

Published based on [Hyundai Continues Its 'Always Around' Campaign](#)

Hyundai Continues Its 'Always Around' Campaign



With the novel idea of 'Always There, Because We Care', Hyundai India is back again with its nationwide service initiative - 'Always Around' campaign in a mega avatar for the third consecutive year. Starting from April 26th the 'Always Around' campaign will provide free check-ups for its customers at convenient locations. Last year around 80,000 Hyundai vehicles across 6,000 locations attended the camp. This year Shell India has partnered with Hyundai as the recommended oil consumable vendor for 'Always Around' activity throughout the year.

This year, the 'Always Around' campaign has grown much wider in terms of locations and reach and will continue till December 2009 covering 6,500 locations wherein Hyundai will be reaching out to around 90,000 customers in an effort to make them smile by ensuring that their car is in the best of condition. Around 2,500 vehicles across 100 locations nationwide are expected to attend the camp on the launch day.

The mega 'Always Around' campaign will be conducted at various locations which customers in their normal course of life frequent on an everyday basis like Joggers Park, Shopping Malls, Apartments, Multiplexes, etc. What makes the Always Around campaign a truly innovative one is that it reaches the customer at a time and a place where it is most convenient for him at no extra cost and saves time as well e.g while the customer is busy shopping in a mall his car is serviced and cleaned and this saves both his time and money as it is a free service and the advice that he gets from trained technicians which will help him maintain his car even better.

Along with the camp various value added services and schemes are offered e.g customer Referral Scheme, Hyundai Advantage, Hyundai South African Safari contest, Health Check-Up Camps, customer education towards improving the vehicle mileage / performance, information related to Hyundai products, etc are also part of this campaign.

The 'Always Around' campaign will offer a comprehensive 17 point check-up and a thorough examination of the vehicle and services such as tyre and vehicle polishing, coolant and oil top-up. The Hyundai team will also collect suggestions and feedback on the performance of the vehicle & after sales service. The customers will also have a chance to see and test drives the latest Hyundai cars which would be there on display at the venue.

You can also find this article published on [Hyundai Continues Its 'Always Around' Campaign](#), and on the tag pages [Hyundai](#).