

insights



CONSUMER REPORTS NAMES HYUNDAI SANTA FE AND ELANTRA TOP PICKS FOR 2008

First time a South Korean automaker represented in Top Picks

Consumer Reports has named four new models to its Top Picks list for 2008, including the Hyundai Elantra SE and Hyundai Santa Fe as top choices for small sedans and midsize SUVs, respectively.

Hyundai's inclusion in the Top Picks list marks the first time that a South Korean automaker is represented. Historically, Consumer Reports Top Picks have been a blend of Japanese, European, and domestic models, but for the last two years the Top Picks have all been from Japanese manufacturers.

Consumer Reports' Top Picks are the most well-rounded models in their cate-

gories and must meet stringent road test, reliability, and safety requirements. Each Top Pick scores at or near the top of its category among more than 260 vehicles CR recently tested at its Auto Test Center; has average or better predicted reliability (based on the problems subscribers reported on in CR's Annual Car Reliability Survey of almost 1.3 million vehicles), and performed adequately in overall safety if tested by the government or insurance industry.

Starting this year, they also must provide a critical safety feature, electronic stability control (ESC), either as standard equipment or as a readily available option.

"All the vehicles in Consumer Reports' Top Picks list are standouts for performance, versatility, reliability, and safety," said David Champion, senior director of automotive testing, Consumer Reports. "CR's Top Picks list is a great place for consumers to start when they're looking for a new car."

Consumer Reports' testing procedures are the most comprehensive of any U.S. publication or Web site. More than 50 individual tests are performed on every vehicle, including evaluations of braking, handling, comfort, convenience, safety, and fuel economy. Around 6,000 miles of general driving and evaluations are racked up on each test car during the testing process.



The 2008 Hyundai Santa Fe is Consumer Reports' midsize SUV Top Pick.



The 2008 Hyundai Elantra is Consumer Reports' small sedan Top Pick.

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SONATA EARNS "GREENER CHOICES OF 2008" HONORS

The American Council for an Energy-Efficient Economy (ACEEE) recognized the 2008 Hyundai Sonata on its "Greener Choices 2008" list that features widely available gasoline-powered cars and light trucks with automatic transmissions. The Sonata will be listed in the ACEEE's Green Book® Online, an annual consumers' guide to environmentally-friendly vehicles.

"The award for our clean, fuel-efficient Sonata recognizes Hyundai's commitment to the environment," said John Krafcik, vice president of Strategic Planning and Product Development, Hyundai Motor America. "Like industry leading quality and safety, environmental sensitivity is another element of the value equation that makes Hyundai such a smart choice for consumers."



The 2008 Hyundai Sonata Received Environmental Honors from the American Council for an Energy-Efficient Economy (ACEEE).

The "Greener Choices 2008" list is based on automakers' test results for fuel economy and emissions as reported to the U.S. Environmental Protection Agency, California Air Resources Board, and other specifications reported by automakers.

The 2008 Hyundai Sonata four cylinder model achieved a green score of 39 out of 100 and is certified as an Ultra Low Emission Vehicle (ULEV), delivering up to 30 mpg (automatic transmission/highway). The fuel-efficient 2.4-liter DOHC inline-four cylinder engine features four valves per cylinder with Continuously Variable Valve Timing (CVT), giving the engine a very broad powerband, coupled with high fuel efficiency and low emissions.

**DON'T FORGET:
GIVE BLOOD!**

**March 20th
7:30 a.m. - 5:00 p.m.**

CONGRATS, STAMPING!

The stamping shop has done it again! Through lots of hard work and team work, these Team Members set a new record of 504 Strokes Per Hour during the month of January!

Stamping celebrated the achievement with a barbecue.



Joe Hardison barbecues some pork for his fellow stamping Team Members to celebrate reaching 504 SPH!

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Following are Consumer Report's reviews of the Elantra and Santa Fe as the issue's best performers in the small sedan and midsize SUV categories.

SMALL SEDAN: Hyundai Elantra SE. The Hyundai Elantra SE (\$18,000) is a well-rounded small car that provides good fuel economy, a comfortable ride, and an interior that's quiet, roomy, and well-equipped. The SE also has standard electronic stability control, a proven safety feature that's absent on many other small cars. The Honda Civic EX and Mazda3 scored almost as well and are more fun

to drive, but lack ESC on more affordable versions. (Last year's Top Pick for Small Sedan was the Honda Civic.)

MIDSIZE SUV: Hyundai Santa Fe. Redesigned for 2007, the much-improved Santa Fe (\$22,000 to \$31,000) edged out the Honda Pilot in CR's tests. It provides a quiet and roomy interior, excellent fit and finish, a refined powertrain, a relatively good ride, and an optional third-row seat. Standard ESC helps provide secure handling. (Last year's Top Pick for Midsize SUV was the Toyota Highlander Hybrid.)

Consumer Reports is one of the most trusted sources for information and advice on consumer products and services. It conducts the most comprehensive auto-test program of any U.S. publication or Web site; the magazine's auto experts have decades of experience in driving, testing, and reporting on cars.

Consumer Reports' Annual April Auto Issue is on sale from March 4 through June 4 and is available wherever magazines are sold. Information and articles from the magazine can be accessed online at <http://www.ConsumerReports.org>.

FIRST THETA ENGINE ROLLS OFF THE LINE

In February, machining and assembly Team Members at the new Theta engine shop built and tested their first four-cylinder engine. The process took approximately two days to complete from machining the blocks to assembling the engine to dyno testing.

The layout of the Theta shop is similar to the existing six-cylinder Lambda engine shop except the Theta shop will not have a decking line to attach transmissions. Four-cylinder engines will travel - in sequence - via conveyor to the Lambda shop's decking line to connect transmissions and then move to General Assembly.

The Theta shop is more automated than the Lambda shop which should contribute to greater efficiency in the engine build process. Overall equipment installation, testing and evaluation of other critical systems will continue over the next few months. The engine shop will start up later this summer.



Theta engine assembly Team Members pause for a photo with the very first Theta engine off the line. From left to right: Darrell Chaney, David Gates, Mark Striemer (kneeling), Michael Hartwell, Tim Todd (sitting), Raymond Batson, Rodney Powe, Damien Barnes, Michael Blair, and Joe Smith.

HMMA HELPS STUDENTS CELEBRATE READING



The week of March 3rd, members of HMMA's Diversity Action Team participated in the National Education Association's Read Across America program.

This year was HMMA's third year participating in the program which aims to get children excited about reading.

To celebrate Dr. Seuss' birthday (March 2nd, 1904), Team Members read *The Cat in the Hat* and *Green Eggs and Ham* to over 200 students. The students came to HMMA from Dunbar-Ramer School, W. R. Harrison Elementary School, Carver Elementary School and Hayneville Road Elementary School. To the children's delight, after the stories were read, a few Team Members led games like Simon says and redlight-greenlight. Even The Cat in the Hat himself made an appearance.

Across the country, more than 45 million children participated in the 11th annual Read Across America Day, which was celebrated nationally on March 3rd.

For more information on Read Across America, visit www.nea.org/readacross.

HYUNDAI SPIRIT IN ACTION



Jeff Griffin, utility maintenance -- plant engineering, works behind the scenes to keep the HMMA team cool and comfortable.

Visitors to HMMA are always amazed at the cool temperature of the shops. Even during the summer months, and despite many very hot processes like engine machining and body welding, the climate inside the plant is kept at a comfortable temperature year-round.

The buildings don't just cool themselves, though. Plant engineering Team Members are hard at work every day ensuring that the rest of us have a comfortable work environment.

Jeff Griffin is a utility maintenance Team Member in plant engineering and is one of the people responsible for keeping the rest of us cool.

"We make sure the air handlers are cooling like they're supposed to," Jeff says. "We make sure the pumps are sending water where they're supposed to and we perform preventative maintenance on them every day."

That preventative maintenance includes many activities that vary during the year. When the seasons change, so do plant engineering's tasks.

"In the cold weather, we maintain the

outside units and make sure the coils don't bust," Jeff explains. "During the summer months, we make sure our Freon units are in good order and we clean and perform preventative maintenance on the chillers."

Weather conditions can also call for plant engineering's expertise. Jeff says, "If a hurricane comes in, we cover all the top-floor equipment in case the roof comes off. All the outside signs have to be taken in to keep them from flying around. If there's a threat of a tornado, there's not much we can do since they come up so quickly, but we monitor the power and air pressure and try to keep everything up and running."

Jeff has been at HMMA for over two years, and says he really appreciates his job for many reasons.

"I came from construction, where there were long hours, lots of travel and hot, hard work," he says. "This is good, clean work with good hours and good pay. And it's nice to be close to home."



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Permit No. 456
Montgomery, AL

HMMA Vision and Mission Statements

Vision Statement:

Our team provides value for your future.

Mission Statement:

To create exceptional automotive value for our customers by harmoniously blending safety, quality and efficiency. With our diverse team, we will provide responsible stewardship to our community and environment while achieving stability and security now and for future generations.