



June 21, 2021

Milele A. Coggs
Alderwomen, 6th District
Milwaukee City Hall
200 E. Wells Street, Milwaukee, WI 53202

Khalif J. Rainey
Alderman, 7th District
Milwaukee City Hall
200 E. Wells Street, Milwaukee, WI 53202

Dear Alderwoman Coggs and Alderman Rainey,

On behalf of Hyundai Motor America, I welcome the opportunity to respond to your June 16, 2021, letter regarding the increase in thefts of some Hyundai vehicles in the Milwaukee area. Our company fully appreciates the negative impact of this issue in your communities, and we share your concerns regarding the rise of this criminal activity.

The safety and security of Hyundai customers is our top priority. We will be proactive in improving the situation for the benefit of our customers and the people of Milwaukee. Our teams in the U.S. and Korea have investigated the matter and found that criminals are targeting our vehicles without engine immobilizers. An engine immobilizer is an electronic security device that makes it more difficult to start the vehicle without the key.

On some models, this technology does not come standard. There is no quality issue with these vehicles, and they all meet or exceed Federal Motor Vehicle Safety Standards. There are other vehicles on the road not equipped with this technology, but unfortunately, our vehicles have been target through a coordinated effort on social media.

Given this recent local spike in crime and its impact on our customers and the community, we have decided that starting in September engine immobilizers will be standard in all new Hyundai vehicles at every trim level. With respect to current vehicles, we are prepared to assist the City of Milwaukee and the Milwaukee Police Department in its efforts to prevent these thefts. On June 17th and 18th, we had calls with personnel at the Milwaukee Police Department. Our conversations were very productive



and we discussed ways to support local law enforcement in determining the best approach in curtailing the increase in thefts. These conversations are ongoing and once a final course of action is determined, we will update you with the final details. Additionally, we are working with our engineers to explore a potential upgrade for the targeted vehicles. We are also working with local Hyundai dealers to assist customers who have been negatively impacted.

We are committed to helping be a part of the solution and fully understand the importance of this issue to you, your constituents, and all of the citizens of Milwaukee. We look forward to continuing to work with the City of Milwaukee and our dealers to assist our customers who have been unfortunately impacted by this uptick in crime.

Sincerely,

A handwritten signature in black ink that reads 'Chad Filiault'.

Chad Filiault
General Manager, Central Region
Hyundai Motor America