

insights



HMMMA News
HYUNDAI MOTOR MANUFACTURING ALABAMA
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HYUNDAI PROUD TO SUPPORT VICTIMS OF HURRICANE KATRINA

Aid Includes \$1 Million Donation, New Car Rebates and Deferred Car Payments Offered in Louisiana, Alabama and Mississippi

On Tuesday, September 6, Hyundai presented a monetary gift of \$1 million to the State of Alabama's "Governor's Emergency Relief Fund" to help meet the needs of Alabama citizens who are not covered by insurance or Federal Emergency Management Agency claims resulting from this disaster.

"Everyone at Hyundai is deeply concerned for those who have been impacted by this terrible storm," said Hyundai

Motor Manufacturing Alabama President Joo Soo Ahn. "We are committed to working together to help bring rapid relief to victims."

In addition to the corporate gift, Hyundai will match 100 percent of employee donations to the American Red Cross. Two blood drives have also been planned to allow Hyundai Team Members the opportunity to give the gift of life.

"We are devastated by this tragedy

and feel deeply for all those affected," said Robert Cosmai, president and CEO of Hyundai Motor America. "Our thoughts and prayers are with everyone impacted by Hurricane Katrina, and we hope that our efforts will make a difference to those in need."

In an effort to alleviate some immediate financial burdens of Hyundai customers and all other car owners, Hyundai is offering residents of Louisiana, Alabama and Mississippi a \$750 rebate

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HMMMA President J.S. Ahn presents Gov. Bob Riley a \$1 million check to aid the victims of Hurricane Katrina.

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"I would like to extend our deepest condolences to the people of the State of Alabama and to all of the victims of Hurricane Katrina who have suffered during this time of tragedy. Our hearts go out the families and loved ones of those who have lost."

Chairman M. K. Chung

on the purchase of any new Hyundai vehicle to anyone whose vehicle was damaged by the hurricane.

Additionally, Hyundai Motor Finance Company (HMFC) is offering customers in the affected areas the option to defer up to

three monthly payments without paying a deferral fee, and HMFC will also waive late charges for the victims.

Hyundai will also offer any Hyundai owner in the affected area a free safety check of their vehicle. Owners will be able

to go to any Hyundai dealership in the states of Louisiana, Mississippi and Alabama, and the service department will check all major systems to see if the weather has caused any safety-related damages.

Road Test: Hyundai Sonata GLS Hubba-Hubba!

*Excerpt taken directly from Newsweek,
Aug. 29-Sept. 5, 2005 issue*

It's the revenge of the nerds. The story of the Sonata, Hyundai's midsize family sedan, goes like this: the school geek is all grown up, and now he looks like George Clooney. Well, maybe not George as much as Patrick Dempsey. Nineteen years after South Korea-based Hyundai made its American debut with the supremely shoddy Excel, the brand has morphed into a quality product. No, really. The completely redesigned Sonata, built at Hyundai's new plant in Alabama, looks and moves like an A-list car.

Wearing a 3.3-liter, six-cylinder, 235-horsepower engine, the new, suave Sonata tears up the pavement. And with twin chromed tailpipes and a physique resembling the Honda Accord, the Sonata is certainly attractive. As for ride comfort, you can't do better for the price. It's roomy with soft, terry-cloth-like seating, and has goodies like excellent air conditioning and a leather-wrapped tilt steering wheel with audio controls. It also has a confidence-inducing five-year, 60,000-mile warranty. It's a great coming-of-age story; you won't call this duckling ugly anymore.

J.D. Power's Initial Quality Study Definition

*"To be recognized as a world-class company,
we must achieve world-class results."*

Chris Susock, Senior Manager, Quality Control

The J.D. Power's Initial Quality Study (IQS) measures 135 attributes across nine categories, including ride/handling/braking, engine and transmission, and a broad range of quality symptoms reported by vehicle owners after 90 days of ownership. The Sonatas that HMMA is currently building will be included in the 2006 J.D. Power's IQS survey, which will be published in May 2006.



Team Member
Receives Top Honor

HMMA Team Member Staff Sergeant Andrew Smith, Paint Department, recently received the 2005 Governor's Outstanding Enlisted Representative Award. Congratulations, Andrew!

Did you know?

- HMMA ships out 80 percent of its vehicles to dealers by train and 20 percent by truck.
- The HMMA Vehicle Processing Center (VPC) parking area holds more than 6,000 cars and is capable of shipping 1,300 cars per day.
- When operating at full capacity, trucks will deliver new shipments of parts to HMMA approximately every 50 seconds.
- There are 72 HMMA suppliers across North America.
- There are currently 670 Hyundai dealers across the country. This number has increased 80% over the past five years.
- HMMA's vehicles will be sold in the United States and Canada.

Hyundai Redefines Its People-Mover Portfolio with All-New 7-Passenger SUV and 6-Passenger Crossover

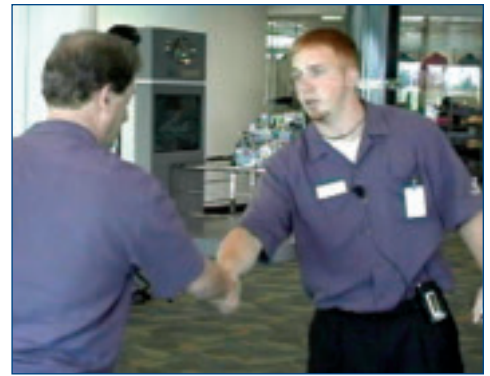
Hyundai Motor America recently announced plans for two all-new vehicles with six- and seven-passenger seating. These vehicles – an innovative six-passenger cross-over similar to the Portico concept vehicle shown at the Chicago Auto Show this February, and a seven-passenger unibody SUV – will be launched in place of the traditional minivan Hyundai had previously announced.

“When we considered the evolution of the minivan, cross-over, and SUV segments; the changing needs of our target customers; and the development of our Hyundai brand toward refinement, leadership, and innovation, we felt the best strategy was to focus on unique crossover and SUV solutions, and leave the traditional minivan for others,” said Robert Cosmai, President and CEO of Hyundai Motor America. “With this move, Hyundai is saying we’re absolutely committed to delivering our new brand identity and ensuring we stay appropriately differentiated from other brands. The long-term benefit of these two all-new, innovative products far out shadows the value the minivan might have delivered to our customers, our dealers and our brand.”

The all-new SUV will seat seven adults in a package about the same size as the Honda Pilot and Ford Explorer and will enter production late next year. “This is a new and innovative approach to the segment -- we see it setting a new benchmark that combines modern design, sophisticated engineering and creative packaging for consumers who need seating for seven,” said John Krafcik, Hyundai’s Vice-President of Product Development and Strategic Planning. “With a powerful, efficient and refined 3.8-liter V-6 engine; 6-speed automatic transmission; seating for seven adults; and segment-leading standard safety equipment like Electronic Stability Control and side curtain airbags, we’re confident this new product will raise the bar for safety, sophistication and value in the upper-midsize SUV category.”

Hyundai’s new crossover vehicle, scheduled to launch about two years after the new SUV, will feature a unique seating layout and a remarkable level of passenger/cargo flexibility. “We’ve been encouraged by the response to the Portico concept vehicle we showed in Chicago this year, and the design team has continued to make great progress, so we’re accelerating the development of the production version,” said Bob Cosmai. “This is the type of vehicle we want people to associate with the Hyundai brand – it’s a breakthrough concept with style, safety and interior flexibility that will provide an exciting alternative to a traditional minivan.”

AND THE WINNER IS...



Robby Boleman, of Jim Ellis Hyundai in Atlanta, Georgia, won the 2005 Regional Walk-Around Competition held at HMMA on Friday, August 26, taking home \$3000 and a trophy.

The top ten Hyundai salespersons in the Southern Region gathered in the Visitor's Center at HMMA on Friday, August 26, for the 2005 Hyundai Walk-Around Competition. The competition required each salesperson to “sell” the 2006 Sonata to a potential buyer in front of a panel of judges. Each contestant had 15 minutes to show off their Sonata knowledge. The day culminated with dinner at The Legends at Capitol Hill in Prattville, where the top three winners were announced. Robby Boleman, of Jim Ellis Hyundai in Atlanta, Georgia took the top honor, for which he received \$3000. Kenneth Berton of Wilmington, North Carolina Hyundai won second place, taking home \$1000, while Monroe Wright of Alexandria, Virginia Hyundai won third place and \$500. All winners received a trophy.

The Southern Region consists of 126 dealerships located in Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Maryland and Washington D.C. More than 1,518 salespeople competed for the honor of top Hyundai salesperson.

Supplier Spotlight

ENGELHARD CORPORATION

Product: Catalytic Converter Systems, Ozone Converters, Air Purifiers

Location: Huntsville, AL

Jobs: 730

HMMA ASSISTS WITH HURRICANE RELIEF EFFORTS

The victims of Hurricane Katrina have been at the top of everyone's thoughts and prayers. Many have expressed the desire to help the thousands of suffering neighbors affected by this disaster. HMMA contacted the largest and most

reputable relief organizations to find out how we can best help. They all agreed



that the most immediate and desperate needs are money and blood. For this reason, HMMA provided the opportunity for Team Members to contribute in these two areas.

On September 2 and 7, Team Members had the opportunity to donate money to the American Red Cross. In addition, HMMA organized two on-site blood drives. The first blood drive was held by the American Red Cross on Thursday, September 8.



The second blood drive, conducted by Lifesouth, will take place Monday, September 12, from 6:30 a.m. until midnight in the Sonata Room, located inside the Visitor's Center.

The American Red Cross monetary and blood donations will be made available to disaster victims throughout the region.

The impact of this disaster will be with us for many months, and possibly years, to come. HMMA will continue to seek ways to assist victims of Hurricane Katrina. Your assistance in this Team effort is greatly appreciated.

"Immediately following Hurricane Katrina, the Diversity Department received numerous calls, e-mails and visitors who were all anxious to assist in the disaster relief efforts. As always, the members of the Diversity Action Team responded quickly, offering to help collect donations and assist with the blood drives. I am proud to be a part of the HMMA Diversity Action Team and am thankful for all their assistance during this great time of need. I am also very thankful for all the Team Members who donated blood and/or funds to help the hurricane victims."



*Melinda Stallworth,
Diversity Department*



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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.