

HYUNDAI **EDGE** MAGAZINE

HYUNDAI CONSTRUCTION EQUIPMENT

Vol. 45 | Winter 2015

06

Dealer Story

Hyundai Heavy Industries Europe
Appoints New Dealer in Bulgaria

16

Brand Promotion

Emotional PR Movie:
My Son is the Champion

17

Sports Marketing by Dealers

Polocrosse World Cup 2015
Football Sponsorship in Morocco

18

Individual Focus

Hong Soo-il
*Instructor of the Customer
Support Department*





Dear Hyundai Family,

As the new Vice President of Overseas Sales, I want to say I am very excited to take up this role.

This message gives me a chance to share my perspective on the division, outline what I see as our initial priorities and update you on the latest developments.

I understand that we have gone through a difficult year with the more severe complications ranging from the persisting oil price slump and depreciated raw materials to stiff competition in the market. Yet, in most regions we were able to preserve and improve the market share in 2015. In this regard, we would like to express our sincere gratitude for your dedicated efforts in your market.

As a part of our drive to better support our dealers, this year the management of Hyundai Construction Equipment (HCE) will undertake multidirectional reformation and innovation to secure quality and cost competitiveness. We are confident that despite the continued market stagnation, our internal innovation will bring positive results to our businesses.

It is expected that intense competition prevails due to uncertainty in global markets next year. In this regard, the Overseas Sales will strengthen its ability to deliver reliable products that customers can trust, and react more rapidly to the prevailing market condition by cooperating intensely with dealers and customers. We also encourage and value feedbacks and suggestions from our customers, dealers and partners. Therefore, our dealer's dare challenge and the feedback of the market to us would be the first pre condition for the better team work again.

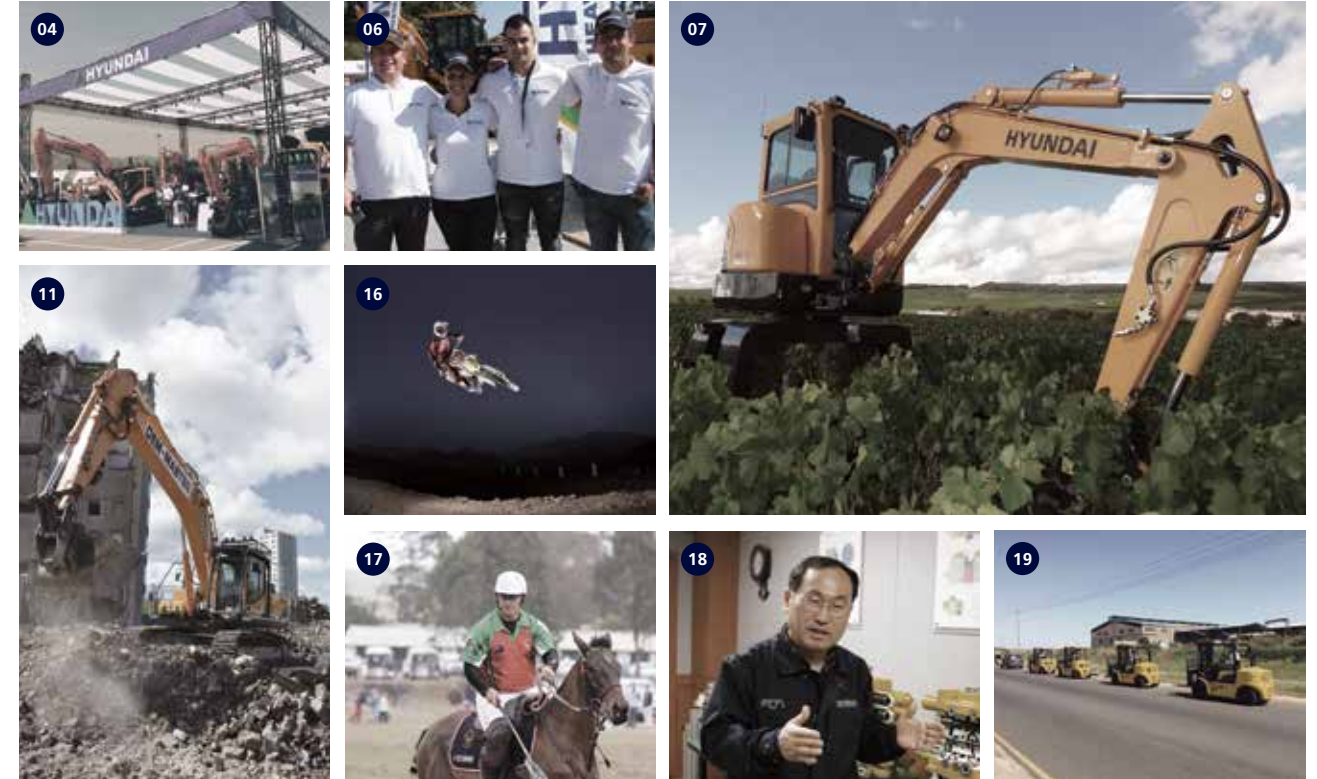
Last but not least, let us remember the wisdom of our founder Mr. Chung Ju-yung "When you are at a dead end, look for a way out. When you look and still can't find a way, pave it out yourself."

Dear Hyundai Dealers, we are now on the same boat and I believe the best opportunities can be found in times of crisis. Let us encounter the New Year with unwavering drive and confidence.

I wish you all the best and a Happy New Year. GO Hyundai Family!

Kim Sang-wung

Vice President of Overseas Sales
Construction Equipment Division
Hyundai Heavy Industries



02 Message from the Management

Kim Sang-wung
Vice President of Overseas Sales
Construction Equipment Division
Hyundai Heavy Industries

04 Exhibitions

- CONEXPO Latin America 2015
- Construya Vivienda 2015
- CeMAT India 2015

06 Dealer Story

Hyundai Heavy Industries Europe Appoints
New Dealer in Bulgaria

07 Moving You Further

- Europe's First Hyundai HX300 Long Reach Introduced at Germany's 'Greenest' Construction Site
- A Hyundai R35Z-9 Excavator Celebrates Its Rebirth with Champagne
- Customer Testimonial - Hyundai R1200 Crawler Excavator in Mongolia

11 HCE News

- Get Current: Sales Training in Atlanta
- Marketing Conference 2015
- Hyundai 430LC-9A at the Scottish Demolition Site
- Subsidiary Parts Conference
- Forklift Customer's Day 2015
- Hyundai Construction Equipment Personnel Realignment for 2016

16 Brand Promotion

Emotional PR Movie: My Son is the Champion

17 Sports Marketing by Dealers

- Polocrosse World Cup 2015
- Football Sponsorship in Morocco

18 Individual Focus

Hong Soo-il
Instructor of the Customer Support Department

19 Pictures from Customers

Hyundai Machines Everywhere



Use your smartphone!

EDGE MAGAZINE Vol. 45 | Winter 2015

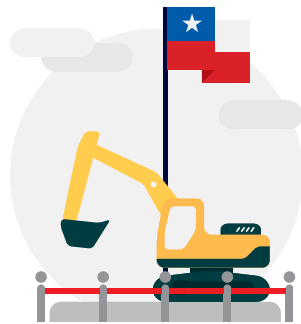
HYUNDAI EDGE is published and produced by Hyundai Heavy Industries Construction Equipment Division. It is distributed to dealers and customers around the world. For suggestions or questions, please contact marketing department of HCE at Mr. S.H.Hong (hsh8059@hhi.co.kr), Mr. Martin Kim (martinkim@hhi.co.kr) Tel. +82-2-6424-1117 Fax. +82-2-6424-1129 www.hyundai-ce.com

CONEXPO Latin America 2015

Clemsa, the Hyundai Dealer in Chile, participated in CONEXPO Latin America from October 21-24.

Santiago, the capital of Chile, hosted the first CONEXPO held in Latin America and attracted 30,000 visitors. Hyundai booth was the biggest and most popular spot in the exhibition, showcasing 14 models ranging from excavators and wheel loaders to backhoe loaders, skid steer loaders, and forklifts.

According to a representative from Hyundai "We were extremely happy to be visited by a huge crowd in our booth and we managed to achieve meaningful outcome from the event as well."



Construya Vivienda 2015

LOGIC Elevadores, the Hyundai dealer in Venezuela showcased five models of forklifts and a backhoe loader at Construya Vivienda 2015, Karakas, Venezuela, on October 17-28. The event attracted 19,100 visitors from Latin America and 290 customers registered their information at the Hyundai booth.

Participation in Construya Vivienda was a success as Hyundai attracted many new customers and accomplished its marketing objectives

Models Displayed :

- Forklift : 16B-7 / 20B-7 / 25BRJ-7 / 25LC-7A / 70DS-7
- Backhoe Loader: H940C

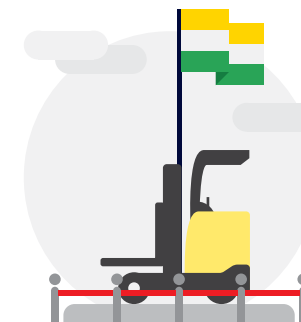


CeMAT India 2015

Hyundai Construction Equipment India (HCEI) took part in CeMAT India, New Delhi from December 9-11.

It is an international fair which gathers decision makers from several industries covering material handling, storage systems, intra-logistics, warehousing, logistic services and so on.

In this annual event Hyundai showcased three forklifts - 30DT-7, 50B-9 and 15BRP-9. Ms. Daniela Behrens, the State Secretary of the Lower Saxony and Mr. Anant Geete, Minister of Heavy Industry and Public Enterprises, participated in the inauguration ceremony of Hyundai's booth. Visitors were delighted with the sophisticated booth design and Hyundai's wide product range, which attracted numerous customers where many expressed their purchase intentions.



Hyundai Heavy Industries Europe Appoints New Dealer in Bulgaria



Strotech Engineering based in Sofia, Bulgaria has recently been appointed as the Hyundai Construction Equipment dealer for the country.

Strotech Engineering is a newly established company that specializes in providing complex solutions in the construction equipment area.

Strotech Engineering is owned by Mr. Veselin Ivanov, who has 20-years of experience in construction equipment sales and is particularly familiar with the Hyundai Brand. Mrs. Fani Asenova is the appointed Chief Executive Officer (CEO) and she has a wealth of experience in banking and finance sectors.

Mrs. Fani Asenova commented on the new partnership saying "We are looking forward

to establishing a long-term collaboration with Hyundai Heavy Industries Europe. We are very confident in the Hyundai product - the machines are of very high quality and reliability which is what our customers look for in a brand."

"At Strotech we are enthusiastic about the Hyundai brand and we will offer our customers a professional level of service at all times, which is in line with the Hyundai ethos," she added.

Commenting on the new partnership, Hyundai Heavy Industries Europe (HHIE) Sales Director Mr. Alain Worp said, "We at HHIE are extremely proud and satisfied with the appointment of Strotech Engineering as our new importer in Bulgaria. Hyundai has been a market leader in the Bulgarian market for many years and



knowing that some of the pioneers who were part of planting the Hyundai flag in the Bulgarian market are now back on board and are part of the Strotech Engineering team and ready to maintain the Hyundai brand at a top level in the Bulgarian market."

We at Hyundai will continue to support our new importer Strotech Engineering as well as our many customers who operate and own Hyundai equipment in the Bulgarian market and are confident that Hyundai will remain in the top of the Bulgarian market for construction equipment. We thank all existing and future Hyundai users for the trust they have put in the brand.

Europe's First Hyundai HX300 Long Reach is Introduced at Germany's 'Greenest' Construction Site



At the end of July the brand new Hyundai HX300 Long Reach (LR) Excavator broke ground at the construction site located in Heilbronn. The site calls for a specialized machine, a job site where a long reach excavator is at its best. The site consists of 12 meters high embankment in a park-landscape, which is designed to reduce noise from a neighboring harbor and also acts as a green retreat with a great view on the city for a newly formed city quarter. The construction site is a part of a 42 hectare National Garden Expo to be held from April to October 2019. Visitors can enjoy the landscapes and gardens around the city on foot and by bike.

The new HX300 LR is the latest acquisition of Schwerer Erdbau Rosenberg (SER), a nationwide construction company. Currently owning and operating 25 units of construction machinery, the company specializes in complex infrastructure and earth-move-

ment projects. According to the founder Willem Janssen van Doorn, the long reach excavators are in demand. "This type of machine is almost in use throughout the year. The specifications of the HX300 LR is the ideal for embankment projects, water engineering and in gravel mining." This is why SER continuously has three to five long reach excavators in their machinery park, all of them Hyundai.

SER is supplied and serviced by Hyundai Baumaschinen Nord (HBN), the Hyundai dealer located in North Germany. The business relation between Willem Janssen van Doorn and Willem Akkermans, founder of HBN, dates back to 1984. The Hyundai excavators in the fleet of SER are used up to 12,000 hours before traded in. The life cycle of the machinery is maintained to the highest standards to optimize performance. With the support of HBN, SER mechanics maintains the ma-

chines when the warranty expires. Also, at SER each machine is solely operated by one operator, which helps extend the condition and life cycle of the machines.

Modern Technology

The main factors to acquire this Hyundai excavator were a combination of modern technology and short-term availability. The HX300 LR is equipped with a strong 171 kW, 6.7 litre 6-cylinder-engine. Both the handling and cabin comfort have improved significantly, compared to the previous generation. The HX300 LR also offers new optional features such as AAVM (All Around View Monitoring), a camera system to secure field vision in all directions, and a wide-bucket with a tilting function. With the added features HX300 is fit for handling delicate work in the jobsite.

A Hyundai R35Z-9 Excavator Celebrates Its Rebirth with Champagne

Sarl Maurice Vesselle, a family wine producing business, had been considering for a long time whether to get a crawler excavator to work in the vines in the Champagne region. They had to convert an existing machine so that it could pass over the top of the vines. Details of a conversion handled by Sermat TP, a Hyundai dealership.



The Maurice Vesselle company is located at Bouzy in the Marne department, about 20 km from Reims. It has been run by the two sons, Didier and Thierry Vesselle, since 1985. The two brothers manage the vineyard, which has a vintage Champagne classification and an annual production of about 80,000 bottles, 40 percent of which go for export (Japan, United States, Sweden, Norway).

Looking Back...

A few years ago, Thierry Vesselle suggested to his brother the idea of acquiring a crawler excavator weighing about 3.5 tons to work in sloping vineyard plots. But the idea was not that simple to put into practice because of the technical constraints. "Our soil is deep tilled,

but where the vines are on hillsides, the earth tends to wash away. We make regular use of a high clearance tractor but we don't have anything for moving the soil which has been washed down back up. The major problem we came up against was that no industrial company wanted to work with us to complete a project that some might perhaps have described as a bit mad," Thierry Vesselle explained.

Two years ago the Vesselle brothers went to the fair at Châlons in the Champagne region and met Lionel and Eric Greffier, who co-run Sermat TP, a Hyundai dealership. They agreed to convert and elevate a Hyundai R35Z-9 crawler excavator by about 1.2m so that it could move over the top of the vines in the Vesselle family holding. "I worked for



nine months on the technical constraints to find out if the project was feasible. Then we thought it would be advisable to file a patent," Lionel Greffier emphasised.

Amongst the most significant alterations, the lower section of the machine was made heavier to give it greater stability. So the lower tracks on both sides were fitted with extra weights, an inclinometer was installed, the working blade was replaced with longer stabilisers to enhance its stability on the ground. In contrast, the upper section was not changed.

This version of the R35Z-9 has been designed so that it can be transported on any standard loader so that it does not constitute an abnormal load.



The Hyundai R35Z-9: Compact and Comfortable

The R35Z-9 excavator was delivered to the Vesselle wine-growing estate around 10 August this summer. "The conversion work was really finished last May, but we couldn't deliver it before then because the patent application had to be registered," Lionel Greffier explained. "So we put it to work straight away," added Thierry Vesselle.

The R35Z-9 has an operating weight of 3,500 kg and it is fitted with a Yanmar 3TNV88 engine which is powerful and reliable while offering low fuel consumption. Comfort is not neglected on this little model. Inside the cab, the operator can adjust the seat, the control panel and the armrests to achieve the desired level of comfort. The control levers on both left-hand and right-hand sides are set out in an ergonomic layout to make handling eas-

ier. And a safety lever has been provided to prevent any accidental operation of the hydraulic accessories.

"When we designed this machine we weren't thinking of all the possibilities it could offer us. Its main uses in our profession are tearing up land-locked plots, dead stocks, driving in stakes and related work. And the wide range of accessories which are available really offers us a host of possibilities. Today we have a rotary shredder, three buckets and a twist bucket, but we could just as easily fit a rake or a post driver," Didier Vesselle commented. "In addition to being adapted to the vineyards in Champagne, the excavator's other advantage is that it can rotate 360 degrees and operate to a width of 10 m," he added.

"We are delighted with this machine, which is a real pleasure to drive. It is compact and easy to handle and also means we have the

benefit of working at height. And in spite of its extended height, we can still dig to a depth of 2.2 m and load 15 ton agricultural trailers," added Thierry Vesselle.

It is the first machine of its type in the region, but Lionel Greffier and the Vesselle brothers hope that it will not be the last. This prototype has the potential to be adapted in many ways, including "enhancing its stability so that it can be used on even steeper slopes or so that the operating width and height of the machine can be changed hydraulically. After the initial presentation, we are thinking of using it outside the wine-producing field," suggested the happy owners.

Customer Testimonial - Hyundai R1200 Crawler Excavator in Mongolia

Ulz Gol is one of the major mining companies that have been using the Hyundai R1200 crawler excavator since 2013 in Mongolia. Since then, the 120 ton excavator has been performing very well producing good results for the mining job. Here is the General Director of Ulz Gol, Mr. Burentogtokh A. Sahres's opinion about the performance of the machine.

What is your opinion about technical availability of Hyundai R1200 crawler excavator?

Our company has been in partnership with Hera Equipment Company (HERA), the Hyundai dealer in Mongolia, for 10 years since 2005. So far we have purchased many Hyundai machines. As for the R1200 crawler excavator, we have been using it to undertake our mining jobs for two years now. I think R1200 crawler excavator is a comparably suitable machine in the Mongolian mining industry. Parts availability and on-time delivery service calls were satisfactory from the beginning of our contract with HERA. The R1200 crawler excavator has performed to its technical potential; therefore we are very satisfied with the machine.

How is the efficiency of Hyundai R1200 crawler excavator?

At the moment we are using Hyundai R1200 and Caterpillar 396 crawler excavators. Compared to the Caterpillar's crawler excavator, Hyundai R1200 crawler excavator demonstrates a stronger and reliable output.

Is Hyundai R1200 crawler excavator suitable for the Mongolian mining industry?

In my opinion heavy equipment are classified as road construction and mining. Especially, road construction companies are using excavators with a bucket capacity up to 3 m³ while, mining companies are mostly using excavators with a bucket capacity above 3 m³. Considering the level of output, Hyundai's R1200 crawler excavator is the perfect fit for a Mongolian mining industry.

What would you like to say to worldwide Hyundai dealers and customers?

I had a chance to attend the VIP Korea tour, where I witnessed the production process of Hyundai Construction Equipment. I became more confident with Hyundai machines and made a purchasing decision. Finally, I am very confident with Hyundai machines so I would like to recommend Hyundai machines to others.



Get Current: Sales Training in Atlanta



Hyundai Construction Equipment Americas (HCEA) hosted the sales training event, "Get Current" at its office in Atlanta, USA, on October 13-14.

107 sales representatives from 36 companies joined the event to take a tour of the HCEA facilities and participate in sales training lectures on diesel and electric forklifts. At the event, Mr. Paul Bilson, the national accounts and dealer development manager of HCEA introduced the new 9-series diesel forklifts.

Mr. Lee Jong-beom and Mr. Tony Cho, department heads of forklift development and sales, also attended the event.



Marketing Conference 2015



Marketing and Planning Department (MPD) of Hyundai Construction Equipment (HCE) hosted the Marketing Conference 2015 in Seoul, Korea on October 14-16.

Representatives from overseas subsidiaries of Europe, America, India, and China as well as 30 employees from the Korean Headquarters joined. Participants shared ideas on strengthening brand value, marketing strategies and ways of launching new models for each region. The conference also featured presentations on innovation and success stories of overseas operations.





Hyundai 430LC-9A at the Scottish Demolition Site



Operating nationwide on prestigious, high profile contracts, Dem-Master already boast the tallest demolition rig in the UK converted by Ipswich specialists Kocurek to reach a massive 70 m.

The most recent additions are used in their own right as carriers for the varied attachment fleet are deployed as front line demolition machines as and when required. The two machines supplied to Dem-Master by Scottish Hyundai dealers Young Plant are the first to enter service in the UK.

The company operates a variety of the South Korean machines from 14 tons and praise the strength and durability of the product, the initial cost price and the resulting residuals when it comes to disposal. The Hyundai cabs come in for praise from the regular operators. The large cab has plenty of leg room for the tallest of operators with the very comfortable seat offering plenty of movement to accommodate all shapes and sizes of jockey. Storage space behind the seat has not been compromised with enough space to store day to day items. Control layout is seen as perfect with all often used controls falling easily to hand.

The machine benefits from three power modes; power, standard and economy with two working modes available, digging and attachment work. This function allows the operator to save their settings for differ-



ent hydraulic attachments at the touch of a button. The operator can also set their own preferences for boom or swing priority through the system.

Theft prevention and security on the Hyundai excavator is provided by a two-step system of smart key particular to that machine and by the operator needing to enter a password onto the touch screen before the machine will commence operation. As with most modern excavators, Hyundai have fitted a remote machine management system, Hi-mate, to its products. The system allows anyone to track the machines position and for service personnel to remotely monitor machine performance.

The box section undercarriage has been equipped with three heavy duty track guides to both sides to reduce the risk rebar getting in between the lower rollers and throwing a track.

Both machines have been in the Dem-Master fleet for a matter of months when we visited and both machines were returning more than acceptable fuel figures working on a variety of tasks. The first machine

was residing at the Tarfside Oval project in Glasgow where Dem-Master are currently in the middle of the demolition of a series of 1960s high rise blocks. Working alongside their 220 ton, 70 m reach Liebherr, the Hyundai was being used to build and maintain the platform on which the high reach machine stands to undertake its operations.

The block being worked on at Tarfside was in very close proximity to a row of terraced houses and to allow the work to continue un-hindered, Managing Director Richard McCulloch devised ingenious protection method for the houses. Twenty old shipping containers, double stacked in a row of ten were tack welded together to provide a solid barrier preventing any material from penetrating the site's boundary fencing. Additionally, a scaffold frame was attached to the length of the containers and fitted with a fly sheet to catch airborne, lightweight material. "The system is working as we expected it to. It is a simple and low cost solution to what could have been a costly problem," explained Mr. McCulloch."

The second 430LC was residing at Dem-Master's Bathgate Headquarter and was fitted

with a large steel shear. During most demolition projects the company will return a lot of the steel removed from demolishing the buildings back to their yard for further processing and the Hyundai was undertaking some of this work prior to being sent out to the North of the country where the company had secured the contract to demolish a large factory complex.

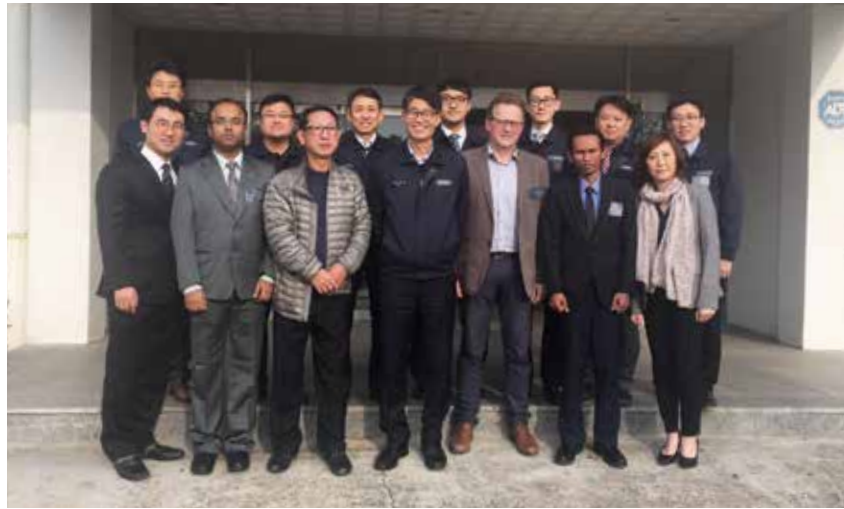
The Hyundai dealt with the shear with ease, even at full stretch such is the low center of gravity and ideal balance of the machine.

Dem-Master management are very happy with the deal put together by Young Plant's Leigh Dalgleish and are very confident that the two latest Hyundai excavators to join the fleet will live up to all expectations. The very short delivery times were another aspect which has impressed Dem-Master and Mr. Dalgleish confirms that this is due to Young purchasing machines for stock. "We always try to keep a stock of the more popular sized machines in stock at all times and have already ordered quantities of the new HX range to be delivered as soon as production of European machines comes through."

Subsidiary Parts Conference

Part Business Department (PBD) of Hyundai Construction Equipment held the Subsidiary Parts Conference in Eumsung, South Korea on November 5-6.

The event is part of PBD's drive to emphasize mutual cooperation and to seek increase in sales for 2016. Six parts managers of the overseas subsidiaries were welcomed by 10 members of the PBD including Vice President Mr. Huh Min-soo. The event featured the pricing policy, development plans for strategic parts and business plans for 2016.



Forklift Customer's Day 2015

Hyundai Construction Equipment hosted Forklift Customer's Day on October 24- 25 at Ulsan, South Korea. The event was organized to promote and offer detailed explanation of new forklifts. 127 customers were invited to have a trial ride of the brand new 9-series diesel and electric forklifts including 70D-9.



Hyundai Construction Equipment Personnel Realignment for 2016

Hyundai Construction Equipment (HCE) realigned business operations by appointing new executives and making promotions in November 2015. Through this restructuring, HCE is devoted to improving competitiveness in the global market.



Mr. Chae In-sug
Executive Vice President
Forklift Sales, Development,
and Production



Mr. Lee Seung-jai
Senior Vice President
Marketing & Planning, Domestic Sales,
and Overseas Sales Subsidiaries



Mr. Jung Jun-cheol
Senior Vice President
Managing Director of
Hyundai Heavy Industries Europe



Mr. Moon Jae-young
Senior Vice President
Chief Management Planning Officer of
Construction Equipment Division



Mr. Kim Sang-wung
Vice President
Overseas Sales



Mr. Park Jin-seog
Vice President
Production Planning and
Material Management



Mr. Cho Seung-hwan
Vice President
Production



Mr. Song Won-jong
Vice President
Marketing & Planning



EMOTIONAL PR MOVIE: MY SON IS THE CHAMPION



Mr. Kim Chang-ho was a motorcyclist. He used to operate construction equipment for a living. He had two sons who rode motorcycles since they were six. Something special about him was that he built the motorcycle tracks for his sons with a Hyundai excavator. Mr. Kim would repair the tracks during the day and night for his sons as they improve in their competencies, and as a result, his two sons have been winning competitions and the older son is now a motorcycle champion in South Korea.

To view the full story visit <https://www.youtube.com/watch?v=IJNWhAKjXJc>

Also, if you have a great story to share, please send it to Mr. Martin Kim at martinkim@hhi.co.kr

We hope you enjoy the movie.

Moving You Further!
Brand PR Team of HCE



Polocrosse World Cup 2015

BL&D the Hyundai dealer in Zambia, sponsored the Zambian Polocrosse Team for the World Cup 2015.

Zambia competed in the 2015 World Cup which was held in Shongweni, South Africa over two weekends.

The competition is held every four years and competing were the top playing nations in the world – South Africa (SA), Zimbabwe, United States of America (USA), United Kingdom (UK), Ireland, Australia, New Zealand and Zambia.

South Africa was the reigning world champion having won the Cup in UK in 2011 where Zambia finished in eighth position.

In the opening pool games, Zambia was in a very strong pool against SA, New Zealand and USA. Zambia in the first game pulled off the biggest upset of the tournament by beating the world champion South Africa in a very closely contested match 17-16.

In the other pool games Zambia with convincing win over USA and New Zealand finished

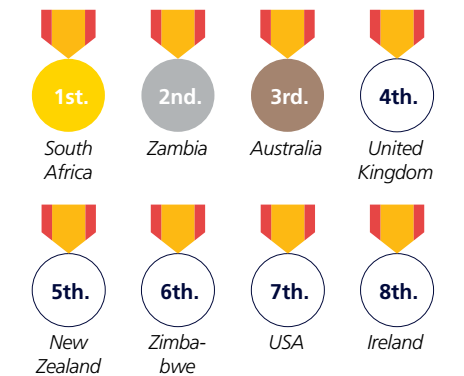


ished at the top of the Pool A and gained a place in the semi-finals.

The semi-final game against United Kingdom was a hard-fought affair with Zambia winning by six goals to gain a place in the final against SA who beat Australia.

The final was played on Sunday 12 July and was a cracker of a game with Zambia – the crowd darlings playing extremely well. However the days was to be that of South Africa's who playing on their own horses and in front of a massive home crowd eventually edged Zambia out and destroyed their chances of being the world champions.

Final Placings



Football Sponsorship in Morocco



Hyundai Construction Equipment Maroc (HCEM), the Hyundai Dealer in Morocco has conducted active sports marketing in football. They have been involved as a sponsorship partner in major events ranging from Moroccan Championship and



Moroccan Cup to FIFA Club World Cup and International Friendly Matches of Moroccan National Football Team. Especially in 2013, HCEM sponsored Raja Casablanca and the team showed great performance by reaching the final of FIFA Club World Cup held

in Morocco. HCEM increased the brand exposure of Hyundai by installing billboard signage in the stadium where matches get broadcasted around the nation.

Service Training: Enhancing the Confidence of Service Engineers



Hong Soo-il
Instructor of the
Customer Support Department

"I believe the purpose of our training program is to enhance the self-confidence of service engineers. In order to satisfy our customers and let them build a strong confidence in Hyundai machines, engineers should be able to provide accurate and quick solutions. Without strong self-confidence, which derives from having a thorough knowledge on machines, service engineers may not be able to satisfy customers' needs."

Mr. Hong Soo-il, instructor of the Customer Support Department, has been working in the customer service and training field for the past 28 years. We could sense the passion and positive energy in his eyes.

"I have been involved in delivering lectures about machines since the beginning of my career but my educational responsibilities were extended further when the Eumsung Training Center was opened in December 2005. It was such a cold winter with spooky and empty buildings, remotely located. So I wondered how many people would visit and complete the training program at such a place. The first 14 trainees from Syria completed the course over a month and since then we managed to coach over two thousand trainees from 70 countries around the world. We are extremely delighted to hear positive feedbacks about training aids and education system, which

we developed to increase the effectiveness of our programs."

According to Mr. Hong, the 3D educational materials are extremely popular among trainees. The Electrical Simulator and Cut Parts are useful tools to enhance understandings of product mechanism.

"I always emphasize one thing to my trainees. I want them to become trustworthy and reliable service engineers. I recommend them to solve not only the problems but also examine the overall condition of machines such as parts, filters and operating systems. The service engineers should always inquire customers if any further assistance is required. Because by doing so, the life cycle of machines could be extended and it may even decrease machine failures."

Hong indicated that one of the most significant attributes of an excellent service engineer is to realize customer satisfaction by possessing a great spirit of service.

"Most of our trainees are eager to learn as many things as they can. Likewise we are trying our best to maximize the efficiency and satisfaction of our Service Training Program," added Mr. Hong.



Hyundai Machines Everywhere

Please send pictures you wish to share. Gifts will be sent for selected pictures.

Picture Files 1600 x 1200 pixel files are recommended (or higher than 3MBs)

Send to: martinkim@hhi.co.kr

Along with the picture, please include:


1. Sender's name / address
2. Select your preferred model
3. Operating location of Equipment

Selected pictures may be used in promotional products or prints by Hyundai Heavy Industries, hereafter




250D-9 / 220LC (Block Toy), H940S / H940C (Scale Model)
You can choose one of the above models



 **430LC-9A in Germany**
from Bram



 **220LC-9s in Ecuador**
from Anggelo



 **9 Series Hyundai Forklifts in Venezuela**
from Stefano



 **480LC-9S in Mexico**
from Manuel



PIONEER NEW FORCE

Hyundai Heavy Industries has
all the powerful features you need

220LC-9S

Power is an essential function for excavators. Experience the powerful 220LC-9S of Hyundai Construction Equipment. With the forceful horsepower of HYUNDAI Engine, we deliver reliable and steady supports for you.

MOVING YOU FURTHER

