



HYUNDAI

HYUNDAI MOTOR MANUFACTURING ALABAMA





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SONATA



 **HYUNDAI**
HMMUSA.COM

Hyundai Motor Company

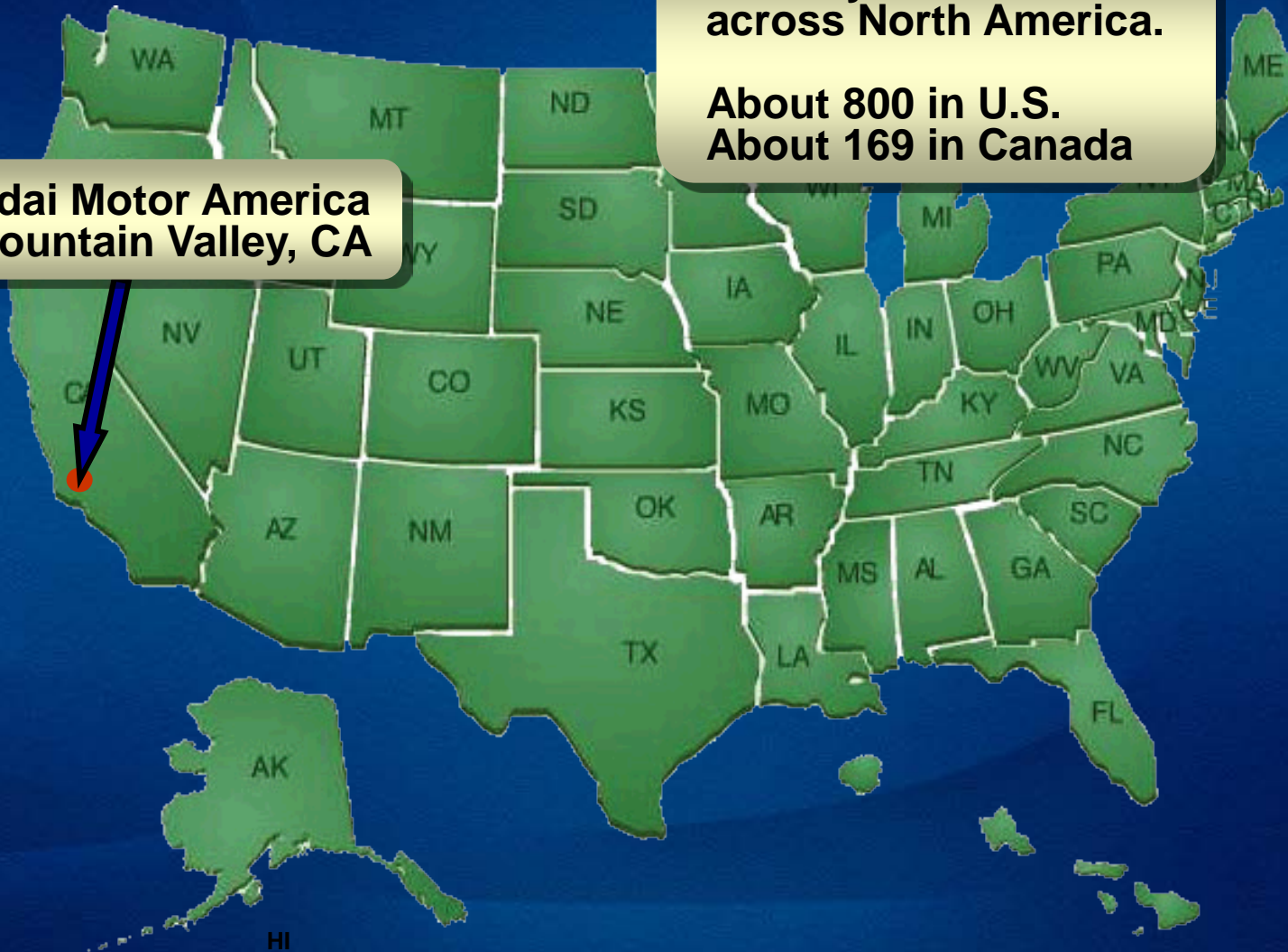
-  Established in 1967 in Korea
-  Selling cars in the U.S. since 1986
-  Purchased Kia Motors in 1998
-  Hyundai and Kia combined sold 4.6 million vehicles globally in 2009
-  World's fifth largest automaker
-  Assembly Plants: Korea; Turkey; India; China; Czech Republic, U.S.A. (Alabama)

HMC Presence in U.S.

900+ Hyundai Dealers
across North America.

About 800 in U.S.
About 169 in Canada

Hyundai Motor America
Fountain Valley, CA



HMC Presence in U.S.

Hyundai-Kia America Technical Center
Ann Arbor, Michigan

Hyundai Government Affairs
Washington, DC

Hyundai Motor America
Fountain Valley, CA

Hyundai-Kia North America Quality Center
Chino, CA

Hyundai Motor Manufacturing Alabama
Montgomery, AL

Hyundai Proving Grounds
California City, CA

Hyundai-Kia Design and Technical Center
Irvine, CA

Hyundai Latin American HQ
Miami, FL

Hyundai Motor Company

Hyundai – Then...

1986 Hyundai
Excel



Hyundai Motor Company

...and Now!

2011 Hyundai
Sonata



Hyundai Motor Mfg. Alabama

1,000,000th Vehicle Ceremony
November 30, 2009






Hyundai Motor Mfg. Alabama

- Ⓜ **Current Investment: \$1.4 Billion**
- Ⓜ **Capacity: 300,000 units/year**
- Ⓜ **Team Members: 2,500**



- Ⓜ **Plant Size: 1,744 acres**
- Ⓜ **Buildings: 2.5 million sq. ft.**

HMMA Sustainability Efforts

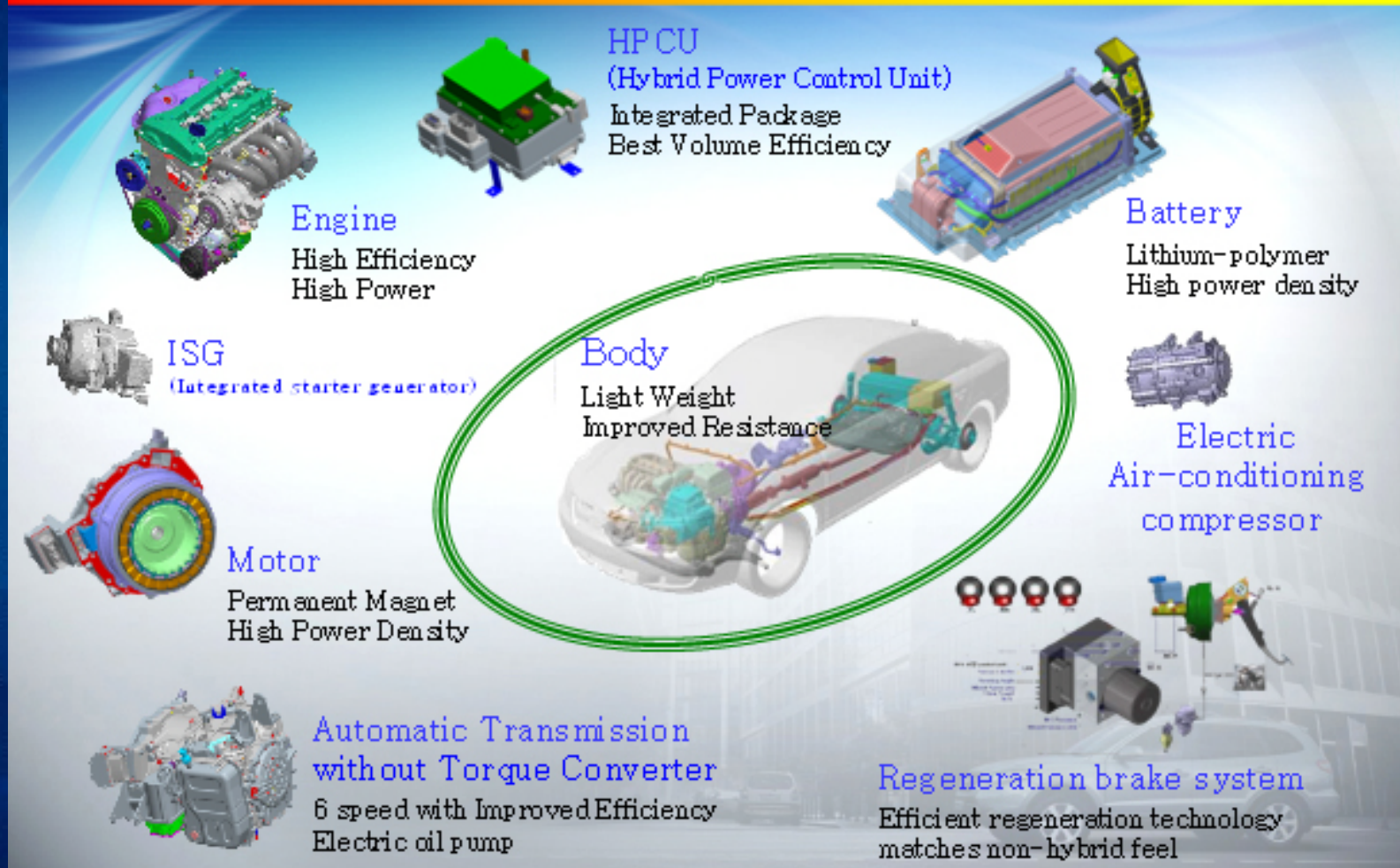
-  **ISO 14001:2004 Environmental Management Systems (EMS)**
-  **(Future) EPA Energy Star
(Certified by the end of 4Q 2010)**
-  **EMS Task Force Team**
 - Reduce energy usage by 20% in 2010**

HMMA Sustainability Efforts

Material (thru July 2010)	Amount	Unit
Paper	31,900	Pounds
Aluminum Cans	1	Gaylord Box
Lead Acid Batteries	113	Batteries
Electronics	1,100	Pounds
Metals	27,022	Tons
Line Side Plastics and Rubber – caps, films, wraps, bags	150	Gaylord Boxes
Plastic Drink Bottles	26	Gaylord Boxes
Bulbs	1,160	Pounds
Glass	79,480	Pounds

Hyundai *blue* Drive Strategy

Hyundai's Hybrid Blue Drive Technology



Hyundai *blue* Drive Strategy

Energy Storage Solutions

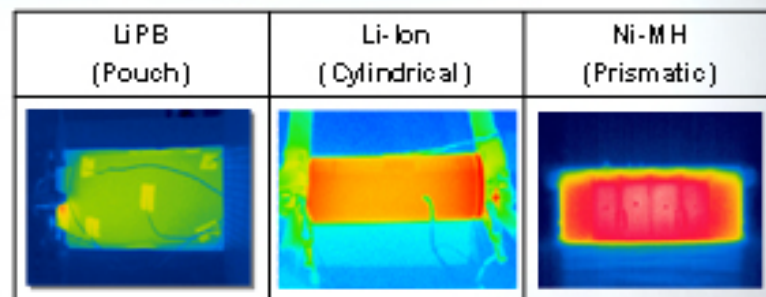
Lithium Polymer Battery Advantages

"Durability and Reliability"

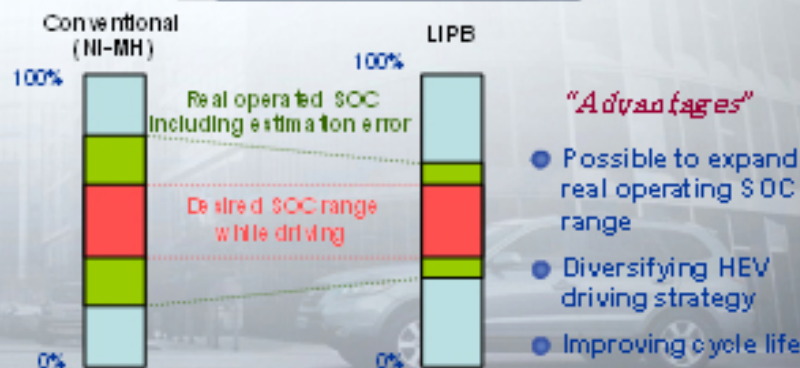
"Maintenance free for Vehicle Life"

Cell	<p>"Design for Long Life"</p> <ul style="list-style-type: none"> - Laminated film packaging - Low heat generation - Low Electric Density - Low internal heat
Pack	<p>"Design for Cooling"</p> <ul style="list-style-type: none"> - Maintains desired temperature range and minimizes temperature deviation <p>"Design for Reliability"</p> <ul style="list-style-type: none"> - Robust mechanical design - Anti-Vibration, Anti-Shock
Batt. Mgt. Sys. (BMS)	<p>"Active Control"</p> <ul style="list-style-type: none"> - Accurate state of charge (SOC) estimation - Power control, Cooling control - Cell balancing, Cell diagnosis - Relay on/off control
Vehicle	<p>"Active Control"</p> <ul style="list-style-type: none"> - Maintains desired SOC range

Heat Generation



Accurate SOC Estimation



Hyundai *blue* Drive Strategy

2011 Sonata Hybrid



Fuel Economy



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30.1 mpg



29.7 mpg



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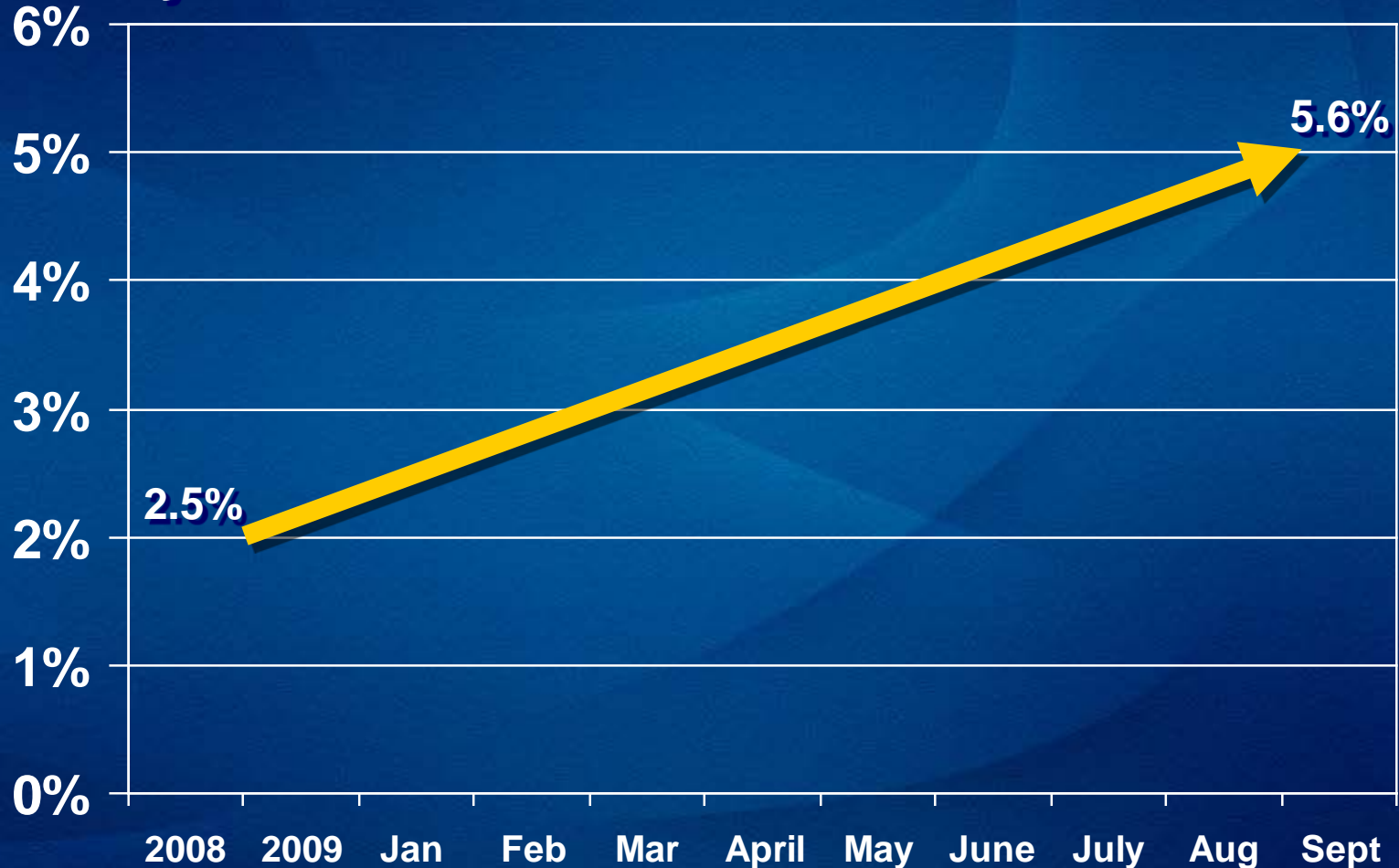
29.6 mpg

* Based on 2009 Model Year






Hyundai plans to exceed 35.5 mpg by 2016

U.S. Marketshare Trend

Hyundai Retail Market Share 2008 – 2010 YTD



Marketing Efforts

-  **Hyundai Assurance**
-  **Super Bowl – 3 Years in a row**
-  **Academy Awards – 2 years**
-  **NFL Sunday Night Pre-Game**
-  **Social Media – Uncensored Campaign**

2011 Sonata Launch

Everyone has a hand in Building
a Quality Car



2011 Sonata Launch

**Everyone has a hand in Building
a Quality Car**



2011 Sonata Launch

A paint process as fluid as Mozart's Piano Sonata

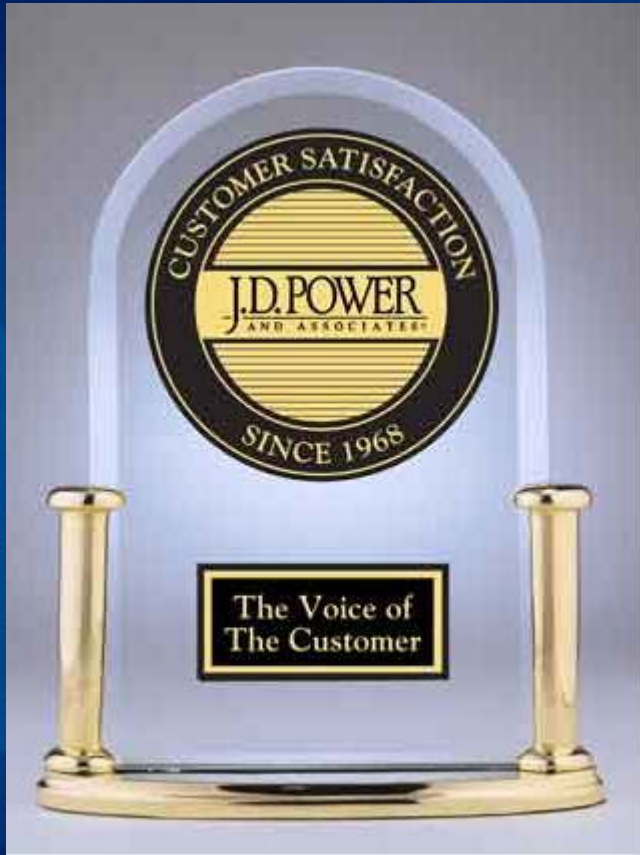


2011 Sonata Launch

A paint process as fluid as Mozart's Piano Sonata



2010 IQS – Hyundai at a Glance



- **Hyundai #3 Non-Premium Nameplate**
- **Hyundai #4 in Industry**
- **Accent #1 in the Sub-Compact Car Segment**
- **Elantra #2 Compact Car Segment**

Manufacturing Accolades

-  **Most efficient Stamping Shop in the world**
-  **Most efficient General Assembly shop for family sedans**



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