

# HYUNDAI **EDGE** MAGAZINE

HYUNDAI CONSTRUCTION EQUIPMENT

Vol. 48 | Autumn 2016

04

## New Machines

- HL975
- 35/40/45D-9F, 50DA-9F

10

## Hyundai Dealer Profile

The Modern Group in USA

12

## Genuine Parts

Hyundai Hygen Reliable  
Hydraulic Oil

17

## VIP Tour

VIP Korea Tour in the  
Second Half of 2016





**Dear Hyundai customers and dealers,**

It is my honor and privilege to greet you here as head officer of Industrial Vehicles Group in Hyundai Construction Equipment Division.

It has been less than 20 years since our first production of 72 units in 1988 to become a global industrial vehicle provider with the annual production capacity of 15,000 units. I would like to express my sincere gratitude towards our valuable customers and dealers, as this achievement was not possible without your devoted passion and endeavors.

We will not become complacent; we are committed to the goal to reach the global top 10 manufacturer group with \$1 billion in sales and 20,000 units of annual production capacity by the year 2020. We could, then, provide our customers and dealers not only with the vehicles but also with total material handling solutions. Through introducing 9 series diesel models to the market in May last year, we were appraised to build a platform to make a quantum-leap forward.

To develop a new market and meet the customers' diverse needs, we are planning to roll out new products to strengthen our product line-up such as Class III hand pallet trucks, trucks for refrigerated warehouses, heavy lift trucks of 37 and 45 tons and reach stackers handling container boxes at a port.

Furthermore, we are also planning to reinforce our independent value chain for the forklift business separate from the construction equipment business. Forklift business shares many things with that of construction equipment, but the different customer clientele and/or the difference of their needs drive us to develop and operate independent and separate value chain system from that of construction equipment. We will secure and deploy competent resources dedicated for the forklift business additionally in the area of production management, quality control, procurement and supply chain management and after-market services, which shall enable us to retain forklift-unique top tier competences in quality and cost effectiveness.

Dear Hyundai family members, I wish your dedicated support and encouragement help us to attain our goal above and overcome the challenges ahead of us with our full commitment to the quality service.

With my best respect,

**Michael In Sug CHAE**  
Executive Senior Vice President  
Industrial Vehicles Group, Construction Equipment Division  
Hyundai Heavy Industries



**02 Message from the Management**

Michael In Sug CHAE  
Executive Senior Vice President  
Industrial Vehicles Group, Construction Equipment Division  
Hyundai Heavy Industries

**04 New Machines**

- HL975
- 35/40/45D-9F, 50DA-9F

**06 Exhibitions**

- HHIE Participated in Hillhead 2016
- HHIE Participated in IMHX 2016

**07 Focus**

Hyundai Heavy Industries and CNH Industrial Ink Exclusive Strategic Alliance Agreement for Mini Excavator Business

**08 News**

- HCE Wins Big Contract in Malaysia
- Sales Training in Iowa, USA
- Hyundai Heavy Industries Signs MOU for Local Production of Excavators in Iran
- Hyundai Heavy Industries Holds Sales Training for African Dealers
- Hyundai Heavy Industries Holds Overseas sales Department Workshop for the First Half of the Year
- Marketing & Planning Department of HHI Holds Workshop

**10 Hyundai Dealer Profile**

The Modern Group in USA

**12 Genuine Parts**

Hyundai Hygen Reliable Hydraulic Oil

**14 Customer Testimonial**

Global Customer Testimonial

**17 VIP Tour**

Invitation of VIP Customers of Construction Equipment

**18 Meet the One**

Lee Eun-su  
Head of Overseas Sales Department

**19 Pictures from Customers**

Hyundai Machines Everywhere



Use your smartphone!

**EDGE** MAGAZINE Vol. 48 | Autumn 2016

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## Hyundai Heavy Industries to Sell New HL975 Wheel Loader

- 335 hp Cummins engine mounted
- High durability necessary for aggregate handling secured



Hyundai Heavy Industries (HHI) announced that it has developed a new HL975 wheel loader with Cummins engine, which boasts low fuel consumption and high efficiency, and it will begin selling in October.

High horsepower engine and heavy-duty, high-capacity axles have been mounted to achieve the high durability of the HL975 wheel loader and to make it more suitable for handling aggregate. By applying a high-capacity bucket whose standard dimension is 4.8m<sup>3</sup> and the special dimension of 5.2m<sup>3</sup> (optional) exclusively for aggregates, the working efficiency of HL975 increases by as much as 25% in comparison with HL970.

In particular, the fuel consumption of HL975 is reduced by about 4.7% per hour, and the productivity per 1 liter of fuel has been improved by around 6%.

Additionally, the functions of eco-gauge and momentary fuel efficiency display enable the driver to monitor the energy economy of the wheel loader, with the eco-accelerator pedal preventing unnecessary fuel consumption.

The Soft End Stop function relieves shock caused by the boom and end part of the bucket so that the driver feels as little shock as possible during operation. The high-resolution touch screen monitor provides an in-

tegrated display for not only monitoring but also operating various apparatuses.

Furthermore, the ergonomic operating room has an air suspension seat with joystick integrated and centralized arrangement of switches for enhanced convenience of operation.

"The new wheel loader is a medium-sized model between the existing HL970 and HL980 equipment. It has been developed to correspond to the 25-ton dump trucks that are manufactured to be larger than the existing ones. Especially, we expect the new model to draw enthusiastic responses from customers," a source at HHI said.

## Hyundai Heavy Industries to Release Four New Forklift Models

- Industry's first application of automatic transmission
- Enhanced safety through many high-tech functions such as measurement of load, weight, or tilt of vehicle body



Hyundai Heavy Industries (HHI) announced that it will begin selling its new 9 series diesel forklifts (models 35/40/45D-9F, 50DA-9F) with improved safety and convenience.

The new models are four 3.5-ton to 5-ton diesel forklifts with Tier 4 final engine boasting of low fuel consumption and high efficiency.

In particular, the use of diesel oxidation catalyst as diesel particulate filter makes urea injection unnecessary and reduces the maintenance cost. Furthermore, the operation of forklift is made quite easy as the most remarkable advantage.

The new 9 series diesel forklifts minimize the shift shock by additionally applying a clutch protection system to their power shift transmission system with 2 speeds for each direction. They also have excellent heat emission performance, so they are ideal for high-speed running in long distance or logistics works for a long time in the leasing industry.

In addition, LED signal lamps with high visibility and rear view camera are installed to prevent rear-end collision. The automatic operation system of brake in case a driver leaves the driver seat unintentionally can also prevent safety accidents.

These models are equipped with a 5.6-inch high-resolution color graphic LCD instrument cluster that displays any abnormality of apparatus and the replacement cycle of consumables in real time, making maintenance work even more convenient.

"The mass production of the new 9 series forklifts, which have been internationally recognized for high quality, convenience, and design, will raise the sales competitiveness of HHI in both domestic and overseas markets," a source at HHI said.

## HHIE Participated in Hillhead 2016



Hyundai Heavy Industries Europe (HHIE) participated in the Hillhead Exhibition 2016 held from June 28 to 30 in Buxton, UK.

The exhibition is the biggest event for mining equipment, with about 450 participating companies and 170 thousand visitors from around the world.

HCE displayed its latest HX series excavators including 43-ton HX430L and wheel loaders and held a demonstration of a total of 12 pieces of equipment.

## HHIE Participated in IMHX 2016



Hyundai Heavy Industries Europe (HHIE) participated IMHX exhibition 2016 held from Sep 13 to Sep 16 NEC Exhibition Centre (Birmingham Airport), UK.

The exhibition is the biggest event for logistics & supply, with about 400 participating companies and 19,500 visitors from around the world.

Hyundai displayed 11 industrial trucks, including a brand new warehouse equipment range.

# Hyundai Heavy Industries and CNH Industrial Ink Exclusive Strategic Alliance Agreement for Mini Excavator Business



## Seoul, Korea – September 12th

Hyundai Heavy Industries (HHI), the world's largest shipbuilder and a leading construction equipment manufacturer, announced today it enters into an exclusive strategic alliance agreement with CNH Industrial, one of the world's largest capital goods companies, for the mini excavator business.

Under the 10-year-long-agreement with a renewal option for three years, CNH Industrial will market four(4) mini excavator models that will be supplied as complete products by HHI through OEM production, and ten(10) other mini excavator models in the form of complete knock down kits through License production. Thanks to the agreement, HHI expects doubled increase in sales of mini excavators, over the next 10 years. Mini excavators to be rolled out under the agreement will hit the global market from early 2017.

Moreover, the two companies have taken the cooperation a step further by agreeing to jointly develop new models and upgrade existing models.

Mr. S.G. Rhee, COO of HHI's Construction Equipment Division said, "We have noticed that the global demand for the mini-excavator market has been more stable than the bigger-sized construction equipment, and we also expect that the demand continues to increase for years to come. In view of the trend, we come to a conclusion that the alliance with CNH Industrial which has multiple brands including Case Construction Equipment and New Holland Construction will bring a win-win solution for both companies. Moreover, we believe that the partnership will surely lay a solid foundation for the compact and mini-sized construction machine business of HHI's Construction Equipment Division."

## About CNH Industrial

CNH Industrial is a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. Each of the individual brands belonging to the Company is a major international force in its specific industrial sector: Case IH, New Holland Agriculture and Steyr for tractors and agricultural ma-

chinery; Case and New Holland Construction for earth moving equipment; Iveco for commercial vehicles; Iveco Bus and Heuliez Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defence and civil protection; and FPT Industrial for engines and transmissions.

## About Hyundai Heavy Industries

Since 1985, Hyundai Heavy Industries (HHI) has delivered more than 500,000 quality construction equipment and industrial vehicles to customers around the world. HHI's state-of-the-art manufacturing facilities in Korea, China, India, and Brazil produce earth-moving machines that are sold and serviced through a global network of over 540 dealers in 140 countries worldwide. Major products are excavators, wheel loaders, skid loaders, backhoe loaders and forklifts.



## HCE Wins Big Contract in Malaysia

The Overseas Sales Division of Hyundai Construction Equipment (HCE) succeeded in winning a big contract with Premium Ark Enterprise (PAE), a Malaysian construction dealer, in early September.

Ordered were 50 pieces of construction equipment worth about 5 million dollars, which will be used for the Pan Borneo Highway project. The package consists of various models of construction equipment including extra-large 80 ton-class excavator and 48-ton, 33-ton, and 14-ton excavators. These are expected to contribute to the highway project considerably. With its full length of about 2,000km, the project will need total investment of 4 billion dollars until 2021. Consequently, additional order is expected.

PAE plans to deliver the equipment between October and November to meet the urgent request of the WCT-Gamuda joint venture, a big Malaysian construction company.

The success in winning this contract is attributed to the indefatigable sales activities of HCE and its partner PAE, which tried to reflect the needs of the customer. The achievement is estimated to be even more valuable because HCE bested its major competitors, Hitachi, Kobelco, and Doosan.

The construction equipment market of Southeast Asia generates annual demand of 20,000 pieces of equipment, and the size of the market is about 1.4 billion dollars. HCE expects this success in the Pan Borneo Highway project to give momentum to its sales in the Southeast Asian market.



## Sales Training in Iowa, USA

Hyundai Construction Equipment Americas (HCEA) hosted the Regional Sales Training in Carroll, Iowa, USA, on June 14-15, 2016.

30 salesmen from 5 dealerships participated in competitive machine walk-arounds of Hyundai's HL940 versus the Case 621F and Volvo L70H, plus machine operation for HX excavators and classroom presentations.

Presentations were held at the conference center located at the Carrollton Inn in Carroll, Iowa.



## Hyundai Heavy Industries Signs MOU for Local Production of Excavators in Iran

Hyundai Construction Equipment (HCE) signed an MOU with Iranian partner company Pasargad for the local production of excavators in Iran on July 29.

Based on the MOU, Hyundai Heavy Industries (HHI) provides 22-ton excavators in the form of Complete Knock Down and Pasargad assembles them in its local factory. About 400 finished products are expected to be produced annually.

Such local production will greatly reduce the tariff and enhance the price competitiveness. This will also provide an opportunity to bid on government contracts.

The main contract for the equipment will finally be closed in October, and local production will start in 2018.



## Hyundai Heavy Industries Holds Sales Training for African Dealers

Hyundai Construction Equipment (HCE) held the Sales Training for African Dealers in early August in Algeria and Kenya.

The main characteristics of each piece of equipment, like excavator and wheel loader, were presented, and the latest market information necessary for sales was also provided to about 40 dealers from 9 countries.

In addition, sessions were held to compare with and analyze competitors' products and discuss localized AS strategy, thereby improving the sales capability of trainees.



## Hyundai Heavy Industries Holds Overseas sales Department Workshop for the First Half of the Year

Hyundai Construction Equipment (HCE) held its overseas sales Department workshop for the first half of the year with about 30 participants including Rhee Sang-gi, chief executive, on July 21 at the head office in Seoul.

During the workshop, HCE checked its overseas sales performances in the Middle East, Africa, Europe, and North America for the first half of the year and presented a sales strategy for achieving the sales targets for this year.

HCE also had a discussion about the enforcement of customer service and constant supply of a stable volume of products.



## Marketing & Planning Department of HCE Holds Workshop

The Sales & Marketing Division of Hyundai Construction Equipment (HCE) held its strategic workshop for the first half of the year on July 6 in the conference room of the head office in Seoul.

With about 20 participants including Song Won-jong, managing director, the business operations in the first half of 2016 were evaluated, and global marketing strategies and operation plans for the second half were set up during the workshop.

In addition, the present market status according to each section was analyzed, and a strategy dedicated to each part was sought. The participants reached a consensus that every member of the company should do his/her best given the present difficult situation.

# The Modern Group in USA

When Modern Equipment was named the Hyundai Construction Equipment dealer in New Jersey and Eastern Pennsylvania, it became a source for the manufacturer's full range of heavy construction products from wheel loaders and excavators to high capacity mini-excavators.



The deal was finalized in December 2015, and customers remain excited by the news, according to Rick Nelson, vice president and general manager of Modern Equipment & Supply.

"They like the quality, they like the warranty that stands behind the equipment. For example, PennDOT has been using Hyundai wheel loaders for the past seven years. That contract came up for renewal back in October of 2015 and we were able to help renew Hyundai as the 28,000-pound machine in that contract, which is an HL940.

"One of the key differentiators of the Hyundai product is the overall value proposition it presents to the customer," said Nelson. "These machines offer an excellent initial cost of ownership. This owes in large part to its industry leading warranty and host of standard features, while competing brands only offer them as paid upgrade options. When combined with an excellent ongoing cost of ownership the value of a Hyundai begins to set itself apart."

Sam Maury, Modern's general manager of heavy construction equipment, said, "Much like Hyundai did in the automotive business, they are coming to the table with an exception-

al machine that is pretty much loaded up with all the bells and whistles within reason at an excellent price point, with a warranty that a lot of people have a hard time touching without tacking on a lot of extra money."

The 8,000-lb. mini-excavator, for example, comes standard with air conditioning, heat and closed cab and sun roof and a three-year, 3,000 hour warranty, according to Mark Dombrowski, sales manager of Modern Equipment.

Modern said that it understands that a critical component of a customer's overall experience with a machine is the parts and service support they receive from the manufacturer and their local dealer.

"The last time I was out at Hyundai, they were running a 97 percent fill rate out of their Norcross, Georgia, facility. Modern has continually invested in its Central Parts distribution system based out of Bristol, Pennsylvania, and has committed to stock a wide range of high demand Hyundai parts across all branches," Maury said.

## Preparing to Meet Customer Needs

In preparing for the new line, Modern has selected some of its heavy equipment technicians and has initiated extensive training programs with the support of Hyundai and Cummins.

The company currently has 12 road technicians supporting Hyundai and it recently bolstered the capabilities of those road technicians with the addition of two brand new Peterbilt service trucks with crane and utility body modifications.

## Increasing Inventory

"We are bringing inventory in. We have ordered 70-plus machines," said Nelson. "We will have a full representation of the heart of the Hyundai line in stock. If it's not here or at one of our locations, it's in the works of being released and shipped to us — from their 65,000-pound wheel loader down to their 23,000-pound wheel loader, from their 17 series mini-excavators up to their 380."

Of those 70 machines, 25 or 30 will end up in inventory. The balance is already sold, according to Maury.

Modern also plans to establish a rental fleet geared toward long-term rentals and rent-to-own solutions.

## Back to Its Roots

"In the past we were known as a rental company, but five years ago a strategic decision was made to exit the general rental business. There was a purposeful shift back to the true dealership model with a renewed focus on taking care of our customers through outstanding sales, service, and parts distribution capability," Nelson said.

"The improvements made under the dealership model is probably most evident in the success Modern has enjoyed with the Bandit line of hand-fed chippers and stump grinders," Nelson added. "Modern is perennially a top global dealer with a large and growing customer base, which has come to rely on Modern for all their service, sales and parts needs in what can often to be a demanding and fast paced industry.

"Our prior history in the heavy construction business allowed the integration of Hyundai into Modern's product offerings

perhaps simpler than it otherwise would have been. Our new relationship with Hyundai brings us back into a business we were already in with New Holland heavy construction when they participated in this market. That is not to say we have underestimated the inherent challenges, which come with this business. In order to best prepare ourselves to serve this market and our customers the decision was made to split Modern Equipment and Supply into two subdivisions: A Construction Division, specializing in heavy dirt engaging equipment, compaction equipment, truck, rough-terrain and all-terrain cranes; and an Arborist Division, focusing on the smaller dirt equipment, chippers, stump grinders, boom trucks, and supporting equipment."

Modern's Hyundai efforts will be headquartered in Bristol, Pa., and Edison, N.J., but there will be a presence in every location the company has.



# Hyundai Genuine Hydraulic Oil



\* A newly developed genuine oil packing design

## Benefits of Hyundai Genuine Hydraulic Oil

### Guarantee of Higher System Efficiency and Accuracy

Hyundai Genuine Hydraulic Oil prevents the formation of harmful substances in several valves and major components.

### Improved Equipment Performance

Resulting from super stabilized anti-wear additives.

### Extended Oil Life

Resisting thermal break down and its high tolerance for water means longer lasting oil, which saves money.

### Reduced Maintenance Cost

Excellent oxidation and thermal resistance allows your hydraulic system components to run longer, which reduces maintenance cost.

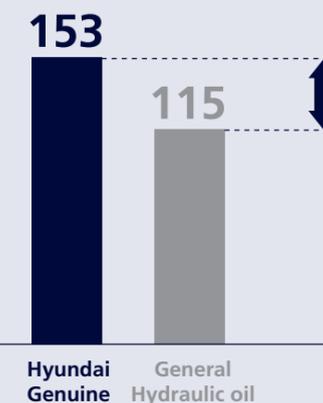
### Longer Filter Life Even In the Presence of Water

Longer Filter Life Even In the Presence of Water Hyundai Genuine Hydraulic Oil's additives do not react with water to produce filter clogging substances.

Equipment is always ready for trouble free operation even after weekend shut downs.

## Higher the Results, Better the Performance

### Viscosity Index



### Oxidation Stability (RBOT, min)



Hyundai Genuine Hydraulic Oil is blended using high quality Gr. II+ and Gr. III base oils that provide excellent oil life, system efficiency, lower maintenance cost and improved profitability.

## Conclusion

Products are developed based on severe field evaluations for better performance, Longer equipment life and low operation cost.



# Global Customer Testimonial

Here is a testimonial from Hyundai customers. You'll hear their candid comments about working with Hyundai machines -- and you'll get answers to some of the questions you've been wondering about.



Use your smartphone!

## Keith Peterson

(Rueter's / USA)



I am Keith Peterson. I work here Rueter's as a general manager of equipment division and have been here about fourteen years.

They [Hyundai loaders] are very reliable. One thing, you know, the partnership Rueter's and Hyundai has..that I think really helped it grow is the reliability of the machine and reliability of Rueter's service and Hyundai service. You know, Hyundai is a very reactive one and if we ever have a problem, though not that often, Hyundai is very quick to help us. Take care of the problem and take care of the customers and that is very important to Rueter's. That's how Cecil started this company in 1951. And on that basis of taking care of customer, Hyundai is a good partner for us to be able to do that.

## Andre Verführt

(self-employed / Germany)



My name is Andre Verführt and I am self-employed. With the machine I own I mainly focus on demolition. We had trouble with another manufacturer and we encountered Hyundai by chance. During a demonstration we were able to get familiar with a Hyundai excavator and I was thrilled.

I value the high durability and the utilization of the machinery. Also I am enthusiastic about the power of the machine. These machines are perfect in my field of operation.

## Malcolm Schmid

(Rentcorp Forklift / Australia)



We've been selling Hyundai's products for over four years. and we're very happy with the products. We only put them in our best customers who we have the best rapport with. They have not let us down yet and we strongly recommend them.

## Brig Gen Mustafizur Rahman

(Acting COO, Anwar Cement Sheet Limited / Bangladesh)



Good afternoon, Hyundai team.

In this factory, we produce Cement sheets. All purposes, we need the use of forklifts. The majority of forklifts are from the Hyundai company.

I am happy to say that Hyundai Forklifts are very reliable and we are getting very good after sales service from the team located in Bangladesh. And I would again say that Hyundai forklifts have given us good performance. We are happy. I wish Hyundai company all the best.

## Mr. Juan

(Canella / Guatemala)



I think that Hyundai machine is very easy to fix secure related parts in Guatemala. about 2 years. I have 6 units of excavator.

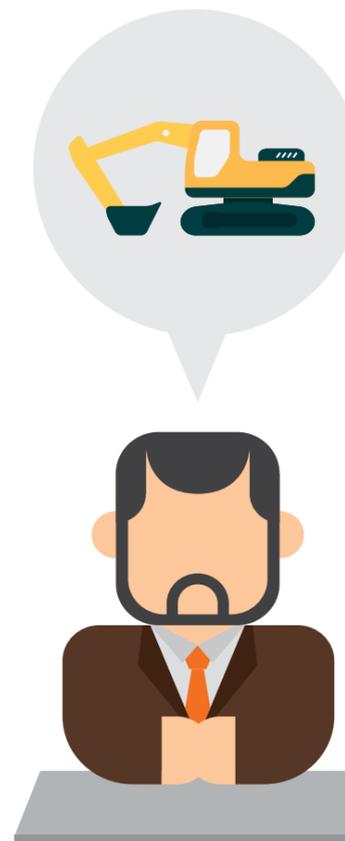
I am planning to buy 2 units of 22 ton excavators and 6 units of mini excavators in the near future.

## David Pitzer

(Bosun Brick / South Africa)



My name is David Pitzer, I work for Bosun Brick, Midrand. We manufacture concrete products, hence we need a reliable front end loader for our aggregates. We researched the market and found that Hyundai met all our needs. The after sales service up till now has been well. Fuel economy is good and the driver of the machine ensures us that the ergonomics of the machine meets all our requirements. The machine will be monitored for the next month, but we are happy up till now.



**Fady Khalil**

(Aswer Engineering and General contracting company / UAE)



I am Fady Khalil and I am working in Aswer Engineering and General contracting company. As before we mentioned, we bought this excavator Hyundai and I recommended for the people who are looking for machineries which is good in consumption of fuel and for the spare parts where prices are good and even whenever the service is requested, they send the people at short period of time and looking forward to buying more machines from them.

**Kiramov Alexander**

(JBS – engineering / Russia)



Hello, my name is Kiramov Alexander, I am the director of the company "JBS engineering". Our company mainly specializes in earthmoving works, road-building construction and disassembling of industrial buildings. Our company generally use Hyundai machines. We have 10 machines both the wheeled and crawler equipments. We can say that Hyundai machines are reliable and easy to use. We plan to use this kind of machines in future as well.

**Kim Yeong-gil**

(Hwangdeung industry / South Korea)



Cabin is so comfortable, engine is so powerful and system is also so easy to access. It is so easy to use because of auto start instead of key.

I'm very satisfied for all. The machine is easy to maneuver in a tight space and can lift what a wheel loader can't lift. It can also climb the slope smoothly

RCV lever is convenient to use. The horn switch is on the RCV, and the function buttons are well-designed. Everything's good. Easy to operate. The machine and I need to work in harmony as if we were one body. Both the machine and my body exert force at the same time when extracting and removing rocks. It is not enough if the machine exerts power alone. I also exert force with the RCV lever. That's the way to move things easily. Work should be done with the combination of machine and human power. It has high fuel consumption efficiency. I've worked with this machine for 8 hours a day and filled up 220 liters of fuel. (It is about 20 liters less compared with the previous model)



# Invitation of VIP Customers of Construction Equipment



Hyundai Construction Equipment (HCE) is doing various promotion activities by hosting the Invitation of VIP Customers where in over 50 foreign customers have been invited from Oceania, US and other regions between September 5 and September 8.

On the first day, HCE guided the customers to the Ulsan plant to show the manufacturing processes of products and quality management system. HCE will try to enhance customer reliability through events such as Best Customer Awards and New Products Exhibition for 4 days until September 8.

In particular, to advertise actively the excellent performance of the equipment, HCE held a demonstration of excavators and wheel loaders at the demonstration center in Eumseong, Chungcheongbuk-do, where customers can experience the equipment.

"I would like to say that my trust as a customer in Hyundai Heavy Industries (HHI) has been confirmed because I could see with my own eyes the efforts of HHI to manufacture perfect products," said Mr. Smith (43), one of the participants.



# Sales Should be Rooted on Trust

Lee Eun-su

Head of Overseas Sales Department



Mr. Lee Eun-su, Head of Overseas Sales Department, has been working for the overseas sales of construction equipment for 22 years since joining the company. The handsome gentleman with thoughtful eyes has had numerous achievements through plenty of experiences around the world including Turkey and Russia, where he worked as branch manager.

"At the initial stage, we could do our sales operation in only a few markets such as Asia and North America. Now, however, our business has grown considerably that it is rather difficult to pick a country where Hyundai Heavy Industries (HHI) has not set foot. HHI has entered the markets of over 100 countries. When I started my career, it was not easy to bring well organized local companies into our dealer because of the low awareness of HHI, but now a large number of big companies apply for dealership. I see quite a different status of the company," he said.

Mr. Lee has his own sales philosophy.

"To be a proficient salesperson, first, you should understand market trends well. To this end, you should ask yourself many questions about current issues and information overflowing every day. In addition to this, it is important to have general yet broad knowledge of the products of our own and our competitors, although you don't have to know them deeply. Without such knowledge, you could neither develop any bond of sympathy with dealers or customers by talking about various issues during meetings nor consequently win their trust for our products," he explained.

I asked him about the rewards from sales operation.

"The best reward for me is seeing the growth of our dealers. At first, many of them could purchase only several dozen pieces of equipment. As their status and the relevant markets grew, however, they have become capable of buying hundreds or thousands of pieces of equipment. I am happiest when I see such progress," he shared.

According to him, unless a dealer needs you, you cannot keep a good relationship with him/her.

"Dealers will trust you only when you listen to their difficulties and continue to give them feedback and advice after finding proper solutions while sticking to principle," he stressed.

I then asked him to cite the main growth factor of the overseas operation of Hyundai Construction Equipment (HCE).

"HCE listens attentively and responds more quickly than any other brand to the voices of markets and customers, and it makes quick decisions. In this respect, we are ahead of any other competitors. This merit played a decisive role in helping our dealers grow faster than markets. Our dealer support policy, based on such advantage, has continued to make HCE grow together with the dealers. I think this is the biggest growth engine and competitiveness of HCE," he explained.

As an interviewer, I felt as if I saw real, firm trust deep inside his mind when he said that the real secret of excellent sales performance is to bring ourselves to the level of customers and listen to their voice.

# 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: [sokhohong@hhi.co.kr](mailto:sokhohong@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.*



**250D-9 / 220LC (Block Toy), H940S / H940C (Scale Model)**

*You can choose one of the above models.*



 **HX520L in USA**  
from Lehigh Hanson



 **HL760 in South Africa**  
from Lesley Teare



 **R220LC-9S in Argentina**  
from Pablo Schulzen



 **R500LC-7A in Italia**  
from Mauro Hacchi

# PIONEER NEW INNOVATION



## Excellent Visibility

- ▶ Full 360 degree range of visibility
- ▶ Well designed loader frame

## Powerful and Reliable Engine

- ▶ EPA Tier II and E.U. stage II

## Comfortable Operator's Cabin

- ▶ ROPS / FOPS
- ▶ Suspension seat
- ▶ Conveniently located gauges, switches and levers

## Power Shift Transmission

- ▶ Fast, easy and efficient operation

## Brakes

- ▶ Oil immersed wet disc brakes
- ▶ Self adjusting for improved service life

## Powerful Performance

- ▶ Designed for durability and greater lifting capacity
- ▶ Automatic return-to-dig function
- ▶ Four wheel drive system
- ▶ Newly designed bucket control link

# Plus

## H940S / H940S 4WS

The Brand New Hyundai Backhoe Loader Plus is ergonomically designed to offer a comfortable operating condition. Enhanced maintainability and durability of a New Backhoe Loader would bring meaningful values for customers. We provide the best warranty on the market. (2 years, 3000 hrs from Hyundai)

**MOVING YOU FURTHER**



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

Go online to find your local Hyundai dealer.

**HYUNDAI**  
HEAVY INDUSTRIES