



Hyundai Motor America
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NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA, A COMPANY ORCHESTRATING ITS FUTURE



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June 10, 2003 - Hyundai helps its customers win by giving them value packed vehicles. We believe that our competitive advantage stems from following a different beat than the rest of the automotive industry. We have packed more benefits into well-priced vehicles, including the Hyundai Advantage™, America's Best Warranty™, than anyone ever thought imaginable.

For the past three years, Hyundai's sales have increased faster than any other automobile manufacturer's sales. Hyundai now sells more cars in North America than Mitsubishi, Mazda and Volkswagen. By 2005, Hyundai is on track to sell 500,000 vehicles in North America, making it an unquestioned leader in the automotive sector.

This brand turnaround is based on offering a guarantee of quality by covering every Hyundai with the Hyundai Advantage, a 10 year, 100,000 mile warranty. Hyundai's 2003 cars and sport utility vehicles continue to provide customers a high level of content and performance at an affordable price. Every vehicle in the lineup demonstrates Hyundai's emergence as an automobile manufacturer whose products compete successfully in technology, quality, styling and refinements with automobiles from around the world.

- The lineup of Hyundai vehicles begins with the Accent, an entry-level vehicle that has side airbags as standard equipment.
- Edmunds.com recognized the Hyundai Elantra as "the most wanted sedan under \$15,000."
- *Good Housekeeping Magazine* ranked Hyundai's Sonata as #1 in dependability, quality and safety.
- The Insurance Institute for Highway Safety judged the hot selling SUV, the Santa Fe, to be "Best in Class," proving that an SUV can be well appointed as well as value packed.
- The exciting Tiburon sports coupe continues to turn heads on the highway.
- And Hyundai's flagship, the XG-350, exemplifies affordable luxury.

Hyundai is so committed to the North American market that in April of 2002, Hyundai broke ground on its \$1 billion automobile assembly plant in Montgomery, Ala., scheduled to open in 2005 and employ 2,000 people. In addition, the \$25 million Hyundai/Kia Design and Technical Center opened in Irvine, Calif. earlier this year.

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Company of Korea. Hyundai cars and sport utility vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced by more than 600 Hyundai dealerships nationwide. For more information on Hyundai Motor America, please go to www.hyundaiusa.com.

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