



# *Hyundai Motor Company History/Overview*

*This section provides a brief overview of Hyundai's founder, the Korean company, the U.S. company and the future.*

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# *Hyundai in the U.S.A.*

## ◆ *History/Overview*

### ◆ *Hyundai Motor Company*

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Hyundai Motor Company (HMC) was founded in 1947 as Hyundai Engineering and Construction Co. by Ju-Yung Chung.

- HMC was established in 1967. It is the auto sales leader in the Korean domestic market and exports vehicles to 190 countries worldwide.
- The Korean word “hyundai” signifies “modern” and reflects Hyundai’s commitment to sell innovative, high-quality vehicles at the most affordable prices.
- HMC is the seventh-largest auto manufacturer in the world, outselling #8 Nissan, #9 Honda and #10 Renault.
- HMC operates the world’s largest integrated automobile manufacturing plant in Ulsan, on Korea’s southeast coast, and at the Asan Plant, located southeast of Seoul.
- The Namyang Technology Research Center in Korea includes a complete testing facility, a 2.8-mile oval test track and a \$40 million wind tunnel that is capable of producing wind speeds of nearly 125 miles per hour.

### ◆ *Research and Design*

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Hyundai conducts research at eight research centers in Korea and four international centers, including the Hyundai America Technical Center, Inc. in Ann Arbor, Michigan, and the Hyundai/Kia Design Center in Irvine, California.

- Hyundai’s automotive technology centers employ approximately 4,100 researchers with an annual budget of 5% of current revenues.

**Current research projects include:**

- Electric-powered vehicles
- Low-emission gasoline engines
- Solar-powered vehicles
- Hydrogen-powered fuel cell vehicles
- Other alternative fuel vehicles

## ◆ *Hyundai in America*

Hyundai Motor America (HMA), with National Headquarters in Fountain Valley, California, is the U.S. sales and distribution arm of Hyundai Motor Company.

HMA was established in 1986, currently has more than 650 dealers and distributes seven vehicle lines through four regional distribution centers.



### ◆ *Regional Offices*

Five regional offices provide Hyundai with a direct link to HMA's nationwide dealer network:

- Western Region—Fountain Valley, California
- Central Region—Aurora, Illinois
- Southern Region—Austell, Georgia
- Eastern Region—Jamesburg, New Jersey
- South Central Region—Dallas, Texas

### ◆ *Warehouses*

To speed parts to dealerships, Hyundai maintains one of the nation's leading parts distribution systems, including a computer network linking dealers to the parts warehouses. This arrangement ensures timely parts availability. Winning industry awards for timely delivery and having the parts on hand for dealer orders, Hyundai's parts warehouses are currently located in three U.S. cities:

- Ontario, California
- Aurora, Illinois
- Jamesburg, New Jersey

### ◆ *Ports*

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Hyundai processes its vehicles through six facilities (five port facilities and one inland facility):

- Portland, Oregon
- Brunswick, Georgia
- Baltimore, Maryland
- Los Angeles, California
- Fort Worth, Texas—our inland processing port—receives vehicles by rail and then distributes them throughout the Midwest.

### ◆ *Financing*

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Hyundai Motor Finance Company (HMFC) serves Hyundai dealers nationwide with two types of financing:

- Individual customer financing and leasing
- Dealer inventory financing

### ◆ *2005—Hyundai Hits the Mark with J.D. Power and Associates IQS*

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This year, J.D. Power and Associates Initial Quality Survey ranked Hyundai third of the non-luxury brands, just behind first and second place Buick and Toyota. This means that Hyundai finished ahead of Honda, Nissan, Chevrolet, Chrysler and Ford, as well as many others.

### ◆ *2006 Hyundai Vehicles Continue to Be Backed by America's Best Warranty™*

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- 10-year/100,000-mile Powertrain Warranty Protection
- 5-year/60,000-mile New Vehicle Limited Warranty Protection
- 5-year/unlimited-mileage Roadside Assistance
- 7-year/unlimited-mileage Anti-Perforation Warranty Protection
- 8-year/80,000-mile Federal Emission Defect and Performance Warranty
- 7-year/70,000-mile California Emission Control Systems Warranty
- 1-year/12,000-mile Replacement Parts and Accessory Limited Warranty

### ◆ *Hyundais—“Made in America”*

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Hyundai Motor Corporation's \$1.1 billion automotive assembly and manufacturing plant in Montgomery, Alabama, began production in March 2005, rolling out the all-new 2006 Sonata. This is the company's first assembly and manufacturing plant in the United States:

- It employs approximately 2,000 people in Montgomery and the surrounding area.
- Occupying 1,600 acres, it will produce 300,000 vehicles per year at maximum capacity.

HMC selected Montgomery, Alabama, for its first U.S. plant because of its high-quality workforce, its strategic location in proximity to American population centers, the superb automotive parts supply chain available in the region and the commitment shown by the state of Alabama and the city of Montgomery.

◆ *For More Information About Hyundai Motor America Visit*

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- [www.hyundainews.com](http://www.hyundainews.com)
- [www.hyundaidealer.com/Sales/SalesTrainingOnline/AutoLinks](http://www.hyundaidealer.com/Sales/SalesTrainingOnline/AutoLinks) or [DealerOrientation Guide/Learning Management System](#) (LMS) orientation and STAR certification
- [www.hyundaiusa.com](http://www.hyundaiusa.com): consumer site