**News at the Center**

**Fast-Growing Hyundai Joins IMVP Sponsor Team**

The Hyundai Motor Company, Korea’s leading independent automaker and the world’s eighth largest automaker, signed a three-year IMVP sponsorship agreement on Dec. 1, 2003. Hyundai, based in Yangjae-dong near Seoul, Korea, was an IMVP sponsor during the 1990s as part of the Korean Auto Manufacturers Association (KAMA).

“IMVP is pleased to work closely with Hyundai and Kia again, now as a consolidated company demonstrating impressive growth in both developed and developing countries,” said Co-Director John Paul MacDuffie. “Hyundai/Kia is taking major steps towards a larger global presence in design, manufacturing, supply chain, and sales/distribution. We anticipate many points of intersection between Hyundai/Kia’s ambitious plans for globalization and IMVP’s knowledge-generating activities.”