

# HYUNDAI **EDGE** MAGAZINE

HYUNDAI CONSTRUCTION EQUIPMENT

Vol. 42 | Spring 2015

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## COMING UP! NEW SERIES OF MACHINES

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### Moving forward towards 100 years of sustainability

Dear Hyundai customers, dealers and staff members,  
It's a great honor and pleasure to greet all of you as a new managing director of Hyundai Heavy Industries Europe (HHIE).

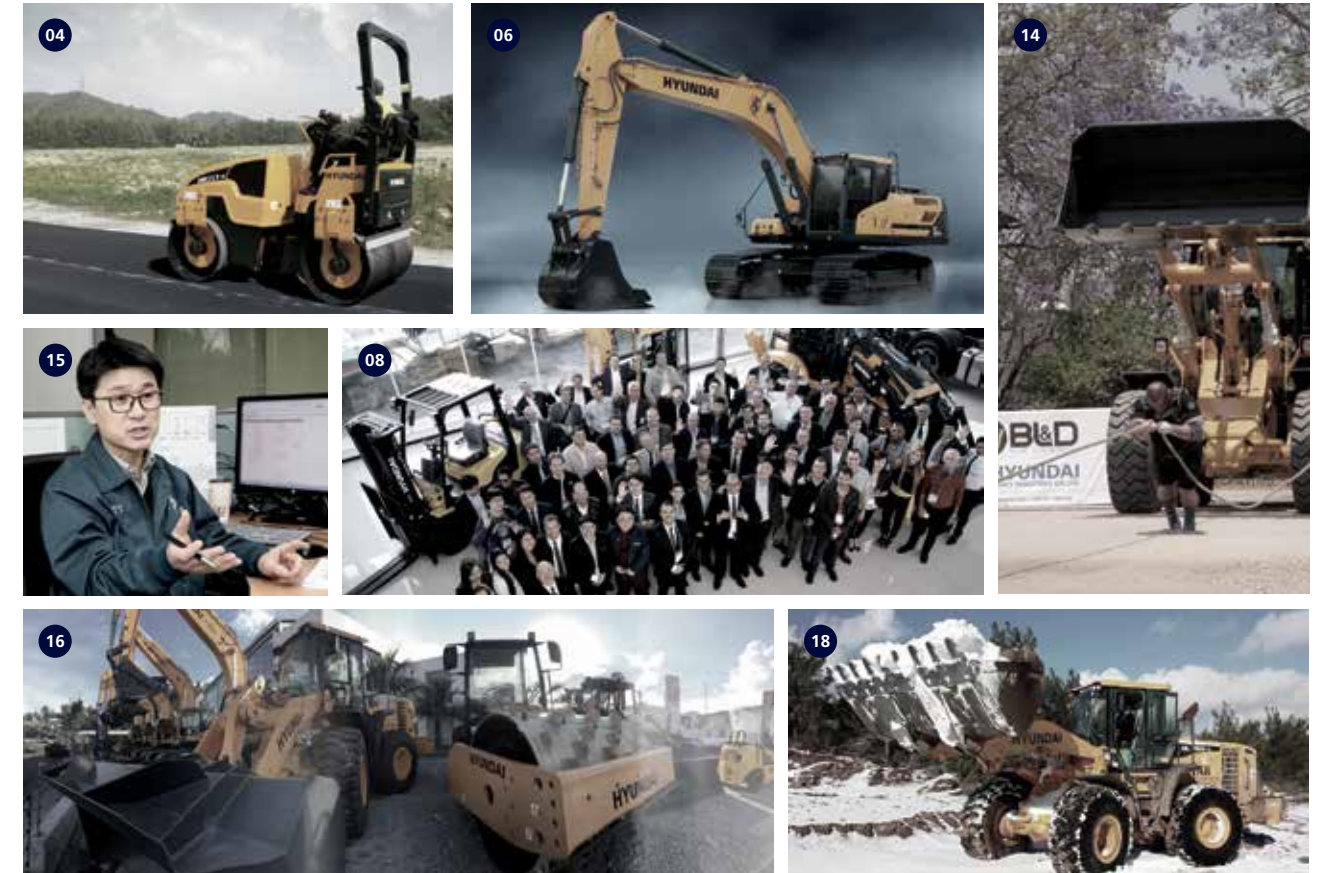
This year HHIE marks its 20th anniversary. Our sales target has grown 35 times since we started our construction equipment business in Europe in 1995. Over the coming years, we will focus on the next step. For a healthy business operation HHIE needs to invest in people, services and facilities. In order to achieve this, market share is the keyword. In the long run, we will take a sustainable market share of 10% for construction equipment and 5% for forklifts in Europe. To achieve this target, we will direct all our efforts from HHI's headquarters in South Korea, HHIE and Hyundai dealers to pull together our resources of sales, marketing and product support. We will create an environment where our customers receive an attractive offer by professional dealer from a highly-appreciated brand.

HHIE is doing fairly well in the volatile and competitive market of Europe, where we take a share of over 25 % in some areas but has room for further growth in other areas such as Germany. As such, my primary concern now is to increase the market share. However, I believe that the customers' needs should be our number one priority in our efforts to boost the share.

In doing so, I will remain firmly committed to the goal of making us sustainable for 100 years that goes well beyond our growth over the past 20 years. I ask for your continuous support and patronage.

Last but not least, I would like to invite all of you to celebrate HHIE's 20th anniversary with us.

**Jung Jun-cheol**  
Managing Director of  
Hyundai Heavy Industries Europe (HHIE)



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Managing Director of the HHIE

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## Hyundai Compaction Rollers



**HR25T-9**



**HR140C-9**

### A New Possibility through Hyundai Compaction Rollers

“HHI’s compaction rollers will be a fantastic partner to increase the sales volume of HHI’s major product, such as excavators and wheel loaders” said Johannis Reiffen, senior marketing director of Atlas Weyhausen. “Through these innovative and nearly maintenance-free compaction rollers, dealers may break into the new market and provide more option for their customers, expecting a wider product range from Hyundai.”

In August 2013, Hyundai Construction Equipment (HCE) introduced 6 models of Hyundai rollers: 2 tandem rollers (HR25T-9, HR30T-9), 4 single drum rollers (HR70C-9, HR110C-9, HR120C-9, HR140C-9) after signing OEM alliance with the German producer, Atlas Weyhausen.

### Robust Equipment with Excellent Maneuverability

All Hyundai compaction rollers have been equipped with robust, nearly maintenance-free articulated oscillating center pivots. They make sure that the front and rear chassis keep running in the same track and create a low center of gravity. The center pivot bends to an angle of 35 degrees, with the oscillation angle at ±12 degrees. Hence, part of the appeal of all HHI compaction rollers lies in their excellent maneuverability.

### Easy Accessibility to Major Components

The clearness of the engine compartment gives easy access to all major components. Also, an improved engine and hydraulics cooling system was integrated in order to react against cavitation within the steering pump. ECO speed, an optional feature, allows for a particularly efficient exploitation of the power output of the hydraulic units. Compared to the nominal rotation speed, this system reduces the motor rotation speed by approximately 400 rpm, while all parameters regarding the machine’s overall performance remains intact.

### Intelligent and Comfortable Design

The intelligent hydraulic system ensures that its resources can be used to full capacity and both the vibration frequencies and the centrifugal forces remain unaffected. Not only does the vehicle consume less fuel, but the sound level in the cabin is lowered. Also, the spaciouly designed ROPS-cabin with tinted windscreens allows a clear perspectives for drivers.

### Adaptable to Different Environments

In order to adapt the vehicle to different types of soil, the drive units of all Hyundai compaction rollers are equipped with a high pressure-dependent HA control. Thanks to the continuous adjustment of the tractive force, maximum traction at the axle and the roller drum is at your disposal at all times. Compared with conventional 4-stage drive units, the system results in more efficient traction control and noticeably improved climbing ability, especially in areas such as dike and embankment construction.

### Translate Opportunity into Reality

“Dealers are still reluctant to sell the HHI compaction roller, since it is a totally different market, compared to conventional earth moving equipment such as excavators” said a dealer at the Global Dealer Conference. “Couple of dealers expressed their interest of introducing rollers into their market and we are eager to assist them in many ways,” said Mr. Reiffen from Atlas.

“Sales and product training session is available for dealers who are interested. Providing the dealers realize the potential and technical advantage of the compaction roller, a synergistic effect will arise.” For further details on compaction rollers please contact Mr. Sean Kim at sunhyeok.kim@hhi.co.kr

## New 9 Series Diesel Forklift Trucks

With the Tier 4 Final Engine Installed

### Improvements in Every Single Inch

When HCE engineers initiated the development process, they decided to build everything from scratch. Safety, convenience, and outstanding performance were the top priorities for improvements. As a result, thanks to the highly durable drive axle, ergonomic cabin design, and strong overhead guard applied respectively, vibration was reduced, wide visibility and spacious environment were accomplished, and CEE and ANSI regulations were satisfied.

The newly developed machines are much more reliable than the previous series as numerous reliability tests were conducted on the core components during the development period. Performance of engine, hydraulic pump and transmission were optimized for an efficient operation.

In addition, the improved MCU (Machine Control Unit) and cluster enables easy controllability and displays necessary information in real time basis for easy maintenance. Arrangement and size of parts in the cabin were carefully reviewed to deliver comfortable working experience for operators.

### Launching Forklifts 22 / 25 / 30 / 33D-9

Hyundai Construction Equipment (HCE) will launch brand new 9 series forklifts (small-medium sized) in May 2015. The forklifts with the family concept cover the load capacity from 2.2 to 3.3 tons respectively. New functions have been ergonomically developed while existing functions and components have been upgraded.

### Eco-Friendly (Tier 4 / Stage IV Compliant)

In order to meet recent market trend of providing eco-friendly forklifts, Hyundai’s brand new forklifts 22/25/30/33D-9 were designed to exhaust less emission. This series of forklifts are equipped with Kubota’s high power V3307 diesel engine that is Tier4 / Stage IV compliant.

### Creating Unique Identity of Hyundai Forklifts

Hyundai’s new diesel forklift truck earned recognition for its advanced design from numerous institutions. First, the Hyundai forklift truck attained the Red Dot Award of Germany, one of the biggest global design competitions for its sophisticated design. The equipment was also awarded “Good Design Product Award” presented by the Ministry of Trade, Industry and Energy of South Korea after meticulously reviewing important aspects ranging from fuel efficiency and performance to exterior looks and materials used.

### Key Features

- Tier 4 Final Certified Kubota V3307 Engine
- Spacious operator’s cab
- Switch type parking brake
- 5.6 inch TFT color LCD monitor
- OPSS system for safe operation
- Max speed limit function
- HAC (Hillstart-Assistance Control)
- Password starting system
- Auto fork leveling system (Option)
- Load weight indicator (Option)

### Key Specification

Item	Unit	22D-9	25D-9	30D-9	33D-9
<b>Operating Weight</b>	Kg	3,573	3,888	4,282	4,561
<b>Engine Power</b>	kW/rpm	50/2,300	50/2,300	50/2,300	50/2,300
<b>Max. Torque</b>	Rgf.m/rpm	23.3/1,500	23.3/1,500	23.3/1,500	23.3/1,500
<b>Load Capacity</b>	Kg	2,200	2,500	3,000	3,300
<b>Load Center</b>	mm	500	500	500	500
<b>Overall Width</b>	mm	1,200	1,200	1,228	1,228
<b>Length to Fork</b>	mm	2,577	2,607	2,676	2,732
<b>Turning Radius</b>	mm	2,286	2,342	2,413	2,463
<b>Travel Speed</b>	Km/h	18.5	18.5	20.0	19.9
<b>Lifting Speed (Unloaded)</b>	Km/h	640	640	530	530



**30D-9**

## Hyundai's Brand New Tier 4 / Stage IV Machines at Intermat 2015

Intermat 2015, Paris: April 20-25 2015 - in Hall 5b



Hyundai Heavy Industries (HHI) will present an extensive range of equipment for the construction, utility, forestry and logging, recycling and waste handling, and mining and quarrying industries highlighting Tier 4 / Stage IV models at Intermat 2015.

The showcase line-up includes the world debut of excavators and wheel loaders which answer customers' needs and environmental requirements.

The most significant change introduces diesel engines compliant with Tier 4 / Stage IV

standards to reduce exhaust emissions and to improve fuel economy. The wide range of updates cover cabin featuring a dashboard and an instrument cluster, hydraulic control and exterior design.

**HHI showcases a total of 27 construction equipment machines and two forklift models on its booth in hall 5B. The impressive machine list follows:**

- |   |   |  |
|---|---|--|
| 1 R16-9 - mini excavator                      | 11 R235LCR-9A - heavy excavator                         | 20 R180W-9A - heavy wheeled excavator              |
| 2 R17Z-9A - mini excavator (world premiere!)  | 12 HX260L - heavy excavator (world premiere!)           | 21 R210W-9A - heavy wheeled excavator              |
| 3 R25Z-9AK - mini excavator                   | 13 HX300L - heavy excavator (world premiere!)           | 22 HL740TM-9A - wheel loader                       |
| 4 R35Z-9 - mini excavator                     | 14 HX330L - heavy excavator (world premiere!)           | 23 HL955 - wheel loader (world premiere!)          |
| 5 R55-9A - midi excavator                     | 15 HX380L - heavy excavator (world premiere!)           | 24 HL960 - wheel loader (world premiere!)          |
| 6 R60CR-9A - midi excavator                   | 16 HX520L - heavy excavator (world premiere!)           | 25 HL760-9A WH - wheel loader                      |
| 7 R80CR-9A - midi excavator                   | 17 R55W-9A - mini wheeled excavator                     | 26 HL770-9A - wheel loader                         |
| 8 R125LCR-9A - heavy excavator                | 18 R140W-9A - heavy wheeled excavator                   | 27 HL780-9A - wheel loader                         |
| 9 R145LCR-9A - heavy excavator                | 19 R160W-9A - heavy wheeled excavator (world premiere!) | 28 80D-9 - heavy diesel forklift (world premiere!) |
| 10 HX220L - heavy excavator (world premiere!) |   | 29 180D-9 - heavy diesel forklift                  |

## Notice

### Mini / Midi Excavators

Among eight mini / midi excavators ranging in the operating weight from 1.6 tons up to 8.0 tons, the fully remodelled R17Z 9A will be launched in the first quarter of 2015 and the R25Z-9AK is newly fitted with a more powerful "Kubota Engine."

### Heavy Line Excavators

Hyundai has changed the heavy line excavators into HX series by introducing Tier4 / Stage IV compliant machines. All-new HX series ranging from the HX220L (22 tons) to the HX520L (52 tons) will be easy to identify and recognize by their new design.

### Wheeled Excavators

Hyundai is proud to introduce the all-new R160W-9A, which will expand the market coverage for Hyundai dealers around Europe, especially in France.

### Wheel Loaders

Hyundai presents the new Tier4 / Stage IV compliant machines, HL 955 and HL 960.

### Forklift Trucks

Hyundai displays two newest heavy diesel forklift trucks at Intermat 2015. Look out for the all-new heavy diesel Hyundai 80D-9 forklift with 8,000 kg lifting capacity and the heavy diesel Hyundai 180D-9 forklift with 18,000 kg lifting capacity.

## Hyundai Booth at Intermat 2015

At Intermat 2015, HHI tries to highlight the results of its on-going investment towards global leadership.

Hyundai stand features the new machine series, a merchandising shop, an excavator simulator, a photo booth, an operator's café and daily entertainment.

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



Visitors are welcome at the Hyundai booth in hall 5B. Staff members from Hyundai headquarters in South Korea, HHI Europe and the French Hyundai dealers are looking forward to meeting visitors.

Mr. Jung Jun-cheol, new managing director of HHIE, says, "Market conditions continue to be tough for everyone, but Hyundai believes that it is important to demonstrate not only its latest products and innovations but also its continued commitment and support to all customers and dealers."

## World of Concrete 2015



Hyundai Construction Equipment (HCE) displayed 7 models of excavators (R60-9A, R125LC-9A, R260LC-9A), wheel loader (HL740TM-9A), road rollers (HR25T-9, HR110C-9) and forklift (160D) at World of Concrete held at Las Vegas Exhibition Center on February 2-6. More than 55,000 participants attended this annual international event dedicated to the commercial concrete and masonry construction industries showcasing products from the leading industry suppliers. Visitors to the Hyundai booth were especially impressed by the R260LC-9A conducting demonstrations with the MB crusher attached. This machine was located outside of the building, which successfully grasped the attention of many participants.

## Global Dealer Conference 2015

Hyundai Construction Equipment (HCE) hosted two rounds of Global Dealer Conference 2015 in Dubai, UAE and in Quito, Ecuador. HCE presented its new year's plan including market review and outlook, brand strategies, warranty and sales policies, new product development plans, and dealer evaluation. The dealer conference in Dubai took place on January 19 – 22, highlighting Hyundai machine sales promotion for dealers from the Middle East, Africa, Asia, CIS, and Oceania. The conference featured presentations of success stories from Atlas, ZF and Cummins; exportation for a brand-new mini excavator; and introduction of excavators from Hyundai China Taian and India factories. The dealer conference in Ecuador on February 9-13, focused on challenges of the expense cut of governments and industries stricken with the low oil price. HCE and dealers shared views on sharpening the competitive edge: securing the price competitive for genuine parts and major products, backhoe loaders and excavators in Latin America; and shorting the delivery time of parts and products by implementing the bonded warehouse transaction (BWT) in the region. After the dealer conferences, HCE had an individual session with each dealer to discuss the regional issues and promotion strategy.



## Global freight and logistics giant - DB Schenker - selects Hyundai Forklifts for multiple Australian sites

Hyundai Forklifts Australia (HFA) and its premium dealer in NSW, Rentcorp, will supply in excess of 150 forklifts to Schenker Australia Pty Ltd – part of the DB Schenker global network, one of the world's leading transportation and integrated logistics service providers – as part of a recently announced long-term supply and service contract.

After an intensive tender process that included extensive testing and evaluation, Rentcorp – supported by HFA – was awarded the tender to supply and service Hyundai's state-of-the-art forklifts to several Schenker Australia sites across NSW, including its flagship site located in Sydney. "Customer expectations are changing rapidly and Schenker will continue to set higher benchmarks in meeting these expectations. Our customers will benefit from productivity efficiencies that deliver reliable, cost-effective services while meeting our environmental social responsibility objectives, contributing factors in partnering with Hyundai Forklifts Australia,"

said Michael Harich, Schenker Australia Director of Contract Logistics/Supply Chain Management AU/NZ.

Maximising the use of its forklift fleet over multiple sites was also important to Schenker Australia that opted for Hyundai's Intelligent Monitoring System – specifically designed for forklifts – which provides live or real-time reporting. This powerful system generates reports on equipment usage patterns and service times based on actual usage hours. It also minimizes labour intensive actions, achieves improved fleet rotation and supports continuous improvement for service departments through better management of contract terms and service schedules.

The entire package offered by Rentcorp and HFA means DB Schenker in Australia can focus on its core business to continue to provide fast turnaround times, cost savings, information flows and customer satisfaction.

## Oil Giants Cape PLC chooses Hyundai Forklifts for its Aberdeen Depot



Employing 18,000 people in 21 countries and with a turnover of over £700 million, Cape PLC is one of the foremost suppliers of industrial services to the oil, gas and petrochemical industries with operations spanning every part of the globe.

Cape PLC currently serves 70 percent of the coal, gas and oil power generators along with 80 percent of the nuclear power stations in the UK. To assist with the reliable and timely distribution of materials in order to fulfil their clients' requirements, Cape PLC has recently appointed Simon Hill as Plant and Logistics Manager to oversee transport and material handling services throughout the country.

Already acting as a major supplier to Cape PLC, material handling specialists, Hessle were approached to supply the Cape Offshore base in Aberdeen with a modern and reliable solution to meet their material handling requirements.

Hessle have provided the company with a wide range of material handling solutions in various guises for over a decade and currently supply rough terrain, rigid mast and side loading forklifts to the company. Looking to offer an extended line up of rigid mast counterbalance forklifts, Hessle have recently purchased three new Hyundai machines in order to fully meet their clients' extensive list of requirements for their Aberdeen operation.

The three machines have been delivered to the Aberdeen depot to facilitate the movement and loading of materials destined for use on Cape PLC contracts both on and off shore with major Blue Chip producers. "We wanted to change four older machines for more cost effective and reliable machines," explains Simon Hill. "We drew up a list of must-haves for the new trucks, particularly the larger machine with good all round vision, the fitment of a reversing camera system, weigh load facility

and a fuel efficient, low emission engine. Gary Hawkhead from Hessle was able to supply us with an ideal package of 3.5, 5 and 16 ton capacity machines backed up by their first class service. We have not had Hyundai forklifts in our fleet before but were very impressed by the specification and the attention to detail on all three units."

The smaller trucks (35D-9A and 50D-9A) have been supplied as standard units and are fitted with fuel efficient four cylinder Kubota diesel engines delivering power through a power shift transmission with two forward and two reverse speeds. Heavy duty axles with wet disc brakes ensure easy operation, smooth response and are virtually maintenance free.

The larger machine supplied by Hyundai will be used to handle full and half height containers. The 160D-7A is a 16 ton capacity truck built around a Tier IIIB Cummins engine.

Delivering 123kw, the 6.7 litre engine meets Cape PLC's drive for modern fuel efficient engines. Extremely quiet in operation, the engine is fitted with two operating modes, standard and power optimised for fuel consumption or heavy applications. Operator comfort is first class with an air suspended, high back seat featuring a wide range of movement, adjustable steering column, air conditioning and USB MP3 player with hands free Bluetooth.

The 160D offers Cape PLC an impressive lift height of 3 m to the forks enabling three half height containers to be stacked together. "Some of our half heights suffer from tight openings to get the forks in," explains Yard Foreman John Strother. "We were very impressed that Hessle and Hyundai took this into account and have supplied us with a bespoke set of forks that include a longer taper yet still retaining the length and capacity we need to lift the units," he added. The

heavy duty, durable mast has been supplied with optional hydraulic side shifting fork to aid speedy and safe operations. A weigh load indicator has also been fitted along with a full front and rear lighting package.

Safety on Cape PLC sites is of utmost importance and all three models are fitted with Hyundai's operator presence sensing system (OPSS) which isolates all mast movement and drivetrain operation without the operator being seated. This system is fitted as standard on the whole range of Hyundai forklifts making them amongst the safest machines on the market.

Servicing of the Hyundai machines will be taken care of by Hessle's service engineers with the machines estimated to clock up 1000 hours per year. Service access to all major components is from ground level on the smaller trucks while a wide step provides an ample platform to reach the larger trucks

mechanical and hydraulic equipment on the larger truck.

Hessle is looking to build on the success of this deal and is looking to bolster the presence of Hyundai Heavy Industries material handling division in the UK. Gino van der Auwera, area sales manager for HHI Europe is very confident about the Hyundai product; "We have been supplying forklifts in Europe for over 15 years and we are determined in becoming a significant major player within the next three-years. We feel that the European market for material handling equipment drives the market for the rest of the world in terms of innovation and design and we see Hyundai at the forefront of this."

## Hyundai Brand Collection

The Hyundai Construction Equipment (HCE) brand collection incorporates details of the brand's identity for customers to experience its unique brand emotion. Through the brand collection, HCE offers a range of lifestyle products that enriches and delivers convenience in the daily lives of its customers.

These items are available at <http://www.hceshop.com/cMain.html>. If you have any comments or inquiries, please contact the marketing and planning department at [martinkim@hhi.co.kr](mailto:martinkim@hhi.co.kr)

### New Arrival

#### Cufflinks

Add sophistication to your daily business attire with these stunning Hyundai Heavy Industries' round-shaped platinum cufflinks decorated with cubic zirconia.

- Size** 7 X 7 X 5.25cm (Package)
- Weight** 100g
- Material** Platinum
- Origin** Korea



#### Summer Caps

Stay cool during the summer season with HHI's mesh summer caps. The front of the cap is treated with various degrees of heat, which enables the shape of the cap to stay intact after long periods of use.

- Size** M-XL (57~59 cm)
- Weight** 80g
- Material** Cotton, Span
- Origin** Korea



#### Hyundai T-shirt

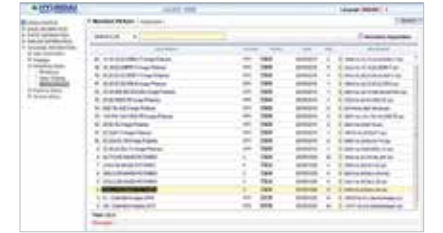
An exclusive HHI unisex t-shirt, featuring a durable round neckband. It is perfect for sports teams and group events. Available in two colors: Gold Stripe and Silver Stripe.

- Size** Free, 37.5 X 25.2cm (Package)
- Weight** 500g
- Material** Cotton
- Origin** Korea



## Marketing Library (for dealers)

Hyundai Construction Equipment (HCE) opened the Web-based "Marketing Library" to serve Hyundai dealers with a variety of HCE's advertising and promotional materials. Dealers can download files of product photos; multiple language versions of catalogues, dealer conference slides, HCE's Brand Communication Guidelines (CI Manual) and so forth. To access our Marketing Library, Hyundai dealers can log on to the CERES system, <http://ceres.hhi.co.kr>, and click the tabs of Machines Information and Marketing Library. To create a new CERES account, please send an email to [martinkim@hhi.co.kr](mailto:martinkim@hhi.co.kr) of Marketing & Planning Department, and you can get an access code for our new system.



## Renewed Website for Hyundai Construction Equipment

Hyundai Construction Equipment (HCE) opened a new user-friendly HCE Website to provide new information and to make users' access easier. The new Website provides information about a full line-up of HCE models, customer service, global network, and useful links. Particularly, on the "Global Network" tab, dealers and customers can find accurate contact points and machines available in the market of their countries. The new Website is also optimized for multi-device Web environments. Visitors can get access to the Website from desktops, tablets, and mobiles.



Please visit [www.hyundai-ce.com](http://www.hyundai-ce.com) to enjoy a rich treasure of information about Hyundai machines, various services and useful links.

## Sales Office Relocation

We are pleased to inform that Hyundai Construction Equipment's sales office has been moved to Seoul, the capital of South Korea as of March 9, 2015. The relocation of Overseas Sales, Marketing & Planning, and Domestic Sales departments is designed to provide better service and easier communication with our partners, dealers and customers at home and abroad.

We hope that our international visitors to Korea will have easier access to our sales office as it is just an hour away from the Incheon International Airport.

Our new sales office is located at: 18th Floor, Digital Cube Building 34, Sangamsan-ro, Mapo-gu, Seoul 101-904, South Korea



If you have any inquiries, please contact Martin Kim at [martinkim@hhi.co.kr](mailto:martinkim@hhi.co.kr) or +82-2-6424-1117.



# THE STRONGMAN CHAMPIONS LEAGUE

BL&D Plant Hire and Sales was established in early 2006 to service the agricultural, mining and road development sectors within Zambia. It was an honor to be awarded the official Hyundai Heavy Industries dealer for Zambia in 2012.

As part of the new marketing campaign of the Hyundai brand in Zambia, BL&D has over the past year taken part in various nationwide events, increased billboard displays and sponsorship. By far the biggest of these was the sponsorship of the 2014 "Strongman Champions League" held in Lusaka. It was therefore an honor for BL&D Plant Hire and Sales, HHE Zambia and Hyundai Heavy Industries to be recognized as one of its main sponsors.

The highlight of the event was the "Truck Pull," where competitors had to pull a HL757-9s Hyundai wheel loader over 25 m on a gravel surface. The event has been

aired worldwide increasing the brand power of Hyundai Construction Equipment (HCE). BL&D Plant Hire and Sales and HHE Zambia is looking forward to be a part of this event in the future to come.

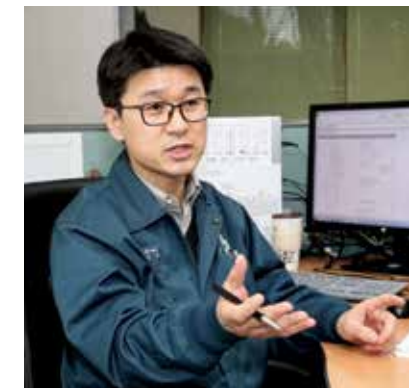
The Zambian Agricultural Show is a large event within Zambia that HHE Zambia and BL&D participated in with many of these people fascinated by the large equipment and boosting Hyundai brand within Zambia's Agricultural Sector.

Zambia is a growing market for construction equipment and by attending these events we are feeling the positive effects by supporting them, and we are looking forward to taking our marketing to new heights in the future.

Jeremy Badcock – HHE Zambia Director



# COMMUNICATION BEGINS WITH LISTENING



**Nam Sung-woo**  
Head of the System Development Department

"I always try to be positive. No matter how frustrating the situation is, once you take five minutes break and think about what just happened; you would realize that it was not such a big deal to get irritated. It goes same in a relationship with our colleagues and family as well. Once we carefully listen to what other people want to say, we can pacify conflicts and reach an agreement," said Mr. Nam Sung-woo, senior engineer of Hyundai Heavy Industries' System Development Department. Since he joined Hyundai Construction Equipment (HCE) in 1992, he has been in charge of attachment development and structural design of loaders.



**Life Credo**

"I majored in agricultural engineering in college and I have always wanted to become an open minded leader who is capable of communicating with co-workers. Therefore, I have a habit of listening carefully to what other individuals say. I assume my colleagues also enjoy having meaningful discussions with me," said Mr. Nam Sung-woo.

**His Duty**

Ever since 2013, his responsibility was developing mid-large size wheel loaders. During recent restructuring in March 2015, he was promoted to the head of the System Development Department which handles design and development of excavators and loaders. Mr. Nam said "At the System Development Department, the general process of excavators and loaders (wheel loaders, backhoe loaders, and skid steer loaders) are under development. Also, we manage various works from designing proto-type machines to mass production. Our main goal is to satisfy customers' expectation and increase brand value of HCE by developing outstanding machines."

**Rewarding Experiences**

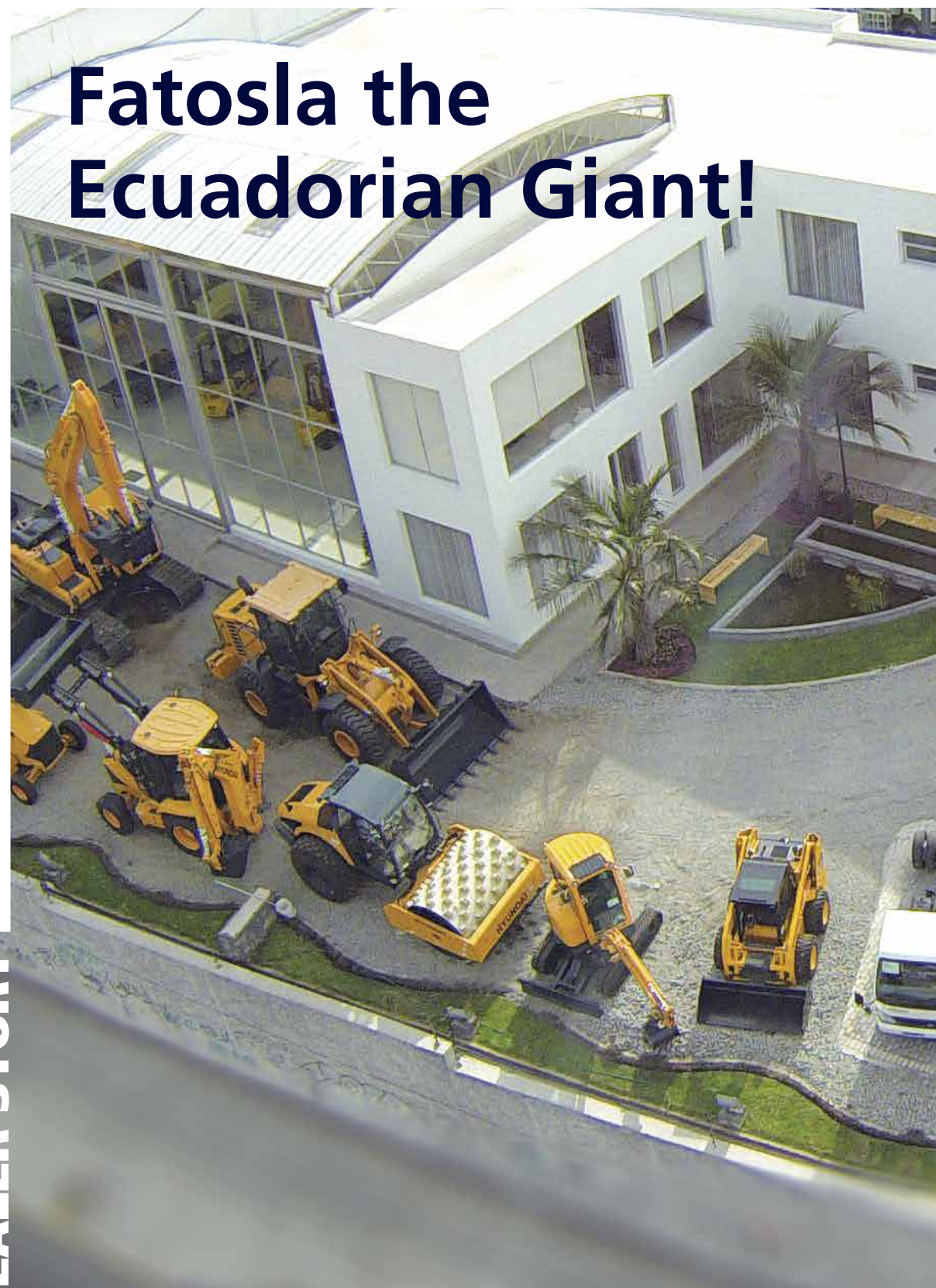
Mr. Nam, who took part in the project as a project manager (PM) remembers that one of his rewarding experiences was when original equipment manufacturing (OEM) contract was signed with CNH for supplying HL780-9 wheel loaders. "Personally I've learned a lot through this project, but at the same time such result demonstrated a significant indication. Dramatic improvements on the performance and quality of the 9-series wheel loaders enabled us to supply our machines to advanced markets. The success of the project showed competitive power of our wheel loaders," added Mr. Nam.

**Next Step for HCE**

Mr. Nam believes that Hyundai machines have competitiveness in terms of price and performance. Self-developed information technologies dramatically improved the utility of machines while durability and quality issues were being closely taken care of. He also added "To ensure high quality machines, market trend and customer demands must be thoroughly monitored. Customer feedbacks drawn from frequent communication can be used for producing competitive machines. From the engineer's standpoint, developing machines that exceeds customer expectation is the main goal. We feel responsible for carrying out a plan to develop the best machines in the world."



# Fatosla the Ecuadorian Giant!



DEALER STORY



In Ecuador, the country of the center of our planet, Hyundai Construction Equipment (HCE) is recognized as a leading construction equipment brand for the technological innovations for its products, qualities and services. The performance numbers show that Hyundai's brand power has grown each year. It is attributed to vigorous operations of Fatosla, the only distributor of Hyundai machines in Ecuador.

Over the last 14 years, Fatosla has played a key role in rolling Hyundai construction equipment and industrial vehicles into the Ecuadorian market. Now through the network of Fatosla, HCE is marketing various models: crawler excavators, mini wheel excavators, wheel loaders, skid loaders, backhoe loaders, rollers, hydraulic hammers and forklifts. This product line-up is well assorted with bifuel-, diesel- and electricity-powered models tailored to the tropical climate of the region.

In 2014, Hyundai's R220LC-9S excavator was the best-selling equipment in the world-centered country, beating other brands which reigned over the market for a long time. Hyundai and Fatosla have achieved this feat by providing machines with competitive

price, supplying genuine spare parts on time, and lowering maintenance service cost.

Fatosla has steadily grown to be a major distributor on the strength of insightful market analysis and swift adaptability to the market trend. It is running six sales posts in three regional bases across the country: Guayaquil Quito, the strategic base for its business and investment; Santo Domingo and Lago Agrio, the logistic centers for promising farming, mining, oil and construction businesses in the rural and border development areas.

Fatosla has spacious and well-regulated facilities including 19,000 m2 of installations, 2,500 m2 of warehouses for Hyundai parts and 2,700 m2 of workshops. Fatosla's 81 experts in the commercial, technical and administrative sections are committed to deliver technical support and advice in an efficient, effective, and ethical way. The team of Fatosla's specialists is also offering sustainable maintenance and proper services for machine operations throughout the country where Hyundai machines are operating.

“  
THE BEST OF  
THE BEST  
- Fatosla's Slogan -  
”

In return for this commitment, Fatosla was accredited as a top player in the Latin American and the Caribbean regions in Hyundai Dealer Conference 2015.

Fatosla has opened the door for Hyundai construction equipment to be successfully entered and highlighted for its high quality in the Ecuadorian market. Fatosla continues to fulfill its slogan "The Best of The Best" by taking the leadership in the market of the excavators, wheel loaders, backhoes, and forklifts. Fatosla and Hyundai Construction Equipment will maintain and cement their win-win partnership for the next step toward greater success in Ecuador.

# HYUNDAI MACHINERIES EVERYWHERE

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

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

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



 **R330LC-9S in Costa Rica**  
from Gerardo Cruz




 **70DF-7 in Vietnam**  
from Vu Nguyen Tu



 **R520LC-9 in Finland**  
from Topias Rautionmaa



 **R330LC-9S in Jordan**  
from Sivakumar



## ALONG WITH THE PICTURE, PLEASE INCLUDE:

1. Sender's name / address
2. Your Preference (Model Selection)
3. Operating location of Equipment

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



**250D-9 / 220LC (Block toy), H940S / H940C (Scale model)**  
You can choose one of these models




 **R480LC-9S AND R520LC-9S in Tunisia**  
from Debbeche Nizar



 **R800-7A FS in Uzbekistan**  
from Umida Mirzoeva



 **HL760-9 in Turkey**  
from Oguzhan Ozcanli



 **R290LC-9 in Turkey**  
from Ugur Kalaycioglu



HYUNDAI

220LC-9S

# MOVING YOU FURTHER

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.

[www.hyundai-ce.com](http://www.hyundai-ce.com)



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