
Supporting the eradication of pediatric cancer

Key Hyundai is honored to be an integral part of Hyundai Hope On Wheels, working with Connecticut Hyundai dealers and pediatric cancer researchers since 1998 to help kids fight cancer.

Hyundai Hope on Wheels funds pediatric cancer research to find a cure, proudly supporting local hospitals and research centers close to the local Hyundai dealerships raising funds with each car sold.

Recently, Key Hyundai proudly helped present the Hyundai Hope on Wheels donation of over $500,000 to Yale New Haven Children’s Hospital and Connecticut Children’s Medical Center in Hartford.

Thus far, Hyundai Hope on Wheels has donated over $100 million in research grants, and today, 80% of pediatric childhood cancer is curable. Hyundai’s sole charitable focus will be Hyundai Hope on Wheels until 100% of pediatric childhood cancer is curable, and Key Hyundai could not be more proud to be part of this fight.

Drive Worry Free
The Key Hyundai exclusive customer loyalty program, Drive Worry Free, provides FREE benefits for every Key vehicle serviced and maintained with Key Hyundai Service Providers. We are committed to keeping your car safe, fun, and worry free, for as long as you wish to drive it.

*See DWF Program form for details

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