

PIONEER NEW FORCE

Hyundai Construction Equipment 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.



HYUNDAI **EDGE** MAGAZINE

HYUNDAI CONSTRUCTION EQUIPMENT

Vol. 51 | Summer 2017

11

HCE Launching Ceremony
Hyundai Construction Equipment
Aims to Enter Top 5 Ranking
by 2023

14

Hyundai Genuine Parts
Alternator &
Variable Disk

15

Promotion of Information
New Name Plate/Supplies
Applied New CI

16

Brand Movie Epilogue
A New Beginning for
Hyundai Construction
Equipment





Moving you further!

Dear Hyundai customers and dealers,

On behalf of all HCE members, it's my great honor and pleasure to greet all of you through the edge magazine and to introduce our effort to make new innovative products and services for your sustainable growth.

We are facing now on the great moment which HCE has been come into the world newly as an independent brand. Recently our president & CEO announced 'Vision 2023' under which HCE plans to enter top 5 ranking by 2023 in the global construction equipment market by improving product qualities and expanding its footing into new overseas markets.

HCE is aiming to take No.1 position in its home market this year by actively expanding new product lines of mini excavators that have been witnessing an annual average growth rate of 13% for the past 5 years, and by expanding the application of Hi MATE 2.0, HCE's mobile control system, into a variety of its products.

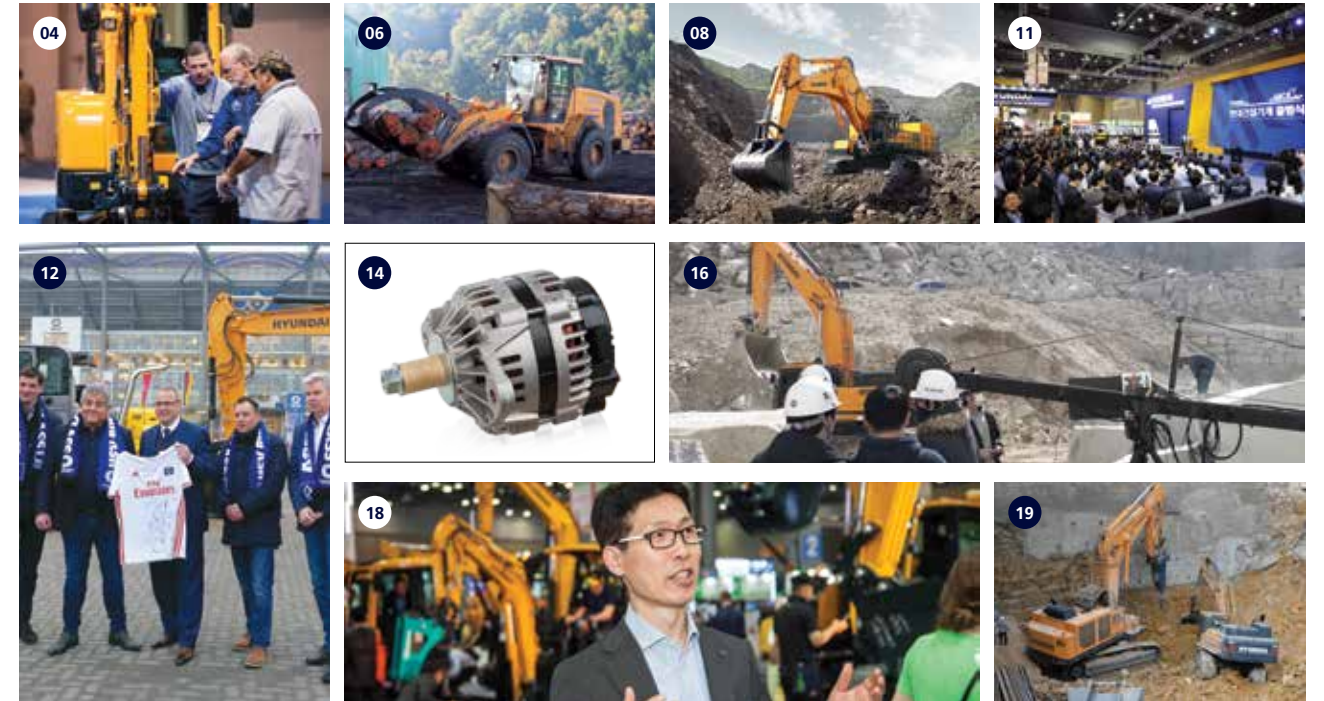
The world of earth moving machine is evolving under the concepts of mobilizing, globalizing, digitalizing, connectivity. Our end users have increasing requirements regarding productivity and energy efficiency. In addition, digitalization, connectivity and advances in functional components are opening up opportunities for new, innovative machine and service concepts.

Having its concepts in changing engineering, constructional equipment has recently grafted with other neighboring fields to create new areas for convergence technology, serving the future of high-tech industry as the most comprehensive and vital component. Our priority is to improve and tailor our system to emphasize and cultivate the fundamentals in this engineering fields, logical thinking and comprehensive design-capability, while we also work continuously to embed a proper sense of engineering ethics, diverse viewpoints and other qualities of global leaders.

HCE strives to great contribute towards the happiness and well-being of general public. We make every effort to nurture top quality our family who are equipped with top expertized abilities and creativity to carry out multidisciplinary work on the fundamental engineering, and apply such acquired knowledge to real problems in our business. Based on this principle, we promise to put forth our utmost efforts to foster virtuous and confident future leaders with dignity and stewardship for the global society. With such efforts, we will secure the international status as one of the world's leading company.

Dr.-Ing. Kim Dae-soon

Executive Vice President of R&D Division (CTO)
Hyundai Construction Equipment



02 Message from the Management

Dr.-Ing. Kim Dae-soon
Executive Vice President of R&D Division (CTO)
Hyundai Construction Equipment

04 Exhibition

- HCE Showcases at CONEXPO 2017
- HCE Participated in CONEX Korea 2017
- HCE Participated in the US Promat Logistics Expo.

06 Customer Story

Onboard Weighing System on Hyundai Wheel Loaders Helps Pennsylvania Lumber Producer Meet New Export Regulation

08 HCE News

- HCE Europe Supports Italy's Recovery from Earthquake Damage
- HCE Wins Big Contract in Russia
- Sales & Service Training in Mongolia
- HCE Holds 1st Quarter Parts Business Strategic Workshop
- HCE Hosts Family Invitational Event
- Overseas VIP Customers' Invitational Event Held in the 1st Semester
- HCE Holds Global Service Manager Conference
- HCE Holds Central & South American Sales Training
- HCE Demonstrates the Excellence of its Equipment at the Whale Festival

11 HCE's Launching Ceremony

Hyundai Construction Equipment
Aims to Enter Top 5 Ranking by 2023

12 Europe News

- Ship Ahoy! Young Plant Supply New Hyundai HX220LR Long Reach for new-build Dredger Barge
- HCE Europe and Bundesliga soccer club HSV of Hamburg form partnership
- Chin Chin! Leading Irish Distillery takes delivery of brand new Hyundai forklift from newly appointed distributor JD Forklift trucks
- The Golden Age - Taylor & Braithwaite Hyundai forklift from Celebrate 50-years of Business

14 Hyundai Genuine Parts

Alternator & Variable Disk

15 Promotion of Information

New Name Plate/Supplies Applied New CI

16 Brand Movie Epilogue

A New Beginning for Hyundai Construction Equipment

18 Meet the One

Hi CARE! A Hyundai Service Product

19 Pictures from Customers

Hyundai Machines Everywhere



Use your smartphone!

EDGE MAGAZINE Vol. 51 | Summer 2017

HYUNDAI EDGE is published and produced by Hyundai Construction Equipment. 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 (sokho.hong@hyundai-ce.com)
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CONEXPO 2017

HCE Showcases at CONEXPO 2017

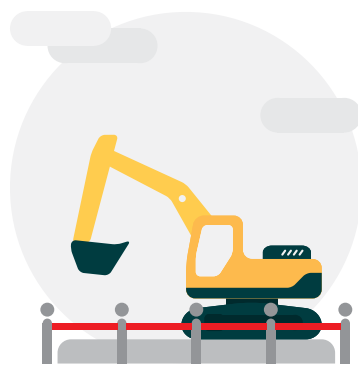
Hyundai Construction Equipment(HCE), a leading construction equipment manufacturer, announced today that it is exhibiting its new construction equipment models at CONEXPO 2017, one of the world's major construction equipment exhibitions, in an attempt to gain further ground in the North American market.

At the expo, Hyundai Construction Equipment Americas(HCEA) presents an extensive range of equipment for the construction, utility and mining and quarrying industries, highlighting Tier 4 / Stage IV models. The exhibition equipment line-up includes excavators, wheel loaders, rollers, and breakers meeting customers' needs and environmental requirements. Of note, HCE set up a VR reality zone for a 22 ton excavator (HX220L) and a 225 hp wheel loader (HL960) where customers can experience operating the equipment by simply sitting in the cabs and wearing VR headsets.

Last year, HCEA saw its brand recognition grow in the North American construction equipment market by recording a 17% sales increase compared to 2015, and by winning the Highest Retained Value Award for its 158 hp wheel loader by Equipment Watch, the world's leader in data, insight and workflow tools for the Construction equipment industry. An HCEA official said, "With our enhanced dealer networks and active sales promotions, we aim to increase sales by more than 20% in the North American market this year."



Hyundai Construction Equipment booth in CONEXPO 2017



HCE Participated in CONEX Korea 2017

Hyundai Construction Equipment(HCE) participated in the "CONEX Korea 2017" held in KINTEX, Goyang-si, Gyeonggi-do on May 24-27.

Now in its 10th year, the Expo attracted the participation of 205 companies from 19 countries. HCE set up a large 1500m²-size booth to introduce 14 models of excavators, wheel loaders and skid loaders among others, demonstrating its status as a comprehensive construction machinery company.

Notably, the company introduced its new remote control system linked with the "Hi-Mate 2.0" ICT technology, and a "machine guidance system" that informs the operator of the location of the bucket in real time to enable him to work with speed and precision, attracting considerable interest from the visitors.



HCEA Participated in the US Promat Logistics Expo.

Hyundai Construction Equipment Americas(HCEA) participated in the Promat 2017 held in Chicago on April 3-6.

Promat 2017 is the largest international logistics expo in North America, attracting the participation of 800 companies in the logistics industry, including forklift and component companies, as well as more than 35,000 spectators.

HCEA set up a 257m² exhibition booth to introduce eight new models including an electric forklift, diesel forklift and LPG forklift, receiving a great response from the visitors.



Onboard Weighing System on Hyundai Wheel Loaders Helps Pennsylvania Lumber Producer Meet New Export Regulation

Complying with a new International Maritime Organization requirement for exporters to verify the weight of containerized cargo could have posed a significant problem for Matson Lumber. But the Brookville, Pa.-based hardwood lumber producer found a timely solution in the onboard weighing system featured on its new Hyundai HL940 wheel loaders.

In the past, the handling of overweight containers has resulted in injuries to workers and damage to vessels and equipment. Aimed at improving safety, the new rule – an amendment to IMO’s SOLAS (Safety of Life at Sea) Convention – requires shippers to provide vessel operators and marine terminal operators with documentation verifying the weight of all containerized freight. While the new rule allows weigh-

ing containers at the port, many marine terminals do not have the type of scales needed to verify container weight.

“We were evaluating new wheel loaders just before the new SOLAS rule was about to take effect earlier this year,” said Paul Sorek, president of Matson Lumber. “We had already decided on trying the new HL940 loaders from Hyundai when we realized the onboard scale system on the Hyundai loaders would give us a solution for meeting the weight-verification requirement. So that has been a huge and very timely benefit.”

Under the SOLAS amendment, shippers either may weigh the container after it has been packed, or weigh the contents of the container and add that weight to

the container’s documented weight.

Matson takes the latter approach, using the onboard weighing system on its two Hyundai HL940 wheel loaders to weigh logs and lumber as the material is loaded into the shipping containers. The system keeps a record of all weighed materials which Matson uses to meet the SOLAS weight-verification requirement.

“We never previously had to weigh containerized logs or lumber,” Sorek explained, “so we didn’t have another solution. We found the Hyundai onboard weighing system to be very accurate, well within the tolerances we needed. It’s easy to calibrate and has worked very well. We couldn’t have picked a better time to buy those loaders.”



Ninth-generation family business

Based in Brookville, a picturesque and historic town of 4,200 people, located 80 miles northeast of Pittsburgh, Matson Lumber is a family-owned and operated enterprise that originated as a logging business in the early 1800s. That was nine generations ago. When Sorek’s grandfather returned from service in World War II, he expanded into lumber production with a saw mill and kiln-drying operation in Brookville. One of nine family members still in the business, Sorek is the third generation of the family to manage the expanded operation.

“We produce logs, green lumber and kiln-dried lumber,” Sorek said. “Species include red oak, white oak, cherry, soft maple, hard maple – all native to western Pennsylvania. Timber comes from a combination of our own timberlands, from state and federal timberlands, and from other private land owners.”

“Our finished lumber is shipped all over the world and used to make fine hardwood products, including hardwood veneer, flooring, cabinets, furniture, custom millwork – any fine hardwood application you’d see in a home or office building,” Sorek said.

The company also operates a kiln-drying yard in nearby Corsica, Pa., and a second sawmill in Clintonville, another small town in western Pennsylvania. Matson Lumber also has a distribution business that it uses for delivering less-than-truckloads to customers within about an 80- to 100-mile radius of our locations.

The 20-acre Matson Lumber facility in Brookville annually produces approximately 34 million board-feet of finished lumber and logs. “That’s about 3,000 truckloads a year,” Sorek explained.

Mid-sized loaders are the right fit

The workhorses of the operation are the two HL940 wheel loaders, equipped with hydraulic log grapples for a wide variety of material handling tasks, including unloading raw logs from delivery trucks, stockpiling logs, moving logs to any of several processing areas on the property, loading logs into the sawmill and loading containers with finished products. When outfitted with their standard buckets, the wheel loaders also handle yard-cleaning and snow-removal.

“Over the years we have found that medium-sized wheel loaders are what work best for us,” Sorek noted. “The 3-yard machine gives us the power we need, it’s nimble moving around the log yard, and it’s very fuel efficient.”

“These HL940s are our first Hyundai loaders. Our guys enjoy operating them. The controls are intuitive. The cab is comfortable with good visibility. Ride control is also something the operators like because of the rough ground in our lumber yard.”

A culture focused on safety and quality

Matson Lumber is a year-round operation, running two shifts per day, five or six days a week depending on the workload.

“We have a lot of 10-, 20- and 30-year employees – people who know their jobs and do them well without needing a lot of instruction or hand-holding,” Sorek said. “We have 175 employees. Our culture is focused on safety and quality. That’s what we put our time and energy into.”

“We produce quality products, and we use that mindset when we go shopping for equipment, too. We are very pleased with what we have found with Hyundai, and with our dealer, Highway Equipment Company. They pick up the phone every time we call. They’re here any time we need them. You can tell they have a culture of being customer-focused and taking care of their customers.” **EDGE**

By Mark Smith in U.S.A





HCE Europe Supports Italy's Recovery from Earthquake Damage

In August last year, Hyundai Construction Equipment Europe sent one excavator and one wheel loader to support Italy in its efforts to recover from the damage caused by the major earthquake that hit Perugia.

Hyundai Construction Equipment Europe and the local dealer HITEX provided a 6-ton excavator (R60CR-9A) and a 14.7-ton wheel loader (HL757-9A) free of charge for four months in areas hit by the earthquake. The excavator was used to remove collapsed buildings and to restore the road network.

The powerful 6.2 magnitude earthquake that struck the famous summer vacation spot of Perugia caused 297 deaths and 4 billion euros of damages.



HCE Wins Big Contract in Russia

In April, Hyundai Construction Equipment Succeeded in winning a big contract from Russia for 36 mining excavators worth a total of 20 million dollars.

The equipment ordered under this project includes 80-ton and 120-ton super-size excavators, which will be supplied this month for use in mining development regions across Russia. Hyundai Construction Equipment is Korea's only manufacturer of super-size 120-ton excavators.

In the first quarter of last year, Hyundai Construction Equipment captured nearly 30% of the market share, making it No. 1 in the Russian excavator market. With this order, Hyundai Construction Equipment is expected to not only strengthen its position in the Russian market but also to expand its sales network to Russia's neighboring countries.



Sales & Service Training in Mongolia

Hyundai Construction Equipment hosted sales & service training on large-scale mining equipment on April 23-24 in Ulaanbaatar, Mongolia.

During the training session, the sales points and equipment technology of large-scale mining excavators such as the R850LC-9 and the R1200-9, and new wheel loaders including the HL775-9S and the HL780-9S UMA were introduced for the mining market.

Hyundai Construction Equipment stated that, given the recent status of the large-scale mining equipment market, which is recovering from an increase in the prices of raw materials, the training session presented a good opportunity to consolidate the company's no. 1 position in the mid-large scale excavator market of the Mongolian mining equipment market, which is entering the recovery stage of demand.



HCE Holds 1st Quarter Parts Business Strategic Workshop

In April 27, Hyundai Construction Equipment hosted a parts business strategic workshop with 30 personnel at the conference room of its Eumseung.

During the workshop, the parts business department reviewed the performances in the 1st quarter for each division, and presented the main promotion plan in the 2nd quarter to discuss methods of activating parts sales globally. Director Song Won-jong, who participated in the workshop, stated during his general review that the capacity of dealers with great potential must be reinforced, and that analysis and measures for each dealer, group and parts, and comprehensive and detailed operation plans for strategic components are required.



HCE Hosts Family Invitational Event

On May 7, Hyundai Construction Equipment invited 700 employees and family members to the "Family Invitational Event" at the Ulsan factory.

The event was organized to improve employees' and their family members' sense of belonging and raise their spirits following the company's establishment as an independent corporation.

The participants were given an excavator demonstration and taken on a tour of the factory to increase their understanding of the company, and participated in various enjoyable experience and recreation activities including a traditional folk play and face painting.



Overseas VIP Customers' Invitational Event Held in the 1st Semester

With the ambitious goal of entering the global top 5 by 2023, Hyundai Construction Equipment is concentrating its efforts on expanding the sales network, and actively held the "Overseas VIP Customers' Invitational Event" in the 1st semester.

At the initial event, some 100 VIP customers from Central and South America and Asia visited the company on April 23, while more than 350 VIP customers from the Middle East, Turkey, Africa, Russia and India visited the company from April 14.

During their 6-day schedule, the VIP customers visited the production factory and shipping points to examine the manufacturing process of the company's high-quality equipment, and were able to witness for themselves the excellence of the equipment at a demonstration show held at the Eumseong factory.



HCE Holds Global Service Manager Conference

On April 17-22, Hyundai Construction Equipment held the Global Service Manager Conference for six days at the Eumseong Training Center and the Bundang Office.

The global service manager is responsible for providing technical support and training and sales support to dealers regarding the service in each overseas region. The conference was attended by 8 global managers from around the world, including Africa, the Middle East and Russia, and more than 30 employees of Hyundai Construction Equipment.

The participants gathered to share and discuss information on this year's dealer service and component sales, and methods of improving marketing. Hyundai Construction Equipment is planning to reinforce its overseas sales force and improve service quality by continuing with the conference and marketing training.



HCE Holds Central & South American Sales Training

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.



HCE Demonstrates the Excellence of its Equipment at the Whale Festival

During the 2017 Ulsan Whale Festival held on May 27 at Jangsaengpo, Nam-gu, Ulsan, Hyundai Construction Equipment demonstrated the excellence of its main equipment in the main street parade.

Two mid-scale excavators, one large-scale wheel loader, and two large-scale forklifts participated in the parade along the 1.7km section of road running from Jangsaengpo Elementary School to Ulsan Regional Office of Oceans and Fisheries, to provide plentiful of attractions to more than 2,000 spectators. The parade presented Hyundai Construction Equipment with a perfect opportunity to not only introduce its status as newly established company but also to increase its brand awareness among the citizens of Ulsan.

Hyundai Construction Equipment Aims to Enter Top 5 Ranking by 2023



Seoul, South Korea – May 24 – Hyundai Construction Equipment (HCE) announced today its set its sight on becoming global top 5 player by 2023 with an annual sales of 7 trillion won.

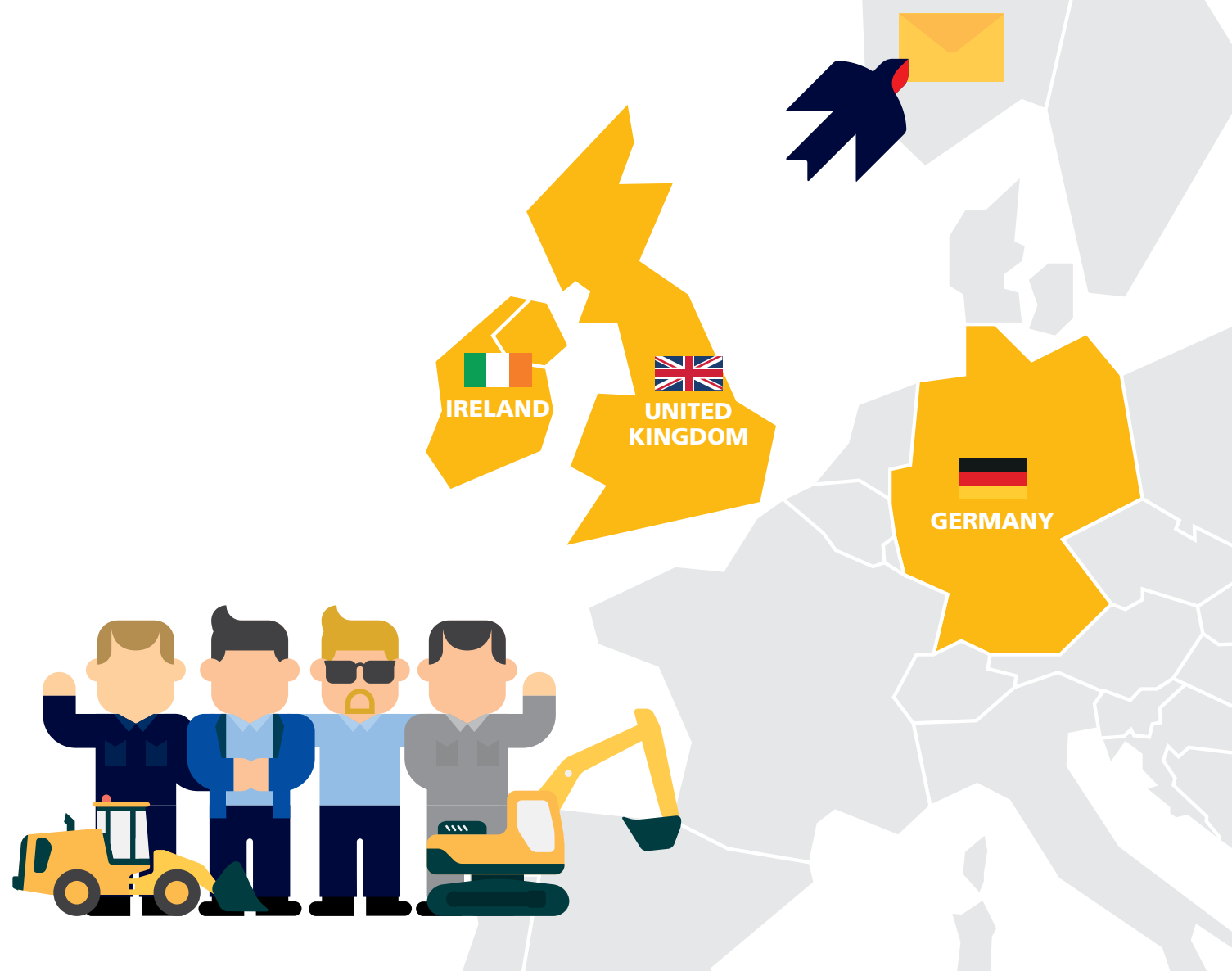
At 2017 CONEX Korea held in KINTEX, an exhibition center in South Korea, Kong Ki-young, president & CEO announced 'Vision 2023' under which HCE plans to enter top 5 ranking by 2023 in the global construction equipment market by improving product qualities and expanding its footing into new overseas markets.

At the launching event, HCE also unveiled a HW145 excavator and a 30D-9H forklift with upgraded operability and durability that are specifically targeting domestic market. HCE is aiming to take No.1 position in its home market this year by actively expanding new product lines of mini excavators that have been witnessing an annual average growth rate of 13% for the past 5 years, and by expanding the application of Hi-Mate 2.0, HCE's mobile management system, into a variety of its products. HCE attributes the 91% increases in domestic sales it recorded for the first quarter this year to its efforts to launch metropolitan-level retail stores, secondhand product distribution support centers, and Hi-Tech Team, professional nation-wide service centers. HCE also saw 30% increases in its global sales on the back of customized products in emerging markets and a recovery in global construction equipment market.

Kong Ki-young said, "By actively upgrading quality, performance and services of our products to the top-tier level, HCE will emerge to a world-class construction equipment maker." **EDGE**

Hyundai Construction Equipment Announces Its Goal of Becoming Top 5 Player by 2023 at 2017 CONEX Korea

Special News from HCE Europe



Ship Ahoy! Young Plant Supply New Hyundai HX220LR Long Reach for new-build Dredger Barge.

HCE dealer Young Plant Sales, based in Doune Scotland, has recently supplied a bespoke 22 tonne HX220LR Long Reach excavator (first one sold) to Ardmaleish Boatbuilding Co, based on the Island of Bute. The machine has been fitted onto a newly commissioned dredger, which is working in Bridlington Harbour for the Bridlington Harbour Commissioners.



HCE Europe and Bundesliga soccer club HSV of Hamburg form partnership

The Volksparkstadion stadium, Hamburger Sport-Verein and the HSV blue white and black stand synonymously for soccer made in Hamburg. Since the establishment of the top tier German soccer league in 1963, HSV, one of the most venerable German clubs, has been the only team to play in this league without interruption. It goes without saying that the successful South Korean Hyundai engineering group and its construction machinery and warehouse equipment division were proud to launch into an image building cooperation for the second half of the 2016/2017 Bundesliga season.



Chin Chin! Leading Irish Distillery takes delivery of brand new Hyundai forklift from newly appointed distributor JD Forklift trucks

JD Forklift trucks, based in Newtownabbey Northern Ireland has recently been appointed as the region's exclusive distributor for Hyundai Heavy Industries forklift trucks and warehouse equipment. The company was established in 1980 and specialises in the sales, servicing, long and short term hire of Diesel, LP Gas and Electric forklift trucks.

The Golden Age - Taylor & Braithwaite Celebrate 50-years of Business.

Cumbria based construction equipment dealer, Taylor & Braithwaite is celebrating 50-years of trading this year! The company was originally started by Harold Taylor in October 1967 – he was soon joined by Trevor Braithwaite - it was then that Taylor & Braithwaite was born

The Hyundai brand up with its competitors

T& B director Paul Taylor said, "Since the arrival of the -7A machines the Hyundai brand has improved massively! The machines were always very reliable - but they lacked finesse and were a tad old fashioned in comparison to competitors' brands. Hyundai needed to up their game to keep up with the other brands in the market. They have succeeded with this ten-fold - Hyundai It is now a well received and recognized brand."

Mr Burton added, "Every time Hyundai bring out a new range they are another step forward with new technology that they incorporate into the machines – you could put Hyundai head to head with any of the competing brands and they would be up there with the best. The new AAVM viewing system is also a huge step forward and something that the other brands need to be introducing factory fitted and not retro-fitted. Brand snobbery is still an issue but we are addressing this."



By Tina Boënné, HHIE NV

Alternator & Variable Disk

The new strategic-type alternator developed by Hyundai Construction Equipment is the result of a localization effort aimed at supplying a less expensive product than those of foreign engine makers.
The variable disk developed for customized use can be mounted on a bucket loosened during the work to improve stability.

ALTERNATOR Performance guaranteed compared to primary part. Buy HCE engine parts for Just a portion of the primary parts price!

FEATURES

XJAU-00980SE	
Out put	12V, 100A
Weight	5.2kg
Maximum continuous speed	6000rpm
Ventilation	Double internal fans
Appearance protection	corrosion protected



* It should only be used for out of warranty machines.

PARTS INFORMATION

Part No.	Primary Part No.	Applied Model	Applied Engine
119836-77200SE	119836-77200	3 Series 5 ton class Excavator	Yanmar
XJAU-00261SE	XJAU-00261	7A / 7 Series 3 ton class Excavator	Yanmar
XJAU-00848SE	XJAU-00848	7 Series 5 ton class Excavator	Yanmar
XJAU-00980SE	XJAU-00980	7A / 9 Series 5 ton class Excavator	Yanmar
XJBR-00119SE	XJBR-00119	HSL650-7	Kubota
XJBT-02310SE	XJBT-02310	20 / 25 / 30 / 33D-7	Kubota
XJDJ-00359SE	XJDJ-00359	HDF20 / 25 / 30II	Isuzu Motors

VARIABLE DISK Easy maintenance and higher performance

FEATURES

- Easy to Maintenance**
 - Save time/Money for shim exchange
 - No repeat exchange work
- Keeping up Good Performance**
 - Free from vibration, shock, noise
 - Prevent side effects: crack & damage Enjoy fine control ever



PARTS INFORMATION

Part No.	Primary Part No.	Applied Model
66Q6-20010	62Q6-21800	HX220L, HX220NL, HX235LCR, HX260L, HX300L, HX480L, HX520L, HW210, R210LC-9, R210NLC-9, R220NLC-9A,
	61Q6-21301	
66Q6-20020	62Q8-21800	R220LC-9A, R220LC-9S, R220LC-9SH, R235LCR-9, R235LCR-9A, R250LC-9, R260LC-9A, R260LC-9S, R290LC-9,
	61Q8-21301	
66Q6-20060	63QB-21300	R300LC-9A, R300LC-9S, R300LC-9SH, R520LC-9, R520LC-9A, R520LC-9S, R210W-9, R210W-9A, R210W-9S
	62KB-21800	
	61KB-21230	

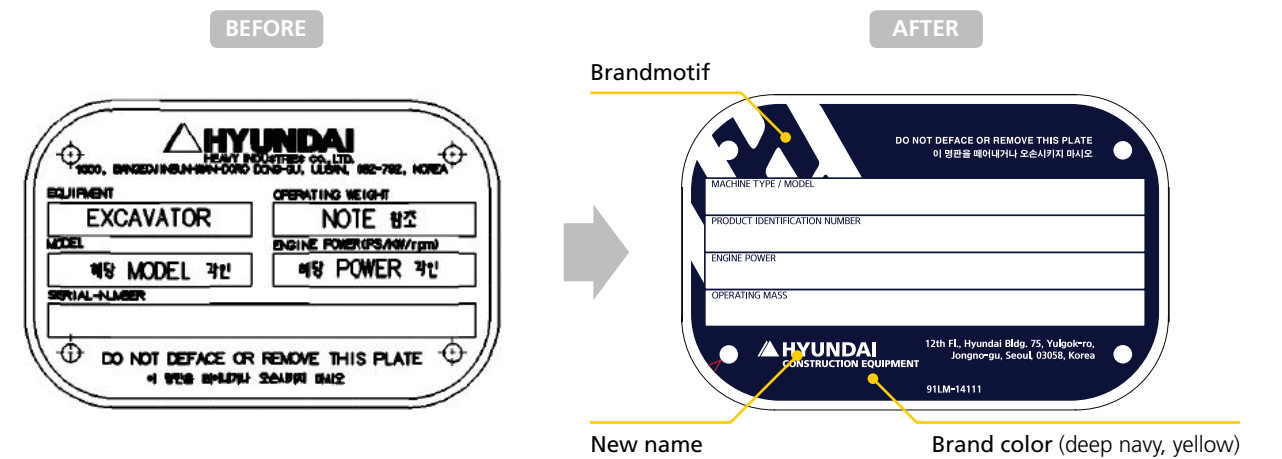
New Name Plate/Supplies Applied New CI

BACKGROUND

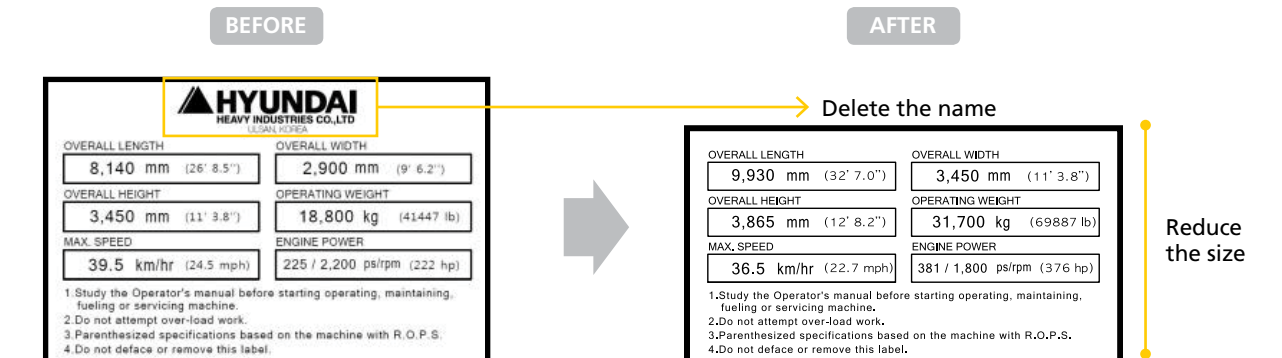
Changes by launching the new brand, 'Hyundai Construction Equipment' (on name plates / supplies / decals)
An official name : Hyundai Heavy Industries → Hyundai Construction Equipment

THE CHANGES

Whole Models - Name Plate



Spec decal - Wheel Loader only





Please check the Brand Movie!
using QR code.

A NEW BEGINNING FOR HYUNDAI CONSTRUCTION EQUIPMENT

Like the Everlasting Sun, We Exist for You!

"It will change from Hyundai Heavy Industries to Hyundai Construction Equipment and from a business division to an independent company. It will not change the name Hyundai or the world's expectation of the name. Hyundai Heavy Industries' Construction Equipment will be reborn as Hyundai Construction Equipment. From Hyundai to Hyundai - Hyundai Construction Equipment"

On April 1, Hyundai Construction Equipment was spun off from Hyundai Heavy Industries as a new independent company. Ever since the business was founded in 1985, its history has been one of constant challenges and innovations in the face of numerous hardships. The passions and dreams of tomorrow have been included in the video. The PR video tells the story of the Hyundai spirit of challenge and innovation, and the determination and vision of the newly founded Hyundai Construction Equipment, through interviews with executives and staff. The Hyundai brand PR video also introduces the process and the postscript of producing the brand PR video.

One Korean competitor in the initial stage of our business was acquired by a foreign company. Another Korean competitor couldn't overcome the financial difficulties to be sold to another company. However, Hyundai always stood side by side with its customers like the eternal sun amid these difficulties. Hyundai will continue to serve its customers faithfully.

To capture the Hyundai Spirit, various executives & staff were interviewed. The interview schedule was set, and interviewees were selected for each field includ-

ing sales, development, production, overseas corporation, etc.

The first filming session took place on March 9 at the Seoul Office. Lee Dong-gi, a member of the Marketing Department, participated in the interview rather shyly at first, but soon gained confidence.

Next up, President Kong Ki-young represented the executives in his interview. Despite the lengthy and repeated filming, President Kong gave his interview with a smile, and shared the company's challenges and vision.

The next interviewee was Staff Cha Tae-yong of the Overseas Sales Department. As a member of the sales personnel, he shared his determination clearly and concisely.

The following day, the film crew visited Sam Woo marble site in Pocheon, Gyeonggi-do to film the excavator worksite. The 52-ton excavator worksite was successfully filmed thanks to the support of Lee Yong-su, head of the Uijeongbu Branch.

The next session concerned the development and production sectors. Director Kim Pan-yeong (ICT executive) and Director Moon Weon-sik (ICT executive) attended the interview to share their plans on the development of future technology, while Assistant

Manager Han Dong-uk of the Development Department spoke about his expectations for the company separated to independent management.

In addition, General Manager Lee Seong-hyug, head of the Production Technology Department, and Jang Byeong-hun, Tech. Manager, shared their resolutions in the production sector, while Director Jung Jun cheol spoke of his resolution and plans.

In the final interview, Former senior executive vice president Park Kiu-hyun explained the history of the company's early days in business, including the many challenges and difficulties it encountered, with deep emotion in his voice. He shared the lesson that the history we share today is only made possible by the passion of colleagues in the past, and that the history of tomorrow can only be created by pursuing challenge and innovation.

We would like to express our gratitude to the Belgian and Atlanta Corporations and many others for helping us to produce this video. We expect that this new start for Hyundai Construction Equipment will also herald a new leap into the future. **EDGE**

By Sokho Hong



Hi CARE! A Hyundai Service Product



Kim Yong-sung
General Manager of Customer Support Department

"I think, ultimately, that service means sales. Solving the issue of equipment failure is important, but a service that builds up trust with the customer leads to repurchase. Due to the characteristics of service work, there are always conflicts with the customers, but when we look at things from the customer's perspective, the solution can soon be found."

General Manager Kim Yong-seong has stubbornly trodden the singular path of technical sales for the last twenty-four years, becoming a service expert in his field.

"The equipment service trend has changed. Ten years ago, the majority of service requests concerned equipment that didn't function properly or major equipment failures, but nowadays there are many customers who request "emotional quality." There are even issues with scratches or rust that didn't arise in the past."

General Manager Kim Yong-seong of the Customer Support Department thinks that service quality needs to be developed as much as to satisfy customers' requests.

He also stresses that the sale of service products is the most important factor in the equipment business.

"There was an overseas dealer who sold over 1,000 pieces of equipment a year, but he suffered a huge business crisis during the recession because of his dependency on equipment sales. Meanwhile, another dealer sold only fifty pieces of equipment a year, but the sales volume was divided appropriately into equipment sales, component sales and service product sales, so the business turned a stable profit despite the difficult economic circumstances."

General Manager Kim Yong-seong's plan is to activate the Hi CARE maintenance contract provided by Hyundai as a profit-making business line.

"Periodic maintenance can enhance the lifespan of a piece of equipment and reduce the chance of failure. Especially, the durability of the main functional items can be increased even more when genuine components are used. Non-genuine components may reduce costs in the short term, but they usually result in a greater damage costing millions when functional items have to be replaced due to failure. The Hicare maintenance contract is a program that offers periodic maintenance of the customer's equipment by professional service personnel."

General Manager Kim Yong-seong added that both maker and dealer can profit from the maintenance contract.

As a manager, he frequently tells his colleagues to put themselves in the other person's shoes.

"When we think from the customer's perspective, we are able to understand how we must act. A sincere answer to a customer who is furious about an equipment failure can serve as a special remedy for the customer's anger."

General Manager Kim Yong-seong expressed his faith that a more accurate, speedy, high-quality service will be provided through the new Hyundai Construction Equipment. **EDGE**

By Sokho Hong

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