McFarland Hyundai Earns Two Awards for Customer-Focused Operations

McFarland Hyundai, a dealership based in North Hampton, New Hampshire, has been recognized with two awards from Corporate Vision in the Automotive Awards for 2026. The dealership received the Best New and Used Car Dealership 2026 award for New Hampshire and the Outstanding Customer Experience Award 2026 for New Hampshire. The company describes its team as being based in North Hampton and says it supports customers from their first test drive through their next service visit. The dealership thanks the New Hampshire Seacoast community for choosing, recommending, and returning to it.

What a Dealership Award Means for Shoppers

Awards like these reflect a dealership's overall approach to its customers. Shoppers often look for a combination of selection, service, and transparency when they visit a dealership. The Best New and Used Car Dealership award suggests that the dealership provides a range of options for buyers at different stages of life, from first-time buyers to those looking to upgrade their current vehicle. The Outstanding Customer Experience award points to attention given to how customers are treated throughout the buying and ownership process.

For many consumers, the car-buying process begins long before they step onto a lot. Research happens online, and shoppers often have a list of models they want to see in person. A dealership that wins a customer experience award has likely focused on making that transition from online browsing to physical visit as smooth as possible. That can include clear communication, availability of test drives, and straightforward pricing.

The Role of Vehicle Purchase Assistance

Vehicle purchase assistance is a broad term that covers the various ways a dealership helps a buyer complete a transaction. This can include explaining financing options, helping with paperwork, and coordinating with lenders. Many buyers find the financial side of buying a car to be the most confusing part. A dealership that offers strong purchase assistance can demystify the process and help customers understand what they are agreeing to.

This kind of assistance often starts with a conversation about budget. A dealership representative might ask about monthly payment preferences and how much the buyer plans to put down. From there, the representative can present options that fit within those parameters. Some dealerships work with multiple lenders to find competitive rates, while others offer in-house financing. The goal is to match the buyer with a payment plan that feels comfortable.

Another aspect of purchase assistance is the explanation of add-ons and warranties. Buyers may be offered extended service contracts, gap insurance, or protection plans for tires and paint. A good dealership explains what each option covers and what it costs, so the buyer can make an informed decision. This transparency is part of what makes a customer feel respected during the process.

The Importance of Test Drives in the Buying Process

For many buyers, the test drive is the deciding moment. It is the chance to see how a car handles, how comfortable the seats are, and whether the controls feel intuitive. A dealership that encourages test drives and makes them easy to schedule is often one that understands the importance of this step. McFarland Hyundai offers test drives as part of its service, which aligns with the idea that customers should feel confident before they commit.

During a test drive, a buyer can check for things that are hard to gauge from a spec sheet. The noise level on the highway, the responsiveness of the steering, and the ease of parking are all real-world factors that only come through experience. A dealership that provides a test drive without pressure allows the buyer to focus on these details. That approach builds trust and leads to a more satisfying purchase.

How Vehicle Trade In Fits Into the Equation

Many buyers arrive at a dealership with a vehicle they want to trade in. The vehicle trade in process can affect the overall cost of the next car. A dealership that handles trade-ins fairly and efficiently makes the transaction simpler for the buyer. Instead of selling the old car privately and waiting for a buyer, the owner can apply the trade-in value directly to the new purchase. This reduces the amount financed and can lower monthly payments.

The trade-in process typically involves an inspection of the vehicle. The dealership looks at the condition, mileage, and market demand for that model. Based on that assessment, the dealership makes an offer. Some buyers choose to trade in their car even if they owe more than it is worth, and the dealership can help roll that negative equity into the new loan. While that increases the total amount borrowed, it allows the buyer to move into a newer, more reliable vehicle without having to pay off the old loan first.

McFarland Hyundai says it supports customers from their first test drive through their next service visit. That continuum includes the vehicle trade in step for many buyers. By handling the trade-in on site, the dealership makes it possible for a customer to drive away in a new car without having to manage the sale of the old one separately. This convenience is part of what many shoppers look for when choosing a dealership.

Service and Ongoing Support

After the purchase, the relationship between a dealership and its customer often shifts to the service department. Regular maintenance, unexpected repairs, and warranty work all fall under this umbrella. A dealership that provides reliable service helps keep the vehicle running well and can extend its lifespan. For many owners, knowing that the dealership will be there for future needs is a major factor in choosing where to buy.

Service visits can include oil changes, tire rotations, brake inspections, and more complex work like transmission repairs. A dealership that communicates clearly about what is needed and what it will cost earns repeat business. Some dealerships offer online scheduling, loaner vehicles, or shuttle services to make the experience more convenient. These details add up to an overall impression of the dealership.

McFarland Hyundai thanks the New Hampshire Seacoast community for choosing, recommending, and returning to it. That statement suggests that the dealership values long-term relationships over one-time transactions. In an industry where many customers only visit a dealership every few years, building that kind of loyalty requires consistent effort across sales, service, and support.

The Broader Context of Local Recognition

Awards from organizations like Corporate Vision can help consumers identify dealerships that have been evaluated on specific criteria. The Automotive Awards program looks at performance within the industry and recognizes companies that stand out in their region. For a dealership like McFarland Hyundai, receiving two awards in the same year highlights its dedication to both sales and service.

These awards also serve as a signal to potential customers. Someone who is not familiar with a particular dealership might see the awards and decide to visit the lot or check the website. While awards are not a guarantee of a perfect experience, they do indicate that the dealership has been reviewed by an external body and has met certain standards. That can reduce the uncertainty that comes with choosing a dealership for the first time.

In a competitive market, local recognition can make a difference. The New Hampshire Seacoast area has several dealerships to choose from, and buyers often rely on recommendations from neighbors or online reviews. An award adds another layer of credibility. It tells the community that an independent organization has taken notice of the dealership's work.

Conclusion

McFarland Hyundai's recognition by Corporate Vision in the Automotive Awards for 2026 underscores its focus on providing a complete experience for buyers and owners. From the first test drive through vehicle purchase assistance and ongoing service, the dealership aims to support its customers at every stage. The awards for Best New and Used Car Dealership and Outstanding Customer Experience reflect that commitment. For shoppers in the New Hampshire Seacoast area, these awards offer a data point to consider when deciding where to buy their next vehicle.