

insights



HMMA News
HYUNDAI MOTOR MANUFACTURING PLANT
 September 15, 2006
©HMMA 2006



Lights! Camera! Action! HMMA to Appear in Commercial

Hyundai Motor America (HMA) marketing officials recently visited HMMA and brought with them a few guests—more than 70 to be exact. The purpose of the week-long visit was for HMA to film its latest series of television commercials featuring the Sonata and Santa Fe. The result will be four different television commercials set to begin running in October.

Actor Ed Kerr was among those visiting the plant. He will serve as the spokesperson for the new series of commercials. Kerr will also star in ABC's fall television series, "Men In Trees." (However, he will not appear until the second episode of the series.)

Kerr, along with the rest of the crew, toured the Stamping/Welding and Engine Shops, General Assembly, and even the Paint Shop to record images of the Sonata and Santa Fe vehicles as they are built. They also wanted to see the faces of HMMA's Team Members in our state-of-the-art plant -- to display where HMMA quality begins.



Pictured above and left, actor Ed Kerr is captured in General Assembly for the new series of Hyundai commercials.



General Assembly Team Members Jeremy Cole, Mike Henry, Demetrius Powe, Carolyn Dean and Robert Safford participate in the commercial at the shower test booth.

INSIDE INSIGHTS

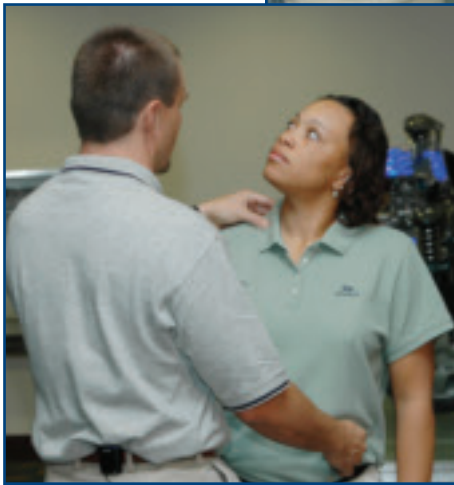
LIGHTS! CAMERA! ACTION! HMMA TO APPEAR IN COMMERCIAL	1
NEW HMMA NEW STRETCHING VIDEO TO BEGIN AIRING ON HMTV SOON	2
SEPTEMBER: ERGONOMICS AWARENESS MONTH	2
HEALTH HINT	2
DISCOUNTED ASF TICKETS AVAILABLE	3
PARTNERS IN EDUCATION ANNUAL WALK FOR FITNESS, FUN & FUNDRAISING	3
NEW SPANISH-LANGUAGE TV SPOT FOR 2007 SANTA FE	3
DID YOU KNOW?	3
SHARE YOUR STORY	3
HMMA COOKBOOK	3
SONATA MAKES FORBES' TOP FOUR BEST VEHICLES FOR COLLEGE STUDENTS LIST	4
GM COPIES HYUNDAI'S 100,000-MILE WARRANTY	4
ARNEJS SET FOR PARIS	4

New Stretching Video to Begin Airing on HMTV Soon

HMMA will soon begin airing a new stretching video on HMTV. The intent of the video is to promote flexibility and prevent muscle fatigue, thus reducing on-the-job injuries.

The video is set to begin running in October three times a day: before each shift, lunch, and after each shift. Eleven Team Members participated in the video. The Team Members were chosen because they had either 100 percent participation or they are from the winning teams in the HMMA Stretching Program. Other Team Members who participated, but are not pictured

are: Robert Blake, General Assembly; Carlton Clay, Engine Production Control; John Dill, Engine Production Control; Jackie Pierce, General Assembly; David Webb, General Assembly; Shelent Payton, General Assembly; and Freddie Williams, Engine Shop.



Pictured above stretching, from left to right, are Robbie Persinger, Weld Shop; Tom Nordquist, Paint Shop; and Yolanda Mitchell, Paint Shop.

Pictured left, Cheryl Stallworth, Paint Shop, takes tips from HealthSouth representative, Andy Gustofsen, on how to properly stretch as part of the new Hyundai stretching video.

September: Ergonomics Awareness Month

The HMMA Safety Department declared August as "Laceration Awareness Month" due to the increase in the number of laceration injuries around the plant. With the help of everyone's attention to safety and wearing Personal Protective Equipment properly, HMMA reduced lacerations by 50 percent in August! HMMA had 16 in July; and only 8 in August. Congratulations to everyone on this outstanding achievement!! Just remember, the goal is still ZERO!!

Remember to continue to do the things that helped fight lacerations as HMMA focuses on its new safety initiative: ergonomics.

It is no secret that many of the jobs at HMMA are physically demanding. Team Members are exposed to many jobs that have the risk for ergonomic injuries. So far in 2006, ergonomic injuries are the leading type of injuries in three out of four shops:

1. General Assembly - 41percent of injuries are due to ergonomics issues.
2. Engine Shop - 39 percent of injuries are due to ergonomics issues.
3. Paint Shop - 32 percent of injuries are due to ergonomics issues.
4. Body Shop - 21percent of injuries are due to ergonomics issues, making it the second-leading type of injury.

For the month of September, HMMA will be focusing on ergonomics awareness. The Safety Department will be providing information on ergonomics through Weekly Safety Talks and posters. The department hopes you will participate in "Ergonomics Awareness Month" by examining the way you perform your process and helping to identify ways to improve the ergonomics of your work station. Many simple adjustments can be made to procedures and techniques to help reduce ergonomics risk factors in a process. Included are: sit instead of bending, squat instead of bending, move body closer to work, and move arm, not wrist.

*"Let's put on our "Ergo Eyes" this month to find ways to reduce injuries and make HMMA a more ergonomic workplace."
HMMA Safety Department*

Health Hint

A recent study conducted by the Centers for Disease Control and Prevention examining survey data from about 2,000 people older than 18, confirms that physical activity and regular monitoring are the key to long-term weight control. According to the study, successful losers - people who have lost weight and kept it off - are more likely to weigh themselves daily and do at least 30 minutes of physical activity a day.



Discounted ASF Tickets Available



All HMMA Team Members will receive a 20 percent discount on all full price tickets purchased during the Alabama Shakespeare Festival's (ASF) 2006-07 Season. HMMA is a sponsor of Disney's *Beauty and the Beast*, which will be showing at ASF from November 17 – December 23.

Prices are:

1. Adults: \$38.99
2. Youth rate (ages 4 – 18): \$14.99
3. Student rate (ages 19-25): \$21.99

To receive the 20 percent discount, contact ASF directly. (ASF contact information: 1-800-841-4ASF or www.asf.net.) However, if you are interested in a group discount (10 or more), contact Melinda Stallworth at mstallworth@hmmausa.com or ext. 8103.

Partners in Education Annual Walk For Fitness, Fun & Fundraising

This year, Hyundai is proud to sponsor Partners in Education's tutoring and mentoring program. Partners in Education is kicking off the 2006 school year with a walk to raise money for the program. The walk will be held on Saturday, September 30, at the Montgomery Zoo at the main entrance. Registration starts at 7:30 am; the walk begins at 8:30 am. The cost is \$10 per adult; \$5 per child. Cost includes admission to the Montgomery Zoo. Also, each participant will receive an event T-shirt. For information, contact Partners in Education at (334) 262-4743.

Partners in Education also invites all HMMA Team Members to become a tutor. Tutors are asked to commit one hour per week to the same school, preferably to the same student. They primarily work with elementary age children who are not yet reading on a grade-level. Please call (334) 262-4743 if you are interested.

New Spanish-Language TV Spot for 2007 Santa Fe

Hyundai Motor America has announced the introduction of a new, original, Spanish-language television spot for the all-new 2007 Santa Fe. The commercial debuted on national Spanish-language network television on September 4, 2006. The spot rounds out Hyundai's original, Spanish-language campaign themed *Respect*, which is already in full gear.

The television spot for the new Santa Fe opens with two newspaper delivery boys on their bicycles delivering the morning paper in a typical suburban neighborhood. As they laugh while going down their route, the boys are competing to see who hits the most vehicles with the paper they are delivering. They reach a home with the 2007 Hyundai Santa Fe parked in the driveway, but this time one boy stops his bike and walks the paper to the front door, while the other boy circles the majestic Santa Fe in admiration, showing respect for the new Santa Fe and its owner. The awestruck paper boys in friendly competition then resume their paper route aiming at all of the "other" vehicles with the newspapers.

The print execution for the all-new 2007 Hyundai Santa Fe is set with a beach as a backdrop. The vehicle is prominently placed emphasizing its dramatic new design, while highlighting the brand's safety leadership and value. Palm trees in the background of the parked Santa Fe are blowing as if bowing in awe at the vehicle with the message—even respected by nature.

Did You Know?



With a population of over 200,000, Montgomery is the second largest city in the state. Over 366,000 people live in the Montgomery metropolitan area, which encompasses Montgomery, Autauga, Elmore and Lowndes counties.

Share *Your* Story

Do you have an interesting story to tell that you'd like to share with your fellow Team Members?

If so, send it to Emily Cantin at ecantin@hmmausa.com. If you do not have access to e-mail, call 334-387-8014. Pictures are highly encouraged.

HMMA Cookbook

From the Kitchen of:

Matt and Kristen Burns, General Affairs

Name of Dish/Recipe:

Hamburger Corn Casserole

Type of Dish: Main Dish

Serves: 6-8

Origin of Recipe: American/Southern

Ingredients:

1 lb. ground beef, cooked and drained

1 small onion, chopped (optional)

1 can corn, drained

1 small can Veg-All

Mixed Vegetables

1 can Cream of Mushroom soup

1 can Cream of Chicken soup

3 cups egg noodles cooked and drained

½ stick of melted butter

Ritz cracker crumbs

Recipe Instructions:

Mix together all ingredients in casserole dish, except for butter and cracker crumbs.

Pour butter over mixture. Sprinkle cracker crumbs on top.

Cook on 350 degrees for 45 minutes or until bubbly.

Sonata Makes Forbes' Top Four Best Vehicles for College Students List

Talk about tough standards. When *Forbes* compiled vehicles for its annual "Best Cars for College Students" list, they found only four vehicles qualified to meet its criteria of being affordable, safe, and reliable. Interestingly, the Honda Accord and the Toyota Camry, which they deemed the "standard" by which similar vehicles are measured, failed to make the list. According to *Forbes*, both did poorly on the Insurance Institute for Highway Safety (IIHS) tests, with the Accord receiving the lowest rating of "poor" for rear-crash protection and the Camry receiving a "marginal" rating in the same test.

So who are the fortunate foursome? They are:



1. Chevrolet Cobalt - \$13,590
2. Ford Escape - \$19,780
3. Honda Civic - \$14,560
4. *Hyundai Sonata - \$17,195*

Sonata and Santa Fe August Sales Breakdown

<i>Carline</i>	<i>August 2006</i>	<i>August 2005</i>	<i>% Increase</i>
Sonata	13,184	9,965	32%
Santa Fe	6,838	5,475	25%

GM Copies Hyundai's 100,000-Mile Warranty

The world's largest automaker, General Motors, is offering a five-year, 100,000-mile powertrain limited warranty, similar to Hyundai's 10-year, 100,000-mile warranty. GM said the warranty covers its 2007 car and pick-up truck models. The automaker's warranty plan has mirrored the industry average of 36,000 miles so far. Hyundai introduced the 100,000 mile powertrain warranty in the U.S. market in 1998.

Arnejs Set for Paris



Hyundai's 2007 C-segment car for Europe will make its debut at the Paris Motor Show later this month in concept form. The styling study is called the Arnejs (pronounced Ar-nez), and a production version will go on sale next year as a five-door hatchback. It will replace the current Accent.



Hyundai Motor Manufacturing
Alabama, LLC
700 Hyundai Boulevard
Montgomery, Alabama 36105

Prsrt Std
U.S. Postage
PAID
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.