

insights



HMMA News
HYUNDAI MOTOR MANUFACTURING ALABAMA

October 7, 2005

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HMMA and Team Members Contribute Over \$10,000 to the American Red Cross

On Monday, September 26, HMMA presented the American Red Cross with a check for \$10,040.10 to aid the Hurricane Katrina Relief efforts. HMMA matched the \$5,020.05 contributed by Team Members.

From left to right, Jackie Buck, American Red Cross President and CEO; Keith Duckworth, HMMA Deputy President and CAO; Kellie Hodge, American Red Cross Sr. Director of FundRaising; Emily Wheeler, HMMA Internal Communications Specialist; and Greg Kimble, HMMA Director of Human Resources proudly display the check contributed to the American Red Cross. The monetary donation will aid Hurricane Katrina disaster relief efforts.



Hyundai Returns as Presenting Sponsor for Nationwide Tour Championship October 24-30 in Prattville, Alabama

HMMA is the presenting sponsor of the 2005 Nationwide Tour Championship to be held on October 24-30, 2005. It will be played on the Robert Trent Jones Golf Trail at Capitol Hill in Prattville for its fifth consecutive year. **All HMMA Team Members will be allowed to enter at no charge by showing their HMMA badge.** In 2004, the Nationwide Tour Championship raised more than \$65,000 for various Alabama charities. The Championship will consist of the top 60 money winners on the Nationwide Tour. The top 20 players will receive their PGA cards for the 2006 season. National television coverage will be provided by The Golf Channel.

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For more information, go to <http://www.pgatour.com/tournaments/h045>

Consumer Perception

Dear Hyundai Motors,

This weekend, I took a two-day trip and in the process, I rented a car. The car I received was your 2006 Hyundai Sonata. I'm writing you to let you and your company know how very pleased I was and am with the experience. I never thought that car would have the smooth ride, power, and luxury that it did. I had actually gone to visit my best friend who drives a Jaguar S-type, a car I was always impressed with, but the Sonata really changed my mind. After driving the Sonata, I feel that it performed just as well if not better than my friends Jaguar. I normally wanted to drive his car when I visited, but I really didn't want to this time.

I'm not sure if you receive many letters from customers letting you know that they are satisfied with your product, but I feel if someone has done a great job at something then they should be praised. Again, I want to say thank you and I promise that when I'm able to, my next car will be a 2006 HYUNDAI SONATA, and again, thank you.

Sincerely,

Jerry Keys, San Diego, CA

HMMA Public Relations Department Wins Two Prestigious Awards

The Public Relations Department recently submitted entries in two different categories in the annual awards of the Public Relations Council of Alabama (PRCA). Both entries, which were judged by public relations professionals in Nashville, received an award. The announcement was made at the PRCA annual conference and awards banquet in Huntsville.

HMMA won the following two prestigious awards:

- 1) *Insights*, HMMA's internal newsletter, received a first place Medallion Award in the Total Publications Category.
- 2) HMMA's Grand Opening received a second place Award of Excellence in the Special or One Time Program Category.

One hundred and twenty entries were submitted. The judges considered planning, originality, creativity, the effectiveness of communication, budget utilization, and the role of the person who submitted the entry into the competition.

PRCA is a professional organization of more than 450 members in six chapters throughout the state. It exists to foster relationships and the exchange of ideas among PR practitioners and to promote the profession and a high standard of conduct by its members.

HYUNDAI SONATA WINS AUTOMOTIVE EXCELLENCE AWARD FOR SAFETY *POPULAR MECHANICS* Magazine Honors Alabama-Built Sonata

Hyundai Sonata captured one of *POPULAR MECHANICS'* inaugural Automotive Excellence Awards, winning the safety category. The award was announced in the October issue of *POPULAR MECHANICS*, one of the largest and most trusted monthly magazines, reaching more than 9 million readers.

The all-new Sonata sets a new standard for safety equipment with six standard airbags (dual front, front seat-mounted side-impact and front and rear passenger side curtain airbags), standard active front head restraints, standard ABS and, for the first time in the midsize sedan segment, standard Electronic Stability Control (ESC) with Traction Control.

"We're especially honored that Sonata was chosen by *POPULAR MECHANICS'* editors as embodying excellence in safety," said Bob Cosmai, president and CEO of Hyundai Motor America. "The all-new Sonata celebrates Hyundai's commitment to lead the auto industry in the standard application of the most effective safety technologies."

"The Sonata truly merits the *POPULAR MECHANICS*

Automotive Excellence Award for safety because it offers a full complement of both active and passive safety features as standard equipment in every model," said Don Chaikin, automotive editor, *POPULAR MECHANICS*. "By expanding the universe of automotive safety from the luxury end of the market to the very affordable, every-man end, the Sonata has broken new ground and crushed what amounted to very real market barriers."

POPULAR MECHANICS' editorial staff selected Sonata after driving hundreds of thousands of miles in well over 100 different new cars, trucks and SUVs.

"The positive reaction from consumers and the automotive press to Sonata's segment-leading safety equipment has been rewarding," said John Krafcik, vice president, Product Development and Strategic Planning, Hyundai Motor America. "Winning the *POPULAR MECHANICS* Automotive Excellence Award for safety is further validation that Hyundai's leadership in standardizing the industry's most effective safety technologies – like Electronic Stability Control and side impact air curtains – will continue to resonate in the market."

BENEFITS UPDATE

MEDICAL COVERAGE

HMMA offers all regular full-time Team Members a medical PPO plan. Team Members are responsible for only five percent of the cost. There are two options:

	HIGH OPTION	BASIC OPTION
Family cost	\$14.54	\$13.54
Single cost	\$5.70	\$4.70
Office visits	\$15.00	\$20.00
Annual deductible	\$100 pp/\$200 pf	\$200 pp/\$400 pf
Annual out-of-pocket max	\$500 pp/\$1,000 pf	\$1,000 pp/\$1,500 pf
Inpatient hospital deductible	\$0	\$100
Percent of coverage (most)	100%	
Prescription Drug Card Program Co-pay	\$5 Generic; \$10 Preferred Brand; \$20 Non-Preferred Brand	

DENTAL COVERAGE

HMMA dental coverage includes 100 percent of the allowance for diagnostic and preventive services; 80 percent of the allowance for basic and supplemental basic services; and 50 percent of the allowance for prosthetic, periodontal and orthodontic services. The deductible is \$25 per person and \$50 per family for each calendar year. Coverage is included in the Blue Cross Blue Shield medical coverage plan and is at no additional cost to Team Member.

VISION COVERAGE

Coverage for vision testing, exams, conventional lenses, contact lenses and frames is 80 percent of the billed amount, no deductible up to \$250 per person per calendar year. Coverage is included in the Blue Cross Blue Shield medical coverage and is at no additional cost to Team Member.

DIVERSITY CORNER

Diversity Department Seeks Volunteers

The HMMA Diversity Department is searching for Team Members who would like to volunteer their time to serve on the HMMA Diversity Action Team (DAT). The Diversity Action Team officially began in October 2004, led by the HMMA Executive Management Team. Some of the activities the DAT members have been involved with include: HMMA Grand Opening activities, HMMA Family Tour Days, Annual United Way Fund Drive, Annual HMMA School Supply Drive, HMMA Holiday Party, March of Dimes-Walk America, Annual Toys for Tots Collection and Voter Registration Drives.

DAT Facts

- Diverse membership is encouraged. All Team Members are invited to be a part of the Diversity Action Team.
- Meetings are held quarterly in January, April, July and October.
- The Diversity Action Team promotes diversity and

inclusiveness at HMMA by using a combination of cultural, civic and business knowledge. Members plan activities and programs for Team Members in an effort to promote an inclusive environment and assist HMMA in identifying issues, needs and opportunities within the company. They involve Team Members in the community outreach portion of the diversity program and report to the HMMA Executive Diversity Council.

- The Diversity Action Team supports the development of a "valuing diversity" process directed toward achieving the HMMA vision. Helping all Team Members adapt to changes occurring in our workforce, work practice, and work environment is a primary focus. This includes supporting diversity training, providing referral and resource information, supporting corporate diversity initiatives, and coordinating diversity activities.

If you are interested in joining the Diversity Action Team, contact the HMMA Diversity Department for more information: Phone: (334) 387-8103; Fax: (334) 387-8297; E-mail: mstallworth@hmmausa.com.



Diversity Action Team Members Denise Ballen, Richetta Echols and Keith Eakins assist in the 2004 Voter Registration Drive. The drive is just one of the many activities Diversity Action Team Members participate in annually.

Korean Culture: Chuseok (Korean Thanksgiving Day)



HMMA celebrates Chuseok by serving traditional Korean foods in the Administration café. LaShanda Griffin, left, and Sally Thrasher, right, serve gimbob and songpyun to celebrate the Korean holiday.

Celebrated for centuries as the lunar-based Fall Harvest Festival, Chuseok is among the most important of Korean holidays, a day filled with family and tradition. Most Koreans travel to join their family and celebrate traditional customs of Chuseok, including ancestral memorial rituals, followed by a day of family activities and special foods. The official holiday in Korea was celebrated from Saturday, September 17, through Monday, September 19.

Busy Moms Approve! Hyundai Tucson Wins 2005 Mother Proof™ Award for Best Overall Value

The Hyundai Tucson SUV earned honors from Mother Proof™, LLC (www.motherproof.com) as the Best Overall Value in its annual awards honoring vehicles best suited for busy moms. Tucson features noted for their appeal to mothers included: seating for five, six airbags standard, plenty of rear-seat leg room (rear-facing infant seats fit easily), good gas mileage for an SUV (19/24 MPG), smooth car-like ride and trimming details that make the car seem more expensive than it is.

Team Members Turn Out For Family Tour Day

HMMA's second Family Tour Day was a great success! More than 1350 Team Members and guests toured the plant. They started arriving before 8 a.m. and came throughout the entire day until after 4 p.m. Between the two Family Tour Days, a total of 2094 Team Members and guests toured the plant.



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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.