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Hyundai Dealers Offer 1-Year Guarantee

Customers Can Return Car After Major Life Changes

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MIAMI -- As many auto dealers look for new ways to get customers into the showrooms, South Florida Hyundai dealers are offering a first-of-its-kind, one-year guarantee.

Beginning Saturday morning, Hyundai is offering a program called Hyundai Assurance, a one-year vehicle return program that will allow new car customers to return their cars in case of life-altering circumstances within the first year.

Under the program, customers who lose their jobs or are self-employed and are involved in personal bankruptcy can return their cars. The deal even reaches beyond economic woes, allowing people to return cars in case of losing their driver's licenses due to medical impairment, becoming physically disabled or accidental death.

"There's never been a program like this in the history of the car business. Hyundai is the first one to do this, and they're announcing it nationwide on Saturday," said South Florida auto dealer Rick Case.

The guarantee comes as economic woes contribute to tanking auto sales.

"This is probably the worst I've ever seen in the car business," said Case, who has been in the business for 45 years.

Dealers are doing whatever they can to get customers into their showrooms. A few weeks ago, a dealership in Davie offered a buy one get one free deal.

Case told Local 10 he was shocked when the president of Hyundai called him two weeks ago to tell him about the Hyundai Assurance program.

"This program makes it possible for people who were concerned about the economy, maybe concerned about their job, to buy a car and not worry about it for a whole year," Case said.

Shoppers told Local 10 they were surprised at the offer.

"That's incredible," said customer Angel Brotons. "I mean, think about it, that with no questions asked, if something goes wrong, now, what are you going to do? Because now you're looking at, how am I going to make a car payment? I don't want to lose the car. I don't want to hurt my credit."

The program begins Saturday morning at all South Florida Hyundai dealerships.

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