



Hyundai Motor America
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NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA ANNOUNCES NEW POST FOR SELLERS



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FOUNTAIN VALLEY, Calif, April 28, 2005 - Hyundai Motor America (HMA) announced today that Paul Sellers has been named Executive Director for National Sales. This move will further strengthen the company's sales efforts as it drives to achieve its sixth year of record sales increases.

"I'm very pleased to announce this change as we take another step forward with our sales operations," said HMA President Bob Cosmai. "Paul's vast experience in dealer, regional and national marketing will be a great addition to the Sales Department."

Sellers will report to Vice President National Sales Edward Bradley. Sellers' primary areas of responsibility will be national fleet sales and remarketing efforts.

Sellers previously served as Executive Director of Marketing. The company is optimistic it will shortly announce an executive who will be selected to head the Marketing Department. In the interim, Vice President of Product Development and Corporate Strategy John Krafcik will head the Department.

Hyundai Motor America, based in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Company of Korea. Hyundai cars and sports utility vehicles are distributed in the United States by Hyundai Motor America and are sold and serviced through more than 660 dealerships nationwide. For more information, visit <http://www.hyundainews.com/>.

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