

HYUNDAI **EDGE** MAGAZINE

HYUNDAI CONSTRUCTION EQUIPMENT

Vol. 49 | Winter 2016

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New Machine
HL780-9S UMA

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Jonathan McDaniel,
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Promotion of Improvement
Track Tention Spring /
Rotating Piping Option





Dear Hyundai Dealers,

It gives me great pleasure to inform you that I have been appointed to be Chief Operating Officer of the Construction Equipment Division since Oct 17, 2016. On behalf of Hyundai Construction Equipment Division, I sincerely appreciate your support and cooperation.

As the global economy has gone through the recession, we are facing many challenges, including severe competition, on the business that stiffens the difficulty in the market. However, we are still preserving and growing the market share in the most regions of the world with your dedicated activities.

We will strengthen technology development, quality assurance, utilization of marketing resources, and human resource development to sustainably grow the business in coming years. We will also manage the profitability of the business and optimize the balance between the market share and customer satisfaction.

I am very confident that we will deliver greater value to our customers with the efforts and it will lead us to achieve the goal of global top five construction equipment and top ten material handling equipment manufacturer.

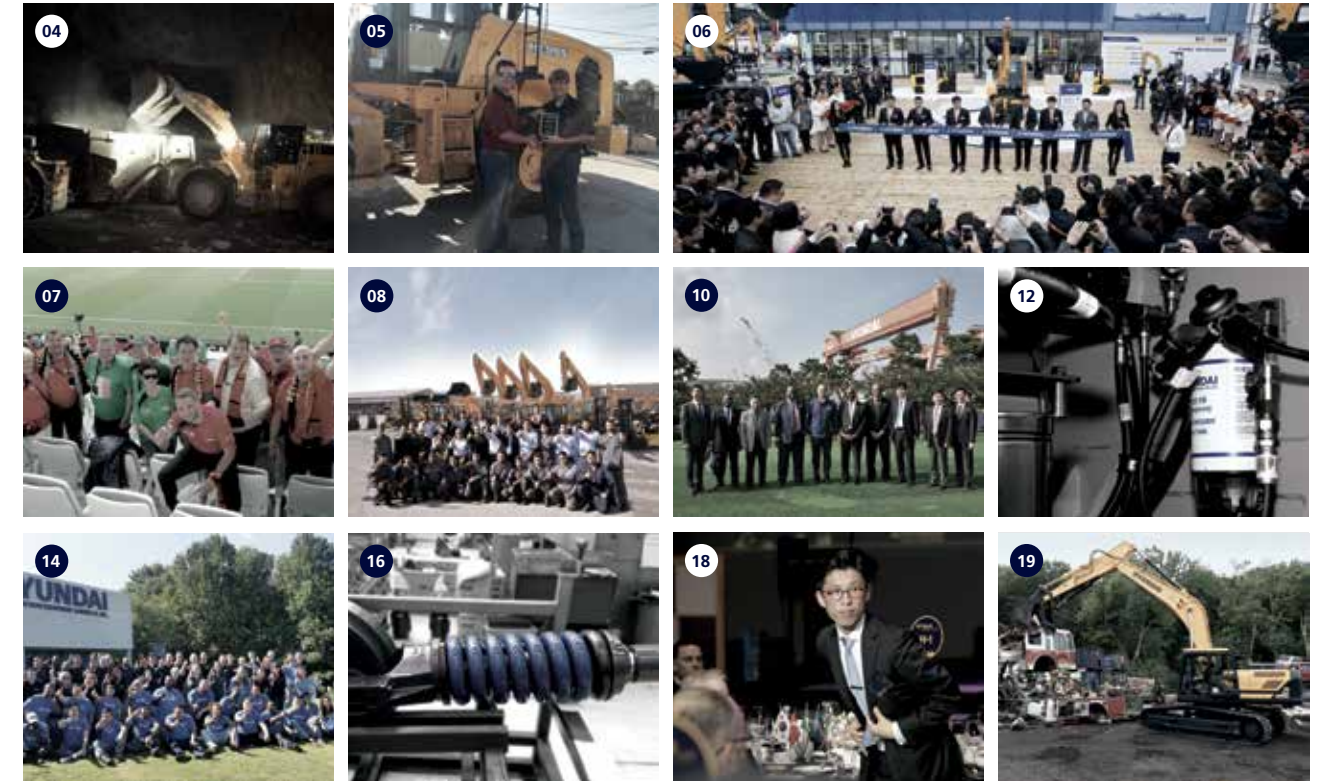
Your support is necessary to overcome the challenges existing in current market and achieve our goal. Once again, I appreciate your continued support and trust in Hyundai Construction Equipment Division.

You are more than welcome to contact me at kykong@hhi.co.kr for advices and suggestions to the management.

Sincerely,

Kong Ki-young

Chief Operating Officer
Construction Equipment Division
Hyundai Heavy Industries



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Chief Operating Officer
Construction Equipment Division
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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 the Marketing Department of HCE at Mr. S.H.Hong (sokhohong@hhi.co.kr)
Tel. +82-2-746-7925 www.hyundai-ce.com

Hyundai Heavy Industries Successfully Develops Wheel Loader for Underground Mining

Large wheel loader with 340 HP for underground mining developed by HHI (HL780-9S UMA)



Hyundai Heavy Industries (HHI) recently announced its successful development of a 340 HP wheel loader (HL780-9S UMA) for underground Mining and began marketing the product in overseas markets.

The wheel loader is specifically designed for optimal operation in mining environments. Its total height is approximately 70 cm less than that of the company's common wheel loader (HL780-9S), enabling it to operate through low pits, while the ride control function has been improved to mitigate vibration from the body, of-

fering enhanced safety and durability. In particular, various protective components are mounted on the understructure of the wheel loader, which is particularly vulnerable to ores, including guards for the transmission and engine oil fan, rear bumper, understructure guard, and side cover.

The adoption of a special bucket (spade node bucket; a bucket with a long nose similar to the head of a shovel exclusively for rocky or mountainous terrain) ensures maximum work efficiency in Mining.

An executive of HHI said, "The product is a highly specialized piece of machinery developed with the cutting-edge technologies and know-how from the development of wheel loaders we have accumulated to date. This enables us to expand our shares in the quarry and mine machinery markets where we previously experienced marketing difficulties." **EDGE**

Jonathan McDaniel, State Machinery



A fixture on our Top 20 Salesmen list, Jonathan McDaniel of New Orleans-based State Machinery Louisiana, has consistently been one of Hyundai's top salesmen in North America since March 2007. Jonathan primarily sells the 757/955-sized wheel loaders and the 160-sized excavators. While he works very hard to build and maintain strong relationship with his customers, Jonathan believes that is not enough to set him apart from other sales representatives and other brands.

Jonathan has always focused on niche markets that exclusively use excavators or wheel loaders. By doing so, he has built a large customer base of stevedoring companies, Redi-Mix customers, junk yard owners, sand and gravel pit owners, and scrap yard owners. Jonathan emphasizes

"I never allow myself to believe that I've made it." He doesn't allow himself to become complacent, so he is always seeking more niche markets to conquer, with the goal of "building a larger customer base."

To get his foot in the door in these niche markets, Jonathan shows these customers that Hyundai has great products, with a very beneficial warranty and "quality that is on par with other manufacturers." He also sells Hyundai's service and support by showing that "Hyundai will listen to the customer's ideas and make changes to the machine to fit the needs of the end-user." Jonathan's passion and enthusiasm for Hyundai and its products have helped State Machinery and Hyundai gain market share and recognition as one of the industry's leaders.

When he is not making his mark selling Hyundai machines, Jonathan plays golf and fantasy football, though he admits he needs to "get better at both." He also enjoys watching his four kids, Balise (14), Hollis (11), Foster and Camille (9), in their various activities with his wife, Gretchen. His children are involved in everything from football and lacrosse, to piano and saxophone, to dance. Jonathan also likes watching sports, especially LSU football and the New Orleans Saints and Pelicans. While he has also watched the Chicago Cubs since he was 9 years old, Jonathan concedes that it might be "the worst sports decision he has ever made." But like every Cubs fan, he believes "there's always this year!" **EDGE**

It was provided by HCEA

Hyundai Excavators and Forklift at Bauma China 2016

Hyundai Heavy Industries China showcased 11 models of eco-friendly construction equipment at Bauma China 2016 on November 22-25.

The venue of the Trade Show is Shanghai New International Expo Center.

The 8th Shanghai Bauma exhibition is biennial Trade Show.

190,000 guests are anticipated to visit Bauma China this year. More than 3,100 companies from 42 countries participated in the Asia's largest construction equipment trade show, boasting their products and technologies and sharing the industrial trends in the construction equipment market.

Under the theme of a "New Product, New Technology and New Design", HCE displayed 7 models of track-type excavators & 1 model of wheel-type excavator equipped with engines that meet Tier 3,4 emission regulations, and 3 models of forklifts.

Mr. Han Jae-ho, general manager of Hyundai Heavy Industries China, said, "Since 2002 we participated in Bauma China, we have been growing along with this trade fair. Bauma China provides us with a very good platform to show our overall strength and plays an important role in our new product launch and promotion."



BMC-Hyundai in Brazil Presented in ExpoSete 2016

Between 10 and 14 August, the BMC-Hyundai presented at the 50th edition of EX-POSETE - Agricultural and Industrial Exhibition of Sete Lagoas. Standing out as one of the largest fairs of Minas Gerais, Brazil.

With a stand of 400 m² located in front of the stage 2, the BMC-Hyundai presented five machines, three excavators - R140-9S R160-9S and R220-9S models - and two wheel loaders - HL740-9S and HL760-9S models. Manufactured in Hyundai Heavy Industries Brazil in Itatiaia (RJ), the ma-

chines have access to the Finame credit line from Brazilian Development Bank. In addition, payment and special price conditions will be offered for closed business on site.



HHIE Invites Dealers to European Championship Football game Belgium VS. Ireland



In June 2016 HHIE rewarded a couple of its most loyal dealers to an unforgettable 'all expenses paid' trip to the European Championship football game Belgium vs. Ireland in Bordeaux, France. It's often customary that a company will motivate its customers, dealers or suppliers by offering an incentive as a reward for their efforts. HHIE wanted to reward its Belgian dealers Raepers and HMB and Irish dealer Whelan Plant, so HHI Europe's CEO, Mr. J.C. Jung invited the dealers to join him for a unique sporting experience at the Bordeaux football stadium.

During the European Football Championship UEFA 2016 the dealers were invited to Bordeaux, France, to attend the second match of the Belgian football team - The Red Devils versus the Irish Boys in Green - on 18th of June. Gert Dubois, HHIE Account Manager Parts, and Gino Van der Auwera, Sales Manager Forklifts Europe, where more than happy to guide everyone through the program as liaisons and take part in the experience.

On Friday the 17th the guests arrived at the Best Western Hotel Gare Saint Jean where each of them had arranged accommodation and was invited to join the HHIE-team for a welcome drink and dinner. The following day was match-day. After a good breakfast at the hotel the taxi brought the guests to Chateau Gratequina. In this beautiful castle Mr. Jung, his wife, the dealers and the HHIE-staff, enjoyed a glass of Champagne and a Canapé reception, followed by a four-course gourmet lunch, washed down with some fine wines. Everyone also had the chance to meet and greet Christian Karambeu, a famous football player who was part of the French team and was World Champion with his team back in 1998.

In the afternoon Mr Jung, the dealers and staff were transferred to the stadium where they could finally watch Eden Hazard, Kevin De Bruyne and many more star football players of the Red Devil Team play an exciting football game against Ireland. Everybody was seated in special seats in

the tribune and could experience the game in the heart of its action, real elite sport at a top level.

The Belgian team triumphed over Ireland and, following the game, everyone was taken back to the hospitality venue for a hot and cold buffet and to celebrate and commiserate at the premium open bar.

For Hyundai this has proven to be a very effective and a very memorable experience. Inviting the dealers for an incentive has been a great way to present HHIE as a business in a positive way and to show the dealers that we value them. Ultimately, loyalty programs like incentives are about developing and building enhanced business relationships and in the long-term to create success for both the company and the company's guest, in this case the dealers. **EDGE**

Written by
Jessy De Block



FOCUS ON AFTER SALES SUPPORT

Company Introduction

Industrial Supplies Development Company limited (ISD) is one of the leading construction equipment Distributor in Saudi Arabia. Started business since 1991 to serve diversified requirement of construction equipment within the Kingdom of Saudi Arabia.

ISD thus has the benefit of over 25 years of goodwill as well as enormous financial

muscle to support and allow it to grow exclusively in its focused field of construction equipment. Because of its dedication and professionalism just in few years ISD became one of the major suppliers of heavy equipment to the corporate, multinational and national companies.

ISD name commands a premium and respect in the market, based on its core

values of 'hard work' and putting our customers first, to extend we drive the distribution network, demanding sales, service, coverage and awareness through our branches and Sub dealers network. At present we have six branches throughout the kingdom.

Spare Parts Department

Industrial Supplies Development Company Limited has separate spare parts department in all six branches which has an active parts inventory for customers and database to manage efficient parts delivery and availability.

Services Department

Service department of ISD, offers various types of services to minimize equipment downtime and to improve equipment reliability. In addition, one can also learn how to manage his machines for better efficiency through proper training and guidance from our six workshops located across Kingdom.



After Sales Support Strategy

ISD was not doing well in after sales support and spare parts business till the time they come one with the idea to start 3S meeting with Hyundai.

3S meeting

ISD together with Hyundai started monthly meeting called "3S" (spare parts, service and sales). In this meeting all concerned staff of sales, service and spare parts from both companies meet and discuss burning issues and suggestion to improve 3S area. 3S Meeting is very successful and bring tremendous benefits for both parties.

Benefits

ISD start sending monthly lost sales of spare parts, which help Hyundai to improve spare parts availability at their Jebel Ali ware house.

ISD introduced new Idea for promoting and selling spare by visiting customers, through Parts Service Sales Representative (PSSR) to visit customers.

Filter Kit: In 3S meeting new idea born how to support customers in better and quicker way. With the help of Hyundai we able to launch filter kit for 1000 and 2000 service interval. It has two main advantages:

- Customer get special price on complete kit.
- Customer does not have to come counter for each items.

ISD together with Hyundai introduced Event so called "Parts Evening" (one evening with customer to highlight advantages of using genuine parts).

Very recently at one city, ISD started Free Machine health inspection program on site by Product support engineer and provide technical report to customer based on failure history on machine. Product support engineer convinced customer for

- Genuine Hyundai Parts Utilization.
- Timely & Complete Maintenance.
- Repair Cost Control
Reduces Unplanned Event (Breakdown).

Because of its success we are going to put one PSE in each major branch by end of this year.

Offering Annual Maintenance Contract (AMC) with spare parts.

Message to Dealers

"Focus on after sales support" the second sales will come because of After sales support. Result of first business is comes through sales team whereas second sales to same customer comes only because of good after sales support. If Timely support is provided to customers, then the second sales will happen. **EDGE**

Written by
Ahmed Salman Khalil





Hyundai Heavy Industries Welcomes the Minister of Zimbabwe

Hyundai Heavy Industries' (HHI) Construction Equipment Division welcomed Mr. Walter Chidakwa, the Minister of Mines and Mining Development of Zimbabwe, and his guests to HHI on October 26.

The Construction Equipment Division introduced 80 to 120-ton mining excavators to the government officials from Zimbabwe, who have been purchasing equipment for the development of the nation's mineral resources, and worked to build trust in its products by showing the excellent quality management system of its production factories.



Hyundai Heavy Industries Holds Global Parts Conference

Hyundai Heavy Industries' (HHI) Construction Equipment Division held a "Global Parts Conference" in Seoul on November 10-12.

36 dealers from 20 countries including the Middle East, Southeast Asia, and Russia participated in the event.

The Parts Business Department introduced the company's sales strategies and its plans for strengthening online sales, and shared the success stories of local areas in order to strengthen the capabilities of its dealers.



Hyundai Heavy Industries Trains New Dealers in Russia

Hyundai Heavy Industries' (HHI) Construction Equipment Division visited two dealer businesses which signed new contracts earlier this year in Moscow, Russia, in order to conduct "Sales and Parts Service Training" on September 26 – 29.

The characteristics and strengths of HHI's construction equipment were introduced to the employees of RBA and TMU, the new Russian dealer companies, in order to facilitate their understanding of our company's products, and introduced marketing strategies aimed at increasing local sales of its products and parts.



Hyundai Construction Equipment Americas Holds Sales Training

Hyundai Construction Equipment Americas held Hyundai Heavy Metal Sales Training for 50 dealers' sales employees at Norcross, Georgia, on October 25-26.

The training consisted of information on the strengths of the new excavator equipment, wheel loader, mini excavator, and roller, as well as driver training for six new features on the equipment at a special demo site.

The training program ended with a fellowship session and between the branch and its dealers.



The Seminar was Held at ASSIOUT City on the Southern EGYPT

The Seminar was held at ASSIOUT city on the southern EGYPT. It was conducted in the ASSIOUT university faculty of Engineering. 25 Key decision makers and technical personnel from Assiout Governorate, Municipalities, Local Communities attended the seminar for the main several topics. The seminar was very well accepted and appreciated by the participants.

Thanks Letter of Sponsorship (Sports Marketing in Argentina)

The field of Jockey Club of Rosario witnessed the triumph of U-16 of Los Caranchos De Rugby Team for 32-0 to Duendes Rugby Club, result that sealed the coronation of west Rosario team, as the best of the year, staying with the Cup 120º Aniversario Banco Municipal AI of Rosario, URR, Year 2016.

Los Caranchos Club, was sponsored by Hyundai Heavy Industries and Repas since 2015, year that the directors of the club were appointed to give strength and prestige to the level of the game of the club level; because since April 14th 1941, foundation date, the club was the smallest of all rugby clubs of Rosario, in Argentina.

This strengthening resulted in youth categories beginning to be leaders of the tournaments and in the year of the 75th anniversary, U-16 of Los Caranchos were the most recent champions.

As Vice President of the club, I want to thank the unconditional support of your companies, hoping to count on you for the continuity of the project of growth have set ourselves.

Marcelo Kondratavicius
Vice presidente Club Los Caranchos





SIGNIFICANCE OF GENUINE FILTERS

Genuine Filters is Essential

To achieve the full functions of an engine it requires the use of genuine filters. A filter consists of various components. The non-genuine filters contain components that do not comply with the requisite standards and durability has adverse effects on engine components which reduces the lifecycle of the engine. Making the wrong decision simply to reduce costs may lead to more significant risks and damages. It is essential to realize that the use of genuine filters extends the lifecycle of an engine and also ensures safety. Thus, genuine filters are not optional, but mandatory.

What's Special About Hyundai's Genuine Filters?

The warranty system for Hyundai's genuine filter (for the Cummins engine) fully covers the parts, labor, gradual damage, and consumables.

The quality and performance of HHI's genuine filter (for the Cummins engine) is maintained at a high standard and have been comprehensively examined by comparative testing and assessment against Cummins filter and competitors' filters. The filters are tested by product technology experts and comprises of visual inspection, mechanical measurement, and material and chemical analysis.

The non-genuine filters currently available in the market are so precise that it is hard to distinguish them from genuine filters; however, an engine is a high-precision piece of machinery, so a significant alteration of its capabilities can be ob-

served even if there are minute differences in the quality and materials.

Genuine filters are far more widely available than non-genuine filters. If no filters were available when you need one, the quality of the genuine filter would be meaningless. Hyundai supplies parts via its global distribution network where parts are delivered on demand to minimize productivity loss on the customers' side.

Results of Comparative Tests of Genuine Filter and Non-Genuine Filter

Similar to the functions of our kidneys where foreign substances are filtered, the capabilities of how well the filters can filter the oil is tested. The test results demonstrate a difference of 90% or higher between genuine and non-genuine filters. Non-genuine filters use cheap filter

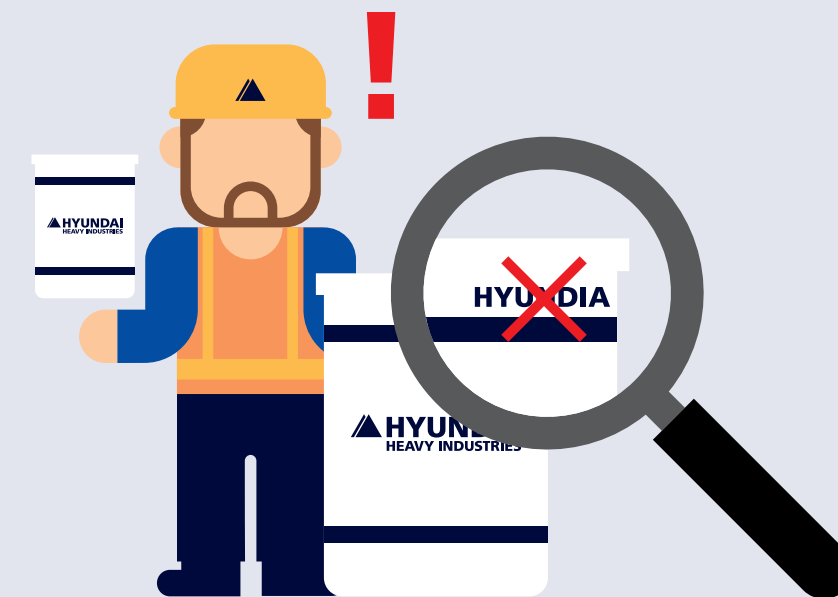
elements, which are a determinant factor in degrading the filtering function and reducing the lifecycle of an engine.

There is also a difference in the moisture filters. Hyundai's moisture filter (for the Cummins engine) filters foreign substances from cooling water, and contains chemical additives that prevent corrosion by cooling water; however, non-genuine filters contain small quantities of non-qualified chemical additives.

It is very difficult for users to distinguish the genuine filters from non-genuine filters as they are fabricated in a similar way. Hyundai genuine filters (for the Cummins engine) are only available from the official dealers of Hyundai. **EDGE**

*Written By Robin An
(Cummins Filtration Korea)*

- 1. Different Brand, Same Serial Number**
Non-genuine filters use the same colors and serial numbers as standard filters, thus making it difficult to identify a genuine filter simply by looking at its appearance.
- 2. Similar Brand, Same Serial Number**
The brand is identical, but the contents and promotional materials for the product are altered. Any filters that do not bear the production date are not genuine.
- 3. Brand and Serial Number are Identical**
Non-genuine filters look so similar to genuine filters that even experts have difficulty distinguishing the right product.



It's My Pride. Yes, It's Hyundai.



For 11 days, from September 21 to October 1, I went on a business trip to the United States to shoot a promotional film. I traveled to Atlanta, Pennsylvania, New York, and New Jersey, where I met with local employees, dealers, and customers in order to conduct interviews at various worksites.

This was a precious time as I was able to gain direct experience of the current aspects of the Hyundai construction equipment, which has grown as a global company. The epilogue on the shooting of a promotional film is published in this issue.

At 9:20 am on September 21, the airplane from Incheon International Airport took off for Atlanta. Accompanied by four members of the film crew, I was awake for the whole 13-hour flight as I was full of excitement and expectations about this business trip.

Immediately after arriving at Atlanta Airport, we drove to the Atlanta operation. Upon arrival the employees welcomed us and gave us a tour around the building. We then moved straight onto our filming project and had a meeting with the executive officers, selected the shooting loca-

tions and interviewees, and checked the things we needed to prepare.

Perhaps because of jet lag, I woke up at 3 am in the morning. I went to work at 6 am to carry out the time lapse shooting of the company's landscape. For the shoot, the company prepared excavators and wheel loaders outdoors which created a splendid scene.

In the morning, forklift training was scheduled for the local dealers, so we did a sketch shoot at the training center. Various shoots were carried out, such as interviews with the dealers and training employees, and a bridge shoot at the showroom. The employees who participated in the interviews showed great interest and were full of energy when they were taking part in the shooting of the promotional film.

The employees, who worked as camera viewfinders made vivid facial expressions like those of professional actors. The

whole process convinced me that I had made the right decision to visit the overseas locations for this project.

After finishing the two-day filming at the Atlanta operation, we moved to Harrisburg, Pennsylvania. Thankfully, Spencer, an employee of the marketing department, kindly guided us around the local areas during the business trip. Harrisburg has an open-air storage yard for storing and shipping our equipment. We filmed the process of our equipment being moved by two trailers. Dynamic scenes, vast corn fields and trailers carrying Hyundai excavators and wheel loaders were filmed from various angles using drones and GoPro cameras.

On the next day we visited Modern Group, a Hyundai dealer located in New Jersey. Spencer told us that it is an excellent dealer with sales in construction equipment and forklift in the top ranking. Mr. Greg Plefka, director of the Marketing Department at Modern Group, guided us around

the office and the repair and service sites. The view of the Hyundai mini excavators and wheel loaders stored on the field with LED signboards looked impressive.

After that, we visited the satellite installation site in New Jersey, which was being worked on by three 38-ton excavators, a 16-ton excavator, and a 3.5-ton excavator. We filmed the interviews with the operators and the worksites from various angles.

The message that we are conveying through this promotional film is "It's my pride. Yes, it's Hyundai."

Throughout the entire filming, I was full of throbbing pride about being a Hyundai employee. **EDGE**

*Written by
Sokho Hong*



Improved Durability of Track Tension Spring

Spring breakdown due to corrosion by salt in the air

Preventing corrosion by applying urethane tube on the surface of spring

What is Track Tensioner?

Track tensioner is located in the track and it is made up of tension spring and tension cylinder.

It absorbs impacts when machine is bumped into obstacles and prevent the track from hanging down and breaking away.



Tension spring covered with urethane tube prevents spring being corroded because urethane cuts off the air and impurity from outside.

Besides, durability of tension spring is greatly improved due to wear resistance of spring by applying painting and urethane tube on the surface of spring.

Applicable Model

From 11ton to 30ton model (7~HX series)

Benefits

Improvement of durability	Spring life is expanded thanks to preventing corrosion and wear-resistance, especially when operating near shoreline and in rough terrain.
Low frequency of breakdown	According to low frequency of breakdown, it is expected to reduce A/S cost and time. (It is tricky to repair and costs high because it is located in the track)

HX330 / 380 / 430 L Rotating Piping Option

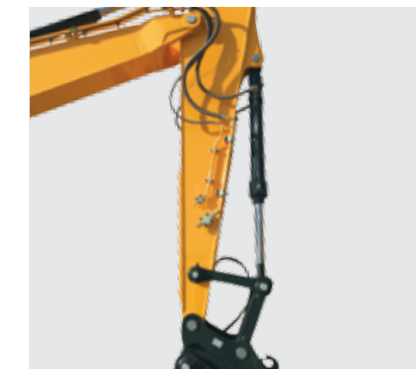
Request to develop rotating option of large excavator from EU

Additional development for HX large excavator

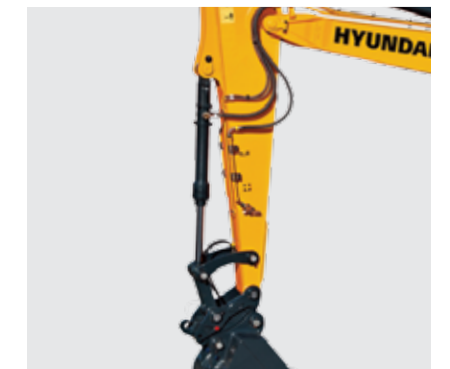
Rotating Piping Option?

It is an option which installs additional piping that enables attachments to rotate like grapple and rotator. Rotating piping options is also called 4-way piping.

In case of 2-Way piping, it can only use attachments moving open/close motion. On the other hand, 4-Way piping use attachments which can rotate except for open / close.



Open / Close + Rotating 4-Way



Open / Close Only 2-Way

Applicable Attachments (For Rotating Option)



Shear



Crusher



Orange Grapple



Clamshell Bucket

Benefits

Able to target customers who want to apply various attachments to large excavator

Secure major customers and increase sales



“ENJOY THE CHANGE”

Cho Young-soo
Head of Market & Sales Dep't /
Industrial Vehicle Group

“The qualities required for a sales employee? I'd pick the following three things: market analysis, communication with dealers and self-management. First, a sales employee needs to understand the market trend of his or her region as well as the trend among rival companies, and implement executive strategies aimed at achieving the local sales goal. Second, communication with dealers is more important than anything else. Third, a sales employee needs to pursue consistent self-development in order to become a capable sales employee.”



Mr. Cho Young-soo, Head of Market & Sales Dep't/Industrial Vehicle Group, stresses that dealers should be recognized as partners who can grow their own business as well as the business of our company, rather than just as sellers of our products.



“As a rule of thumb, sales, parts and service organizations need to be established and investments in facilities need to be made in order to excel in business. As a characteristic of this industry, sales methods as well as product support are the main requirements for conducting business in a consistent manner. A sales employee needs to be a good consultant

for the dealer. A sales employee who can diagnose the needs of dealers in his or her region and present solutions to them can gain the trust of dealers.”

Cho remarked that an employee needs to engage in self-development in a consistent manner.

“Knowledge of the products is more important than anything else. Since forklifts in particular require various options and special attachments depending on the worksite, a sales employee needs to be able to recommend the product that is most appropriate to a particular customer's worksite.”

Cho also emphasized in particular the importance of reading for self-development. Every weekend, he reads books that can help his sales business.

“Of the books I have read recently, I was impressed by one titled Spin Selling. This book advises the readers to identify customers' needs by asking a succession of questions, such as situation, problem, implication and need-payoff questions, and then find the right solutions.”

Cho commented about his creed of life by saying,

“I keep telling myself to live by enjoying changes. Since all people face changes, we need to expect and anticipate changes and respond to them with courage, perseverance and a challenging spirit.”

After entering HHI in 1995, Cho entered the U.S operation as an IT manager in 2003, and from 2008 onwards he built up his career for eight years as an overseas Middle East sales manager for the Construction Equipment Division. He has been leading the Market & Sales Dep't/Industrial Vehicle Group as its departmental head since March 2015. **EDGE**

Written by Sokho 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: sokhohong@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.




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



 **R380LC-9S in Kyrgyzstan**
from Imarbekova Baktygul



 **30DT-7 in Malaysia**
from Juyee Ooi



 **HX300L in USA**
from Dale Ball



 **300LC-9S in Kazakhstan**
from Damir Asatylin

PIONEER NEW INNOVATION



Excellent Visibility

- ▶ Full 360 degree range of visibility
- ▶ Well designed loader frame

Powerful and Reliable Engine

- ▶ EPA Tier II and E.U. stage II

Comfortable Operator's Cabin

- ▶ ROPS / FOPS
- ▶ Suspension seat
- ▶ Conveniently located gauges, switches and levers

Power Shift Transmission

- ▶ Fast, easy and efficient operation

Brakes

- ▶ Oil immersed wet disc brakes
- ▶ Self adjusting for improved service life

Powerful Performance

- ▶ Designed for durability and greater lifting capacity
- ▶ Automatic return-to-dig function
- ▶ Four wheel drive system
- ▶ Newly designed bucket control link

Plus

H940S H940S 4WS

The Brand New Hyundai Backhoe Loader Plus is ergonomically designed to offer a comfortable operating condition. Enhanced maintainability and durability of a New Backhoe Loader would bring meaningful values for customers. We provide the best warranty on the market. (2 years, 3000 hrs from Hyundai)

MOVING YOU FURTHER



www.hyundai-ce.com

Go online to find your local Hyundai dealer.

HYUNDAI
HEAVY INDUSTRIES