



Hyundai and Quaker State/Shell ceremony held at 2005 Frankfurt Auto Show

September 14, 2005 marked the official signing of the Hyundai- Quaker State global partnership, held at the headquarters of Hyundai Motor Europe (HME) in Russelsheim, Germany. David Pirret, Executive Vice President, Quaker State lubricants, signed on behalf of Quaker State, and Lea-Wan Lee, Senior Executive Vice President responsible for Hyundai and Kia Corporate Marketing, signed for Hyundai. Also attending from Hyundai were various members of Hyundai Motor Company (Seoul), and senior representatives from most of Hyundai's European distributors. While the official contracts were signed in May, this is an important milestone in the relationship, as it provides high level endorsement of our agreement.



J.W. Lee is in the process of sending letters to Hyundai distributors urging them to work with Quaker State.

The following is an excerpt from Mr. Lee's letter:

"We look forward to maintaining a mutually beneficial relationship with Quaker State and endorsing their products for the next five years. We would like our distributors to consider forming a local alliance with Quaker State in their lubricant service area. We believe this partnership with Quaker State will provide a quality oriented image of your workshop services as well as present a chance to utilize Quaker State's already established marketing channel to promote Hyundai products and services. In light of this potential advantages, we would encourage you to have a meeting with your local Quaker State representative to discuss how a joint partnership can vitalize each other's business in your local market."

Both companies look forward to capitalizing in the strength of our combined resources. "Quaker State companies have a strong sales and marketing assets, and I would like to see these resources used to grow the sales of Hyundai vehicles, as well as to increase the satisfaction and loyalty of your existing customers" said David Pirret, Executive Vice President, Quaker State lubricants.

Quaker State has extensive experience in developing marketing programs and promotions for dealerships worldwide. The power of Quaker State and Hyundai brands will help Hyundai dealerships attain these three goals:

- Increase customer retention
- Increase customer satisfaction
- Improve dealer profits



Hyundai owners manual will contain recommendations for Quaker State and Shell Helix. In addition, engine stickers will be placed under the hoods of designated Hyundai vehicles exported from Korea. Quaker State and Shell is providing factory fill with Hyundai's Korea, Turkey and Alabama plants.