

HYUNDAI **EDGE** MAGAZINE

HYUNDAI CONSTRUCTION EQUIPMENT

Vol. 50 | Spring 2017

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Meet the One

Kim Seung-han

*Head of System
Development Department*





Dear our valuable dealers and customers,

First of all, I am delighted to introduce myself as a head of Construction Equipment Sales, Service and Parts in Construction Equipment Division, Hyundai Heavy Industries Co., Ltd.

For the last 5 years, all of us faced lots of difficulties due to the commodity price down, oil price decrease, unpredictable exchange rate and so on. Construction Equipment market also drastically decreased since 2012. Although advanced countries like North America and Europe have hardly continued to keep their sales level, most of dealers in developing countries especially China and South America are now fighting against the hard and tough business situation. Recently the sudden change of exchange rate in all developing countries brought big burden for our business. The competition is getting stronger and stronger each year. During these hard times, I really appreciate your efforts to overcome these challenges.

As you may be well aware, this magazine is the last edition under the name of Hyundai Heavy Industries. From 1 April, 2017, Construction Equipment Division will be reborn as an independent company, "Hyundai Construction Equipment Co., Ltd." I strongly believe that the spin-off of the Construction Equipment Division sets a good opportunity and turning point for our business. As an independent company specializing in construction equipment business, we will become a fast, professional and aggressive company. At the same time, I would like to ask all of our dealers also to be more aggressive from the year 2017.

Though there are still many uncertainties in 2017, I cautiously expect some improvements in market situation. China is now starting to rebound again; Asia/Oceania and African markets are also making positive reaction due to commodity and infra investment. The American market is also giving significant signals from the Trumphnomics.

Considering these situations now is the most important time to decide whether we can go forward or not. Your dedicated efforts are highly appreciated.

Please give my best regards to all of our Hyundai family members.

Kind Regards,

S.J. (Jay) Lee

Senior Vice President / chief sales officer
Hyundai Construction Equipment



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S.J. (Jay) Lee
Senior Vice President / chief sales officer
Hyundai Construction Equipment

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Use your smartphone!

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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)
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HCE Develops Backhoe Loader Suitable for Maneuvering on Muddy Ground

- Reinforced front wheel tires and 4-wheel drive system for easily maneuvering on muddy ground
- 100 horsepower mechanical Tier 2 engine used

Hyundai Construction Equipment (HCE) developed a backhoe loader that can be perfectly used in a site with muddy ground, and it plans to penetrate the overseas market aggressively.

Both 4 Wheel Drive and 28 inch tires have been applied for better movement on soft and muddy ground condition.

Especially, to increase operating efficiency, Telescopic Dipper & Multi -Purpose Loader Bucket, etc. are offered as optional items.

HCE announced that it recently developed the 100 horsepower 4 Wheel Drive Mode Backhoe Loader (model name: H940S 4WS) and started selling the new model in the overseas market.

This new backhoe loader is to be applied to the side shift-type backhoe operating device, offering prompt and efficient operation by applying Full Auto Shift-Type transmission.



* Photo description: 100hp 4- Wheel Drive Mode Backhoe Loader (Model name: H940S 4WS) developed by HCE

Mode	4WS	2WS	CRAB
Steering	Opposite	Front Only	Parallel
Usage	Max Steering	Driving	Limited Space



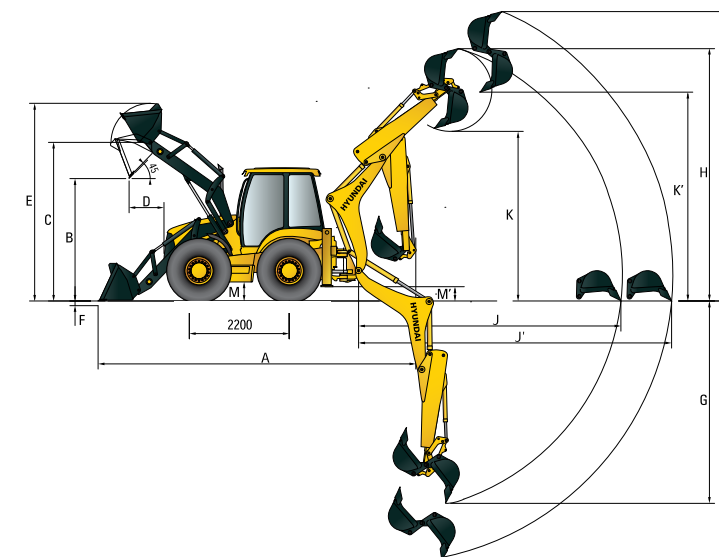
Four Wheel Steering (4WS) Drive

A Four Wheel Drive System is installed as Standard with three different steering modes (2WS, 4WS, Crab), which can be selected depending on the working environment. By using the Four Wheel Steering drive modes, operators can now drive the machine on various grounds combined areas with excellent loader performance.

5- Speed -Automatic Power Shift Transmission

By using the 5-Speed power Shift Transmission with automatic gear shifting as Standard, Operators can enjoy both fuel reduction and smooth gear shifting without losing traction. **EDGE**

Dimensions



(Unit: mm)

	GP Bucket	MP Bucket
Transport length	5,940	5,990
Transport height	3,965	3,965
Transport width	2,450	2,450

Model	H940S-4WS	Model	H940S-4WS
A	7,400	G / G'	4,570 / 5,695
B	2,690	H / H'	5,820 / 6,490
C	3,485	J / J'	5,550 / 6,560
D	620	K / K'	3,900 / 4565
E	4,345	L	20°
F	61	M / M'	330 / 295

Sneak Peak of Hyundai's ConExpo Booth N11603. Looking Forward to Seeing You There!

March 7-11, 2017, Las Vegas, USA

Hyundai Construction Equipment Americas (HCEA) will present an extensive range of equipment for the construction, utility and mining and quarrying industries highlighting Tier 4 / Stage IV models at ConExpo 2017.

The showcase line-up includes excavators and wheel loaders and Rollers, Breakers which answer customers' needs and environmental requirements.

The most significant introductions are new models – R30Z-9AK, HL975, HR26T, HL940XT – with longer boom/higher dump height, HR110C with new tier 4 Cummins engine.

HCEA showcases 22 total units. 19 construction equipment models and 3 forklift models on its booth in # N11603.

Hyundai Booth at ConExpo 2017

At ConExpo 2017, HCEA tries to highlight the results of its on-going investment towards global leadership.

Hyundai stand features the new machine series, a merchandising shop, an excavator simulator, a HYUNDAI theater, VR (Virtual Reality) Zone – headsets with 360 narrated VR videos.



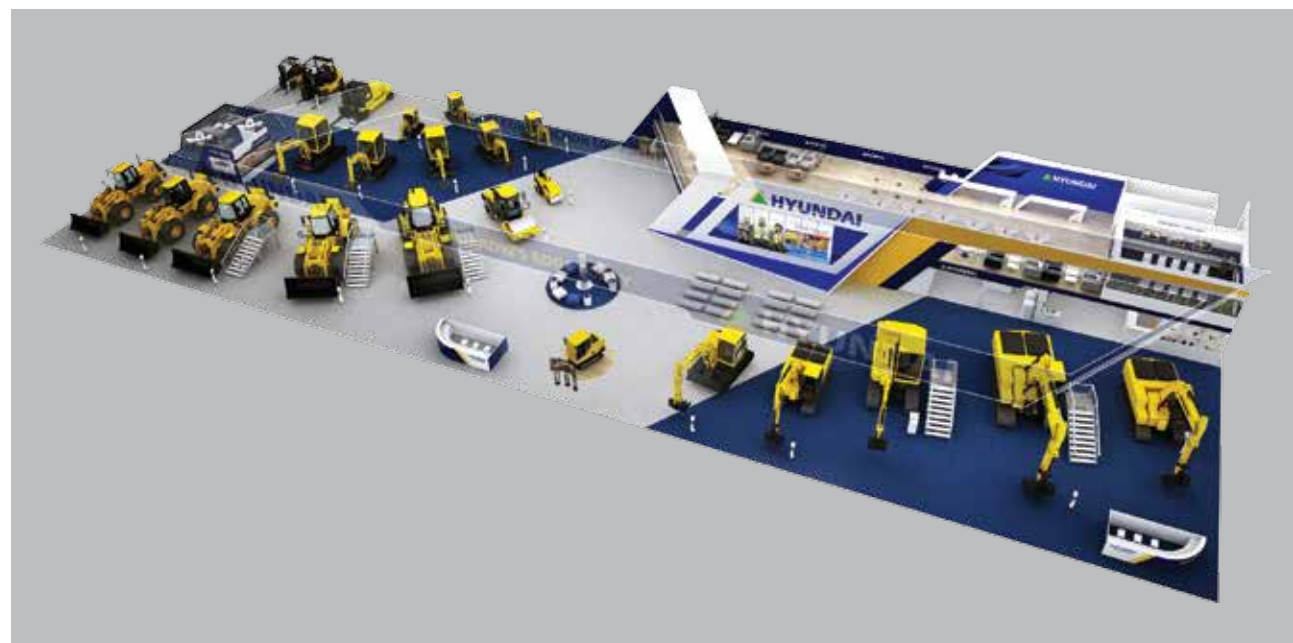
For Hyundai customers, several hospitality areas are equipped at the stand.

Visitors are welcome at the Hyundai booth in hall N11603.

Staff members from Hyundai headquarters in South Korea, HCEA and Hyundai dealers are looking forward to meeting visitors.

EDGE

By Megan Ingle, HCEA, INC



Hyundai Heavy Industries at Samoter 2017 with Impressive Line-up

Samoter 2017, Verona: February 22-25, 2017 – Hall 4, D4-G5

Hyundai will present an extensive range of equipment for both the construction and forklift industry. At Samoter 2017 Hyundai launches two world premieres; the R30Z-9AK mini-excavator and the new HL975 wheel loader.

Hyundai is showing a total of 13 construction equipment machines, 7 forklift trucks and warehousing equipment on the company's 1.036 square metre stand located in Hall 4.

Hyundai Booth at Samoter 2017

Hyundai has created an authentic "Rule the Ground" scene where machines will be displayed in their natural environment – a construction site. In the forklift corner the focus will be on logistics & warehousing which will include visual entertainment.

Hyundai look forward to meeting operators, customers, dealers, journalists and families on the booth at the show where everyone will receive a very warm welcome. Construction machinery professionals looking to join the Hyundai dealer network will also be welcomed.

In addition to the impressive machine line-up and the imaginative stand design - visitors to the booth can enjoy the spacious hospitality area where hostesses will be serving refreshments. The Hyundai team will also be on hand to help with the Hyundai product ranges. Last but by no means least there will be a 'sledgehammer game' on the booth for added entertainment! EDGE

By Tina Boëne, HHIE NV

SaMoTer



Hyundai Forklifts were the First Port of Call for Global Shipping Services

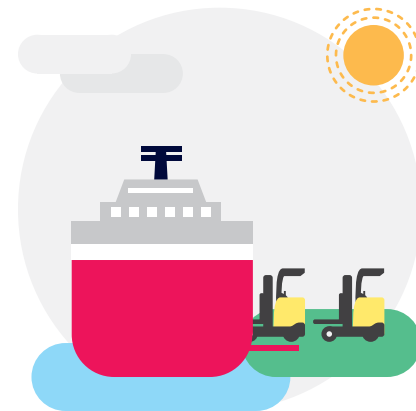
Global Shipping Services is a privately-owned Stevedoring company based on the Humber Estuary, which was established in 1989, following the reform of the UK docks industry. The company was part of a PLC up until 1997 when two directors of the company completed a management buyout. On 1st September, this year former Global Shipping operations director, Peter Waud and Darran Richardson finalized another management buyout and now jointly own the company.

Ten New Forklifts in the Global Shipping Services Fleet

Global Shipping have recently expanded their fleet and have taken out a contract hire for ten new Hyundai forklifts, through Yorkshire based Hyundai distributor Hesse Fork Trucks. The order comprised four diesel **50D-9 five tonne machines, which were the very first machines of this model type to be delivered into the UK**, two five tonne 50DA-9 machines and four 3.5 tonne diesel 35D-9 trucks, in a deal approaching £650,000 in value.

The larger forklifts are working at Immingham Docks and one 5 tonne and the four smaller 3.5 tonne machines are operating at Goole Docks in East Yorkshire.

All ten machines are currently handling timber at Immingham and Goole - discharging ships and loading road vehicles. The machines operate on average eight hours per day and although the machines are new to the company the initial feed-



back has been very good. "The machines are very substantial and are well-made and look to be a solid piece of kit" reported Global Shipping managing director, Peter Waud.

"The operators like working with the machines - they say they are driver friendly and very responsive. The visibility from the cab is also excellent which is an important safety aspect." Added Waud.



No Hassle with Hesse

Waud said, "We first met with Hesse about a year and half ago although I have known Gary Hawkhead from the company for many years. We ran predominantly Toyota machines, prior to Hyundai, but the Toyota dealer we worked with stopped dealing in the brand. Therefore, we dealt directly with the manufacturer - however we found that this did not work for us - so we began to look at alternative suppliers and machines. Hesse came up with a proposal that was right for both companies."

"We did not know the Hyundai product very well, although we had some experience with a couple of machines." Added Waud. "We also spoke with Hyundai's head office in Belgium and the European sales manager, Gino Van der Auwera, came over from Belgium and spoke with us about the product and provided lots of valuable information. Signing the deal with Hesse for the Hyundai machines seemed the right thing to do. In doing so we managed to agree a deal from a price, commitment and service level point of view that would work for both Global Shipping and Hesse. Hyundai have a good reputation in all aspects - including vehicles and construction machinery - so I feel we made the right decision."

Gary Hawkhead, director of the Hesse Industrial Division commented, "Having personally worked with Peter, the Global Shipping team and other port operators for over 15-years we (Hesse) have a full understanding of how to deliver a first-class solution. This is built on providing the highest quality materials handling equipment and an excellent and dedicated service support package.

This coupled with our strong financial backing enables us to offer the flexibility to accommodate the client's business requirements now and in the future, which offers Global Shipping piece of mind in an advancing shipping industry."

Future Purchases

Waud concluded, "What will drive future purchases and commitment to Hyundai will be the reliability of the machines over the coming years and the back-up service that Hesse provide - but early indications from using the Hyundai's and our dealings with Hesse are very positive."

Global Shipping Services - the Company

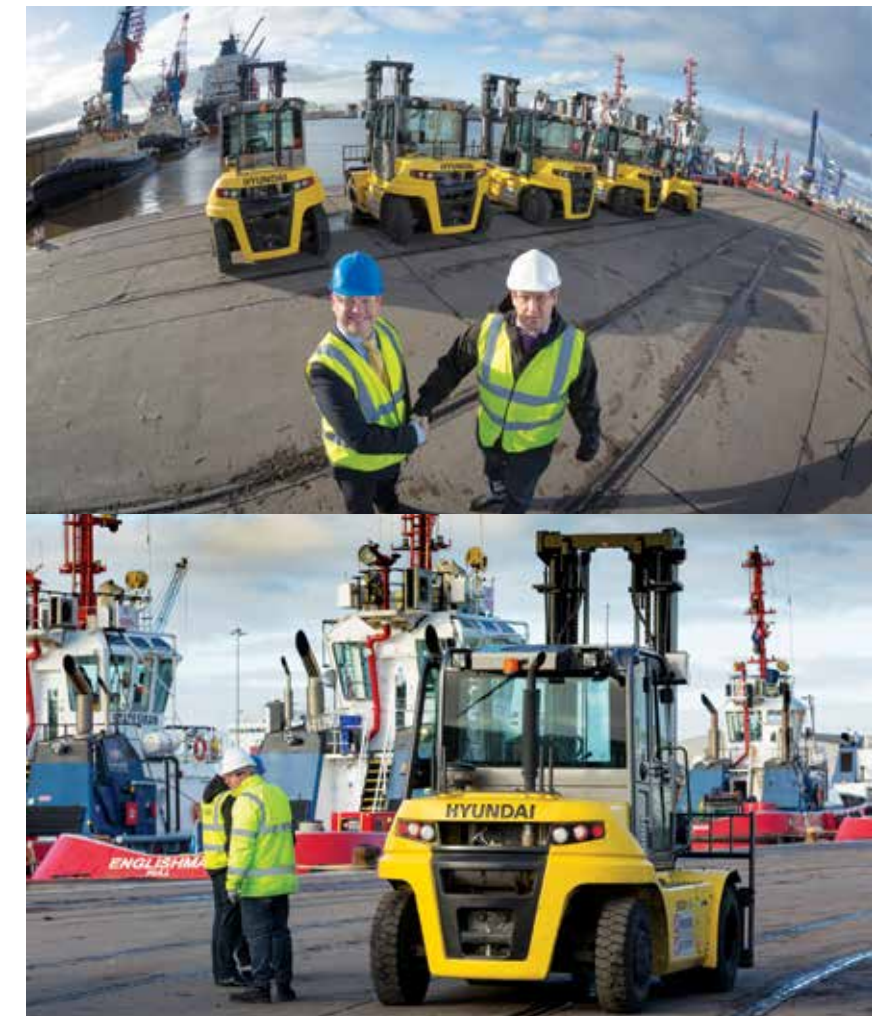
In its current form, Global Shipping Services, operate as terminal operators, stevedores and warehouse keepers. The company handle in the region of 1.5 million units of break-bulk cargo per annum and is now one of the major operators in break-bulk cargo in the Humber Ports of Immingham, Hull and Goole. Global Ship-

ping Services handles general cargo such as forest products, steel, casework, heavy-Lift, project cargo, bags, and pure bulk.

It is Global Shipping Services responsibility to change the mode of transport - for example - for imports the cargo will come in on a sea vessel the company will then discharge the vessel, store the cargo and later dispatch the cargo via road or rail. The company also work this process in reverse for exports. Global Shipping customers include shipping lines, importers, exporters, freight forwarders and manufacturers.

EDGE

By Tina Boëne,
HHIE NV





Hyundai Dealer Meetings in Europe

From November 12 through December 8, 2016. Several meetings were held for Hyundai dealers (Construction Equipment & Forklift Trucks) in Europe. Many service and sales managers from dealer companies and members from the HHIE (Hyundai Heavy Industries Europe) also participated in the events. Diverse agendas were discussed, ranging from the global market trend, regional sales overview, and marketing programs to new product development, equipment parts, product support, and future sales plan. By sharing ideas and debating on key issues, participants gained better understanding of Hyundai machines, competitor's activities and actions to be taken to increase sales.



Period	Name
Nov 12~13, 2016	UK Dealer meetings (CE)
Nov 28~29, 2016	European dealer meeting (FL)
Dec 7~8, 2016	European dealer meeting (CE)



Alain Worp Appointed as New MD of Hyundai Heavy Industries Europe

Hyundai Heavy Industries Europe announce the appointment of Alain Worp as Managing Director. Mr. Worp has been working for Hyundai for 13-years and has held a number of positions within the sales department, which include, Director of Construction Equipment Sales.

Mr. Worp will fulfill both roles - Managing Director and Sales Director CE.



Declaration Ceremony of Hyundai Quality Innovation Successfully Held

The declaration ceremony of quality innovation was held by Hyundai Construction Equipment at Ulsan Training Center on November 22. About 150 employees including the Chief Operating Officer Mr. Gong Ki-young attended the ceremony, which was arranged to enhance the quality mindset of employees and officers.

Hyundai Construction Equipment plans to lead quality innovation through effective maintenance, improvement and computerization of various systems, standardization, and upgrade the quality of the parts.



Hyundai Construction Equipment Holds Asia Dealer Conference for Hyundai Industrial Vehicle

Hyundai Construction Equipment held a dealer conference for industrial vehicles at Hyundai Motor Australia in Sydney from December 4 - 6. The conference attracted about 20 dealers from Vietnam, Malaysia, Indonesia, Thailand, Philippines, and Australia including employees and officers from the headquarters in Korea.

At the conference, the Construction Equipment Division shared the market situation of forklifts, the 2016 sales result analysis, and the 2017 management plan, sales training for new forklift models, parts policy, etc.



Hyundai Construction Equipment Holds Hyundai Dubai Dealer Conference

Hyundai Construction Equipment held a dealer conference in Dubai for 11 days starting January 7. About 60 persons from 24 dealers in 22 countries including Middle East, Africa, Russia, etc. as well as HQ staff from Korea participated in the conference.

The Construction Equipment Division shared key strategies for achieving the business target along with the construction equipment market prospect for 2017.



Hyundai's Declaration Ceremony for the Elimination of Safety Accidents

Hyundai Construction Equipment held a declaration ceremony for the elimination of safety accidents at Plant 1 in order to achieve zero accident in 2017 on December 5. About 100 employees and officers of the company as well as employees of in-house suppliers attended the ceremony. The event was arranged to reflect on the safety accidents that occurred in 2016 and prepare for the year 2017 with presentations made by each department for the safety first pledge.

The Chief Operating Officer Mr. Gong Ki-young declared the safety policy for 2017 with a view to "creating a safe and rewarding workplace without accidents" and asked all employees and officers to do their best to achieve the goal of safety first by working together. The entire staff read aloud a written resolution for putting safety into practice and a pledge for zero accidents in 2017.





Hyundai Construction Equipment Holds Hyundai South America Dealer Conference

Hyundai Construction Equipment held a South America Dealer Conference in São Paulo, Brazil on December 5 - 6. About 20 dealers from Argentina, Paraguay, and Uruguay along with the HQ staff and Hyundai Brazil participated in the conference.

The Construction Equipment Division shared key strategies for achieving the 2017 sales target along with the market prospect for the South American Economic Community and the 2017 construction equipment. In addition, the participants discussed various issues with regard to strengthening marketing capability such as focusing on the advantages of the products produced in Brazil and the sales strategy for each region.



Hyundai Construction Equipment Holds Hyundai Asia Dealer Conference

Hyundai Construction Equipment held the Asia Dealer Conference in Singapore for 3 days starting January 16. About 40 dealers from 12 Asian countries including Malaysia, Thailand, Indonesia, etc. together with HQ staff from Korea attended the conference.

Chief Operating Officer Mr. Kong Ki-young announced at the meeting that the Construction Equipment Division will be independently managed from April as "Hyundai Construction Equipment Company" and declared that the company will become a business partner that can be fully trusted by implementing quick, professional policies and investments in R&D and quality improvement.

The conference, where marketing strategies were shared among participants, is considered a good opportunity to expand the market share in Asia further.



Hyundai Receives Large-quantity Order for 57 Forklifts in the USA

Hyundai Construction Equipment Americas recently received a large-quantity order for electric and LPG forklifts through its Atlanta Corporation.

The forklifts ordered includes 57 units of 2.0 to 3.3-ton class small-size forklifts, which will be built in the Ulsan plant and shipped from March through May sequentially to the Kia Automobile plant in Georgia, USA.

Since 2001 when Hyundai Construction Equipment started to export its forklifts to the overseas market such as North America and Europe, it has increased export sales at an annual average rate of 24%. In addition, it is expected to reach an accumulated production quantity of 150,000 units of forklifts this coming June.



Hyundai Receives Order for 100 Units of Mini Excavator from Oceania

Hyundai Construction Equipment recently received a one-time order for 100 units of mini excavators 3.5 ton or less through a local dealer covering Australia and New Zealand.

Thanks to the order, Hyundai Construction Equipment is expected to grow this year in the advanced market such as Oceania, Europe, and USA by more than 40% compared to 2016.

Hyundai Construction Equipment is aggressively expanding markets with increased safety features -- such as prevention of track separation and Falling Object Protective Structures (FOPS) cabin -- applied to the mini excavators introduced in 2007. This product has grown to be another main category of construction equipment, increasing at an annual average rate of 13% despite the global economic depression.



Hyundai Receives Order for 200 Units from Algeria, Egypt, Mongolia, Etc.

Based on the successful orders from Africa and Mongolia, etc., Hyundai Construction Equipment is building a foothold through which it can take off again.

The Construction Equipment Division received an order for a total of 150 units including 42 units of 33-ton class excavators from Algeria, which has the largest demand in Africa. Furthermore, the division continues to expand its overseas market, having received orders for 40 units of wheel loader from Egypt and 10 units of 52-ton class large excavator and full-size wheel loader from Mongolia.



Hyundai Records 45% Sales Increase in India

Hyundai Construction Equipment India recorded sales increase of about 45% last year compared to the previous year in the construction equipment market in India; its market share also became the second largest 8 years after entering the Indian market.

After the Construction Equipment Division completed a construction equipment plant producing excavators in Maharashtra Province in the western part of India in 2008, it sold about 2,600 units of excavators in 2016 alone through the development of models suitable for the local environment and provision of A/S differentiated from those of competitors.

Hyundai Machines in an Interactive Demonstration



Automotor customers were able to access for the first time the personalized handling experience of Hyundai Heavy Industries on Wednesday, November 30th from 10 am at the Concret Mix quarry in Nembu. Excavators, backhoes, loaders and other machines were available to the public.

Automotor S.A., representative of the Hyundai brand in our country, made available to customers and guests their machinery through an exhibition that allowed those present to perform a test of the handling of vehicles in the construction sector.

"We are going to expose the full range of Hyundai Heavy Industries products, excavators, backhoes, loaders and mini loaders so that the customer can see them, and as value added, they will be able to test these machines in real working conditions, raising sand, stones and other materials", explained Edgar Oviedo, manager of Hyundai's trucks and machinery.

The post-sales representative of Hyundai in Latin America based in Brazil, came to

the country especially for this occasion, to present each of the machines that were exposed and made a personalized assistance inside the cabin with the customers who tried the same.

The sales executives of the brand were present to guide and clarify all the doubts and formulate the customized financing plans, in order to respond to the needs of each client.

Conclusion

The activity was highly valued by those present, as it is the first time that a similar event is performed for the brand, with the possibility of feeling the benefits of the machines in real working conditions, beyond a simple exhibition, and with the support of an international representative of the factory in the country.

In addition, from the media point of view the activation was very positive, since it put the mark in stained glass. **EDGE**

By Lic. Gustravo Galeano, Automotor S.A.



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HPE Africa Launches New Logo to New Beginnings and New Heights



As part of a development strategy, Hyundai Heavy Industries (HHI) entered the southern African market in August 1994 and established a South African Dealership, Hyundai Plant and Equipment, more commonly referred to as HPE, based in Johannesburg.

Due to the strong and direct support from HHI, as well as the very competitive after-market support structure provided by HPE the brand was well received and a solid platform for growth was established.

In February 2000 the dealership was taken over by new management and to continue the success of the brand within the southern African region and to foster familiarity amongst the ever-growing customer base the new dealership was named High Power Equipment Africa (Pty) Ltd referred to as HPE Africa.

HHI and the new owners of HPE Africa signed a dealership agreement on 1 March 2000 allowing for a smooth transition and an uninterrupted representation of the Hyundai equipment in southern Africa.

In March 2013 HPE Africa was once again taken over by new owners and with the successful signing of a new dealership agreement between HHI the new owners HPE Africa has successfully continued to represent HHI and the Hyundai range of construction equipment for the past 23 years.

HPE Africa's ongoing endeavours to represent HHI and the Hyundai brand were taken to a new level on 17 November 2016 when we had a hugely successful launch of our new demo area as well as our new logo. The day was shared with our valued customers from all industries and various provinces. It was a day filled with excitement and entertainment. This new dynamic logo represents upward and forward movement. These colors were specifically chosen for their association with success, growth and stability.

Here's to a continued and even more successful partnership between HHI, the Hyundai equipment range and HPE Africa in southern Africa. **EDGE**

By Lesley Teare, HPE Africa Cape Town Branch



Use of Independent Brand

The Construction Equipment Division announced that it would be spun off as Hyundai Construction Equipment from Hyundai Heavy Industries for independent management starting April 1, 2017. This issue covers the guidelines for the new logo and marking strategies.



Questions and Answers

Q. 1

Has the new logo for the independent company name been determined?

Yes, it was finalized on January 26. The basic form of the new CI was determined based on the standard corporate logo and various types of combinations such as vertical type, etc. are being arranged. The Marketing Department is creating an exclusive CI manual for Hyundai Construction Equipment, which will be completed by the end of February.

Final logo determined



Q. 2

How are the independent company name and the independent brand different from each other?

Hyundai Construction Equipment, the independent company name, is identical to the brand name of the equipment manufactured and marketed by the Company. In general, a company name is recognized as a brand name in the global construction equipment market. Use of a separate brand has rarely been successful, if ever, in the market. Major companies launched brands such as Zepion (Doosan), Zaxis (Hitachi), Robex (Hyundai Heavy Industries), etc., but they are used as a kind of series concept.

Q. 3

For industrial vehicles, what should a dealership signboard say? Hyundai Construction Equipment's Forklift or Hyundai Industrial Vehicle?

Hyundai Construction Equipment, which is a company name and brand name, represents both construction equipment and industrial vehicle. For the signboard of a dealership, "Hyundai Construction Equipment" should be communicated conspicuously on the front, and division should be made between construction equipment dealership and industrial vehicle dealership.

Example



Q. 4

In the market, the products are called "Hyundai Excavator," "Hyundai Forklift," "HCE," etc. Do we have to discourage the use of such terms because they are different from the correct brand name?

Word of mouth and nicknames are naturally created in the market. You need not discourage the use of such names in the market. Even if you try to discourage it, it would appear highly unnatural. Kakao Talk and Coca-Cola are commonly called Ka Talk and Coke among consumers in the market. It is exactly the same. Note, however, that the Company's employees and officers need to use the full name such as [Hyundai Construction Equipment Excavators] so that the company name Hyundai Construction Equipment can be repeatedly exposed. This will help establish the brand name in the market earlier.

Q. 5

Is it possible to mark "Hyundai" in a dealership name?

No. If "Hyundai" is used together with a dealership name, the dealership may be mistaken as an official subsidiary company or an affiliated company of Hyundai due to lack of differentiation. In addition, if and when a corporation or a branch of the Company enters the region in question, trademark dispute and confusion may arise. Note, however, that other companies agree to use their own company name together with a dealership name only if the dealership is a joint venture or a strategic business partner, and it appears that we also need to review separately whether or not to allow such for joint ventures or strategic partners.

Q. 6

Do we have to force dealers to change the design and logo as per the CI manual? Will HQ support the change?

There will be no separate support from HQ. Note, however, that we plan to place more importance on the branding in the dealership evaluation, and it may be possible to pay back in part the cost of change with the Marketing Support Program at the end of each year. Therefore, we advise that employees responsible for dealership management strengthen their supervision and management activities.

Q. 7

How should the names of overseas corporations/branches and logo be marked?

We did not have a correct standard and guideline before, and the corporation name and logo were created each time corporations and branches were established by taking the local market condition and situation into consideration. In fact, systems between subsidiaries were not clear, and there was no consistency in the form of logos. We will offer clear guidelines through the CI manual when launching the independent brand. The problem in doing so is that considerable money and time are required if the whole system is changed at a time. It appears necessary to establish the application plan depending on the situation of each corporation and branch.

Q. 8

How should the new CI manual and the existing brand communication guideline be applied?

The CI manual, which is being prepared by the marketing department, includes the existing brand communication guideline. Therefore, you can use the new CI manual only. It will be distributed at the end of February 2017.

Q. 9

For our own department, we have many things for which the logo and design need to be changed. What should we do?

The CI manual is expected to include 29 basic types of design such as business card, employee ID card, signboard, etc.

Note, however, that it is difficult to estimate the types and number of designs required by each department. The design work required by each department will be conducted through a separate annual contract with an outside brand design firm. Please contact the Marketing Department when you require design change or new design. In addition, if your department conducts design work on its own, please be sure to obtain confirmation from the Marketing Department.

Q. 10

It appears that a lot of marketing activities are required to launch the independent brand, and we wonder how things are progressing.

Currently, we are planning and pushing forward with marketing projects for 13 different sectors such as advertisement, launching ceremony, brand design, etc. Detailed information will be offered through a road-map for launching the independent brand.

DESIGN A STURDY AND DURABLE HEART

Kim Seung-han

Head of System Development Department



Mr. Kim Seung-han, Department Head of System Development, who has walked on a single path of construction equipment development for the last 23 years, is responsible for the planning and development of key functional components such as engine, MCV, transmission, axle, etc. to ensure that they demonstrate optimum performance.

In other words, the main job of Mr. Kim is to breathe life into a lump of iron.

It is not unusual to encounter difficulties of varying degrees that have never been expected before when developing a product by applying a new technology. Naturally, he experienced such kind of difficulty when developing equipment to which the Tier 4 Final Engine was recently introduced.

"We were faced with a serious situation because the delayed release of the product was likely to lead to a major setback in sales activities. However, we needed additional time for the verification of

performance due to a sudden change of engine specification. We tried to resolve problems through aggressive discussion with overseas suppliers and managed to release the product on time after resolving such problems within a short period of time," he recounted.

Different pieces of equipment to which the Tier 4 Final Engine was applied are now favorably received in the market even though there were a lot of difficulties in the development process.

"Customers whom I met through field audits after the equipment was released in the market told me that, compared to those to which Tier 3 Engine was applied, the new equipment had been substantially improved in terms of integrated control, reduction of noise and vibration at the operator seat, and all-around view monitoring as well as convenience, comfort, safety, etc. in addition to fuel economy and power output. In short, they said that the new equipment was superb compared to those of competitors," he explained.

Mr. Kim stressed that the development of good-quality equipment should start from the field. It means that product development should always consider the inconveniences experienced by operators in the field to become viable in the market.

His philosophy such a customer-oriented development has always been reflected on the development of new equipment. Equipment that has been improved through several field monitoring activities conducted at home and foreign markets and equipment performance evaluation by invited experts earn raves all over the world including Europe and America in addition to the domestic market.

He is preparing for a new start for another successful product release.

According to him, designing a sturdy heart is like designing an engine that is optimized for equipment capacity. He vowed to develop even more competitive new products by listening to customer voices continuously. **EDGE** By Sokgo 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

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