

insights



HMMA News
HYUNDAI MOTOR MANUFACTURING ALABAMA

April 15, 2005

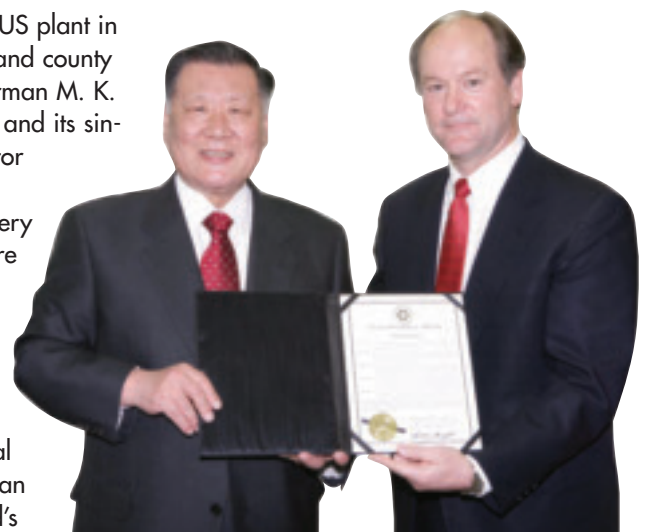
Chairman Chung Welcomes Montgomery Mayor to Korea

On the third anniversary of Hyundai's announcement to build their first US plant in Montgomery, Alabama, Montgomery Mayor Bobby Bright and twelve city and county officials traveled to Seoul, Korea, to meet with Hyundai Motor Group Chairman M. K. Chung. "The City of Montgomery hereby extends its continued full support and its sincere commitment to ensuring the future success and growth of Hyundai Motor Manufacturing Alabama," declared Mayor Bright as he presented a formal proclamation from the City of Montgomery. Resolutions from the Montgomery County Commission and the Montgomery Area Chamber of Commerce were also presented to Chairman Chung to reaffirm the city's support for Hyundai.

The delegation, which included Montgomery County Commission Chairman, Todd Strange; Montgomery Area Chamber of Commerce President, Randy George; Chamber Chairman, Carl Barker; Chairman of the Montgomery Industrial Development Board, Berry Grant; and other local officials and business leaders, also toured Hyundai Headquarters and had an opportunity to travel to Ulsan, Korea for a tour of Hyundai Ulsan, the world's largest single automobile manufacturing plant. Hyundai's Ulsan Plant is so large, in fact, that the government has reserved an entire port exclusively for the plant's exports. Four ships carrying nearly 4,000 automobiles each transport Hyundais around the world from the backdoor of the plant. The plant site itself contains five production plants, each the size of HMMA, a factory for the production of 14 different models, and an on-site test track with varied degrees of embankment. They produce 1.6 million cars and 2 million engines per year.

In addition to learning more about Hyundai, the group had a chance to observe and better understand Korean culture and people. It is no surprise that

Continued on page 2



Montgomery Mayor Bobby Bright, right, pledged his full support of Hyundai Motor Manufacturing Alabama to HMC Chairman Chung, left.



Pictured from left to right, Montgomery Mayor Bobby Bright, Executive Vice-President of HMMA B. M. Ahn, and Montgomery County Commission Chairman Todd Strange stand in front of one of four Hyundai ships in the Ulsan Plant port.

INSIDE INSIGHTS

MAYOR BRIGHT AND DELEGATION
PLEDGE TOTAL COMMITMENT TO
ENSURE SUCCESS OF HMMA 1

HMMA KICKS OFF
BMS INTERNAL AUDITS 2

TEAM MEMBERS TAKE
ON A NEW LOOK 2

27TH ANNUAL JUBILEE CITYFEST RUN:
NEW DATE, MAY 21! 3

JUBILEE CITYFEST WEEKEND
INFORMATION, MAY 27-29 3

DIVERSITY SPOTLIGHT 3

A GRACEFUL NEW BEGINNING –
HYUNDAI ROLLS OUT THE AMAZING
ALL-NEW AZERA FLAGSHIP SEDAN . . . 4

Chairman Chung Welcomes Montgomery Mayor to Korea

Continued from page 1

Hyundai developed a mission of producing high quality autos at affordable prices and guaranteeing them with the best warranty possible. The culture itself reflects a mind-set of taking care of the needs of others. Mayor Bright and the Montgomery delegation experienced the custom of serving others and complete respect for humanity. They also enjoyed sampling popular Korean dishes, such as Kimch'i (pickled vegetables), Chokkal (pickled fish), Dongchimi (radish kimch'i in water), Kui (broiled

meat), Deok (rice cakes), Sea Cucumber and Octopus.

It is also fitting that all who are a part of the Hyundai family are referred to as Team Members. Life in Korea has long been centered around tightly knit families. Much pride is taken in one's family, and Korean history reveals a country rich in tradition and renowned for strong work ethic. The Mayor and delegation enjoyed the beauty of the country and the warmhearted spirit of the people, and returned to Montgomery with a renewed commitment to Hyundai's success in Alabama.



Quality Corner

Quality is Everyone's Responsibility



HMMA Kicks Off BMS Internal Audits

In February, the HMMA Business Management System (BMS) Implementation Team conducted the first round of internal audits. Six to ten audits per month are scheduled over the next 14 months in preparation for a third-party ISO/TS 16949 Certification audit target of May 2006. The audits focus on the key business practices and processes in each department and serve to highlight any areas for improvement in the HMMA BMS which may hinder HMMA certification. The audit results provide important feedback to the responsible department for improvement.

In order to attain our aggressive audit schedule, HMMA has trained a group of 20 internal auditors who successfully completed a 3-day, intensive internal auditor course in November 2004. The trainees were recognized in an awards ceremony on Tuesday, March 29, 2005.



The Internal Audit Team is recognized for achievement. Shown from left to right: (back) Mark Stover, Mickey Phillips, Samantha Meyer, Denise Ballen, Kyan Shim, Jeff Newberry, Mary Wallace. (front) Keisha Woodyard, Rashmit Loomba, TheRessa James. Not pictured: Shateka Beacher, Greg Stroud, Khang Martin, Jonathan Schooler, Keith Williams, Sheron Rose, Ron Bishop, Patrick McDonald, and Avis Stowe.

Team Members Take on a New Look

HMMA has selected a new team wear provider, Montgomery-based McKee Southern Marketing. New Team Members as well as Team Members who have been with HMMA for a minimum of 18 months will be provided with the new team wear at no charge. Team Members who have been with HMMA for less than 18 months are able to purchase the new team wear at their own expense.

Team Members who have achieved 18 months of service will receive a notice from General Affairs regarding their re-issue date and time.

Team Members can select

Team Members Jennifer Lowery (left), Finance, and Eural Madry, (right) Team Relations, Engine Shop, model the new approved HMMA Team Wear.



10 items, a hat and a belt from the approved team wear standard issue items. Team Members may purchase optional items at their own expense. Team wear is re-issued every 18 months.

The selection of items has changed somewhat, but previous team wear items will remain a part of approved team wear.

Weekly Schedule:

Monday and Tuesday Afternoons – 1 p.m. –
Training Center, New Hire Orientation

Tuesday Mornings – 9 a.m. – 12 p.m. –
Administration Building, First Floor

Thursdays – 9:00 until 4:00 –
Administration Building
(Thursdays are for re-issue orders.)

27th Annual Jubilee CityFest Run: New Date, May 21!

The 27th Annual Jubilee CityFest Run will get Jubilee CityFest off to a "running head start" in 2005! HMMA is a sponsor of Montgomery's largest running event. Traditionally held on the Saturday of Memorial Day Weekend during Jubilee CityFest, the run will be a week earlier, on **Saturday, May 21**. The Jubilee CityFest Run will be in the spotlight this year as it hosts the 2005 Road Runners Club of America (RRCA) Southern Region 8K Championship.

Both the 8K (4.96 miles) and the 2 mile "Lightning Route" start in historic downtown Montgomery, with challenging courses and the exhilaration of a final stretch that takes runners in front of the Alabama State Capitol to the finish line on Commerce Street. The Montgomery Track and Running Club (MTRC) conducts the races. Again this year, Jubilee CityFest will host a kids only (ages 6 and younger) Fun Run on Water St. All finishers of this short race will receive an award.

Race Contact

For race information, call Race Director West Marcus early evenings or weekends at (334) 263-2424 or e-mail grahare@aol.com. Additional information may be found at www.montgomeryrunners.org. For a map of the run course, visit www.jubileecityfest.org. You may register the day of the race for the same price as pre-registration, as well. The cost is \$25 per runner.

Jubilee CityFest Weekend Information, May 27-29

For the 13th year in a row there will be over 65 local, regional and national bands performing non-stop on three stages for the entire Memorial Day weekend, featuring REO Speedwagon, Lone Star, Boyz II Men, Phil Vassar, Black Crowes, Steven Curtis Chapman and over 40 other acts.

For additional information, including a complete list of entertainment and special events scheduled for Jubilee CityFest weekend, contact Jubilee CityFest, P.O. Box 670, Montgomery, AL 36101; (334) 834-7220; e-mail: cityfest@jubileecityfest.org; web site: www.jubileecityfest.org.

Runners participating in the Jubilee CityFest Run are eligible for discounted tickets to Jubilee CityFest. For more information or to order tickets, call (334) 834-7220 or e-mail cityfest@jubileecityfest.org, subject line "runner's discount." Discounted tickets are \$29 for a weekend pass and are available until May 6.

JUBILEE CITYFEST TICKETS NOW AVAILABLE AT HMMA

Beginning Monday, April 11, Jubilee CityFest tickets went on sale at all SouthTrust Bank locations, including Hyundai's branch, located on the first floor of the Administration Building.



DIVERSITY SPOTLIGHT

Want to develop effective working relationships with fellow Team Members? Start with similarities, not differences, among people when you build relationships. Effective work relationships are critical for success. If we start by recognizing the ways in which we are similar to each other, we'll build a base of understanding and acceptance that will withstand the sometimes stormy times when differences come to the forefront. Source: Tip 1: Just Like Me: Search for Similarities by Susan M. Heathfield (http://humanresources.about.com/od/diversity/l/bl_diversity.htm).

A GRACEFUL NEW BEGINNING – HYUNDAI ROLLS OUT THE AMAZING ALL-NEW AZERA FLAGSHIP SEDAN

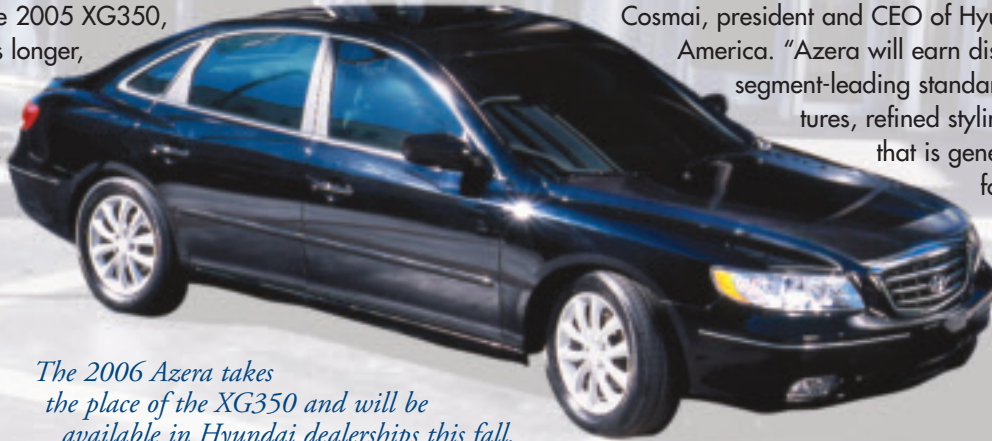
The all-new elegant 2006 Hyundai Azera sedan will take the place of Hyundai's flagship sedan, the XG350.

Its name derives from the phrase: "the era of A to Z." The name Azera also recalls the French word "azure" – the color of blue skies, an optimistic color that reflects Hyundai's focus on the future.

Compared to the 2005 XG350, the all-new Azera is longer, wider and rides on a wheelbase stretched 1.1 inches over the XG350. The interior also benefits from the

increased exterior dimensions, as it is larger than its predecessor, and has more interior room than the BMW 760i and Mercedes-Benz S-Class.

"The Azera is the third of seven all-new or redesigned Hyundai vehicles to be launched in a 24-month period, completely revamping the Hyundai lineup," said Robert F. Cosmai, president and CEO of Hyundai Motor America. "Azera will earn distinction for segment-leading standard safety features, refined styling, and content that is generally reserved for higher-priced luxury sedans."



The 2006 Azera takes the place of the XG350 and will be available in Hyundai dealerships this fall.



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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.