

**To: Hyundai Dealer Principals and Service Managers**

**Date: April 15, 2009**

**Subject: NHTSA Recall Announcement**

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Today, Hyundai notified the National Highway Traffic Safety Administration that it will conduct voluntary recalls on approximately 985,000 Hyundai vehicles. The recalls are in two categories.

The first category includes 532,000 Accent, Azera, Elantra, Entourage, Santa Fe, Sonata, Tucson and Veracruz models with varied production dates ranging from Tucson at April 4, 2005 to Veracruz at November 30, 2007. These vehicles will be coming into your dealerships for the simple replacement of the Stop Lamp Switch located inside the car just above the brake pedal assembly. This recall will be an excellent opportunity for your staff to further build the value of your Hyundai service department with this group of newer Hyundai owners.

The second recall category involves only those dealers located within the Salt Belt States of Connecticut; Delaware; Illinois; Indiana; Iowa; Maine; Maryland; Massachusetts; Michigan; Minnesota; Missouri; New Hampshire; New Jersey; New York; Ohio; Pennsylvania; Rhode Island; Vermont; West Virginia; Wisconsin and the District of Columbia. This Salt Belt recall will bring 1999 – 2004 Sonata; 2001 – 2004 XG300/XG350; 2001 – 2003 Santa Fe; 2001 – 2003 Elantra and 2003 Tiburon vehicles to service departments in the affected states to inspect and treat the vehicles for salt induced corrosion. Many of these customers have not been back to your dealership for maintenance or repairs for some time. This gives your staff an excellent opportunity to win additional service business from these owners and to showcase the great new Hyundai products on your showroom floor today.

Although NHTSA will post this information to their website, thus becoming public and media knowledge, HMA's customer mailings are not scheduled to begin until late May. Once this information becomes public knowledge, the service department may get occasional calls from customers asking about these recall campaigns. We have prepared two documents for your personnel to use when talking to customers. Those documents are attached. If any media or legal contacts call your dealership, please refer their calls to Hyundai Motor America, Public Relations Department 714-965-3000.

With our customer mailings being scheduled to start in late May, your Service Manager will be receiving the recall campaign Technical Service Bulletins in the next few weeks. Those dealers in the Salt Belt states will get the TSB for the corrosion inspection campaigns along with a set of special service tools and specified rust preventative coating to be applied to the identified under body components of the car. For these recalls, Hyundai Motor Company has completed extensive time studies on all aspects of the inspection, rust proofing process, as well as, the severe case replacement of the sub-frame assembly. Use the technical service bulletin as your guide in doing these operations. The HMA LTS has new times which reflect the campaign procedures. The pricing of the sub-frame assemblies and components have been adjusted to reflect campaign volume level purchasing discounts.

We hope all dealers embrace the opportunity provided in these recalls to re-connect with lost owners or re-enforce relations with those customers who are loyal to your dealership. This is an excellent opportunity to provide these owners with a great Hyundai experience and to bring them up to date with all the new products and the great benefits of your dealerships. Let's make the most of this opportunity.

Sincerely,

Steve Anderson

Director, Service Operations