



Commissioned Officers Association of the U.S. Public Health Service

February 7, 2017

President, Hyundai Motor America
Box 20850
Fountain Valley, CA 92728-0850

Dear Hyundai:

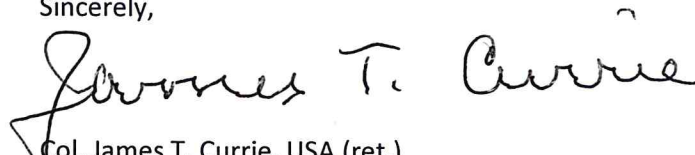
It has recently come to my attention that you specifically exclude members of the United States Public Health Service (USPHS) and the National Oceanic and Atmospheric Administration (NOAA) from the discounts you offer to folks in the military, including the Guard and Reserve. You may not understand the United States Public Health Service (USPHS), because its members generally do their work quietly behind the scenes, garnering little publicity and recognition for their efforts to make this country and the world safe from disease. (Please see Fact Sheet at Encl. 1).

Both the USPHS and NOAA are all-officer cadres, so you would be attracting a group of men and women with high, steady incomes. Their demographic is one that any auto manufacturer would be pleased to reach, as these are folks who can afford to purchase top-of-the-line vehicles and who have absolutely the highest credit ratings. It only makes good business sense for you to include them in the discounts you give to members of the other uniformed services in such a way as to gain their business and loyalty.

Hyundai is not the first private sector corporation to whom we have reached out on behalf of these officers. We did the same with the Disney Corporation, which had long excluded both USPHS and NOAA officers from its "Military Salute" program. Disney has changed its policy and now does what we are asking you to do: include these officers in your military discount program.

Please do not hesitate to contact me if you have questions relating to this request.

Sincerely,


Col. James T. Currie, USA (ret.)
Executive Director