

Published based on [Hyundai Bets Big On Hyundai Advantage](#)

Hyundai Bets Big On Hyundai Advantage



With used car business growing faster, [Hyundai India](#) has taken a fresh initiative to focus on Hyundai Advantage – the arm dealing with the used car business. Hyundai buys all the cars of any make and any model under the exchange scheme. With the aim to cater to the needs of exchange customers, Hyundai Advantage was launched in the year 2006 with 6 dealers across 6 prominent locations in India. Today, Hyundai Advantage boasts of 69 operational dealers across 49 locations in India and the plan is to take the number up to 108 across 59 cities by the end of 2009 and to 200 operational dealers by the end of 2010.

Strict quality standards are maintained to ensure that the used cars sold are of a superior quality and the used car buyer gets complete peace of mind. Each used car is put through a rigorous series of checks, which covers every aspect of the car's functioning. Hence, each customer is assured of a certified used car in very good condition. Tremendous care is exercised while buying a used car. Before purchase, a trained Hyundai engineer thoroughly checks the car and the relevant documents. After purchase, the car is refurbished to exacting standards supervised by a trained engineer. The objective behind the care and diligence exercised is to give the customer a car in excellent condition.

Customers can avail of an entire range of benefits at Hyundai Advantage including :-

- Credibility assured with company backed operations
- Hassle free payment
- No middle man transaction
- Hyundai backed warranty for 1 year & 20,000kms
- Transfer RC not required for claiming exchange bonus
- Assistance in easy Finance
- Detailed 147 point check by Hyundai Engineers
- Assurance of car going into right hands

To make the entire process even more customer-friendly, Hyundai Advantage has launched an easy-to-navigate microsite (can be accessed [here](#)) that provides all information to a potential buyer or seller of a used car. A customer can now shop for a used car from his home. The website also provides the option of calculating the tentative value of the old car and its preliminary evaluation done at the website itself through a web based feature called 'Affordability Calculator'. Another feature called 'Upgrade' can enable a customer to have

a look at the entire range of new car models available. Till date more than 52000 customers have already visited the website within 3 months of its launch.

You can also find this article published on [Hyundai Bets Big On Hyundai Advantage](#), and on the tag pages [Hyundai](#).