



News

New Life for Hyundai Translead Aftermarket

SAN DIEGO – April 26, 2013 - Hyundai Translead, a leading manufacturer of dry and refrigerated van trailers, domestic containers, container chassis, and converter dollies, today is pleased to announce the addition of New Life Transport Parts Centers to its North America aftermarket parts distribution network. New Life joins our current aftermarket distributors, Belgrade Parts and Trinion Mexico, to service the aftermarket needs of Hyundai Translead's customers.

"Aftermarket parts support is a critical element of the total trailer purchasing and ownership experience" says Stuart James, Vice-President of Sales at Hyundai Translead.

"After looking at various options for bringing our genuine aftermarket parts to market, we concluded that we could provide the best possible support to our customers by partnering with New Life. New Life's extensive logistic capabilities, company owned facilities and superior customer service processes convinced us that they would provide to our trailer customers an experience that will be second to none."

Mr. Robert Hinton of New Life adds, "We are pleased to enter into this long term partnership with Hyundai Translead to provide aftermarket product support to all Hyundai Translead customers. New Life's logistics and distribution capabilities along with its unparalleled commitment to customer service will enhance availability of genuine Hyundai Translead products in the aftermarket. Hyundai Translead and New Life Transport Parts have the same goal in mind – to provide an exceptional customer experience."

With seven warehouses located in North America and 300+ dealers, New Life is committed to carrying a large breadth and depth of Hyundai Translead parts. With its company owned transport equipment, orders are controlled from the time of order placement until it arrives at the location needed.

New Life can be reached directly via their proprietary ordering system on their website www.newlifeparts.com or by calling 800.748.0555

About Hyundai Translead

Hyundai Translead is a leading manufacturer of dry and refrigerated van trailers, domestic containers, container chassis, and converter dollies for the North American transportation industry. Established in 1989, Hyundai Translead is a wholly owned subsidiary of Hyundai Motor Company Korea and is headquartered in San Diego, CA. The company operates three state-of-the-art manufacturing facilities located in Tijuana, Mexico.

This press release may contain forward-looking statements that are not limited to historical facts, but reflect the company's current beliefs, expectations or intentions regarding future events. All forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. The company undertakes no obligation to publicly update or revise any forward- looking statements to reflect events or circumstances that may arise after the date of this press release.

To learn more, please call 1-800-251-0871 or visit www.translead.com