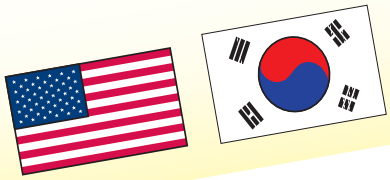
HYUNDAI ALABAMA PLANT
GRAND OPENING
SPECIAL EDITION



# insights



HMMA News
HYUNDAI MOTOR MANUFACTURING ALABAMA
June 3, 2005

## A Grand Opening Like You've Never Seen Before

On April 2, 2002, Hyundai Motor Company (HMC), Korea's largest automotive manufacturer, announced it would construct a $1 billion automotive assembly and manufacturing plant in Montgomery, Ala. A little more than three years later, on Friday, May 20, 2005, HMMA held an historical Grand Opening ceremony *like you've never seen before.*

In his opening remarks, HMMA President M.H. Lee stated, "I would like to report regarding the current state of Hyundai Motor Manufacturing Alabama. Today, after three years of construction and countless hours of pre-production testing, HMMA is officially open for business." The audience rose to their feet in applause.





Photo courtesy Joe Songer/The Birmingham News

*(Above) Hyundai Automotive Group Chairman M.K. Chung, former President Bush, Gov. Bob Riley and officials cut a ribbon to mark the grand opening of Hyundai's Alabama plant.*

*(Left) Former President Bush spreads open his suit jacket to reveal the American flag lining.*

The all-new Sonata is now being produced by nearly 2000 Team Members in one of the most advanced automotive manufacturing plants in North America.

"This plant will become the new benchmark for technology and productivity in the industry," said Hyundai Automotive Group Chairman M.K. Chung. "Our goal is to produce high quality products and improve Hyundai's brand image with the American consumer."

Chung continued, "We have been recruiting and training this team for the past two years. We have sought out the best team to build our products. I truly believe we have the right team to win."

At the invitation of Chairman Chung, George Herbert Walker Bush, 41st President of the United States, flew to Montgomery to attend the event and delighted the crowd with his wit. The more than 4000 guests erupted in laughter and applause as he jokingly spoke of his days in office. As a grand finale to his speech, Bush spread open his suit to reveal the American flag lining. The light-hearted moment furthered the excitement of the audience.

Government officials, including special guest speakers Alabama Governor Bob Riley and Mayor Bobby Bright, remarked on the great economic impact HMMA has had on the city of Montgomery, and on the state in its entirety.

Quoting a Korean proverb, Gov. Riley said, "Starting is half the task, but the goal has been achieved." He continued, "Alabama is now the standard by which

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other states are judged, and we have no intention of slowing down."

Business executives from around the world also attended the event and congratulated HMMA on its great success.

The audience was treated to an all-star line-up that included the Rhythmics performance of "The Montgomery Vibe" and upbeat instrumental pieces performed by the Korean group, Elec Cookie. As a grand finale, Vaneese Thomas sang *"With These Hands,"* a musical number written specifically for HMMA's grand opening celebration.

Following the Grand Opening ceremony, on Saturday, May 21, HMMA held a Family Day to honor Team Members and their families. From 4:30 – 8:30 p.m., Team Members enjoyed a festive atmosphere on the HMMA campus. More than 10 inflatable toys and games were scattered over the General Assembly courtyard. Children enjoyed cotton candy and went home with bags full of prizes. Team Members and their families were also treated to dinner. As a grand finale, HMMA provided a magnificent 20-minute fireworks show.

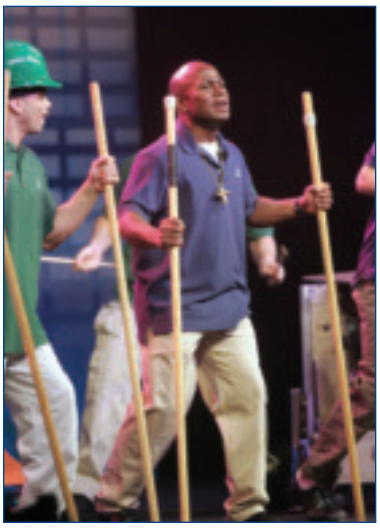
With all the activities on Thursday through Saturday, Sunday truly became a day of rest. The three-day celebration quickly came and passed. Team Members have now returned to what they do best—building cars. Looking back at all the excitement of the Grand Opening events, it is evident to see that Team Members are a part of something very big—something that has greatly influenced and will continue to impact not only the automotive industry, but lives around the world. HMMA Director of Production, John Kalson, said it best when he said, "This is only the beginning for HMMA. I believe many great days are yet to come."



*HMMA's Grand Opening ceremony transformed Montgomery into a destination for dignitaries around the world. Former President Bush; Hee-beom Lee, South Korean Minister of Commerce, Industry and Energy; and Gov. Bob Riley were just a few of the officials who attended the ceremony.*



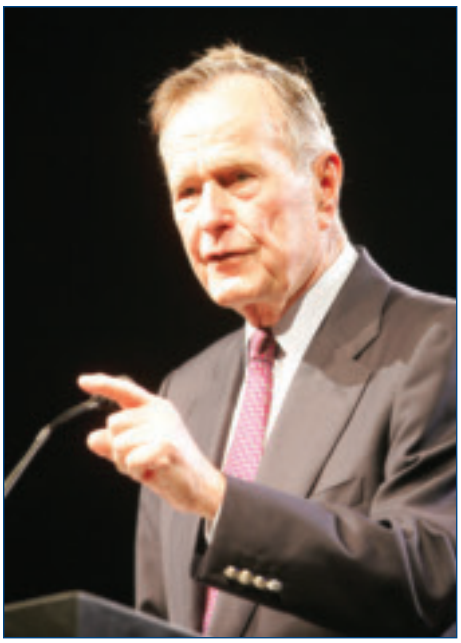
*Chairman M.K. Chung (right) welcomes 41st President of the United States George H.W. Bush (left) to Hyundai Motor Manufacturing Alabama. Bush attended HMMA's Grand Opening ceremony at the invitation of Chairman Chung.*



*New York-based dance group, the Rhythmics, performed "The Montgomery Vibe" at HMMA's Grand Opening ceremony. Dancers pounded on unfinished car panels to bass beats.*



*The nearly 2000 HMMA Team Members broke from their normal routine to celebrate the plant opening. Each Team Member received a commemorative Grand Opening shirt, which they wore to the ceremony.*



*Forty-first President of the United States George Bush, entertained more than 4000 guests by recalling a few of his more humorous days in office. Bush also praised the dedicated Montgomery workforce and spoke of the strong U.S.-Korean bond.*




*Korean trio Elec Cookie, playing electric violin, bass and keyboard, performed a rendition of "O'Susannah."*



*In the midst of a colorful display of laser lights, Vaneese Thomas belted out the original musical piece, "With these Hands." The song tells the story of HMMA Team Members' production of the 2006 Sonata.*



*Before attending the ceremony, Chairman M.K. Chung met with special guests Former President Bush and Gov. Bob Riley in HMMA's Welcome Center. Each dignitary signed the first vehicle produced at HMMA. The vehicle will reside permanently in HMMA's Welcome Center.*



*On Thursday, May 19, a pale-blue Korean Airline jet flew over HMMA. It was the first sign that things were going to be a little different around the Montgomery plant for the next few days. The 747, which landed at the Montgomery Regional Airport, was filled with more than 200 Korean guests attending the Grand Opening ceremony.*

# Arrival of Korean Guests, Thursday, May 19



*Montgomery Mayor Bobby Bright and Chairman M.K. Chung visit with one another while at the Montgomery Regional Airport.*



*Concluding a 15-hour flight, the 747, filled with Korean Guests, lands at Montgomery Regional Airport.*



*Montgomery Mayor Bobby Bright, left, and Chairman M.K. Chung greet dignitaries May 19 at the Montgomery Regional Airport.*



*Minutes after the arrival of the Korean 747, from left to right: Mr. Carl Barker, Chairman of the Montgomery Chamber of Commerce; Mr. M. H. Lee, HMMA President; Y.H. Seol, Vice Chairman of Hyundai Motor Company; Mr. Todd Strange, Chairman of the Montgomery County Commission; Chairman M. K. Chung, Chairman and CEO of Hyundai Motor Corporation; Mayor Bobby Bright, City of Montgomery; Jeong-In Park, Chairman of Mobis; Mr. B. M. Ahn, HMMA Executive Vice President.*



*Korean guests depart the Korean Airline 747 jet.*



*More than 200 Korean guests landed at the Montgomery Regional Airport on Thursday, May 19, to attend HMMA's Grand Opening ceremony.*

# Montgomery Museum of Fine Arts Event, Thursday, May 19



*More than 700 guests helped celebrate Hyundai's grand opening on Thursday, May 19 at the Montgomery Museum of Fine Arts.*





*Heavy hors d'oeuvres were served at the event, which was sponsored by the City of Montgomery; The Montgomery County Commission; Montgomery Area Chamber of Commerce and HMMA.*



*Entertainment included a jazz ensemble.*



*Guests were treated to a fireworks display.*



# Chairman's Dinner, Thursday, May 19



*Chairman M.K. Chung and Governor Bob Riley meet at the Embassy Suites, where the Chairman's Dinner was held on May 19.*



*Chairman Chung and Governor Riley view the new Sonata, displayed outside Embassy Suites.*



*Students from Booker T. Washington Magnet High School provide musical entertainment.*



*Minda Riley Campbell, daughter of Governor Bob Riley, and Todd Strange, Chairman of the Montgomery County Commission, visit at the Chairman's Dinner.*



*Special entertainment included presentations by talented Korean dance performers.*



*Governor Riley and Chairman Chung enjoy the evening's entertainment.*

# HMMA Celebrates the Community at the Davis Theatre, Friday, May 20



*Elec Cookie gave a dramatic performance at Davis Theatre.*



*The Korean Fan Dancers expressed nature with movements that represented mountains, flowers, butterflies and ocean waves.*



*Shelia Jackson and an accompanying band pleased the crowd at Davis Theatre.*

# HMMA Honors Team Members with Special Family Day, Saturday, May 21




On Saturday, May 21, HMMA held Family Day in the General Assembly courtyard of the HMMA campus. Children enjoyed many games at Family Day and returned home with bags full of prizes. As a highlight, Team Members and their families were treated to a Korean art performance show that included the popular Korean trio, Elec Cookie. The band, Nationwide Coverage, played outside of the General Assembly building during Family Day. The day came to a close with a 20-minute fireworks display, which left children and Team Members alike in awe.



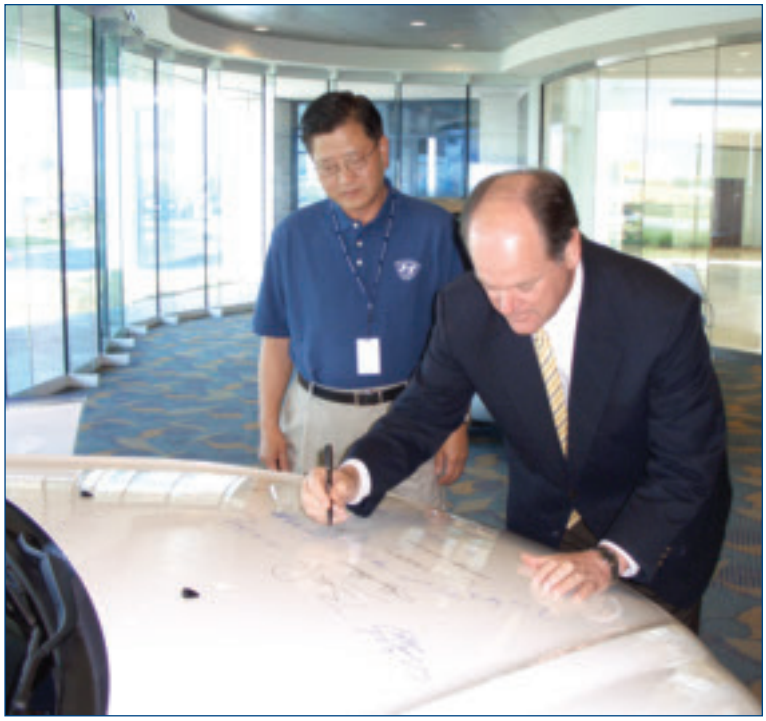






# Mayor Bobby Bright Signs HMMA's First Production Vehicle



*Montgomery Mayor Bobby Bright paid a special visit to HMMA on Friday, May 27, to sign HMMA's "First Production Vehicle." Executive Vice President B.M. Ahn viewed the signing before adding his own signature to the vehicle. Chairman M.K. Chung, Former President Bush and many other dignitaries from around the world have signed the vehicle, which is located in HMMA's Welcome Center. Mr. Ahn presented Mayor Bright with an HMMA hard hat with his name on it to commemorate the occasion.*

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Montgomery, Alabama 36105

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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.