



Hyundai-Genesis Statement

June 19, 2020

Let's not waste this historic moment.

Today marks the 155th anniversary of Juneteenth—a day that commemorates and celebrates the culture, heritage and sacrifices of the African-American community. Juneteenth marks the day slaves in Galveston, Texas learned of their liberation some two and a half years after the Emancipation Proclamation. This day is a testament to the perseverance of an enslaved people who fought and died so that future generations might realize the promise of America.

For centuries, despite vast economic, social and political disparity, African Americans have turned challenges into opportunities and struggles into triumphs. And while much progress has been made since the first Juneteenth—including the election of the first African-American U.S. president—still far too many African-Americans remain marginalized and barred from the simple right to breathe free. For far too long and for far too many African Americans, the dream of America is still just that—a dream.

At Hyundai/Genesis, progress for humanity is a core value. Every day, we strive to infuse our values into our daily business practices, including our commitment to diversity and inclusion. It is with these principles in mind that we consider the state of social unrest and racial injustice in the United States. Over the past several weeks, we have witnessed global protests sparked by the heart-wrenching death of Mr. George Floyd. His death and the subsequent protests have provided all of us an opportunity to do more than talk about the persistent racism that confronts African Americans. We can take tangible actions as a company to create greater opportunities, for more people and help keep the promise of this great nation.

Our company is committed to America's highest ideals: transparency, fairness and honesty. We believe in equality, equity and social justice. Most importantly, we believe in finding solutions. We invite all people of goodwill to work together for a better tomorrow. Together, we can make this moment an opportunity to advance the cause of freedom, justice and human dignity. As an executive team, we have listened. We have taken steps to align our internal processes and external business practices with our commitment to diversity and inclusion across our enterprise. We will never stop challenging each other to be better and to do better. We will continue to listen and learn from our team members, ERG leaders and business partners. Below please find the actions HMA will take immediately to drive towards better solutions:

1. Create an external diversity advisory council that will report to the Office of the President and CEO of HMA, with a charge to help us take a critical look at all aspects of our business to improve diversity representation.
2. Launch an internal mentoring initiative to develop diverse talent and prepare for senior- or executive-level positions.
3. Commit to a 15% diversity spend across our business activities by 2022.
4. Implement a more inclusive marketing strategy that includes creative, talent, staffing, production and media buys.
5. Revise our executive performance metrics to include diversity and inclusion business results.

We will make additional donations to the following organizations dedicated to creating lasting and sustained change in society:

- The Martin Luther King, Jr. Global Youth Leadership Conference with HBCUs
- Save-A-Girl; Save-The-World online series “A Seat At My Sister’s Table”
- The Brotherhood Crusade Los Angeles social welfare initiative
- The King Center for non-violent social change, youth education
- U.S. Black Chamber of Commerce micro loan program for minority entrepreneurs
- The 183rd annual National Newspaper Publisher Association, The Black Press, conference
- The NAACP social justice programs
- The Rainbow PUSH Global Automotive initiative

At Hyundai/Genesis, we don’t run from a crisis; we take action. The urgency of the current events speak squarely to our core values. We pain for those we’ve lost and we champion those of goodwill, who seek to drive positive change. We know diversity makes all of us—work, live and perform—better. We relish our role as an advocate for human rights. We can and will do more. Together, we can turn this moment into an opportunity to advance racial equality and justice. No doubt. We will emerge as a better company, because *better drives us*.

Respectfully,

Hyundai Motor America
Genesis Motor America