

insights



HMMA News
HYUNDAI MOTOR MANUFACTURING ALABAMA
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Team Member Receives Point of Light Award



Keith Eakins, center, accepts the Minority Business Development Point of Light Award from representatives from the Montgomery Area Chamber of Commerce.

Keith Eakins, HMMA Assistant Manager of Minority Supplier Development, recently received the Minority Business Development Point of Light Award from the Montgomery Area Chamber of Commerce.

The award honors Keith for his work in promoting economic development and minority business in the River Region.

Eakins received the award during the Chamber's third annual Minority Business Development Forum on Tuesday, March 14. The forum is designed to give minority business leaders a chance to meet civic and chamber leaders and learn more about the economic landscape of the city and region.

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SAFETY TALK In Case of an Emergency

If there is a medical emergency, fire, chemical spill, security threat or a utility emergency, call ext. **8900**. If you are not near a phone and have an HMMA hand-held radio, turn to **BASE Channel** (channel 15 on all radios) and notify Security of the emergency.

Make sure you give the following Information:

1. Nature of the emergency
2. Location: (Building) and (Column Number)
3. If medical emergency, let security know the type of medical emergency you or a Team Member may be having
4. Your name
5. Telephone extension calling from and how to re-contact
6. Stay online until told to hang up by Security

Emergency phone stickers are available from the Safety Department.

Hyundai Heavy Industries Digs Up Some Dirt at HMMA



Salesmen test construction equipment Hyundai Heavy Industries Co. Ltd. displayed at HMMA.

On Thursday, March 9, more than 70 North American Heavy Industries' salesmen were treated to a special tour of HMMA to learn more about Hyundai's first U.S. automotive manufacturing plant. Following the tour, on Friday, March 10, the salesmen visited with Hyundai Heavy Industry corporate representatives to familiarize themselves with the massive construction equipment that Hyundai Heavy Industries had on display at HMMA.

Hyundai Heavy Industries Co. Ltd., based in Ulsan, Korea, produces a broad range of construction equipment and forklift trucks. The Construction Equipment division was initially created in 1985, as part of the Heavy Machine division, but soon gained independence as an autonomous division in 1987. By 1988, the first in-house designed excavators were launched in the domestic Korean market. By 1991, as the product range expanded, the export potential of Construction Equipment was realized, and a Chicago, Ill. branch office was established.

Kia Motors Corporation Announces Plans to Locate in Georgia

Kia Motors Corporation (KMC) recently announced plans to construct a \$1.2 billion automotive assembly and manufacturing plant in West Point, Georgia, at a ceremony attended by KMC President E.S. Chung and Georgia Gov. Sonny Perdue in Seoul. The facility will be Kia's first manufacturing plant in the U.S. and will begin production in 2009.

"The decision by KMC to build a manufacturing plant in the United States demonstrates their confidence in our ability to further grow sales in the North American market," said J.H. Lee, president and CEO, Kia Motors America. "The plant is an important development to support our sales goals over the next decade."

Since coming to market in the United States, Kia has expanded to a full product line of vehicles and enjoyed 12 years of consecutive sales records, including 275,871 vehicles in 2005. Most recently, KMA posted record sales for the month of February 2006, and is 3.2 percent ahead of its record-setting 2005 sales pace.

Kia Motors America -- the sales, marketing and distribution

arm of Kia Motors Corp. in Seoul, South Korea -- offers a complete line of vehicles through more than 630 dealers throughout the United States. Kia Motors Corporation -- one of the fastest growing automakers in the world -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Kia's 12 manufacturing and

assembly operations in seven countries produce more than 1.1 million vehicles a year that are sold and serviced through a network of distributors and dealers covering 160 countries. Kia today has over 32,500 employees and annual revenues of over \$1.5 billion. It is the major sponsor of the Australian Tennis Open and an

official worldwide sponsor of the Davis Cup. From 2007 to 2014, Kia will be an official automotive partner of FIFA -- the governing body of the FIFA World Cup. Kia Motors Corporation's brand slogan -- "The Power to Surprise"-- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.



Editors Note: The story, "Safety Talk: Shoe Requirements," that ran in the March 17 edition of *Insights* was intended for General Assembly Team Members ONLY. Other departments must adhere to their shoe requirements.

River Region Walk America 2006

April 29th at 8:00 am

Union Train Shed Downtown, Montgomery



For information to sign up contact: Hollie Selfridge ext. 8801
or Donna Barnhart ext. 8781



2007, Santa Fe HMMA's key to further success

By Kevin Graham, Manager, Quality Control



Over the past year, HMMA has realized a tremendous positive market acceptance of our Alabama-built Sonata. Most of us have seen the awards and accolades from various industry journals and experts so we know that we are doing well. Yet, the most recent warranty and claims data reveals success beyond our expectations...a testament to everyone's hard work and effort.

As we all know, HMMA has committed to producing a high-quality vehicle, and through your efforts, we have accomplished this task. However, this is the type of task that is never-ending. We cannot afford to believe that our goals have been reached or the trek has ended. Building a high quality vehicle is an endeavor that we must strive to improve upon daily. This will ensure the longevity of our company and prosperity associated with that.

Now that we are about to embark on yet another vehicle launch, we must strengthen our focus and resolve to build quality into the vehicle, one unit at a time. The launch of the Santa Fe is another step that Hyundai must do with the same success and accomplishment as the Sonata. Skeptics will be eager to state that the Sonata's success was a fluke, a chance happening. To silence all cynics, we must commit to achieving JD Power's Best in Class and Plant Award for the Santa Fe—an aggressive goal that we are confident is within our grasp for the Sonata. It will serve as a notice of our commitment to quality and our abilities at HMMA.

As we begin the launch and ramp-up of the Santa Fe, it will be extremely important for all of us to remember the basics of our job roles. Issues will surface; concerns will arise. How we react to these problems will dictate the level of success that we achieve. It is the level of discipline that we commit to every day that will ultimately determine our level of success. It is time to prepare for yet another challenging milestone here at HMMA. With the same level of communication, confidence and self-discipline to do the right thing, we can make this Santa Fe one of the most successful new vehicle introductions that the global market has ever seen.

DIVERSITY CORNER Deaf History Month March 13 – April 15

Did you know that one in ten Americans is either born deaf or has acquired some form of hearing loss due to accident, illness, noise, heredity or aging? Alabama is home to more than 16,950 people who are deaf and more than 200,965 people considered hard of hearing. One of the greatest misunderstandings deaf people say they face is that people think they are stupid. "Whenever I write a note to (a hearing person) and it doesn't come out in perfect English, they assume I am dumb, when I am just as intelligent as everyone else," said Lloyd Billingsley, a retired machine operator. American Sign Language (ASL), used by many deaf people, is visual and recognized as a foreign language with its own grammar and rules. The misconception is that ASL is "English on the hands" and translates word-for-word into English.

Several pioneers in the deaf community include:

- Thomas Edison, an inventor and scientist received 1,093 patents and said that his deafness helped him concentrate on his experiments and research.
- Helen Keller, deaf and blind author and lecturer, received many honors for her global advocacy on human rights. Keller was born in Tuscumbia, Alabama.
- Andrew J. Foster, a deaf American educator, founded thirty-one schools with many programs for deaf people in several African countries.
- Heather Whitestone, an Alabama native, was crowned "Miss America" in 1994, becoming the first physically challenged Miss America in the pageant's history.
- Ludwig van Beethoven, who, despite losing his hearing late in life, continued to compose what many believe to be some of the greatest music ever written.

Other interesting facts:

- Statistics prove that deaf people live longer than hearing people.
- There are approximately 28 million hearing-impaired persons in the U.S.
- Nationally, deaf people have safer driving records than hearing people.
- The huddle formation used by football teams originated at Gallaudet University in Washington, DC, to prevent other schools from reading their sign language.
- The man who invented shorthand, John Gregg, was deaf.
- Alexander Graham Bell, inventor of the telephone, was originally an instructor for deaf children and invented the telephone to help his deaf wife and mother to hear.
- A deaf center-fielder for the Cincinnati Reds, William Hoy, invented the hand signals for strikes and balls in baseball.

Hyundai Wins 'Green' Vehicle Honors

Several Hyundai models have been selected for the Washington, D.C.-based American Council for an Energy-Efficient Economy's (ACEEE) list of the year's most environmentally-friendly vehicles. The ACEEE announced Hyundai's environmental scores part of its Green Book® Online, the ninth annual edition of ACEEE's environmental guide to cars and trucks, available at GreenerCars.com.

The Hyundai Accent ranked sixth among all makes and models for being one of the "Greenest Vehicles of 2006." Within the compact segment, the Accent was also given a "superior" class ranking.

The ACEEE also gave the Hyundai Elantra a superior ranking in the mid-size car category. The Elantra's green score topped manual transmission vehicles in its class. Additionally, the Sonata topped the large-car segment and was selected by ACEEE as one of the year's "Greener Choices."

"Hyundai's scores in the ACEEE rankings illustrate our ongoing commitment to designing and developing cleaner, more fuel-efficient technology," said John Krafcik, vice president of strategic planning and product development. "We are pleased to be ranked among the industry's most environmentally friendly vehicles."

Widely regarded as a leading buyer's guide to environment-friendly passenger cars, trucks and SUVs, GreenerCars.com provides the facts necessary to examine the eco-performance of any 2006 model. Vehicles are analyzed on the basis of a "Green Score," a singular measure that incorporates unhealthy tailpipe emissions, fuel consumption and the emissions of gasses that cause global warming.

HMMA Cookbook

From the Kitchen of:

Kimberly Abrams, Body/Weld

Name of Dish/Recipe:

22-Minute Cake

Type of Dish: Dessert

Origin of Recipe: American

Ingredients:

1/4 cup cocoa	1/2 cup of oil
2 cups of self-rising flour	1 teaspoon baking soda
1/2 cup of buttermilk	1 stick margarine
1 cup water	2 cups sugar
2 eggs, slightly beaten	

Recipe instructions:

Mix cocoa, margarine, oil and water and bring to a boil. Sift flour, soda and sugar. Pour over liquid mixture. Add eggs and buttermilk. Bake at 400 degrees for 22 minutes or until done in a 9 x 13 inch pan.

Icing

3 tablespoons cocoa	1/2 stick margarine
4 to 5 tablespoons milk	1 box powdered sugar
1/2 cup chopped walnuts	

Bring first 3 ingredients to a boil. Add powdered sugar until it is spreading consistency. Add nuts and pour over cake while hot.



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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.