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NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA INITIATES NATIONAL DIVERSITY INITIATIVE DURING 2008 NAACP ANNUAL CONVENTION



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'Because of You' pays tribute to NAACP achievements over its 100 year history

FOUNTAINVALLEY, Calif., July 25, 2008 – Hyundai Motor America partnered with the National Association for the Advancement of Colored People (NAACP), the nation's oldest civil rights organization, with renewed support and participation during the 2008 NAACP National Convention recently concluded in Cincinnati, Ohio. In anticipation of the NAACP's 100th anniversary next year, Hyundai Motor America launched a special initiative themed, "Because Of You," which pays tribute to the civil rights organization's historic achievements over time.

"At Hyundai, we are proud to continue our support of the NAACP as the organization nears its centennial," said Zafar Brooks, Director, Government Relations and Diversity Outreach for Hyundai. "Hyundai acknowledges and pays tribute to the idea that if it were not for the organization's civil rights stewardship, we, individually and as a society, would not be where we are today. Our newly unveiled initiative, 'Because of You,' will showcase the NAACP legacy as well as demonstrate Hyundai's support of civil rights and concerns for issues affecting the African-American community."

Hyundai's "Because of You" initiative was designed to provide public awareness for the NAACP's upcoming centennial anniversary by illustrating historical civil rights milestones and NAACP history through video and print. Hyundai also has plans to develop a web microsite for the initiative. In addition, during the recent NAACP 99th Annual Convention, Hyundai produced and distributed commemorative books and commemorative coin/key chain sets that paid tribute to the NAACP's historic journey to 100 years.

Creative execution of the initiative was developed by the Fuse Agency, of St. Louis, Mo. "Because of You" recognizes the historic struggles and achievements of the NAACP, from the dreamers, the organizers, the agitators, the legal minds, the educators and the innovators of the past, those of today and tomorrow, whose hope never diminished.

For more than 99 years, the NAACP has been advocating for political, educational, social, and economic equality of rights for all people and to eliminate racial barriers and discrimination. Founded by a group of multiracial activists in New York City in February of 1909, the NAACP is today a powerful movement that has helped shape American history for nearly 100 years. Hyundai's new initiative reinforces the value and the importance of the NAACP in today's world.

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

Founded in 1909, the NAACP is the nation's oldest and largest civil rights organization. Its members throughout the United States and the world are the premier advocates for civil rights in their communities, conducting voter mobilization and monitoring equal opportunity in the public and private sectors.

Journalists are invited to visit our news media web site: www.hyundainews.com.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through almost 800 dealerships

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