

Hyundai Motor America
U.S. Military Incentive Program
Official Program Rules
January 5, 2010 through January 3, 2011

*****REVISED TO CLARIFY MILITARY PERSONNEL ELIGIBILITY*****

Date: January 5, 2010

Program Name: Q1 2010 U.S. Military Incentive Program

Program Number: 2010701

Program Period: January 5, 2010 - January 3, 2011

RDR Period: January 5, 2010 - March 3, 2011

Claim Submission
End Date: March 4, 2011

Participating Dealerships: All Hyundai dealerships

Eligible Vehicles:

New and unused 2008MY, 2009MY, 2010MY, and 2011MY Hyundai vehicles. Eligible vehicles must be sold during the Program Period and RDR'd during the RDR Period.

Ineligible Vehicles:

- Fleet vehicles
- Vehicles that are not listed under "Eligible Vehicles".
- Vehicles RDR'd after the RDR period.

U.S. Military Incentive Amount: \$500

Eligible Customers:

- Customers (or spouse) must be on Active Duty or Retired status in the U.S. Military at the commencement of the program period.
- Retired military personnel must have served 20 or more years to be eligible for this incentive.
- Customers must purchase an eligible new Hyundai vehicle from a participating Hyundai dealership. Refer to "Participating Dealerships" and "Eligible Vehicles" above.

Ineligible Customers:

- Customers who purchase a vehicle that is not listed under "Eligible Vehicles".
- Customers who purchase a vehicle from a non-participating dealership.

- Customers who are not on Active Duty or Retired status in the U.S. Military.
- Customers who served or are serving on the National Guard or in the Military Reserves.

U.S. Military Incentive Coupon Claim Procedure:

- Eligible vehicles must be delivered and reported via the Vehicle Retail Delivery Reporting (RDR) system.
- Submit the following documents:
 - 1) U.S. Military Incentive Coupon
All fields must be completed. Coupon must be signed by the customer and an authorized dealership signatory.
 - 2) Signed purchase agreement form or the finance contract
U.S. Military Incentive amount must be listed as a separate line item.
 - 3) Hyundai factory invoice
 - 4) Proof of Active Duty or Retired Military Status
For Active Duty Personnel, the purchaser must provide one out of the following 3 documents:
 - Current Leave and Earnings Statement (LES)
 - Letter on Department of Defense letterhead from their Commanding Officer verifying Active Duty status
 - Print out from <https://www.dmdc.osd.mil/scra/owa/home> verifying Active Duty status
 For Retired Military Personnel, the purchaser must provide:
 - Discharge Papers or a Report of Separation (DD Form 214, WD AGO, or NAV papers) detailing their previous military service. Retired military personnel must have served 20 or more years to be eligible for this incentive

Note: If the purchaser is the spouse of an Active Duty Status or Retired Military Personnel, the purchaser must provide their spouse's proof of Active Duty or Retiree status (refer to the items listed under Proof of Active Duty Status or Proof of Retired Military Status).

- Mail all required documents to:

Hyundai Program Headquarters
479 Meeker Avenue
P.O. Box 7493
Eden Valley, MN 55329
- Claims must be submitted for payment by March 4, 2011.

U.S. Military Incentive Coupon Payment Process:

- Hyundai Motor America (HMA) will not pay U.S. Military incentive directly to the customer. If the customer elects to have the U.S. Military incentive deducted from the purchase price, it is the dealership's responsibility to apply the correct U.S. Military incentive amount from the purchase price of the vehicle. If the customer elects to have the U.S. Military incentive paid directly to them, it is the dealership's responsibility to pay the customer.
- It is the dealership's responsibility to verify the customer's eligibility for U.S. Military incentive as well as the U.S. Military incentive amount offered during the time of sale. HMA will not be responsible for any incorrect U.S. Military incentive amount issued by the dealer.
- Allow 4-6 weeks for review and processing of claims. Payments are paid to dealers via manual check or electronic wire transfer. Complete payment history (per program number) can be found on the Dealer Incentive Statement (DCS report HMA-0160). The Dealer Incentive Statement is available to dealers via Web DCS following the incentive statement run. Please refer to your Incentives calendar for payment schedules.

Vehicle RDR Cancellations:

RDR cancellations will automatically trigger chargebacks on all incentives earned on the cancelled unit.

IMPORTANT: U.S. Military incentive amount is subject to change without notice. If you have any questions or require additional information, please contact your regional office.