

# HYUNDAI **EDGE** MAGAZINE

HYUNDAI CONSTRUCTION EQUIPMENT

Vol. 41 | Winter 2014

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### Creating our own positive vibes

Dear Hyundai Customers and Dealers,  
No doubt that I am pleased to get a chance of serving customers not only in Europe, but also throughout the world. So now, I have to ask myself how Hyundai could deliver better products and services for our current and prospective clients around the world.

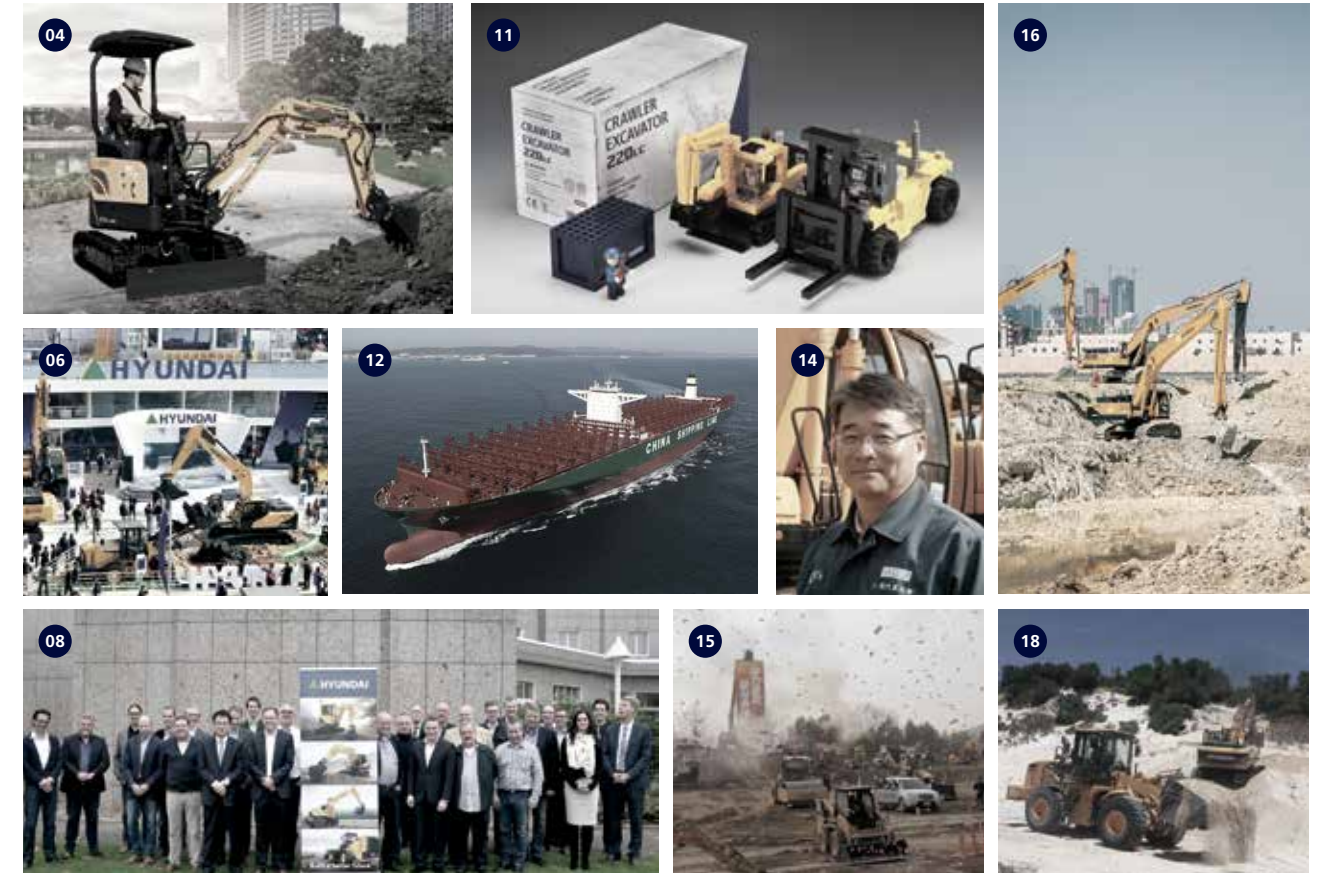
If we look all around, one can hardly deny that the recent economic turmoil makes us uncomfortable and challenges our businesses on a daily basis. However, one thing is clear: We must meet such difficulties head on and prevail over our competitors.

Let us take a few minutes and look all around again, but with your open eyes. You will see a great legacy we share as a Hyundai family. From the beginning of our businesses, we have encountered countless challenges and hardships. Nevertheless, no matter how difficult the situation was; Hyundai has tried to keep its commitment and stayed with its customers in the market.

We, Hyundai dealers and customers, share unforgettable memories and deep trust accumulated throughout times gone by. These are irreplaceable values that move our businesses. We will carry on growing and expanding our businesses with passion and solid partnership together. There is no reason for us to keep our heads down. We should rather encourage ourselves and put forth strength to overcome the difficulties.

On behalf of all Hyundai employees, I wish all our valued customers and dealers the best of success and prosperity in the New Year. We will open the year 2015 with our commitment and a quality service for you.

**Rhee Sang-gi**  
Deputy Chief Operating Officer & Executive Vice President  
Sales, Marketing & Product Support  
Construction Equipment Division  
Hyundai Heavy Industries



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## EDGE

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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 marketing department of HCE at Mr. S.H.Hong (hsh8059@hhi.co.kr), Mr. Martin Kim(martinkim@hhi.co.kr) Tel.+82-52-203-3267 Fax. +82-52-202-7979 [www.hyundai-ce.com](http://www.hyundai-ce.com)

# R17Z-9A



*\*This photo may include optional specifications.*

## ZERO TAIL MINI EXCAVATOR

With the Tier 4 Final Engine Installed

### Market Trend and Demand

Earth moving jobs are done in various environments, and choosing the right machine with the right attachment may dramatically improve efficiency and maximize productivity. As rapid urbanization prevails around the world, we can note an increased demand for excavators which can work in confined areas.

### Small but Powerful

Zero-tail swing excavators have gained popularity, since they have decent maneuverability in light construction jobs such as residential projects, landscaping, roads, and demolition. Customers are looking for powerful machines which could fit in to congested areas. For instance, zero-tail swing excavators contribute to lesser intervening and safer working environment for both drivers and workers in road maintenance and other construction sites.

### Introducing R17Z-9A

Hyundai Construction Equipment is introducing the state-of-the-art zero-tail mini excavator R17Z-9A, which is perfectly suitable for confined job sites. Tier 4 Final certified Kubota D902 engine is mounted to provide less emission, noise, and transmitted vibration. In terms of safety and comfort, R17Z-9A proves to be one of the best vehicles in the market. TOPS and FOG Certified canopy is installed to protect an operator from potential threats. Improved visibility of monitoring system and emergency stop switch adds extra reason for customers to get their hands on it.

#### Key features:

- Tier 4 Final Certified Kubota D902 Engine
- Zero-tail Swing
- Variable Undercarriage
- Minimal maintenance
- TOPS & FOG Certified Canopy
- Proportional Control Switch on RH R.C.V Lever (option)

#### Key specs:

- Operating Weight (Canopy): 1,700kg (3,750lb)
- Net Power :16.0hp / 2,400rpm
- Max Digging Depth 2,200mm (7'3")
- Variable Undercarriage:  
Retraction: 990 mm (3'3")  
Extension : 1,300 mm (4'3")
- Improved Boom-Swing Angle  
LH: 70 degrees    RH: 54 degrees  
Total: 124 degrees

### FAQ: What is a difference between compact radius excavator and zero tail excavator?

It is a frequently asked question among users. To begin with, the compact radius (CRE here under) and zero-tail excavator are smaller versions of a full-size excavator with reduced length of the rear end. Every function of conventional excavators is fitted into the reduced space and still, the same level of performances is provided. But, when the CRE's upper part swings, the tail swing radius exceeds the overall width of a machine while zero-tail excavator's tail swing radius does not exceed the overall width.





### Hyundai Excavators and Wheel Loaders at Bauma China 2014



Hyundai Construction Equipment (HCE) showcased 13 models of eco-friendly construction equipment at Bauma 2014 on November 25-28. More than 3,000 companies from 38 countries participated in the Asia's largest construction equipment trade show, boasting their products and technologies and sharing the industrial trends in the construction equipment market. Under the theme of a "New Product, New Technology and New Design", HCE displayed 13 models of wheel loaders and track-type excavators equipped with engines that meet Tier 3 emission regulations. Mr. In Chi-sung, director of Hyundai Jiangsu Construction Machinery, said, "Since 2002 we participated in Bauma China, we have been growing along with this trade fair. ... Bauma China provides us with a very good platform to show our overall strength and plays an important role in our new product launch and promotion."



### Mining Machines in IMME 2014

HCE promoted its mining excavators in IMME 2014 held in Kolkata, India on December 3-6. This trade show is India's sole mine and machinery exhibition organized by the Confederation of Indian Industry. Over 300 companies participated in this biennial event and attracted about 12,000 visitors. HCE showcased 39-ton and 51-ton

mining excavators (R390LC-9 and R510L-7) to make promotions for clients in the coal mining industry which starts to rebound later this year. This trade show also provides promoting opportunity of Hyundai's iron mining machines whose market is expected to recover in 2015.



### HCE at PMV Live 2014 and BIG 5 Show



Hyundai Construction equipment (HCE) promoted its robust lineup of heavy-duty machines at PMV Live 2014 and Big 5 Show held in Dubai on November 17-20. These international trade fairs are the largest events for construction industry held in the

Middle East, highlighting plant, machinery, vehicles for the construction industry. This event attracted many visitors and industrial leaders, mainly from the Gulf, CIS regions, and the Indian Subcontinent. HCE exhibited 10 models excavators, wheel loaders,

backhoe loaders, skid loaders and forklifts interacting with nearly 200 customers about Hyundai machines and gaining some contracts from them through various events and campaigns.



### Hyundai Dealer Meetings in Europe

From November 12 through December 19, 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	Place	Participants	Name
Nov 12~13	Bracknell, UK	40	UK Dealer meetings (CE)
Nov 18~19	Dortmund, Germany	30	German Dealer meetings (CE)
Nov 25~26	Paris, France	33	French Dealer meetings (CE)
Dec 4~5	Brussels, Belgium	92	European dealer meeting (FL)
Dec 11~12	Brussels, Belgium	73	European dealer meeting (CE)

### Hyundai Heavy Industries Earns Good Design Product Award for Its New Diesel Forklift

Hyundai Heavy Industries (HHI), the world's biggest shipbuilder and a leading construction equipment manufacturer announced today that its new diesel forklift (30D-9T) earned the 2014 Good Design Product Award from the Ministry of Trade, Industry and Energy Republic of Korea. Good Design Product Award is the most prestigious government certification in the industrial design field in South Korea. The Ministry of Trade, Industry and Energy along with the Korea Institute of Design Promotion evaluates products launched within the last two years from various aspects including functionality, materials, and efficiency and exterior designs. HHI's FOLEX 30D-9T diesel

forklift got high scores for the enhanced safety features including the real-time monitoring of the vehicle's tilting status and freight weight, and an auto brake system which activates when the operator leaves the seat. In addition, the 5.6 inch high-definition LCD cluster dashboard of the forklift displays the overall operating status of the vehicle as well as the replacement period of consumables, allowing easier product maintenance. In 2012 when the diesel forklift was at the developing stage, it was honored at Germany's Red Dot Design Award, one of the top three design competitions in the world, for its sophisticated and innovative design.



### Personnel Realignment of HCE

HCE realigned business operations by appointing new executives and making promotions in October 2014. Through this reshuffle, HCE is committed to recovering its competitive advantage in this unstable market. Mr. Rhee Sang-gi was promoted to executive vice president, responsible for the division's sales and marketing in Korea and the global market. Having served as CEO of Hyundai Heavy Industries Europe, Mr. Rhee had contributed to steady sales growth in the European market via strong leadership.

#### Reorganization for Efficient Overseas Sales & Marketing

HCE streamlines its overseas sales organization into a strong single organization, combining Overseas Sales Department and Sales & Operation Support Department, expecting to enhance HCE's sales activities in the global market. To cope with the fierce market environment, HCE reforms its Marketing and Planning Department to strengthen market analysis, develop key strategies and trigger various marketing programs for the division.



**S.G. Rhee – Executive Vice President**  
Deputy Chief Operating Officer



**K.Y. Kong – Senior Vice President**  
Industrial Vehicles Sales & Research and Development & Production



**C.W. Lee – Senior Vice President**  
Managing Director of Hyundai Heavy Industries Brazil



**S.J. Lee – Vice President**  
Overseas Sales, Marketing & Planning, Construction Equipment



**J.C. Jung – Vice President**  
Managing Director of Hyundai Heavy Industries Europe



**Y.K. Kim – Vice President**  
Managing Director of Hyundai Jiangsu Construction Machinery Co., LTD.



**Y.B. Kwon – Vice President**  
Domestic (Korea) Sales



**M.S. Kang – Senior Officer**  
Managing Director of Hyundai Construction Equipment Americas, Inc.



**J.Y. Kim – Senior Officer**  
Managing Director of Hyundai Construction Equipment India Pvt. Ltd



**W.J. Song – Senior Officer**  
Head of Marketing & Planning Dep't.



**S.W. Kim – Senior Officer**  
Head of Overseas Sales Dep't. Construction Equipment



**B.J. Ahn – Senior Officer**  
Head of Overseas Sales Dep't. Industrial Vehicles

## Hyundai Heavy Industries – A global Engineering Giant

By Brian Coogan

We were delighted to be offered the opportunity to visit the Hyundai Heavy Industries factories in Korea, so I put my honeymoon on hold in order to head east to their facilities. The Hyundai Heavy Industries' (HHI) European Dealers & Customers VIP trip started on September 14 with more than 100 HHI dealers and customers flying to Korea along with some members of the press from different countries around Europe.

### Customer Perspectives

While talking to some of the customers on the trip they told us that what impressed them most about HHI was the availability of stock as well as the price and the overall quality of the machines. They all agreed that the Hyundai range of excavators is at least as good as any other brand.

In the afternoon we were back on the bus to visit the construction equipment assembly factory. Here we got to see firsthand the company's range of excavators and wheel loaders in production. The facility has an area of 67,000 m<sup>2</sup> with a production capacity of 14,000 small to medium size excavators, 6,000 large excavators and 4,500 wheel loaders a year. It is a full production and assembly set up including parts and painting. Each machine is given a full rigorous testing before going out the door and when it does leave the factory



it is given another set of tests to ensure that it is completely ready for sale. Outside the production plant we got to view Hyundai's new 1.7 ton mini due for launch quite soon.

### Power for Hyundai

On the Wednesday morning we boarded the bus early to see the Hyundai Cummins Engine Company's (HCEC) facilities. HCEC was founded in September 2012 as a joint venture company between Hyundai Heavy Industries and diesel power specialist and the world's largest construction equipment engine maker, Cummins. In September 2012, HHI and Cummins signed an agreement to establish the engine factory capable of producing 50,000 diesel engines each year. The establishment of the joint engine factory gives 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.

### Parts Distribution and Training

Following the engine facilities we continued our packed schedule with a visit to the HHI global parts distribution center where we viewed the huge parts facility which supports the HHI range. The day ended on a high as we visited the HHI training center where the company's employees are offered the very best of training.



In the afternoon many of the people on the bus wanted to see Hyundai equipment in action so it was off to a HHI demonstration area where we got to view the equipment being put through its paces and while there was no new equipment being launched there were a couple of surprises such as the Hyundai backhoe loader and Skid steer loader which came as a surprise to many of the European journalists as they are aimed at the Asian and Russian markets.

### Korean Hospitality

Over the following couple of days the visitors got to sample Korean hospitality at its best. The Koreans are renowned for their hospitality and over the duration of the five days in Korea we were really well looked after.

There is no doubt that the Hyundai range of equipment has improved dramatically over the last few years and with more and more customers choosing Hyundai for a number of reasons we have seen firsthand for ourselves that the products are first class. No one can dispute the quality and reliability of HHI construction equipment and when their production facilities and machines are viewed up close it truly demonstrates just how focused the group is on quality.

*\*This article is from the "Machinery Movers" and written by Brian Coogan*



## Record High Sales in the UK

Hyundai Heavy Industries Europe (HHIE) set up its sales record in the UK by selling over 1,000 units over the year. HHIE has steadily increased its market share in the UK since the first launch in the late 1990s, positioning as one of the fastest growing construction equipment suppliers in the UK. According to HHIE's sales director Alain Worp, HHIE's market share reached 10.5 percent in the UK in terms of mid-size excavators which signifies its prominent position as one of the major suppliers in the advanced market. Alain added, "For next year and beyond, the primary target remains to further increase all European market shares in all machine segments we are covering, especially in the key countries of the UK, Germany and France, which at the moment represent about 70 percent of the total European potential." HHIE will conduct meticulous market analysis and rigorous R&D commitment to keep its sales growth and heightened brand power consistent in the European market.

## DEVELOPER'S BASIC IDEAS



### HCE Brand Collection

- We wanted to provide something unique to our valued customers. Not mundane goods with Hyundai logo emblazoned. We wanted to deliver meaningful goods that would make your lives comfortable, stylish, and exciting.
- As our excavators, loaders, rollers, and forklifts work with you at the job site, HCE Brand Collection will stay with you every time, everywhere.
- Working all day long under dazzling sunshine? Our new caps will protect your eyes from harmful sun-rays. Feeling thirsty while working? Take a minute break and refresh yourself with icy cold beverage in the "Hyundai Bottle".
- Also, don't forget to wipe your sweats with cushy "HCE towels".
- Lastly, gift toy block equipment to your beloved children. We are so sure that they are going to love it! Let them know what their papas are working with. Allow them to play around and think about daddy while you are working on site!

### FAQs

#### Where can I get it?

- You could visit our online shop at <http://www.hceshop.com/cMain.html>

#### What kinds of items are currently offered as a brand collection?

- At the moment, we offer eco-friendly bottles, fashionable baseball caps, towels, and block toys.

#### What else is going to be added?

- We plan to add unique Hyundai clocks, cuffs button, notebooks, and t-shirts.

#### Do you offer shipping overseas?

- Yes, international shipping is available.



## Hyundai Heavy Industries Completes the World's Largest Containership

Hyundai Heavy Industries Co., Ltd. (HHI) announced today it held a naming ceremony for the world's largest containership, the first of five 19,000 TEU containerships ordered from China Shipping Container Lines (CSCL) in May 2013. The naming ceremony was attended by Xu Li Rong, chairman of China Shipping Group; Zhao Hong Zhou, managing director of CSCL; Qiu Guo Hong, Chinese ambassador to Korea; Choi Kil-seon, chairman and CEO of HHI and 150 other guests. At this event, the containership was named CSCL Globe by He Li Jun, wife of Xu Li Rong. The world's largest containership, measuring 400.0 m in length, 58.6 m in width and 30.5 m in depth, is as large as four soccer fields, and will be deployed on the Asia-Europe trade loop after being handed over to the owner within this month. The CSCL Globe will feature a 77,200 bhp electronically controlled main engine to enhance fuel efficiency by automatically controlling fuel consumption according to the ship's speed and sea conditions. With the installation of the high efficiency engine, the containership will burn 20 percent less fuel per TEU in comparison with the 10,000 TEU containerships. HHI built the world's first 10,000 TEU containerships in 2010 and since then it has built 82, the most number of containerships carrying more than 10,000 containers in the world.

## Hyundai Heavy Industries Group Reshuffles Top Management



President of HHI  
Kwon Oh-gap



CEO of  
Hyundai Oilbank  
Moon Jong-bak

Hyundai Heavy Industries Group (HHI Group) announced today that Kwon Oh-gap, the former CEO of Hyundai Oilbank Co., Ltd. (Hyundai Oilbank), joins Hyundai Heavy Industries Co., Ltd. (HHI) as a new president and chief of HHI Group Planning Team. Also Moon Jong-bak, senior executive vice president of Hyundai Oilbank, is promoted to take over Mr. Kwon's former position as a new CEO Hyundai Heavy Industries Group said, "The top management reshuffle today is a reflection of our commitment to reforming business management and achieving a turnaround. In addition to the reshuffle, for more efficient business operations we transformed HHI's Corporate Planning Team to HHI Group Planning Team." Mr. Kwon first joined HHI in 1978 and served as senior executive vice president from 2007 to 2010. Later he moved to Hyundai Oilbank where he served as CEO and led the company through a period of stable growth from 2010 to 2014. Mr. Moon entered HHI in 1983. He was transferred to Hyundai Oilbank in 2010 and served as senior executive vice president of Hyundai Oilbank from 2013 to 2014.

## Hyundai Heavy Industries Wins \$1.94 Billion Offshore Order in UAE

Hyundai Heavy Industries Co., Ltd. (HHI), the world's biggest shipbuilder and a leading offshore facilities contractor, announced today that it signed a contract for a \$1.94 billion order for the second package of the Nasr Full Field Development Project from Abu Dhabi Marine Operating Company (ADMA-OPCO). As per the contract, HHI will undertake engineering, procurement, construction, installation and commissioning work for the super complex comprising a gas treatment platform, a separation platform, an accommodation platform; laying 144 km subsea power and 55 km infield cables; modifying an existing manifold tower and two wellhead towers in Nasr oil field, 131 km northwest of Abu Dhabi, UAE and work for Power Distribution Facilities from existing DAS Island to super complex. Scheduled to be completed within the first half of 2019, the facilities which are to be installed 131 km northwest off Abu Dhabi City will increase the daily oil production capacity of the offshore field to 65,000 barrels from the current 22,000 barrels.



## Hyundai Heavy Industries Invites 15 Partner Companies to Visit 'CIIF 2014'

Hyundai Heavy Industries Co., Ltd. (HHI) announced that it invited its 15 partner companies to visit China International Industry Fair (CIIF) 2014 held at Shanghai New International Expo Center from November 4 to 8. 140,000 exhibitors from 1,600 companies in 20 countries showcased industrial equipment including industrial robots, automation systems, machine tools, and energy systems at the 16th CIIF event. The representatives of HHI partner companies viewed the company's robotic systems that are being displayed as well as other industrial equipment built by such global corporations as ABB and Siemens AG. They also attended the consulting sessions on automation technology including electrical system and industrial IT to keep up with current industry trends. As a social-

ly responsible corporate citizen, HHI has been building a solid foundation for shared growth with its partner companies by inviting partners to international industrial exhibitions, making earlier-than-scheduled payment for materials before national holidays and setting up the 'shared growth fund' offering loans to partner companies at low interest rates. In July 2011, HHI launched Machinery Industry Shared Growth Promotion Foundation with Korea Association of Machinery Industry to help its partners strengthen their competitive edge in the spirit of mutual growth. In June this year, HHI won a prize for excellence in 'the mutual growth' category from the First Shanghai CSR Award for Korean Companies in China.

# TO THE BEST SOLUTION!



**Son Byeong-ryul**  
Senior Engineer

"A good service manager requires excellent technical skills with passion to meet customers' needs. Dealers, service engineers and customers have more than 20 to 30 years of experience in construction equipment field. Service manager should improve technical skills continuously. Otherwise, managers may not solve problems nor become an acknowledged engineer." Mr. Son Byeong-ryul, HHI's After-sales & Service Department engineer, joined Hyundai Construction Equipment (HCE) in 1991 and has since been in charge of after-sales service through his entire career of 24 years. Mr. Son describes his task as finding out the best solutions for malfunctioning machines and proposing alternative plans to customers.

### His Job

His main duty is providing technical support, advice and training for dealers and service engineers. "If I could perform better, our service staff could fix machines more easily and our customers could use their machines without problems. Thus, the technical abilities of service staff are central to improving the reliability of our machines," said Mr. Son. He is focusing on developing training materials to better understand all Hyundai machines. For this, he analyzes the defective types and provides solutions to them. Mr. Son said "The best way for me to gain technical knowledge is by teaching others. Training others requires a lot of preparation including analyzing the problems and creating effective educational materials. Through this process, I can learn and master the mechanical structures of our equipment." Mr. Son added, "Physical impact may cause machine failures. The key is how quickly and precisely can a service manager solve such problems. I've been meticulously analyzing different types of machinery failures and by doing so I can predict solutions even without physical inspection." Accumulated information from his long career experience is one of his biggest assets for affordable service support.

### Tips for Managing Construction Equipment

"Preventive maintenance is more important than assembling quality. It may cause critical problems if an engine is operated without engine oil. That's why I emphasize the importance of dealers' direct training to operators." Mr. Son believes that product support is a crucial factor for higher repurchase rate, which needs continuous and steady support for clients to use HHI machines more conveniently. Every time he meets with dealers, he always says that well-organized service teams and well-equipped facilities are extremely important to attain best customer satisfaction.

### His Way as Service Manager

Mr. Son is proud of HHI equipment. He said that Hyundai machines are customized for customers' needs, thus ensuring higher standards of safety and endurance via the voice of customers. He is a real service engineer, Mr. Son Byeong-ryul, who continuously tries to pursue perfection in the construction machines and equipment. "My life credo is to enjoy what I do. No matter how difficult the task is, once you start enjoying it, a fresh idea may pop up. Likewise, a person who enjoys his job can outperform a genius without passion."



# CHINA VIP TOUR & DEMO SHOW

## Information of china VIP Tour



## Interview with Dealers and Customers



**Sun Guojian**

Demo Show was exquisite! Through this show, I was able to witness the high quality and excellent performance of Hyundai Construction Equipment. Overall, this VIP Tour has been very well organized and delightful. I've had a favorable perspective towards Hyundai Construction Equipment and through this event it has been solidified even more.



**Li Gang**

I've come all the way from China to watch this Demo Show. We had marvelous chances to sightsee different sites in Korea, but the Demo Show was the most impressive! As a dealer, I will be able to sell more Hyundai Construction Equipment with confidence in quality and performance.



**Yang Zhengfeng**

As a customer, who owns a couple of Hyundai Construction Equipment; it feels great to see different types of machines demonstrating its capabilities. This show is great for strengthening customer's conviction. I feel very proud to own Hyundai Products and when I go back home, I am planning to purchase a couple 'big-sized' machines from Hyundai.



# MOTORCITY HOLDING BSC (AITAPCO), BAHRAIN

Motorcity, the holding company of AITAPCO, is an automobile business pioneer in Bahrain. With its roots stretched deep, Motorcity is the sole distributor of the world's most renowned passenger and commercial brands. The association of AITAPCO with Hyundai Heavy Industries (HHI) started in early 1990s.

DEALER STORY



## The early years

The beginning was very challenging for both HHI and AITAPCO. Korean brands were not as popular as they are today amongst automobile buyers, especially in the Gulf. Product reliability and after sales support were points of concern affecting the decision making of industrial buyers. The shareholders and management of AITAPCO invested in this venture with a vision that Hyundai earthmoving equipment would be market leaders in their industrial segment given time and continuous dedication.

## The commitment

Since the very beginning, the management of AITAPCO has been determined to adapt the customer centric approach for business. This commitment brought revolution in the way the business was done. The key actions included product customization to suit customers' needs. AITAPCO offered Hyundai products in the market with Cummins engines which were perceived very reliable by the equipment buyers. AITAP-

CO also provided Hyundai products with customized specifications and various options to choose from to cater to various business requirements. The next move was to provide proper maintenance and technical support for customers as per their convenience with minimum downtime. A dedicated team of technicians was recruited and properly trained for this task. The management of AITAPCO also ensured timely availability of spare parts, which enhanced the service efficiency. As part of the consumer approach, AITAPCO invested all efforts to be a "One Stop Shop" for its customers. With further support from HHI, AITAPCO was able to expand its Hyundai product range in the market. To facilitate more business, AITAPCO invested in providing an "In-house Finance" option to contractors, subject to certain qualifications and conditions. Some Hyundai equipment were also given to contractors as "Demo" products, which further enhanced acceptability of the product. As a key step, the company leveraged relationship with the customer base at a group level, which added the comfort and trust amongst them.

“  
We are committed to providing our clients with excellent services through our customer centric culture. Our vision is to rise above their expectations and grow as a powerful brand in Bahrain and the region.  
- Quote from Chairman -  
”

## Results

As a result, the acceptance of HHI products in the market started growing. In 2004, AITAPCO delivered a 42 ton excavator to BRAMCO for a prestigious project of Bahrain International Circuit (BIC). This was a proud moment for the company as AITAPCO was the first company in the entire gulf to place an order and deliver a product of this scale. HHI's long reach excavators played a key role in mega projects such as sea reclamations in Durrat Al Bahrain and Diyar Al Muharraq. AITAPCO also entered the backhoe loader segment in 2013 with small and medium duty products which later expanded the range and gave a boost to the business. AITAPCO has been a market leader since 2007 in the excavator and wheel loader segment and in 2012 its market share touched 61 percent.

## Continuous Improvement Policy

Today AITAPCO follows the continuous improvement policy to run its business. As part of this policy the company engages with its customers through a series of value added services. An "Operator Training Program" introduced by AITAPCO delivers dedicated training to product operators on site and at AITAPCO premise to teach "Best usage of the product and equipment" to operators. AITAPCO has also introduced a Mobile Service Van which reaches on site for any maintenance or minor repair work. A dedicated team of trained technicians is available at AITAPCO's Maameer Service Center for all major repair requirements. AITAPCO has been participating in HHI's VIP tour for the past seven years by sending key customers and prospects to visit the HHI factory in Korea and experience the Hyundai Brand. Under the leadership of Mr. Waleed Kanoo, chairman of Motorcity Holding BSC, AITAPCO is expected to reach new heights of performance and customer satisfaction along the coming years.



# HYUNDAI MACHINERIES EVERYWHERE

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

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

Send to: [martinkim@hhi.co.kr](mailto:martinkim@hhi.co.kr)




 **R250LC-7A in Romania**  
from Costin Dumitru




 **R1200-9 in Indonesia**  
from Dasa Afrijansah



 **R220LC-9S in Ecuador**  
from Toscano



 **HL757-7 and R220-9SH in South Africa**  
from Gary Pnematicatos



## ALONG WITH THE PICTURE, PLEASE INCLUDE:

1. Sender's name / address
2. Model of the equipment
3. Equipment location and its operation

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



**250D-9 / 220LC**  
You can choose one of these block toys




 **R520LC-9A in Macedonia**  
from Ivica Cuk



 **R480LC-9A in Germany**  
from Kay Duckert



 **R380LC-9 in Turkey**  
from Oguzhan.Ozcanli



 **R220LC-9SH in South Africa**  
from Peter Colling



# World Class Diesel Engine Manufacturer

Hyundai Cummins Engine  
HE6.7



## Look Further, Think Future Hyundai Cummins Engine Company

Hyundai Cummins Engine Company (HCEC) was established by Hyundai Heavy Industries in Korea, "A global leader in heavy industries", and Cummins Inc. in the United States, "No.1 diesel engine manufacturer in the world", to create a world-class diesel engine production line in the East Asia.

In order to produce a safe and eco-friendly engine that the global market and customers pursue, the cutting edge automatic assembly line and the latest IT system have been introduced. Currently, HCEC engines are being supplied to the worldwide engine markets, and those are being mounted on Excavators, Wheel Loaders, Forklifts, and etc. Also, HCEC engines attained emission certificates by satisfying emission requirements of various regions from Europe and Turkey to China and more. For more information please visit our website at [www.hcec.co.kr](http://www.hcec.co.kr)

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