

insights



HMMA News
HYUNDAI MOTOR MANUFACTURERS ASSOCIATION
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HMMA Leaders Make Quality Pledge

HMMA leadership and suppliers, special guests and Team Members gathered on August 1st for the 2007 J.D. Power Commitment Ceremony. Guest speaker Don Dees, HMA Vice President of Service, remarked on Hyundai's continuing quality improvement, while offering suggestions on how HMMA can improve in the coming year. During the ceremony, he, along with President J.S. Ahn and all attendees, pledged to strive to win the J.D. Power IQS Segment and Best Plant Award in 2007. Following the pledge, they signed a commitment board, further signifying their commitment to quality.

HMMA Vice President of Service Don Dees, left, and HMMA President J.S. Ahn, right, pledge their dedication to quality by signing the J.D. Power Commitment Board.



Pictured above, Director of Production John Kalson signs the 2007 J.D. Power Commitment Board.

HMMA Helps Save Babies

HMMA recently raised \$8,818.00 for WalkAmerica. As the March of Dimes biggest fundraiser, WalkAmerica supports research and programs to help babies across the country get a healthy start. WalkAmerica participants have raised more than \$1.5 billion since 1970 to bring the March of Dimes closer to saving all babies from premature birth and other serious infant health problems. "Congratulations on a wonderful fundraising year...You are appreciated," said Pat Arrington of March of Dimes' Central Division, Alabama.



INTRODUCING Team Member Vacation Package Assistance

Trying to plan a vacation or looking for something to do on the weekend? Assistance is now available to help you coordinate your next adventure. Contact David Colmans, Diversity Department, at 387-8104 or davidcolmans@hmmausa.com.

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BENEFITS UPDATE

Enhanced Preventive Care

Effective March 1, 2006, enhanced changes were made to HMMA's preventive benefits package. The new enhanced preventive care services will now include the following:

Preventive Office Visits

1. One visit every two years for ages 7-34 and one visit each year thereafter for age 35 and over
2. Benefits include history, examination, blood pressure, breast exams for females and digital rectal and prostate exams for males

Lab/Diagnostic Screening

1. Urinalysis and Complete Blood Count (CBC), when necessary
2. TB skin testing, when necessary
3. Cholesterol testing, once every 5 years

In addition to the above new benefits, your preventive care services will still include your current preventive benefits as follows:

Inpatient Visits for Routine Newborn Care

Well Child Care Exams

1. Nine visits the first two years of a child's life and one visit each year thereafter through age 6

Routine Immunizations

Lab/Diagnostic Screening

1. Pap smear for females, one each year
2. Mammogram for females, one baseline for ages 35-39 and one each year for age 40 and over
3. Prostate Specific Antigen (PSA) for males, one each year for age 40 and over
4. Fecal occult blood test, one each year for age 50 and over
5. Flexible sigmoidoscopy, once every three years for age 50 and over
6. Double-contrast barium enema, once every five years for age 50 and over
7. Colonoscopy, once every 10 years for age 50 and over

Sonata Continues to Set Sales Records

The Sonata retained its crown as Hyundai's number one selling car in America with sales of 14,039 units in July.



Hyundai Motor America announced sales of 47,205 vehicles for the month of July, improving on the one-month all-time sales record set in June. Hyundai's second-consecutive all-time record saw a sales increase of 6.2 percent over last July, raising 2006 year-to-date sales 4.6 percent over 2005. The 2006 Sonata continues to lead Hyundai's line-up, followed by the fuel-efficient Elantra which resonates with consumers as gasoline prices remain high. In July, Sonata sales improved by 43.7 percent over 2005. "The second half of 2006 has started off strong," said Mark Barnes, vice president, National Sales, Hyundai Motor America. "With another record-setting month, we're continuing the sales momentum established in the first half of the year."

Did You Know?

According to a recent study conducted by the Montgomery Area Chamber of Commerce, HMMA is the fifth largest employer in the Montgomery Metropolitan Area. Coming in first is Maxwell-Gunter Air Force Base, employing 12,280. The State of Alabama follows with 9,500 employees. Baptist Health comes in third with 4,300 and Montgomery Public Schools comes in fourth, employing 3,700.

INDUSTRY NEWS

Wilhite New COO

Hyundai Motor America (HMA) President and CEO, Ok Suk (Owen) Koh, recently announced that Steve Wilhite has been named Chief Operating Officer for the company. Wilhite will be responsible for the company's strategic development, sales, marketing, communications, parts and service. He will report directly to the President and CEO.

Santa Fe Earns High Safety Marks



The all-new 2007 Hyundai Santa Fe scored top marks with "Good" rankings in all categories, in the Insurance Institute for Highway Safety's (IIHS) rigorous 40 mph frontal offset crash test. The all-new Santa Fe, reclassified by IIHS as a midsize SUV for the 2007 model year, features extensive standard safety equipment with features like electronic stability control, anti-lock brakes and six airbags including head curtain airbags for all three rows of seats and front seat-mounted torso airbags.

Because the Santa Fe had been rated as "Good" in a prior IIHS frontal crash test, IIHS based its latest rating on a review of Hyundai's crash test results. After reviewing the data, IIHS said the test "dummy movement was well controlled. After the dummy moved forward into the airbag, it rebounded into the seat without its head coming close to any stiff structure that could cause injury." In addition, "measures taken from the dummy indicate a low risk of any significant injuries in a crash of this severity."

-Joe Szczesny, *The Car Connection*

Montgomery Educators Receive Diversity Training at HMMA

More than 100 administrators from Montgomery Public Schools (MPS) visited the Hyundai training center August 2 - 3 for diversity training. Attendees learned about multicultural communication as diversity expert Milton Creagh taught his method for resolving differences and understanding diversity.

Creagh estimates he has taught a similar program to more than 500 school districts or schools. He teaches that diversity means more than race. It also can mean socioeconomic differences, cultural and even technological divides

Among those attending were Dr. Carlinda Purcell, superintendent of MPS, State Superintendent Joseph Morton and State Board of Education Member Ella Bell. Administrators from Elmore, Bullock and Crenshaw public schools, community leaders and members of the clergy, and HMMA supplier representation from Dallas and Butler counties also attended the training.



Milton Creagh shares his message on diversity with more than 100 school administrators over a two-day seminar held at the HMMA Training Center on August 2 and 3.

U.S. Big Three Sales Plunge in July

U.S. automakers posted sharp declines in July vehicle sales, hurt by comparison to last summer's discount-driven sales boom and the shift away from big trucks and SUVs in the face of high gasoline prices.

Pinched by the cost of fuel and higher interest rates, more consumers opted for smaller cars in the month, an accelerating trend that has proven a windfall for the Asian automakers, especially Toyota Motor Corp. and Honda Motor Co.

Toyota posted a 16 percent gain in sales, making it the No. 2 automaker in the U.S. market for the first time in the month, ahead of both Ford Motor Co. and DaimlerChrysler AG, which both reported steep sales declines.

Honda sales were up 10 percent, while **Hyundai Motor Company's sales rose 6 percent**, putting all three Asian automakers on track for a larger share of a softening U.S. market for new vehicles.

Automotive executives said they expected an industry-wide sales decline of 17 percent to 20 percent from last July's near-record sales tally, when Detroit-based car companies offered deeply discounted employee-level pricing to all buyers.

Chrysler Group, the U.S. unit of DaimlerChrysler AG, reported a deeper-than-expected sales drop of 37 percent on an unadjusted basis.

That was a setback for Chrysler, which has been working to sell off unsold inventory ahead of the launch of key new models.

Chrysler has responded by extending a package of discounts, including employee-level pricing and zero-percent financing until the end of August.

DIVERSITY CORNER

More Ways to "Do" Diversity

Listed below are action steps to assist you on your personal and workplace diversity journey.

1. Open your mind to new possibilities and perspectives. Open the lines of communication. Talk!
2. Celebrate your heritage and the uniqueness of others.
3. Model the behaviors you wish to see in others.
4. Support your co-workers in their journey along the diversity continuum. Allow people to change without questioning their motives.
5. Energize the workplace by fostering high expectations for everyone.

HMMA Cookbook

From the Kitchen of:

Rebecca Barlow, Production Control

Name of Dish/Recipe:

Punch Bowl Extravaganza

Type of Dish: Dessert

Serves: 12-15

Origin of Recipe: American

Ingredients:

- 1 box butter recipe cake
- 1 large can crushed pineapples
- 1 can strawberry pie filling
- 1 medium to large punch bowl
- ½ cup crushed pecans
- 1 container whipped cream
- 2 small cans of evaporated milk

Recipe Instructions:

Mix and bake cake according to directions on box. Mix vanilla pudding and evaporated milk together in mixing bowl. Mix on high until thick. Allow cake to cool completely. Break a small portion of cake to fill the bottom of the punch bowl. Put a layer of vanilla pudding on top of the cake. Next follow with a layer of pineapples. Cover pineapples with a layer of strawberry pie filling. Repeat all steps beginning with crumbling a layer of cake all the way to the top of the punch bowl. Once at the top of the bowl cover with whipped cream completely. Sprinkle pecans over the top. Cover with plastic wrap and place in refrigerator for 40 - 45 minutes. Serve chilled!

A Special "Thanks"

Throughout the summer, dependants of Team Members had the opportunity to gain employment with HMMA.

Maya Pettiway, daughter of Engine Shop Team Member Hayes Pettiway, was one of the individuals who worked for HMMA during the summer. The HMMA QC Line Inspection Team would like to extend a special "thanks" to Maya for all her hard work.

"Maya is one of HMMA's first summer interns and has been a great asset to the QC Line Inspection Team," said Jason Pezold, Assistant Manager, Quality Control-Line Inspection. "She has jumped in and learned our processes to become a full-fledged inspector. We wish her continued success as she enters college this fall."

Thank you to all the temporary employees who contributed to HMMA this summer.



Maya Pettiway, daughter of Engine Shop Team Member Hayes Pettiway

Dear Team Mates,

My family and I would like to take this opportunity to express our gratitude for all you have done for us during this difficult time of losing our son, Austin. Your expressions of love and concern have overwhelmed us. Words cannot express how much we have felt your prayers and support.

Team members at Hyundai truly are special people that care about others. We are amazed that such a large group of people would care so much. Thank you all from the bottom of our hearts.

May God bless each of you as He has us,

Brian, April and Barrett Sexton



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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.