



MOVING YOU FURTHER

220LC-9S

HYUNDAI's excavator R220LC-9S, with enhanced Convenience, Safety & Economy. Enlarged cabin size is built for operators. The safety of operator is improved by thick tubing structure of cabin. The newly designed cabin was conceived for more space, a wider field of view and operator comfort. Furthermore, R220LC-9S features reduced fuel consumption. High efficiency of hydraulic system reduces operating costs.

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MOVING YOU FURTHER

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One World - One Family With Hyundai



Dear Hyundai Dealers and Customers,

It's a great honor and pleasure to meet you on this Hyundai EDGE Magazine as president of Hyundai Heavy Industries Brazil.

We started our manufacturing activities in Brazil in the year 2013, with the goal of creating a company where our employees were proud to work and where customers' needs were fully attended.

We are proud to have established Hyundai Heavy Industries factory in Itatiaia, Rio de Janeiro state, Brazil, because we know the growth potential of Brazil and Latin America. To meet these expectations and keep the Hyundai pattern we carefully hand-picked our employees and partners, since no one can get anywhere alone. Only by gathering the best professionals and solid partnerships, it makes it possible to satisfy our customers with quality and efficiency. Hyundai Heavy Industries in Brazil will continue to offer the very best in every aspect, collaborate in building a better future and create a success story. I am proud to be a part of this history and contribute to this successful project.

Recently, Hyundai Heavy Industries Brazil celebrated its first year of activities and its accomplishments as a manufacturer. Also, Hyundai Heavy Industries Brazil with the collaboration of BMC successfully achieved the milestone of delivering 731 units of wheel loaders to MDA (Ministry of Development and Agriculture), a Brazilian governmental organization, which was awarded in October 2013. We believe that the success of this project has enhanced Hyundai's brand value in the market not only in Brazil, but also in neighbor countries.

And to the Hyundai family, as the whole world unites for the soccer game, we believe the "Hyundai Heavy Industries" brand name also will connect all of you as one family with trust and sincerity that our client definitely believe in.

Viva Brazil and Viva Hyundai!

Yours sincerely,

Kang Sung-Woo
Chief Executive Officer
Hyundai Heavy Industries Brazil
Hyundai Heavy Industries Co., Ltd.



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Chief Executive Officer

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Extra protection added standard

HL760-9A

WASTE HANDLER

When it comes to moving material, nothing gets the job done like a Hyundai wheel loader and the HL760-9A WH is no different. This rugged, high-performance model was built specifically for waste handling applications with a larger bucket than the standard model and guards on the cab window and rear service vent/door. This machine is

ideal for landfills and recycling stations where moving, sorting and transporting waste efficiency is essential. With the HL760-9A WH, you benefit from a powerful Tier 4 Interim engine, high-quality Hyundai construction, Hi-mate remote management technology and easy-maintenance features that reduce machine downtime and service costs.



Rear grill guard

Heavy Duty rear grill guard provide additional rear machine protection in this tough application. The guard is hinged for easy access to the airborne debris screen and cooling cores .



Air Pre-cleaner with screen

Pre-cleaner with debris screen extends Air Filter Life in high debris applications.



Lamp Guards

Guards are provided to shield head and rear combi lamp from debris damage while working in waste handling application



Manual Count for Weighing System

'Special Switch' is provided to count work load manually. If 'Special Switch' is pushed for one second more, then measured weight will be accumulated.



Window Guards (Front/Rear)

Window guards are available to help protect the cab glass from damage while working in tough waste applications.



Attachment Hose Protection

Steel structures prevent debris from reaching the hoses and pipes from the bottom and sides. Spring guards are provided to protect hose line of Boom and Bucket cylinders from debris damage while working in waste handling application



Hitch and Steering Cylinder Guards

Hitch-area guards protect hydraulic line and other components by enclosing the frame to reduce debris damage entry into transmission and engine compartments. Steering cylinder guards are provided to inhibit debris from damaging the steering cylinders.

Hyundai Cummins Engine Company Completed Earthmover Engine Factory



Hyundai Cummins Engine Company (HCEC), a joint venture company between Hyundai Heavy Industries (HHI), the world's largest shipbuilder, and Cummins, the world's largest construction equipment engine maker, announced today that it completed a 78,045m2 engine factory for earthmovers in Daegu, South Korea.

In September 2012, HHI and Cummins closed an agreement to establish the engine factory capable of producing 50,000 diesel engines each year with an investment of KRW 100 billion.

The completion ceremony was attended by Mr. Dave Crampton, Vice President of Heavy Duty, Mid Range and Light Duty Engine Business of Cummins; Mr. Kim Bum-il, Mayor of Daegu Metropolitan City; Mr. Choi Byung-rok, Commissioner of Daegu-Gyungbuk Free Economic Zone; Mr. Lee Jai-seong, Chairman and CEO of HHI and 400

other guests.

Hyundai Cummins Engine Company aims to achieve annual sales of USD 500 million by 2020, and is expected to create about 3,700 direct and indirect jobs in the region by 2020. The establishment of the joint engine factory will give Hyundai Heavy Industries' Construction Equipment Division a stable supply of high-quality engines that are essential for improving the performance and quality of its construction equipment.

In the ceremony, Mr. Lee Jai-seong said, "I would like to extend my sincerest appreciation to Daegu Metropolitan City and its citizen for their strong support to make today's inauguration ceremony possible. It is our belief that when HCEC engine factory goes into operation, it will play an active role in galvanizing the local economy."

HHIB Celebrated Brazil Factory's First Anniversary

Hyundai Construction Equipment (HCE) celebrated the first year anniversary of Hyundai Heavy Industries Brazil (HHIB), at Country Club Porto Real on April 25. The event opened with a congratulatory message and cake-cutting by the director of HHIB. Also there was a prize draw for 20 miniatures of HCE's equipment. After the official event, the employees enjoyed a party with band performance.



HMF Hadimköy Service Center Opening



An opening ceremony was held to celebrate the completion of Hadimköy A/S Center, 130 people including customers and press attended. The director of HMF presented a congratulatory message and performed the ribbon-cutting. HMF offered promotional gifts to attendees such as Turkish brochures which were made in Korea, cap with Hyundai logo etc.

HMF Hadimköy Service Center will serve Hyundai customers in European Side and Thrace Region. By operating this center the market share is expected to increase.

Operating area of this center is about 4000 m² and 10 employees including sales parts and A/S parts will be working in the center.

HCE designed an Exhibition Planning Manual

Hyundai Construction Equipment (HCE) designed an 'Exhibition Planning Manual' to systematize the exhibition planning process. With such process in place, HCE can strategically position its products and marketing initiatives to better serve its target market and enhance its brand identity. The manual provides specific information on HCE's exhibition concept including application plan, display process installation, EIP (Event Identity Program) strategy, material plan, management and the basic tenets for

staff etc. It also has a section on recycling and upgrading materials, which is an essential resource for setting up cost-effective exhibits.



HCE launched new promotional products

Hyundai Construction Equipment (HCE) launched two promotional products for you.

The first product is a towel. The towel and package design reflects HCE's brand identity. The second product is a seat cover. The seat cover is customized for HCE's equipment. The seat cover features an ergonomic design, a more comfortable alternative when working on the jobsite; aero-cool mesh textile, it helps keep the body cool in summer and warm in winter and it is detachable, for easy cleaning and maintenance.

Products can be purchased on HCE website (<http://www.hceshop.com/>).

E-mail address : hoon@intermarket.co.kr



HCE is set on taking over European Market

Hyundai Construction Equipment (HCE) participated in CeMat 2014 which was held at Hannover Messe, Germany from May 19 to 23. HCE actively conducted promotional activities and displayed 21 kinds of forklifts including 7 new models.

CeMat is a world's leading trade fair for intra logistics including Move & Lift, Store & Load, Pick & Pack, Logistics IT and Manage & Service. This year over 1,000 exhibitors from 39 countries participated and over 53,500 people from around the world visited this show.

HCE displayed the latest forklift models which feature high

driving comfort and safety in HCE's 1000m² indoor and outdoor booth. Dealers from around the world including Europe, Middle East, Central-South America and Africa were impressed by HCE's equipment.

Especially, the "9-series," HCE's new diesel forklift, which won the Germany Red-dot Design Awards, was showcased in the European market for the first time. This forklift raised stability of loading and unloading by monitoring freight weight and car body's slope real time, also lowered riskiness of end rear-and collision by installing high-visibility LED lamps and rear camera.

Besides targeting the European market, HCE displayed 5 eco-friendly equipment insalled with engines which meets the European exhaust emission standards.

Along with China, European market is regarded as one of the world's biggest forklift market with an annual demand of 276,000 forklifts.

It is fifteen fold bigger than the Korean domestic market and the world's leading makers are fiercely competing in this market.

S.G Rhee, president of HHIE, said "New models showed in this show enjoyed good reputation among local dealers." "We're going to raise market share by using differentiated marketing strategies in each region," he added.



Brazilian Forest Fair

The third edition of Expo Forest - Brazilian Forest Fair is the largest forest event in Latin America focused on forestry equipment and technologies used in wood production from planted forests, which took place from May 21 to 23 in Mogi, Sao Paulo.

BMC and Hyundai, with the aim of presenting the 22-tonne crawler excavator, equipped for forestry segment, along with Ponsse, Finnish supplier of implements for heavy machinery that have operated in the country for more than eight years, presented at the Expo Forest with a stand of 20,000 m², located in the A2 sector. The crawler excavator Hyundai R220LC-9S, 22 tonnes, with Cummins B5.9-C-TII and power HP@1.900 150 rpm, is suitable for use in forest area and offers the best value for money on the market. It also possesses excellent traction and movement guaranteed by the hydrostatic drive and wheel cylinder.

- This article was submitted by HHIB



CTT 2014 in Russia

Hyundai Construction Equipment (HCE) participated in CTT 2014 at Crocus Expo International Exhibition Centre in Russia from June 3 to 8. Over 36,000 people from 30 countries visited the exhibition this year. HCE displayed 12 models at the exhibition including R430LC-9SH. CTT is the biggest construction equipment exhibition in Russia.



Borneo Heavy Machinery Fair 2014



Borneo Heavy Machinery Fair 2014 was held in Sibul, East Malaysia from April 17 to 20. In this show Hyundai Construction Equipment (HCE) displayed R60-9S, R140LC-9S, R330LC-9S, R260LC-9S, H940C and HSL850-7 and enjoyed good reputation.

Hillhead 2014 in UK

The Hyundai Heavy Industries Europe (HHIE) stand at the Hillhead 2014 event (June 24 to 26, Buxton Quarry, Derbyshire, UK) featured nine machines including two brand new models; the new R125LC-9A midi excavator and the R430LC-9A crawler excavator.

HHIE demonstrated the HL780-9A wheeled loader and the R480LC-9A crawler excavator in the quarry face demo area.

The latest -9A model crawler excavators, R220LC-9A, R300LC-9A, R80CR-9A; and wheel loaders, HL757-9A, HL770-9A, were displayed. Other machines to look out for are the R27Z-9 and R60CR-9 mini excavators.

- This article was submitted by HHIE



HHIB joined M&T Expo Parts and Services

Hyundai Heavy Industries Brazil (HHIB) and its partner BMC participated in the M&T Parts and Services Expo from June 3 to 6.

HHIB and BMC presented new after sales programs and investment opportunities for their customers. HHIB placed more attention to the AS (After Sales) sector, which is one of the strongest factors during a purchase decision. It also made an investment of 25 million Brazilian Reais in parts which will be available in the market.

Moreover, two programs have been developed MPP and Lublife. MPP is a program for regular maintenance and Lublife is a fluid analysis system. Both programs offer a long life span for the machine and guarantees the safety and efficiency of the equipment

- This article was submitted by HHIB



Dealer Parts Conference 2014



Dealer Parts Conference 2014 was held in Indonesia Jakarta from April 14 to April 16. This conference aims to promote parts sales in direct export regions. Eleven dealers and parts managers from Asia, Oceania and CIS participated in this conference. Through this conference, Hyundai Construction Equipment (HCE) supported mutual exchange between dealers to share their sales strategies and dealers learned the sales system (CERES) and parts management method. Also, HCE promoted genuine parts during this conference.

Middle East Municipality Necessities and Construction Fair in Turkey

HMF Makina participated in the Middle East Municipality Necessities and Construction Fair, which was held in Tuyap Exhibition Center in Diyarbakir, from April 17 to 20. HMF Makina displayed R290LC-9 crawler excavator, HL760-9 wheel loader, HR120C-9 roller and 30DF-7 forklift in a 250 m2 open area, which achieved great customer response. The exhibition is one of the biggest construction equipment fair in this region for excavation, industrial and public authorities.

- This article was submitted by HMF Makina



HHI Wins CSR Reputation in China



Hyundai Heavy Industry(HHI) Wins an Excellence Prize for the Mutual Growth Category from the First Shanghai CSR Award for Korean Companies in China.

HHI is recognized for its reputation as a socially responsible corporate citizen in China.

HHI won a prize for excellence in the 'the mutual growth' category at the First Shanghai CSR Award for Korean

Companies in China held today at Shanghai Marriott Hotel Changfeng Park.

The CSR award was established by the Consulate General of the Republic of Korea in Shanghai to encourage the CSR activities of Korean companies operating in China. The award selects winners in five categories including mutual growth, harmonious labor-management relations, eco-friendly business practices, customer satisfaction, and social contribution and innovation.

HHI won the prize in recognition for its contributions to the transparency and fairness improvement in the materials and equipment buying process with the installation of its integrated procurement system, Hi-PRO, at its seven Chinese branches.

HHI has actively played its role in social contribution as a leading CSR corporation by adding about 3,500 jobs since its first presence in China from 1995, dispatching 19 excavators and donating 7 million yuan to rebuild 'HHI Hope Elementary Schools' in the earthquake-stricken Sichuan province in 2008.

Hyundai Heavy's Expatriates Extend Helping Hand for the Underprivileged Children

Orphanage Committee Invites Children from Ulsan Orphanage to Tongdo Fantasia Amusement Park. Orphanage Committee organized mainly by wives of foreign expatriates working at Hyundai Heavy Industries (HHI) held an amusement park invitation event to give happy childhood memories for 100 children from Ulsan Orphanage.

The committee paid all the cost of the 6-year-long event held at Tongdo Fantasia Amusement Park in Yangsan, Gyeongsangnam-do with the money it raised from monthly events including Cooking Class and Bingo Nights that are also arranged by family members of expatriates working at HHI.

The volunteers' group has been actively helping the less fortunate neighbors in Ulsan by providing a wide range of events for them including Christmas parties and cultural experience events since 2008.

Ms. Violet Jacobsen, chairperson of the committee, said, "Our members are so happy to see the children having a great time at the amusement park. We will continue to help the children by holding various events."



Brazil World Cup 2014



 **BRAZIL** -HHIB

Passion for soccer spreads far and wide. Here in Hyundai, it is really good see the Korean and Brazilian colleagues getting together this time of share this unique moment for all. It is a pleasure to host the world here. Let the party begin.

 **NIGERIA** -Mikano International Limited

Nigerian Trust the Super Eagles as Experts rely on Hyundai Heavy Construction Equipment. Focus on your goal. Go Super Eagles...

 **ALGERIA** -Hyundai Motor Algeria

Algeria, for the first time of it football story, the Algeria team was qualified to the second round, but front the Mannschaft witch is a great and big team it was our last match. Proud of our national team, 1 2 3 VIVA L'ALGERIA


 **COSTA RICA** -HYMSA

!Go! Costa Rica !Pura Vida!


 **CROATIA** -Lager doo

Always faithful



 **USA** -Carolina Industrial Trucks
We're thrilled that the US is in the 2014 World Cup! Our team at CIT wishes Team USA victory in Brasil!

 **RUSSIA** -Techngrade JSC
WE BELIEVE IN OUR TEAM !!!
ONLY RUSSIA – ONLY WIN !!!

 **GREECE** -FillisLift
One heart one love one team one dream
Greece our official loving team

 **ARGENTINA** -Repas S.A.
Way to go! Argentina!



VIP Tour in Korea

Hyundai Construction Equipment (HCE) invited around 450 dealers and customers from around the world to South Korea for a VIP tour in April and May. The guests toured Hyundai Heavy Industries' shipyard and construction equipment factory in Ulsan and visited Hyundai Cummins Engine factory in Daegu. HCE also held equipment demonstration shows in Eumseong featuring excavators,

wheel loaders and backhoe loaders. Other programs included learning about the Korean culture and an excursion to Seoul.

The guests enjoyed the tour and were impressed by the facilities of the factories. The VIP tour ended with huge success and helped HCE enhance the reputation of its machines.



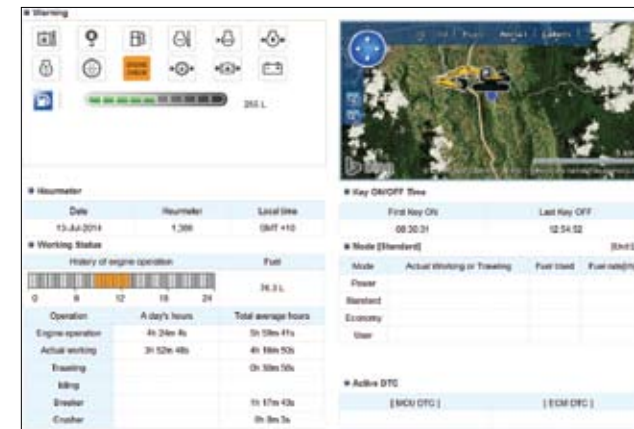
Hi-Mate Presentation



Hi-Mate is a satellite-based management system that was developed for Excavators in 2008. In order to satisfy user needs, the Hi-Mate service was also applied to wheel loaders in 2010. Through Hi-Mate system, dealers and customers can remotely monitor machine performance, operational status and verify the location of the excavators and wheel-loaders via mobile devices and internet access. Especially the "Alarm notification via email" function enables dealers or after sales managers to check the machine condition and react immediately to the problems at any time in any location. This process can reduce maintenance costs and time for operators and managers who work in different locations. Hyundai Construction Equipment (HCE) head office uses Orbcomm satellite and mobile phone networks to monitor the machines. Currently, the mobile phone network is only available in Korea however; it is being tested in some areas outside Korea to further expand the service overseas.

"Our operators use the system to alert the dealer of any problems on-site, which I might add some are nearby while at most times far from the work-site," said HCE dealer in Australia. The most common issue is clogged air filters due to the dust particles in the desert air. The Hi-Mate system automatically notifies the dealer via email, allowing them to dispatch replacement filters to the work-site well before performance is affected." Hi-Mate can be divided into four major functions which are operation information, location information, maintenance information and alarm information. All these functions lead to increased efficiency, reduced maintenance costs and extended life of the machines. Besides Hi-Mate web for PC version, Mobile web has been added recently. We hope many people use the site and satisfy to manage their machines.

- This article was submitted by Hi-Mate Team



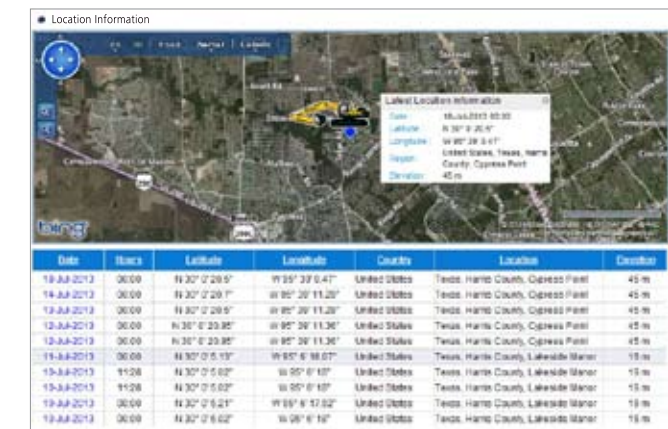
1. Operation Information

Fuel consumption, Temperature Information, Engine running hours, Working mode, Engine Torque etc.
 ▶ Fuel Efficiency, Trouble Prevention, Labor Management, Increasing Used Machine Value



3. Maintenance Information

Recommended exchange period, User settings exchange period, Consumables exchange history, Remaining time before the next exchange
 ▶ Consumable Parts Exchanging Management, Refueling Management



2. Location Information

Location of the machine, Working environment
 ▶ Monitoring Illegal Use, Quick A/S, Theft Prevention

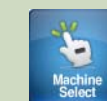
Date	Time	Hourmeter	Alarm Type	Alarm	Description
17-Nov-2012	09:25	5866	F	TCU Communication Error	TCU Communication Error, DTC - 842
03-Oct-2012	12:28	5055	W	(Warning) Air Cleaner Clog	(Warning) Air Cleaner Clog
26-Sep-2012	02:13	4892	W	(Warning) Air Cleaner Clog	(Warning) Air Cleaner Clog
22-Sep-2012	08:27	4853	F	TCU Communication Error	TCU Communication Error, DTC - 842
18-Sep-2012	13:31	4787	W	(Warning) Engine Coolant Temperature High	(Warning) Engine Coolant Temperature High
15-Sep-2012	16:45	4739	W	(Warning) Engine Coolant Temperature High	(Warning) Engine Coolant Temperature High
15-Sep-2012	12:34	4724	W	(Warning) Air Cleaner Clog	(Warning) Air Cleaner Clog
10-Sep-2012	15:19	4633	W	(Warning) Air Cleaner Clog	(Warning) Air Cleaner Clog
09-Sep-2012	08:33	4613	W	(Warning) Air Cleaner Clog	(Warning) Air Cleaner Clog
03-Sep-2012	10:33	4495	W	(Warning) Air Cleaner Clog	(Warning) Air Cleaner Clog

4. Alarm Information

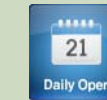
Alarm records(warning, fault), Alarm notification(email)
 ▶ Find the Cause/Type of Trouble, Quick Troubleshooting



Hi-mate Mobile web



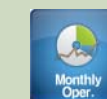
Machine Select
Search the Machine with Model, S/N



Daily Operating
Hourmeter, Key on Time, Key Off Time, Fuel use, Engine running hours, Warning



Weekly Operating
Hourmeter, Engine running hour, Working hour, Traveling hour per Week



Monthly Operating
Engine running hour per Month



Consumption Item
Consumption Item history



Alarm/DTC
Alarm history



Machine Information
Hourmeter, MCU version, Date, Location, Dealer, Customer information

SOUTHERN CALIFORNIA RECYCLING FACILITY DOUBLES PRODUCTIVITY WITH HYUNDAI LOADER



As the California State Assembly passed Bill 939 mandating that 50 percent of all municipalities' waste be diverted from sanitary landfills in 1989, waste industry veteran Dan Agajanian saw both a business opportunity and an environmental responsibility. This new bill led Agajanian to take action by adding a construction and demolition (C&D) recycling facility to his existing waste hauling

company in East Los Angeles. Since its establishment in 2003, Agajanian and his staff at Direct Disposal have made it their mission to provide their southern California community with an eco-friendly, cost-effective solution to avoiding landfills.

"Unlike many other facilities, more than 75 percent of all C&D waste delivered to Direct Disposal is turned into

"We have had numerous different types and brands of machines over the years, but with the Hyundai loader there is no comparison,"

reusable commodities. Our current recycling rate meets the State of California's guidelines and goals for the year 2020, something we take great pride in as a company," states Agajanian.

Direct Disposal is permitted to accept up to 174 tons of C&D waste daily. The company accepts waste in various ways including customer drop offs and through the company's rental and hauling service of roll off containers. Once the waste is received at the facility it is "processed" or sorted and separated into piles by type before being loaded into trucks and taken to other facilities for grinding, melt down and/or reuse in various forms.

To manage this expansive undertaking, Agajanian relies heavily on his equipment. "We move 200 to 300 tons of material around our facility on a daily basis. Without the proper equipment in place, it is nearly impossible to keep up the necessary pace." To assist in managing the incoming and outgoing waste at such a high rate, Agajanian decided it was only necessary to add a new piece of equipment to his fleet. It was then he connected with George Davis, Sales Manager of Heavy Equipment Sales, a Hyundai Construction Equipment dealership with two locations in Corona and Pacoima, CA. Upon understanding the needs of Direct Disposal, Davis recommended a HL740-9 Hyundai wheel loader for the job. Agajanian was immediately impressed by the high-quality build and standard features the machine had to offer, not to mention, the competitive price. In November 2012, Agajanian purchased the Hyundai loader and has continued to be impressed by its performance and productivity ever since.

"Before this purchase, we were bursting at the seams and having a challenging time doing our daily tasks with our old equipment," states Agajanian. "Since we started working with the Hyundai loader our productivity has doubled and in a crucial industry like recycling, that speaks volumes."

Direct Disposal uses the loader in multiple applications, but primarily for sorting and separating waste into piles and loading the waste onto the vast amount of trucks entering the yard to be taken to other recycling facilities. According to Agajanian, the machine loads approximately 80 to 100 tons of waste onto 3 to 4 large, high-sided trucks per day

and works a consistent 8 to 10 hours per day, 5 days per week.

Of the many features, the HL740-9 has to offer, Agajanian has found the three engine mode selections, economy mode for light duty work, standard mode for general work and power mode for heavy duty work to be one of the most beneficial. This feature is designed to allow the operator to customize the machine's engine power in order to increase productivity and reduce fuel consumption, which Agajanian has seen first-hand. Direct Disposal has saved 100 gallons of fuel per month since purchasing the Hyundai loader and with the cost of off-road diesel at around four dollars per gallon the company will be saving approximately \$4,800 per year.

Direct Disposal has also found the advanced 5.7 inch wide color LCD screen and Hi-Mate Remote Management System to be critical tools, especially when used in conjunction. The loader's color monitor features an integrated load weight system which allows operators to view the bucket's current load-capacity to prevent over and under loading, which contributes to work efficiency. This data along with many other types of diagnostic data is stored and can be accessed through the Hi-Mate Remote Management System from anywhere with internet access. Agajanian accesses this crucial information approximately once per week through a daily reporting function and monitors the machine's total cycles and daily tonnage moved in and out of the facility per day. With these tools combined, Direct Disposal has been able to increase their total tonnage of waste moved, as well as their cycle times, by 50 percent.

Enabling the Hyundai HL740-9 loader's power and productivity is its reliable, fuel-efficient, 143 HP, Cummins, Tier-III QSB6.7 engine. The machine has an operating weight of 26,460 lbs, a bucket capacity of 3.0 cubic yards and a bucket breakout force of 24,800 lbs, all of which allow for moving the heavy waste materials.

"We have had numerous different types and brands of machines over the years, but with the Hyundai loader there is no comparison," states Agajanian.

- This article was submitted by Direct Disposal

Mercóvil S.A.

Mercóvil S.A.

Mercóvil S.A. is part of Agenciauto Group. The organization founded in 1932, which is currently subdivided in four different divisions; an industrial division, a financial division, an agricultural division and commercial division. Today this organization generates over 1500 direct employment. Mercóvil began his career in the commercial division of the group in 1954, dedicated to the exclusive distribution of the Mercury and Lincoln brands and then highlighting, for much of the sixties, as a dealer of Ford, Lincoln and Mercury brands. For 2009 Mercóvil assumes the challenge of growth and innovation entering in the market of heavy construction machinery and mining, making a partnership with South

Mercóvil's Success Lies in Your Service and Support

The 3-S service (Speed service, Superior service and Satisfaction) is the basis of after-sales service offered by Mercóvil, which is designed to meet the requests of our customers.

Our service team is involved in on-going training programs, evaluation and categorization through Mercóvil professional school at all times. This allows us to provide the best service, the most agile and quick services, and minimizing time lost to equipment failures.

Mercóvil, has a strong process-based organization which incorporate quality as a lifestyle, ensuring teamwork among

Korean Hyundai business group and his division of construction and mining equipment; Hyundai Construction Equipment(HCE). Later in 2010 acquires the line of Hyundai commercial vehicle (forklifts).

Supported by HCE and its tradition of service and support, Mercóvil has positioned itself as an industry leader characterized as a strong and competitive organization, within a highly demanding market, where product quality and timely care customer needs are the essential factors that determine the success of various projects across the country. This has allowed Mercóvil to receive awards for best Latin America distributor of HCE in 2012 and best product support Hyundai in 2013.

its strategic, mission support and processes to effectively manage activities, and achieve high levels of efficiency in their service.

Mercóvil currently has a significant number of employees including technicians, engineers, operators and administrative people at its headquarters located in the city of Medellín and its other offices throughout the country located in Bogota, Barranquilla, Cali, Cartagena and Caucasian, Amalfi, Istmina, Segovia el Bagre and thereby manages to cover all the needs of customers in the country.



Colombia Market Trends

Colombia's consistently sound economic policies and aggressive promotion of free trade agreements in recent years have bolstered its ability to face external shocks. Real GDP has grown more than 4% per year for the past three years, continuing almost a decade of strong economic performance. All three major ratings agencies have upgraded Colombia's government debt to investment grade. Economic development is stymied by inadequate infrastructure.

Colombia aims at being one of the infrastructure success stories of the next decade. Obstacles and barriers regarding investments still exist, but the political will to overcome those, the growing momentum of the country, the investment in infrastructure and the potential to become a powerful emerging market, make this country a promising place for construction equipment.

Strategy for the Next Years

Mercóvil, in search of winning market share in both lines; construction-mining and industrial vehicles (forklifts) continues to invest in training and strengthening its commercial, technical and service engineers teams.

The company renewed its headquarters in the north of the country in the city of Barranquilla. It is seeking to strengthen its presence in ports and large-scale mining activities therefore the company emphasizes the importance of signing multiple free trade agreements with different countries given that there are large coal mines, nickel and

Mining is an increasingly important role of the Colombian economy. Coal is the main mining product in Colombia, with annual production around 85.8 million tons, ranking the country as the tenth largest coal producer in the world with 1.2% of world production. After coal, which accounts for 88% of the country's mining production, nickel and gold are the most representative Colombian mining products in international markets. Colombia is the seventh largest nickel producer in the world (4.53% of total production) and is the twenty-second largest gold producer with 1.2% of world production.

The large scale mining sector represents one of the major economic locomotives in Colombia, not only due to job creation (836,000 direct and indirect new jobs in 2011) but also because of investments in infrastructure, public services, social and environment.

other mine minerals in the north; also other sites will open in intermediate cities as Bucaramanga, among others.

Mercóvil sought to increase its presence in the sector of infrastructure and construction. Colombia will be investing more than 50 billion dollars in infrastructure in the next 10 years.

The vision of Mercóvil is to become the heavy equipment market leader in Colombia by leveraging on the solid and successful partnership with HCE.

- This article was submitted by Mercóvil S.A.





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