



January 2, 2009

Dear Hyundai Dealers,

Hyundai Motor America is thrilled to be the first auto manufacturer to introduce a revolutionary new product that will not only help drive traffic into your dealership and help to convert sales, but improve brand opinion AND help our customers. It may sound too good to be true, but it isn't. It's Hyundai Assurance.

A decade ago Hyundai pioneered America's Best Warranty to show people the faith we have in our cars. Today, in addition to our warranty, we're introducing Hyundai Assurance, to show you the faith we have in our customers.

Overview

Hyundai Assurance is the first and only automotive manufacturer vehicle return program. It lets your customers return their vehicle in case of certain life altering circumstances.

Program details

- Available on all new Hyundai vehicles.
- Available to everyone regardless of age, health, employment record, amount financed.
- 12 months complimentary on every new Hyundai vehicle loan or lease.
- Covers up to \$7500 in negative equity.
- Coverage in case of: Involuntary Unemployment, Physical Disability, Loss of Driver's License due to Medical Impairment, International Employment Transfer, Self-Employed Personal Bankruptcy, Accidental Death

What we need you to do

- **Beginning on Friday, January 2**, go to the Hyundai Assurance Fulfillment Site at <https://hyundai.walkawayusa.com> to register and view training and learn more about this exciting new program that will drive showroom traffic and help convert sales. All dealership personnel should review the Hyundai Assurance training material.
 - 1) Click "Register account" on the log in page.
 - 2) Enter your Hyundai Dealer Code, dealership ZIP code and the password "ThinkAboutIt"
 - 3) Verify that the dealer name and address returned by the system is your dealership.
 - 4) Enter your personal contact information and a unique password to create your user account.
 - 5) Once you have completed your registration, you will be returned to the home page, where you can log in with your new user name and password.
 - 6) You will find the training presentation and other support materials in the Resource Center, which is located on the left-hand navigation bar.

(If you need help, dealer support will be available on Saturday, January 3rd, from 9am-9pm Central Time and Sunday, January 4th, from 9am-6pm CT at 1-800-443-2570.)

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- Review and sign the dealer agreement (to be sent to you by your DSM). Return the signed agreement to your DSM.
- This program is fully funded by HMA. The primary dealer responsibilities are to register every retail customer at the time of delivery and to agree to buy the vehicle back in the event of a claim (at the average of your appraisal plus three independent vehicle guide appraisals).

The program will be launched to consumers the weekend of January 3-4, 2009 with two 30 second spots that will air during NFL playoff games. Further marketing efforts, i.e. in dealer POS, newspaper ads, on line banners, etc. will continue throughout the first quarter.

We're all in this together and we'll all get through it together.

Sincerely,

Dave Zuchowski
Vice President, Sales

Joel Ewanick
Vice President, Marketing