

# HYUNDAI **EDGE** MAGAZINE

HYUNDAI CONSTRUCTION EQUIPMENT

Vol. 47 | Summer 2016

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· 15/18/20BCS-9

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## Korea, Home of Hyundai

The Beauty of Korean Food





**Sustainable growth with technology innovation!**

Dear Hyundai Family,  
It's my great honor and pleasure to greet all of you and to introduce our endless effort to make innovative products and services for your sustainable growth.

There is no doubt that productivity improvement and lifecycle cost down are the two wings for you to soar from the challenging market environment. Thus, as a manufacturer of construction equipment and industrial vehicles, we are focusing on creating more reliable, comfortable and fuel efficient products.

A durability evaluation system has been implemented based on virtual working simulation technology. The system verifies and reinforces the main structures of the new HX/HL9 series when needed. In addition, the renovated proving ground facilities, aimed at enhancing the test of power-trains, under carriages and etc., will be ready by mid-next year.

Furthermore, the Intelligent Power Control (IPC) technologies are being upgraded for higher fuel efficiency. I hope the technologies that are under development will soon be infused into our new products and you will be able to meet them in the near future.

The Hi-mate, telematics system, has helped you keep an eye on operational data of your product and fleet remotely since 2008. Recently we organized a new strategic Information Communication Technology team to create and offer more valuable services designed to streamline your business by turning the data into meaningful information.

I hope that the product and services offered would be a perfect solution to accelerate your successful business, and I look forward to seeing more customers integrate these new technologies in the field as soon as possible.

**Kim Pan-young**  
Vice President of Research Institute & ICT Strategic Team  
Construction Equipment Division  
Hyundai Heavy Industries



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Kim Pan-young  
Vice President of Research Institute & ICT Strategic Team  
Construction Equipment Division  
Hyundai Heavy Industries

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## Equipped with Tier 4 Final Perkins Engine Model Name: HX160L

Upgraded Operation Convenience and Functions



Hyundai Heavy Industries launched HX160L, an excavator with high operative function and cost-effectiveness that earned raves among customers.

Hyundai's new excavator model HX160L / HX180L is equipped with high fuel efficiency system and eco-friendly Perkins Tier 4 Final engine to improve output. The heavy-duty design increases its durability, and the optimal engine configuration ensures high torque at low RPM range.

Meanwhile, the intelligent power control system is applied to the HX160L model, improving fuel efficiency while maintaining the working speed by controlling the pump flux according to the pattern of lever operation by the driver.

In addition, an auto-shutdown function that automatically stops the engine after a preconfigured period of time is available as an option to save fuel. A high-performance electronic fan clutch that automatically adjusts to optimal fan clutch RPM by detecting the coolant temperature is also used to improve fuel efficiency and cooling performance.

The operation space, which was 13percent larger compared to that of the previous equipment, dramatically reduces vibration

and noise to provide an optimal working environment; the state-of-the-art air conditioning system adjusts the air flow inside the cabin to maintain a clean working environment.

The 8-inch touchscreen cluster with high resolution provides an eco-gauge function to check the engine torque and fuel efficiency labeled by the gauge level and color. Moreover, driver convenience has been maximized through an integrated system that provides various kinds of data on equipment operation, such as average fuel mileage and fuel usage by time or date, and manipulative functions; a haptic (sensor switch) controller is also added to ensure intuitive manipulation.

HX series excavators are equipped with Advanced Around View Monitoring (AAVM) system that provides 360 degree view using cameras on the front, back, left, and right sides, and Intelligent Moving Object Detection (IMOD) system that sounds the alarm for motions of dangerous obstacles within the hazardous area using video signal in order to improve on-site stability.

### Specification Overview:

HX160L	
Operation weight	18,100 kg
Engine model	Perkins 1204F
Engine power	137 HP (102.1 kW) / 2,050rpm
Digging force	107.9 kN
Digging depth	6,090 mm (19' 11")
Digging reach	9,020 mm (29' 7")

## Hyundai Heavy Industries Releases Three Compact Electric Forklift Trucks (15/18/20BCS-9)



Hyundai Heavy Industries revealed that it released three compact electric forklift trucks 15/18/20BCS-9 which have the advantages of both stand-on and counterbalance forklift trucks. The models released are categorized into three types of small electric forklift trucks (1.5 ton-2 ton class). Compared to other counterbalance forklift trucks, Hyundai's models have a smaller turning radius that allows easier work in narrow passageways.

The new BCS-9 model has a sleek exterior design and it has an option function that displays the weight of the cargo and an automatic function that adjusts the front/back slope of the mast perpendicular. This allows a safer and smoother process of loading and handling the cargo. In addition, the model includes a 3.5-inch high-definition LCD cluster gauge with colors that verifies the mishandling of equipment, allowing for better maintenance and management.

By applying the AC 36V and EHPS System, the performance of the new model equipment has increased. A reduction of maintenance and repair cost is expected since it can maximize energy efficiency.

The BCS-9 model is equipped with a battery connector handle, which allows for an easy battery detachment. When

changing the battery, the guide bar with plastic material helps prevent the battery from getting damaged. In addition, an arm rest was included, which can be adjusted to fit the bodies of different operators. The Integral Skin Form (ISF) used on the back cushion of the chair ensures the operators' comfort. Also the operator can conduct work with precision using the joystick lever.

Hyundai Heavy Industries invested significant efforts into the models' maintenance by installing an inlet to allow a smooth injection of grease into the tilt cylinder without opening the cover, and installing filter at the top of the oil pressure tank for an easier replacement of oil pressure.

An official from Hyundai Heavy Industries said, "By establishing a full line-up of forklift trucks through consolidation and model diversification, which was done by developing forklift trucks that combine the advantages of stand-on and counterbalance models, we are expecting to boost our sales."

### Specification Overview:

15BCS-9	
Load Capacity (Rated Load)	1,361 kg
Load Center Distance	610 mm
Tires	V, PE
Turning Radius	1,397 mm
Battery Voltage, Nominal Capacity K5	36 / 930 V / Ah
18BCS-9	
Load Capacity (Rated Load)	1,588 kg
Load Center Distance	610 mm
Tires	V, PE
Turning Radius	1,397 mm
Battery Voltage, Nominal Capacity K5	36 / 1,085 V / Ah
20BCS-9	
Load Capacity (Rated Load)	1,814 kg
Load Center Distance	610 mm
Tires	V, PE
Turning Radius	1,467 mm
Battery Voltage, Nominal Capacity K5	36 / 1,240 V / Ah

# BAUMA 2016

The International  
Construction Machinery Fair

—  
Munich, Germany  
April 11 - 17.



Hyundai Heavy Industries (HHI) is accelerating its exploration of the European market, which has emerged as the world's second largest market for heavy construction equipment. HHI announced that it has been staging active marketing activities by participating in Bauma 2016, the international construction machinery fair held in Munich, Germany from April 11 - 17.

Bauma is the world's largest exhibition for heavy construction equipment, with a total exhibition area of 570,000 m<sup>2</sup>, attracting 3,420 vendors from around the world as well as more than 530,000 visitors.

HHI introduced 33 of its most advanced types of equipment, including 10 next-generation HX Series excavators and 5 wheel loaders (158 to 380 HP), in a large-scale outdoor exhibition space covering 3,443 m<sup>2</sup>.

The most advanced HX Series excavators introduced by HHI last year are environmentally friendly machines where NOx emissions have been reduced to only one tenth that of existing models due to the adoption of an engine that satisfies the Tier 4 Final emission standard.

The European construction equipment market, which was worth 11.4 billion euros (roughly 15 trillion Korean won) last year, is quickly growing to become the world's second largest market after North America, posting relatively solid growth despite the ongoing recession in the global construction equipment market.

To expedite its exploration of the European market, HHI has been building a new office building in the city of Tessenderlo in northern Belgium since last September.

Once finished, the new building of HHI's Belgian subsidiary corporation, which will have a total area of 100,000 m<sup>2</sup>, is expected to significantly contribute to enhancing the sales network with its optimum infrastructure, by doubling the parts-supply capacity providing access to express highways.

"We are concentrating our efforts on enhancing HHI's brand values by upgrading the quality of our new equipment, extending the warranty period, and providing better financing terms, in a bid to gradually increase our share of the European market," said Jeong Jun-cheol, CEO of HHI's Belgium corporation.



Interview



Marketing & Planning Department  
Assistant Manager Shin Yu-jin

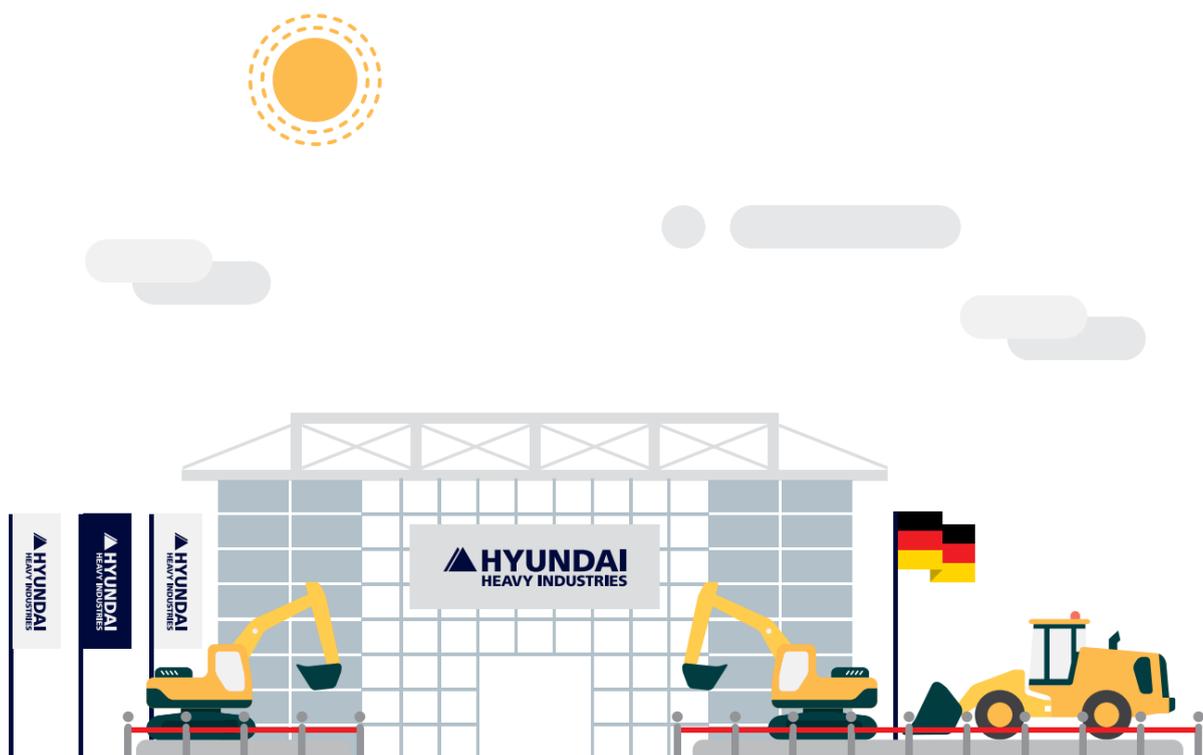
**BAUMA 2016 Exhibition**

This BAUMA exhibition was my first large-sized construction equipment exhibition after coming to work for the current business headquarters. The purpose of my participation was to conduct investigation and analysis for “producing a guideline for the exhibition of Hyundai Heavy Industries construction equipment.” For 4 days, I studied the spatial plan, brand attraction, exhibition experience (service) and the strengths and weaknesses of seven rival companies.

Our booth had an impressive system that connects the sales employees and customers by displaying the information in the center of the exhibition area, based on the idea “connection with sales activities through instantaneous response to customers.” The customers who enjoyed taking photos in the chromakey event zone still linger in my memory.

Moreover, among rival companies' booths, the designs of three companies – CAT, JCB, and KOBELCO – were standardized overall to carry out brand promotion in a systematic manner, so I was able to learn much in terms of design.

This exhibition was meaningful since it was filled with opportunities to advertise major models in the European market and for interactions with VIP customers and visiting customers. Notably, although I have planned and visited various exhibitions as exhibition manager, this construction equipment exhibition had such a grand scale that is incomparable to other exhibitions, so I was able to go back to the basics to watch and learn about exhibitions. Through my participation in this exhibition, I plan to apply what I learned in producing the next exhibition guideline in order to acquire new and potential customers and promote our upgraded brand image with improved designs.



**World of Asphalt 2016 USA**



Construction Equipment Division participated in the World of Asphalt 2016, a construction equipment exhibition held in Nashville, Tennessee, USA, from March 22 - 24.

HHI exhibited four types of construction equipment including the HL940TM wheel loader, HR110C-9 and HR25T-9 compact loaders, and R80CR-9A excavator.

According to HHI Atlanta, the exhibition provided a good opportunity to promote the new model road construction equipment and wheel loaders as the demand for construction equipment is growing in North America.

**Saudi Buildex 2016**



HHI Construction Equipment Division participated in Saudi Buildex 2016 held at the Dhahran International Exhibitions Center, Dammam, Saudi Arabia from March 28 - 31.

HHI exhibited three different models of forklift trucks including 30B-9, 30DF-7, and 50D-9SA, attracting over 70 forklift truck buyers to its booth. HHI received over 50 inquiries at the exhibition.

In addition to the exhibition in Dammam, the division also held a mini open house in Riyadh, the capital city of Saudi Arabia, on March 29. As part of the marketing campaign HHI displayed the 20B-9 and 50D-9SA forklift trucks.

**HMF Participated in Marble Fair**



HMF participated in the Izmir Marble Fair, held in Turkey from March 23 - 26, to increase Hyundai's brand awareness in the marble sector. The HL780-9M wheel loader displayed featuring high lifting capacity and low fuel consumption was in the limelight.

Izmir Marble Fair is among the top three marble fairs in the world and one of the biggest trade exhibitions in Turkey. More than 1600 companies from 27 countries participated in the exhibition and more than 50,000 professionals from 35 countries visited the fair to discover new trends.

Izmir Marble Fair	
Exhibition Area	225 m <sup>2</sup>
Exhibited Hyundai Models	Wheel Loaders: HL780-9M
	Crawler Excavators: R430LC-9
	Forklifts: 50D-9SA, 30DF-7 and 35BH-9

**Hyundai Monthly Letter**



The Marketing and Planning Department of Hyundai Construction Equipment has issued the first "Hyundai Monthly Letter" last May in order to provide dealers with useful market information. Hyundai Monthly Letter consists of market statistics such as demand by class, country, and region as well as export records of machines manufactured in Korea. It also shows price trends of oil and other resources along with dealers' stock status linked to delivery report submission on CERES. In addition, dealers can easily find not only latest news about competitors but also information about major improvement and newly developed options in the section of Promotion of Improvement (PRI)

We hope that Hyundai Monthly Letter could support our dealers' sales activities and facilitate communication between HHI and dealers through active feedback.

If you would like to receive it, please contact your regional marketer or sales representative.

# VIP Korea Tour In the First Half of 2016



## New Additions to the VIP Tour

This year's VIP tours has had some new additions and changes.

First, an exclusive executive office for VIP tour is being operated. Local managers have been selected to provide one-stop service including preliminary invitation and dealer communication, and field liaison. Moreover, an exclusive website was opened in order to simplify and automate many processes including event information sharing, registration/cancellations participation, and assigning cars.

Second, to increase level of concentration and customers convenience at the demonstration show, an LED panel was attached on the excavator displaying various videos and performance in a dynamic manner. On-site broadcasting was mounted on the back wall of the stage where customers can watch while networking with other customers during the reception.

Third, the effects of advertisement and promotion were maximized. The official emblem for the 2016 event was produced in order to unify the overall event design. In addition, contracts were signed for LED

advertisement at Incheon International Airport and with a five-star hotel in Seoul. News articles on the VIP tour were also released to about five local media companies.

Finally, Construction Equipment contracted with an agency and hotel to provide the services for the VIP tour on an annual basis.

## Response from Dealers and Customers

- The ROBEX band performance by employees at the welcome banquet was dynamic, and their skills were excellent. The performance by Lee Yu-na was impressive as well. (Customer from Chile, Dominica dealer)
- Received strong inspiration from the overall size of HHI during the tour to the head office. (Customer from Saudi Arabia)
- New ideas such as LED for excavator in demo show and interview video by employees were impressive. (Dealer from Guatemala)
- The venue of the welcome banquet, which offered a view of Han River, was very good. Had a fun time through the talent show and games. (Customer from Malaysia and others)

## Future Plans

VIP tours for the second half of 2016 in Oceania, France, etc., are scheduled in September. We will strive to increase customer satisfaction as well as the brand value of HHI by carrying out the events with better completeness compared to the events in the first half of the year.

From 2017, we will plan our factory tours with more exciting and meaningful programs. The event schedules will also include more relaxed and fruitful programs.



Interview  
Marketing & Planning Department  
Officer Lee Chang-yong

1st

**199**  
Dealers & Customers

Industrial Vehicle (60), Middle East (43), Africa (25), Turkey/CIS (23), India (48)

※ India

MAY.  
**15~20**  
5 nights & 6 days

MAY.  
**14~20**  
6 nights & 7 days

2nd

**127**  
Dealers & Customers

Central and South America (45), Asia (82)

MAY.  
**23~28**  
5 nights & 6 days



### Maharashtra Jalana District

The scarcity of water in the drought stricken areas of Maharashtra has led to an increase in the number of farmer suicides, unable to cultivate crops. Alarmed by the suicide rate, Hyundai joined hands with NGO – NAAM Foundation for the development of water bodies in the drought affected areas. They dispatched R140LC-9 excavator to site on January 25 followed by R110-7 on February 2. Both excavators were deployed to restore the 13 km river which would in turn benefit 110 villages in the nearby vicinity.

### Khalumbre, Village near Hyundai India Plant

Hyundai CE India contributed towards one of the government's initiative of developing water bodies to help farmers cultivate crops and avoid desertification in Khalumbre village on April 28.

The R220LC-9 excavator was dispatched to the company vicinity, where the water body has been planned. Hyundai excavator has started the excavation, which will provide the villagers/farmers, with the basic requirement of human survival. These initiatives are completed with the help of Panchayat and Khalumbre.



## New Niche Market With VENALUM

Logic Elevadores

Logic Elevadores, C.A. (LOGIC), established its construction equipment division on April 15, 2005 and took on the challenge of representing one of the most successful companies in the world Hyundai Heavy Industries (HHI), working exclusively with the brand in both of their divisions: Forklifts and Construction Equipment. Since then, LOGIC has managed to supply a total of 1.425 units for the Venezuelan market, 688 units of industrial vehicles and 737 units of construction equipment.

#### The Commitment with Hyundai

Although the market for construction equipment has suffered a sharp decline in recent years, LOGIC stands firm to the commitment with HHI, representing the brand around the country under very difficult situations.

#### Team Logic Elevadores:

LOGIC believes that the best way to keep the customers satisfied is through an efficient after-sales service, especially now, when there is a market downturn, we are solidifying our service network composed of six sub-dealers nationwide, so when the market improves we can face the new challenges in the best possible way.

During a promotional event held in Caracas back in October 2015, Mr. Kim Joonkan, president of HHI for Latin America and the Caribbean remarked to our customers:

"HHI seek to support our clients and position ourselves in the Venezuelan market, not only as the best equipment supplier, but as the company that seeks to support their customers in any situation, supplying the necessary inputs, and providing spare parts and attention to ensure the continuity of operations. There is nothing impossible to continue generating wellness, have the certainty that we will always be present to satisfy your needs."

#### New Niche Market:

LOGIC has found an important niche market on aluminum reduction factories, supplying a total of 30 units (21 units of 4.5 ton forklifts and 7 units of construction equipment) among two of the most important companies of this industry in Venezuela. Venezolana de Aluminio (VENALUM) and Aluminio del Caroní (ALCASA), both companies associated to the Corporación Nacional del Aluminio (CORPOLUM) who groups all companies related to the aluminum sector in Venezuela.

VENALUM is the largest primary aluminum reduction plant in Latin America and one of the most important in the world, with a rated capacity of 430,000 tons per year.

VENALUM culminated the year 2015 with a production of 13,168 tons of aluminum cylinders; in 2016 the goal is doubling this figure by the recovery and modernization of the facilities of the factory. Since September 2015, they have added 236 production cells, aiming to restore the additional 172 new cells by the end of the year.

#### The Future:

Logic wants to expand its customer base through effective sales strategies, new marketing initiatives for brand promotion, and efficient after-sales service, to achieve the maximum satisfaction of our customers.

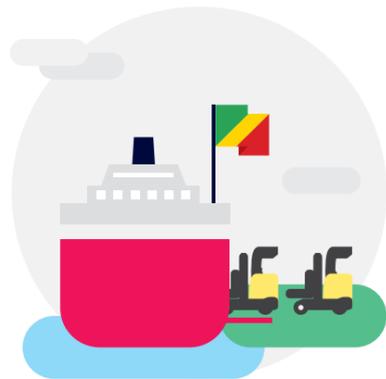


### Large Order From DRC

The Forklift Truck Sales Department of HHI Construction Equipment Division won a large order through Central Motors, a forklift truck dealer in the Democratic Republic of Congo (DRC), in mid-March of this year.

The order includes 75 forklift trucks ranging from 2.5 tons to 16 tons, which will be used by the DRC Port Authority, thus giving the company a perfect opportunity to demonstrate the outstanding performance of its different models.

As the African forklift truck market is currently worth around \$400 million per year, the Forklift Truck Sales Department expects its sales in Africa to rise even further on the strength of the current order from the DRC Port Authority.



### HHI Delivers Emergency Aid to Ecuador

HHI donated four mid-sized excavators to assist in the disaster relief effort in Ecuador, South America, which suffered severe damage from a series of strong earthquakes on April 23.

The excavators donated are being used to remove collapsed buildings and restore road networks in the Canoa and Esmeraldas regions. HHI has exported construction and other industrial equipment such as excavators to over 30 countries in Latin America and the Caribbean, including Ecuador.

HHI has actively participated in a number of international relief activities such as the donation of money and equipment and the dispatch of relief workers to regions that suffered serious damages, including the earthquake in Haiti in 2010, the floods in Brazil and the earthquakes in Japan in 2011, the typhoon in the Philippines in 2013, and the earthquake in Nepal in 2015.



### Certificate of Appreciation to ISD

HHI presented a certificate of appreciation to Mr. Salman Ahmed, the parts manager in ISD, in recognition for his active cooperation and smooth communication with the company while posting \$4.95 million in sales in 2015, a 20 percent increase compared to the \$4.10 million posted in 2014.

HHI and ISD engaged in meaningful dialogue as their respective representatives and personnel exchanged their views and discussed diverse issues related to actual operations, as well as strengthening their friendship by expressing HHI's heartfelt appreciation for the dealer's efforts.



### First Order From Sudan

The Construction Equipment Division won its first order for backhoe loaders and wheel excavators from the Khartoum State Water Corporation in Sudan.

This is a very important deal for Construction Equipment Division as it has opened doors for expanding its business into other governmental organizations such as the infrastructure and urban planning authorities.



## Overseas Service Managers Conference

The Construction Equipment Division held the Overseas Service Managers Conference at the Eumseong Tech Training Center from March 21 - 25.

Service managers from overseas corporations and branches in seven countries including Russia, Turkey and Brazil attended the event.

The conference featured an overview of the company's regional service support policies and parts sales strategies. Also, the participants discussed ways of enhancing quality while sharing examples of technical support by individual overseas corporations and branches.



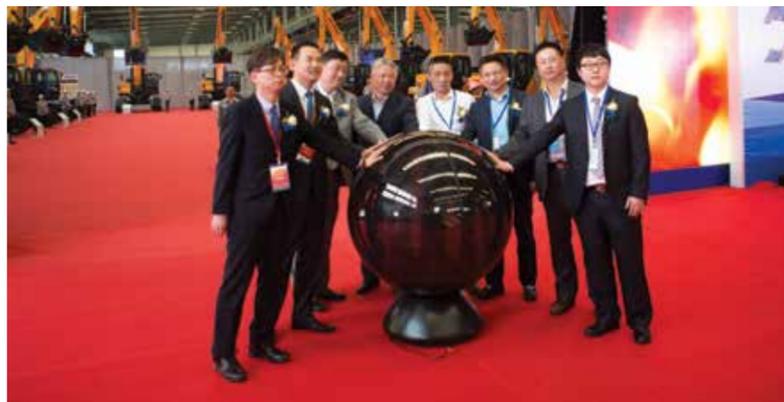
## New Excavators In China

The Construction Equipment Division China held a launching ceremony for 15 new models at Hyundai Construction Machinery in Jiangsu on April 22-23.

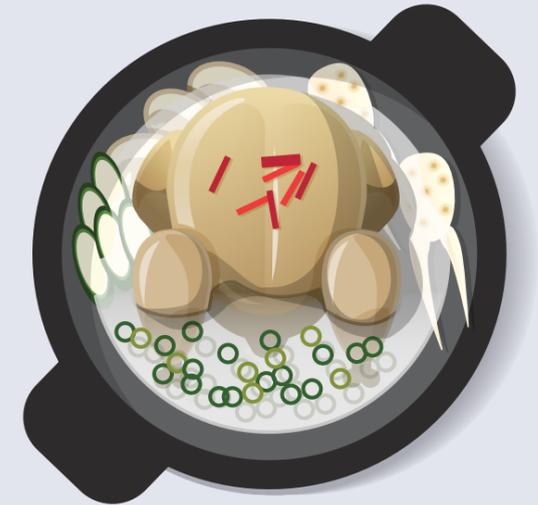
Over 300 people including 90 representatives from 40 dealers in China, 22 reporters from media related to construction equipment and 6 representatives from the Bank of China and other financial institutions attended the event.

In China, the sale of Tier 2 equipment has been prohibited since April 2016, with only Tier 3 equipment approved for sale henceforth. Thus, all construction equipment manufacturers are focusing on sales of Tier 3 equipment. Mr. Kang Cheol-ho the managing director of Construction Equipment in China, said in order to assist the initial launching of the new products the company has secured 1.5 billion yuan (approx. 300 billion Korean won) to support the Chinese dealers and makers.

New lease programs were also introduced at the event and the company's dealers discussed the various problems they have experienced. This demonstrates that HHI listens and reflects the dealers' opinions rather than making policy decisions based solely on its own perspective.



# The Beauty of Korean Food



With four distinct seasons in the temperate zone, Korea produces a variety of seasonal ingredients such as grains, beans, vegetables and seafood. Main dishes and *banchan* (side dishes) were created with those ingredients as were storable, fermented foods such as fermented sauce, Kimchi and salt-fermented seafood. As sharing seasonal food with neighbors was a custom, *sisik* (seasonal food) and *jeolsik* (festival food) thrived, and regional specialties made with local products also developed. In terms of topography, mountains and fields are spread across the country, and Korea is surrounded by sea on three sides. Therefore, marine products are abundant and Koreans have been farming rice and fishing since early times.

In the Joseon Dynasty (1392 – 1910 A.D.), Confucianism was the predominant ideology. Based on the idea of devotion to parents, the culinary tradition of serving ancestors in a patriarchal system was considered to be extremely important. That tradition extends to the Korean way of eating now. The culture of Korean food, harmonized with nature, and social and cultural environments, has developed a cuisine that promotes seasonal and regional characteristics, which are as follow:

- A. Main dishes and side dishes have been developed independently
- B. Various kinds of dishes and recipes
- C. Varieties of taste and appearance
- D. There are two notions about Korean food, which are *eumyangohaeng* (the doctrine of the five natural elements of the positive and negative) and *yaksikdongwon* (food and medicine are of the same origin)
- E. All dishes are served on one table at the same time. All the table setting have been developed based on the table setting for one person.



# The Person Who Tied the Knot Must Be the One to Untie It

**Park Dae-gun**

Engineering Supervisor,  
Forklift Production  
Engineering Department



Construction Equipment Division manufactures diverse types of forklift trucks ranging from 1.5 to 30 tons. We had the privilege to interview Mr. Park Dae-gun, Team Leader of the Forklift Production Engineering Department, who was awarded a medal for his distinguished services to the country on Foreign Trade Day. Mr. Park was the only employee in HHI's history to be given such an award.

**Could you tell us about the Forklift Production Engineering Department?**

Our department manufactures and assembles forklift trucks ranging from 1.5 to 30 tons. We provide education, guidance and technical know-how concerning the production of forklift truck parts and components to the subcontractors.

**When were you assigned to the Construction Equipment Division?**

I joined HHI's Shipbuilding Division on September 17, 1984, and was reassigned to the Construction Equipment Division in 1988. I've served in the Forklift Production Engineering Department for about 30 years. Currently, I am the team leader of the Forklift Production Engineering Department.

**As the leader of a team, what philosophy do you apply to its management and operation?**

Philosophy sounds a bit high-flown, but I follow certain principles when managing the team. First of all, I believe that adhering to principles and keeping one's word is essential to the team's development as well as product quality innovation. I also believe that guiding the members of my team in the right direction is essential to its good management.

**Could you please explain your know-hows for leading a team?**

Everyone is good at one thing. Some of the members have outstanding job skills, whereas others may have the ability to motivate the people next to them. I try to praise and encourage such qualities. I also make sure that diverse training and education is provided to the department members. I arrange education courses for all the

department members, and present them with a vision so that they can become multi-players who know all there is to know about forklift trucks, rather than simply focusing on their assembly or production.

**What are your everyday thoughts about quality?**

I think we should perform our duties by adhering to the principle that "the person who tied the knot must be the one to untie it." I think all of us should take responsibility for what we have done for quality, as quality can only be improved if each individual performs their job skillfully, while maintaining a sense of accountability for their job. The will can be united in the drive to enhance quality even though the team is composed of different individuals. We should perform our duties with consummate professionalism rather than simply assembling parts and components as instructed.

**What do you do to improve yourself?**

As I always devote myself to my work, all of my efforts for self development are also related to my duties. I concentrate on work during my work hours of course, but I also develop and design systems that enable my team members to perform more efficiently whenever I have some spare time.

**Please tell us about your dreams, if any, that you would like to realize before your retirement.**

I have not set any specific plans for my retirement as yet, but I hope we can produce one trillion Korean won worth of forklift trucks before then. Our production volume has increased threefold over the last ten years, so I am sure we will reach one trillion Korean won in production before my retirement if this trend continues. I am still working hard to achieve that target as I did at the beginning.

# 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: [hsh8059@hhi.co.kr](mailto:hsh8059@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.



 **R430LC-9SH in Saudi Arabia**  
from Abdul Khadeer



 **160D-7E in Canada**  
from Mike Cunningham



 **R800LC-9 in New Zealand**  
from Tonie Roger



 **R800LC-9 in UAE**  
from Ziyad Mukhaimar

# HYUNDAI ALWAYS HAS ANSWERS FOR YOU

## Optimised Ergonomics & Advanced Safety

- ▶ New designed steering control handle
- ▶ Proportional fingertip control
- ▶ Non slip floor mat

## Versatile Reach Stroke

- ▶ Multi-roller reach/retraction system provides a smooth control and efficient load handling operation.

## Automatic Center Position at Starting

- ▶ Rear steering wheel automatically turns to the neutral position when the key on

## Electromagnetic Brake

- ▶ Increased brake torque and brake stability by electromagnetic load wheel brake.

## 20BRJ-9

MOVING YOU FURTHER

Minimal turning radius maximizes operational efficiency and space utilization, Multi-functional reach stroke ensures extreme versatility while delivering smooth and precise movement, Advanced safety with anti-rollback system and electromagnetic brakes make your business thrive with all new Hyundai 9-series forklifts. Our smartest reach truck yet!