

# HYUNDAI **EDGE** MAGAZINE

HYUNDAI CONSTRUCTION EQUIPMENT

Vol. 44 | Autumn 2015

04

## New Product

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Hyundai Wheel Loaders

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Hyundai Machines  
Everywhere





### Confidence on the New Models

Dear Hyundai Customers and Dealers

It is my great honor to greet all of you through the Edge Magazine.

Our company was visited by customers around the world during the VIP Tour in September. We were extremely delighted to introduce our factory and demonstrate the latest Hyundai machines to them. We hope the tour allowed us to build mutual trust and we are looking forward to maintaining a strong companionship with our customers.

Hyundai Construction Equipment has recently rolled out new models with Tier-4 Final/EU Stage IV compliant engines. The excavators offer a gamut of safety and cutting-edge technologies to protect operators and to improve productivity with greater fuel efficiency.

The new HL900 series wheel loaders boast high fuel efficiency through applying the Eco Pedal which reduces unnecessary fuel consumption. Also, by adapting electro-hydraulic implement control lever also known as a Soft End Stop function, working condition was dramatically improved. Furthermore, the ergonomically designed cabin upgraded convenience for operators.

The new forklift models have engines with improved combustion efficiency and durability. Also, the machine's safety features are fortified by the degree indicator and speed limit functions. We are proud of our environmentally friendly and low-noise forklifts working all round the world.

I am confident that every aspect of the new series Hyundai machines holds strong competitiveness against those models from other leading manufacturers. Also, with such top-quality models, we will be able to cope with numerous tasks and challenges to come.

Thank you.

**Kim Byung-joo**  
Senior Vice President of Research & Development  
Construction Equipment Division  
Hyundai Heavy Industries



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Senior Vice President of Research & Development  
Construction Equipment Division  
Hyundai Heavy Industries

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Hyundai Machines Everywhere



Use your smartphone!

## EDGE

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# HL955, 960 HYUNDAI WHEEL LOADERS

Hyundai Heavy Industries (HHI), the world's leading construction equipment manufacturer, has recently rolled out HL955 and HL960, a new series of wheel loaders. Equipped with Tier-4 Final / EU Stage IV compliant engines, these new HHI wheel loaders promise to maximize their owners' value with a wide range of innovative features. These machines represent a reflection of HHI's painstaking efforts to incorporate customers' input and live up to the market's expectations for its earthmoving equipment. Due to be launched during the second half of this year, HL955 and HL960 look certain to justify their end users' investment decision with highly efficient and excellent performances.



### Fuel-Efficient and User-Friendly

With the new, fuel-efficient and eco-friendly Cummins engines, HL955 and HL960 offer up to 5 percent increase in productivity as well as up to 10 percent greater fuel-efficiency over their predecessors, 9A series. This improvement has been made possible by a variety of innovative features: Eco Pedal facilitates the operator's choice between power and economic operation modes with an added benefit of reducing unnecessary fuel consumption; Electro-Hydraulic Control allows for easy handling to control any working conditions; Automatic Engine Shutdown Function turns off the engines when the machines go into idling stage, Five-Speed Lock-Up Clutch system helps reduce fuel consumption; Eco Gauge Guidance makes it easier for the operator to monitor the status of engine torque and fuel efficiency using color codes and gauge level.

### Robust and Safe

The value of these HL900 series loaders becomes apparent in tough working environments. Their high-strength design and robust structure proven by rigorous testing at various working conditions allow them to put in consistently reliable performance. The Sinter Brake Disc, Hydraulic Hose and Sealed Drive Line Center Bearing are the major features that render Hyundai wheel loaders robust, durable and safe.

### More Efficient and Productive

Efficiency is one of the key components for success in modern business environment and the field of construction and earthmoving business is no exception. The adoption of a seven inch-wide intelligent touch screen for the HL900 series together with centralized switches gives the operator speedy and ready access to vital equipment data, while providing him/her with improved connectivity with mobile devices. This all leads to increased efficiency and productivity for the operator.

### More Comfortable and Convenient

On top of these numerous attractive features for the operator, HL900 series wheel loaders' ergonomically designed cabin is a testament to HHI's commitment to user comfort and convenience: Fully soundproofed spacious cabin ensuring minimized noise level (68 dB); fully adjustable seat armrest; electro-hydraulic implement control lever; new air conditioning system; and centralized access to service points. Moreover, the engine room is fully sealed with retractable hood to facilitate easy maintenance and to prevent fire due to inflow of foreign materials.

Mr. Kim Byung-joo, a vice president who oversees research and development at HHI Construction Equipment Division, says "HL900 series wheel loaders are designed with a new concept for construction equipment that incorporates both HHI's cutting edge technology and commitment toward providing greater value for our clients."

Having already made their first debut in the European market through INTERMAT 2015, HL955 and HL960 will be officially launched in Atlanta, USA on September 17 for the US market. In any event, on the back of their strong performances, the HL900 series wheel loaders are likely to build up a robust presence in the North American and European markets soon.





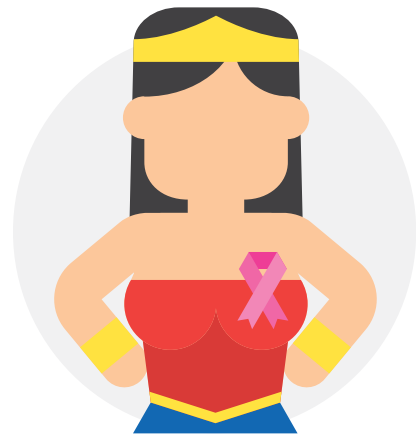
### Hyundai Construction Equipment Americas (HCEA) Joins Breast Cancer Awareness Movement

October is Breast Cancer Awareness month. The American Cancer Society estimates that in 2015 approximately 40,290 mothers, daughters, sisters, wives, aunts, nieces, cousins, and friends will die from Breast Cancer in the US and asks for support in the help to find a cure.

This year HCEA will host the final B'Rest Stop at the Atlanta 2-Day Walk for Breast Cancer sponsored by It's The Journey, Inc.

The flagship event consists of a 20 mile walk on Saturday, October 3 and a 10 mile walk on Sunday, October 4. As a B'Rest Stop host, HCEA will support the walkers by providing participants with a place to rest, eat, drink, and most importantly cheer and encourage participants to finish the last leg of the race.

HCEA will donate 100 percent of the proceeds from the bracelet and t-shirt sales to It's The Journey, Inc. to aide in the fight against Breast Cancer!



### Hyundai Construction Equipment India (HCEI) Contributes to Local School Development

Hyundai Construction Equipment India (HCEI) hosted a Medical Camp at the Zpps Khalumbre School on October 9.

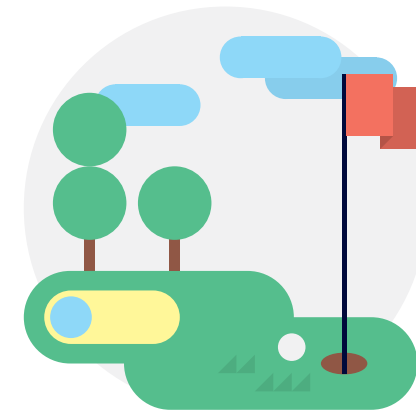
HCEI has been consistently involved in activities such as classroom painting and medical camps to help improve the quality of the students' lives. At the event, 360 school children had undergone a health checkup. Mr. Kim Jong-yu the managing director of HCEI and 20 Hyundai employees delivered 800,000 rupees donation for classroom infrastructure development.



### Hyundai and Masterlift 2015 Golf Tournament

Hyundai Heavy Industries Europe (HHIE) and Masterlift, an authorized Hyundai forklift dealer in Ireland, hosted a golf tournament in appreciation of valued business relationship with our customers. The 3rd annual event took place at The Heritage Golf and Spa Resort in Killenard, Ireland on August 27.

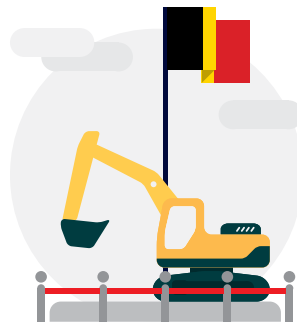
The contenders competed in the tournament with utmost concentration and the winner went home with a brand new golf bag. After a day out at the golf course, Masterlift sat down with their valued customers for a culinary feast.





### Matexpo 2015

Hyundai Heavy Industries Europe (HHIE) participated in the Matexpo 2015 in Kortrijk, Belgium. The biennial event was held from September 2 to 6. The event featured 400 exhibiting companies and attracted over 40,000 visitors. Hyundai was represented by the two Belgian dealers Raepers and Hyundai Machines Belgium (HBM) for the forklifts and construction equipment respectively.



**List of exhibited models are as follows:**

CE Machine List on Display

- R17Z-9A    • R25Z-9A    • R35Z-9    • R60CR-9A    • R80CR-9A    • R55W-9    • R140W-9A
- R145LCR-9A    • R220LC-9A    • R235LCR-9A    • R260LC-9A    • HX300L    • HL955

FL Truck List on Display

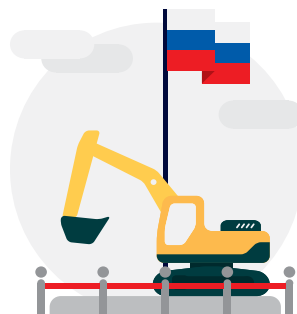
- 180D-9    • 70D-7A    • 50DA-9A    • 30D-9    • 25D-9    • 33L-7A    • 10BTR-9
- 20BT-9    • 25BH-9



### CEMAT Russia 2015

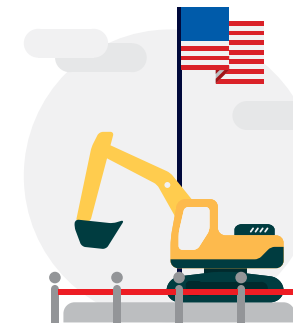
Hyundai Construction Equipment (HCE) displayed four models of forklifts including 50D-9SA, 33DF-7, and 30DF-7 at Cemat Russia 2015 from September 22 to 25.

More than 120 exhibitors from 10 countries showcased their equipment in the biggest logistics and trade exhibition at Crocus Expo Center in Moscow, Russia. HCE has successfully promoted its forklifts and secured solid sales networks at the exhibition.



### ICUEE 2015

Hyundai Construction Equipment Americas (HCEA) participated in the International Construction and Utility Equipment Exposition (ICUEE) from September 29 to October 1 at Kentucky Exposition Center in Louisville, USA.



ICUEE 2015 is the premiere event for utility industry professionals to gain comprehensive insight into the latest technologies, innovations, and trends affecting their industry. The event concluded with a total of 18,000 visitors and 900 exhibitors.

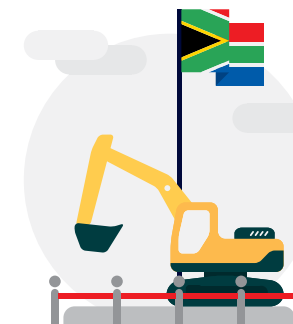
HCEA attracted many visitors to its booth through various interactive programs such as soccer ball challenge, dice challenge and digging for the cure. Several individuals from the media commented "Hyundai's booth was the friendliest and busiest in the show." According to Corey Rogers, the marketing manager of HCEA, "This was a great way for us to let potential customers try out Hyundai's latest Tier 4 Final products and meet our sales, service and marketing team."



### Bauma Africa 2015

Hyundai Construction Equipment (HCE) showcased seven units of Hyundai machines ranging from mini zero-tail excavators, crawler excavators to wheel loaders and backhoe loaders at Bauma Africa 2015. The exhibition took place in Johannesburg Expo Center in South Africa from September 15 to 18.

Over 616 companies from 42 nations participated in the event and attracted around 14,300 visitors from 75 countries. High Power Equipment Africa (HPEA), an authorized Hyundai dealer in South Africa managed to build its presence in the African continent.







## Hyundai Construction Equipment (HCE) Personnel Realignment

HCE appointed new executives on July 31. The personnel realignment allows the company to effectively utilize its talents and increase the company's competitiveness in the abating global market.

Mr. Kong Ki-young was promoted to executive vice president, responsible for forklift operations in Korea and the global market. Having served as the managing director of Hyundai Construction Equipment India, Mr. Kong had led the company to reach second place in India's market share through tenacious management.



**Mr. Kong Ki-young,**  
Executive Vice President of Forklift and Deputy C.O.O. of Hyundai Construction Equipment



**Mr. Kim Byung-ju,**  
Senior Vice President of Research and Development



**Mr. Kim Yoon-hwan,**  
Senior Vice President of Quality Management



**Mr. Kim Pan-young,**  
Vice President of R&D Center



**Mr. Yang Kyung-shin,**  
Vice President of Development & Purchasing Department



**Mr. Moon Won-sik,**  
Vice President of Construction Equipment Development



**Mr. Huh Min-soo,**  
Vice President of Parts Business Department & Jebel Ali Subsidiary



### Thank-you Letter from Russia

Hyundai Construction Equipment (HCE) received a thank you letter from NLE and Kuban-sky Promishlenny Leasing (KPL) of Russia.

NLE has been using Hyundai forklifts since 2004. Mr. Liholev, a general manager of the company said "We have purchased about 60 units of diesel forklift from 2 to 7 tons. These forklifts were used in very tough ways - dusty air, high ambient temperature

and humid areas. Yet, there were no serious failures. The chassis, frame, cabin guard and mast are simply top quality."

KPL has been using Hyundai machines since 2009. The company highly appreciates the durability of the machines which are made to withstand harsh work environments. According to Mr. Gubar, director of the purchasing department, "Hyundai

Construction Equipment gains a reputation of very reliable machines. There were no serious failures during all working period. The undercarriage, frame, cabin guard, and boom are all made from high quality materials with high quality welding seams."

HCE is very pleased to provide reliable and profitable excavators for its customers.



### Global Parts Conference 2015

Parts Business Department (PBD) of Hyundai Construction Equipment (HCE) hosted the Global Parts Conference 2015 in Seoul, Korea on September 14-16. PBD presented on the significance of the parts business, strategies of the Headquarter, and introduced strategically essential parts. The conference also featured presentations of success stories of dealers.

HCE and the dealers shared views on coping with the current market situation, the voice of customers and discussed ways of expanding the parts business.



## Hyundai Launches R390LC-9 Excavator in India For Granite and Marble Application

Hyundai unveiled its latest excavator R390LC-9 for the granite and mining application on September 19. Designed for rugged, robust and reliable operations, the R390LC-9 excavator is all set to raise the bar of customers' expectations.

The excavator features a higher lifting capacity, a longer undercarriage life, a spe-

cial bucket for marble block handling and improved fuel efficiency, which are the key requirements of marble mining.

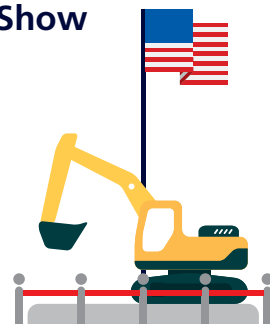
The excavator was unveiled in front of 150 guests comprising customers, mine owners, contractors and financiers who appreciated the newly designed excavator and its performance.

Prior to the launch, Hyundai demonstrated the excavator to its customers which won highly positive feedbacks. Mr. Natwar Singh, owner of Shree Charbhuja Marmo Mines was the first customer to receive the excavator.

Hyundai is expecting to achieve a new milestone in the South Rajasthan territory.



## Hyundai Construction Equipment Americas' New Product Launch Show



HCEA hosted a new product launch show from September 16 to 17 at Georgia, USA. 120 salesmen from 40 Hyundai dealer companies and 10 journalists were invited to experience the eight new series of Hyundai excavators and wheel loaders.

The event was organized to increase media exposure of the new machines as well as to provide tools and information for Hyundai salesmen which will grant a competitive edge to be more successful in selling Hyundai machines.



## 2015 Asian Forklift Dealer Conference

Hyundai Construction Equipment (HCE) hosted the 2015 Asian Forklift Dealer Conference from September 3 to 4 in Jakarta, Indonesia. 15 participants of the event represented seven dealerships in six nations and discussed about various topics including the 2015 sales review, plans for the remaining year, business plan for 2016, and details about new model development. Throughout the conference, both HCE and dealer representatives pursued better ways to improve the dealerships' competencies and concluded that constant sales and service training is the key to discovering solutions.



## Heavy Industries Europe holds Groundbreaking Ceremony for 30 Million Euro Investment Project



Hyundai Heavy Industries Europe (HHIE), a widely recognized leader in the European construction equipment and forklift market, held a groundbreaking ceremony on September 24, for its new headquarters in Tessenderlo, Belgium.

The new HQ complex comprises a new, three-story, 5,400m<sup>2</sup> office building, a 13,000m<sup>2</sup> warehouse, a European training



facility, an event hall and a showroom. The construction works are scheduled for completion by the end of 2016 and represent an investment of 30 million euros. Infrabo, a well-known Belgian architecture and design firm with extensive experience in the b2b industry, designed the new building. Mr S.G. Rhee, COO of Construction Equipment Division of Hyundai Heavy Industries (HHI), and Mr J.C. Jung, Managing Director of Hyundai Heavy Industries Europe (HHIE), welcomed VIP guests from the Belgian government, representatives from the local community and national and international press for the ceremony. Mr Rhee, said, "We're very happy to embark on our construction work. And we appreciate the community support for our endeavor and

look forward to producing a state-of-the-art building. Our solid investment in this region to grow our facility is a condition for increasing our success in Europe."

"The new facility is an excellent step forward for our European division. On the 81,000m<sup>2</sup> new land we can double the capacity of our machine parts supply, welcome our customers and intensify the commercial and technical training of our dealer network. The premises are ideally located alongside the E313 highway offering good accessibility. It all proves that HHIE is a dynamic and growing company. This investment will create additional jobs in the region." Mr J.C. Jung added.

# FUNCTIONS OF HI-MATE

Hi-mate is a remote management system which uses satellite and mobile communication technology to allow fleet managers and owners to remotely evaluate and monitor machine performance; access vital service and diagnostic information on the machine and verify the location. To fully understand how the information provided by Hi-mate system facilitates easier maintenance, follow the steps below.



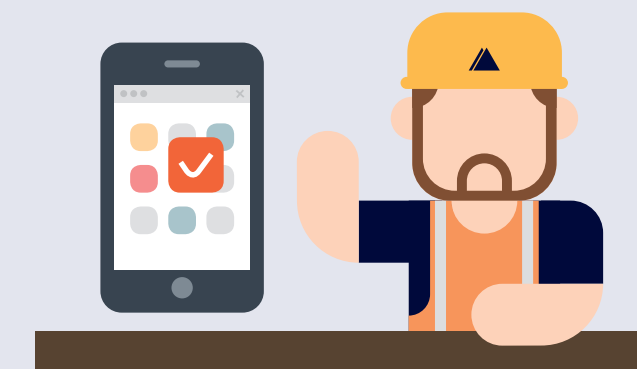
## 1. Registration

Access the address below to register for membership.  
([himate.hyundai-ce.com/login.aspx](http://himate.hyundai-ce.com/login.aspx))



## 2. Shortcut: Hi-mate Mobile

You may create a shortcut on your mobile devices.  
([himate.hyundai-ce.com/mobile](http://himate.hyundai-ce.com/mobile))



## 3. Information Provided by Hi-mate

### ① Consumable Parts

By maintaining the machine at its optimal condition, it can prolong the machine's lifecycle and reduce the operating cost.

- **Displays optimal replacement period of consumable parts**  
Blue Bar: Hours used / Grey Bar: Hours remaining
- **Possible problems associated with overusing each consumable part**  
Radiator Coolant: Cooling process malfunction, engine overheating  
Engine Oil: Shorten engine lifecycle due to declined lubrication  
Engine Oil Filter: Interrupt oil flow, lubrication declines  
Hydraulic Oil: Lubrication declines  
Return and Pilot Filter: Damage of hydraulic system due to debris

### ② Alarm/DTC

Displays alert message or fault code associated with operation. This could minimize downtime of machines and facilitate preventive maintenance.

- **Type of Alert Message**
  - ⓘ Warning
  - ⚠ Fault with machine function

- **Description**  
Demonstrate details of malfunction for appropriate measures to be taken.

### ③ Machine Information

Users can check the hour meter, version of MCU, location of machine, information of dealer/customer, and contact number of services. The map feature allows users to easily detect the location of machines.





# VIP TOUR & DEMO SHOW 2015

Customer Interviews



**Bollineni Seenaiah Naidu** from India

My name is Bollineni from India. The demo-show was excellent and amazing. Through the factory tour of Hyundai Heavy Industries, I realized that excellent products are being produced in Korea. VIP Tour definitely changed my idea of HHI and perhaps I would like to join HCE in the future. I have been purchasing Hyundai's wheel excavators from six-years ago and I am content with the performance. Therefore, I will continue procuring heavy machineries from Hyundai.



**Nicholas Cherrill** from England

The show was enjoyable; our customers enjoyed a lot as well. I visited the tour in 2006 and feel the tour is getting more organized. Excellent job you guys have done and the only thing we would like to suggest is that, although we are satisfied with the tour and schedules, we would like to get little more free time to explore Korea.



**Stephen Allison** from England

I am a Hyundai owner and have lots of machines in England. It is my first visit here and the demo show was very impressive. I did not know heavy equipment can do such things. I think the VIP Tour makes us even closer with Hyundai. It has been fantastic from start to finish and thank you for the great hospitality.



**Arne Schjelderup** from Norway

We had a long journey to get here. The demo show was simply amazing and there are many skillful drivers here. I am an owner of numerous Hyundai machines in Norway and I came to buy more machines. When I go back I will tell my colleagues to consider purchasing Hyundai. Tour is well organized and I am very impressed with the overall event.



# QUALITY DERIVES FROM THE UTMOST SINCERITY AND CRAFTSMANSHIP

"Hyundai Construction Equipment (HCE) is seeking to turn over a new leaf and deliver top quality products to the market. It is exploring new growth opportunities by introducing an innovative quality management system," said Mr. Cho.



HCE has realigned the organization by introducing the by introducing the Quality Innovation Team (QIT), a group directly responsible to the Chief Operating Officer.

Mr. Cho Hyun-gak, the team leader of QIT and an expert of the field has been in quality management ever since he joined Hyundai Construction Equipment (HCE) in 1988.

"The major responsibility of the QIT is to analyze and resolve quality issues of various sectors from R&D, development to assembling and production. We are planning to redefine operation standards and deliver consistent education for workers to prevent the same problems from recurring."

Mr. Cho believes the quality derives from the utmost sincerity and craftsmanship. Just as high quality ingredients cannot guarantee a delicious dish, providing a flawless machine and achieving customer satisfaction relies on the craftsmanship of the workers.

"We must evaluate the quality from the standpoint of the customer. We need to strengthen the quality management system, which lies within the capability of responding immediately to customer complaints. Furthermore, the mindset of workers needs to be oriented towards customers. We must not forget that customers are paying our wages, so we have the responsibility to provide the best products and services to them."

There is a wind of change on the work site ever since the QIT has been introduced.

"By complementing the torque facility we managed to upheave the torque level to the normal range. Frankly speaking both lack of torque and abundant torque are problems. If the torque is too high, voltage distortion can happen. We will improve the endurance of the machine through quantitative voltage management."

"We will strengthen conciliation with high-tech laboratories and enhance the safety of electronic units by developing and applying top-quality parts."

Mr. Song the senior engineer is another veteran at QIT. 30years of his field experience and knowledge about the machine will be able to take a big role for the team.

Song added "Quality innovation is the key factor for maintaining sustainable growth of the firm. We will work closely with related departments to deliver machines which customers wish to repurchase."

There was a gleam of hope for a dramatic improvement during two hours interview with Mr. Cho. Despite of increased competition we will be able to survive by providing reliable products through a company-wide quality control system.

# HYUNDAI MACHINES EVERYWHERE

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

Picture Files 1600 x 1200 pixel files are recommended (or higher than 3MBs)  
Send to: [martinkim@hhi.co.kr](mailto:martinkim@hhi.co.kr)

ALONG WITH THE PICTURE, PLEASE INCLUDE:

1. Sender's name / address
2. Select your preferred model
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 the above models



 **in South Africa**  
from Jaco




 **in Republic of Korea**  
from Republic of Korea Air Force



 **9 series Hyundai Forklifts in Belgium**  
from Jessy



 **R480LC-9S in Tunisia**  
from Nizar





# PIONEER NEW FORCE

Hyundai Heavy Industries has  
all the powerful features you need

## 220LC-9S

Power is an essential function for excavators. Experience the powerful 220LC-9S of Hyundai Construction Equipment. With the forceful horsepower of HYUNDAI CUMMINS ENGINE HM5.9 and HYUNDAI D6BV-C ENGINE, we deliver reliable and steady supports for you.

**MOVING YOU FURTHER**

