



## NEWS &amp; EVENT

## 2015 Seoul Motor Show “Experience the Technology, Feel the Artistry”

 Click to view NEW MIGHTY launch performance!



The 2015 Seoul Motor Show, the largest auto show in Korea, opened at KINTEX located in Ilsan Gyeonggi-do on 2nd April 2015. The 2015 show marked the event's 10th anniversary. The show lasted for 11 days and the new slogan for this year was “Experience the Technology, Feel the Artistry”. Nearly 200 companies including 32 automakers, 131 auto part manufacturers, 18 car tuning companies and 4 motorcycle companies participated in the event, occupying 91,141m<sup>2</sup>.

Hyundai Motor had the largest commercial vehicle booth, totaling 1,500m<sup>2</sup>, displaying its commercial vehicle line-up, which consisted of 12 regular models and 3 green cars. On 2nd April, the press day, Hyundai's latest medium-duty truck model premiered, the “All New Mighty” and the H350 had its Asia premiere. Both events received significant attention from the press and other show participants.



The All New Mighty has had a complete makeover since its 2nd generation model was launched 17 years ago. Therefore its launch was one of the biggest events for Hyundai Motor Company. During the unveiling, Mr. Brandon Yea, the vice president of Hyundai Motor's commercial vehicle division emphasized how much effort had been taken to achieve maximum comfort for drivers by improving the ergonomic interior design. “The launch of the All New Mighty will help Hyundai Motor significantly increase its presence in global mid-sized commercial truck markets from the Middle East to Russia” said vice president Yea.



Press interest at the Asia premiere of the H350, badged as ‘Solati’ in the Korean market, was equally as strong as for the unveiling of the All New Mighty with over 300 people attending the event. This strong interest was partly due to the H350's unique specifications which puts it into an entirely new vehicle segment in Korea. The H350 was developed as a premium minibus, a passenger transportation with exceptional comfort. Although it will be initially marketed in South Korea, Hyundai Motor plans to penetrate larger European market, opening a brand new chapter in its commercial vehicle sales.



In addition a number of Euro 6 emission standard-compliant models were on display, including a specially designed CNG Hybrid bus “Blue City” wrapped with a popular children's animation bus character ‘Tayo’, premium express bus ‘Universe’ and heavy-duty truck Xcient.

Hyundai Motor plans to launch a road show to showcase the All New Mighty in major cities around South Korea. Overseas premiere events are also planned with marketing plans for respective markets. Sales of the H350 in Korea will begin in the 2nd half of 2015.



## NEWS &amp; EVENT

## Hyundai Commercial Vehicle Division sets out its new vision ‘Challenge 2020-GT5’

On 13th January Hyundai Motor’s commercial vehicle division set out its new vision at a special event.

A special video, created to more effectively communicate the division’s new vision, was played. Speeches and presentations were also made to share the division’s goals and the long-term strategies for achieving them.

The division’s new slogan is “Challenge 2020-GT5”. GT5 stands for Hyundai’s goal of becoming one of the top five commercial vehicle providers with an annual sales target of 320,000 units by 2020. A new vision statement was also announced: “Hyundai will become a leading brand of commercial vehicles by creating strong customer value with top-notch quality”. Participants from various commercial vehicle business units including product development, production and sales pledged to strengthen their efforts and collaboration in order to turn the new vision into reality.


Brandon Yea, the head of the commercial vehicle business division, emphasized the importance of having a clear vision for achieving long-term goals and urged participants to make a concerted effort towards the goals.

Presentations were made at the Jeonju plant and Commercial Vehicle R&D centers to share the new vision with more members of Hyundai. Special leadership training courses were also held for managers to further their understanding of the new vision and build their expertise. Workshops are also planned in March and April to work on the action plans.

# Challenge 2020 - GT5



## H350 Test Drive in Europe

 Click to view H350 test drive viral marketing film!



Hyundai Motor hosted a two day test drive of H350 van at the ADAC Test Track, located in Reckling Hausen, Germany. The test drive was held between 6th and 7th of February, 2015.

※ ADAC : Allgemeiner Deutscher Automobil Club, largest non-profit automobile club in Europe



The test drive team consisted of 19 experts which included LCV specialized journalists, fleet customers and lease company managers. The test drive was followed up with a survey and static evaluation in order to ensure a thorough assessment. Four competitors including Mercedes Sprinter, Ford Transit, Fiat Ducato, and Renault Master were provided for comparison purposes.



The test drive was conducted over three separate segments which consisted of a test track, a general road and highway. The combination was chosen to ensure comprehensive testing of the H350 under typical conditions.

Hyundai's H350 fared very well in the test outperforming competitor models in a number of areas, especially ride comfort and visibility. The European exterior style and large cargo capacity were also favorably received. The test drivers were genuinely surprised at how the H350, Hyundai's first Heavy Van model, competed so strongly against seasoned competitor models. Many expressed their high expectation of H350's success in the European market.



The test drive and interviews were filmed, which will soon be edited and uploaded onto various sites including YouTube. Hyundai expects the video to generate further customer interest and invites other expert drivers to make their own assessment of the H350.



## NEWS &amp; EVENT

## Asia-pacific Global Warranty Management System Training for Dealers in Vietnam



The overseas commercial vehicle service team conducted a three day warranty management training for 6 commercial vehicle dealers who previously lacked the capacity to provide warranty repairs for their customers. The training was held in Ho Chi Minh City, Vietnam.

The training included how to use the Global Warranty Management System, and know-how sharing on audit techniques for claims management. The training was designed to help dealers provide their customers with access to free repairs covered under warranty.

The overseas commercial vehicle service team plans to provide additional training in the future to improve the cost per unit based management by dealers so that they can provide adequate access to warranty repairs for all their customers. The team also plans to conduct audits of dealers with high costs per unit to improve their capacity to provide warranty services to their customers.

Warranty management training will be held for dealers in other regions including the Middle East and Central/South America to ensure dealers understand Hyundai's Global Warranty Management System, have the capacity to manage claims and deliver even better customer service.


**NEWS & EVENT**

## Before Service in Korea



Hyundai Motor recently launched its special service provisions at a highway service station. Called ‘Before Service’, the service entails Hyundai technicians providing a free check-up for Euro 6 compliant models.

Hyundai Motor set up a temporary workshop booth with its key suppliers at Sintanjin service station for trucks. The booth spans an area of over 750m<sup>2</sup> with a comprehensive supply of parts including oil, fuses, lamps and equipment for light repairs. A special service for oversized trailers was also provided at the site.

At the site, an information workshop on cost saving maintenance tips and a special financing program for heavy-duty trucks was also held. In addition, a lottery event was held and lucky visitors were provided with gifts. Plus free health check-ups were on offer to help truck drivers cope with the long hours of driving.

Hyundai has been launching a number of new truck&bus models, which comes equipped with an advanced new engine that complies with the new Euro 6 emission standards which came into effect in January 2015. Hyundai will soon be launching new commercial vehicle models that comply with the Euro 6 standard.

Updated tips and information on the maintenance of Euro 6 compliant vehicles will be provided in order to help owners understand how to keep these new models in good condition. Likewise, Hyundai is training maintenance engineers who will be capable of addressing potential issues with new Euro 6 compliant models.

PRODUCT

# World Premiere of 'All New Mighty'

The world premiere of the All New Mighty, the latest addition to Hyundai's medium-duty truck model, was held at the 2015 Seoul Motor Show. Built under the code name 'QT', the All New Mighty went through a full model change for a completely new look and vastly improved performance which clearly sets it apart from its predecessor. The All New Mighty excels in convenience, safety, cost of operation and more. Hyundai Motor plans to begin sales of the All New Mighty in overseas markets in the 2nd half of 2015.

## 'All New Mighty' (New Model - EX 6/7/8/9)

Exterior



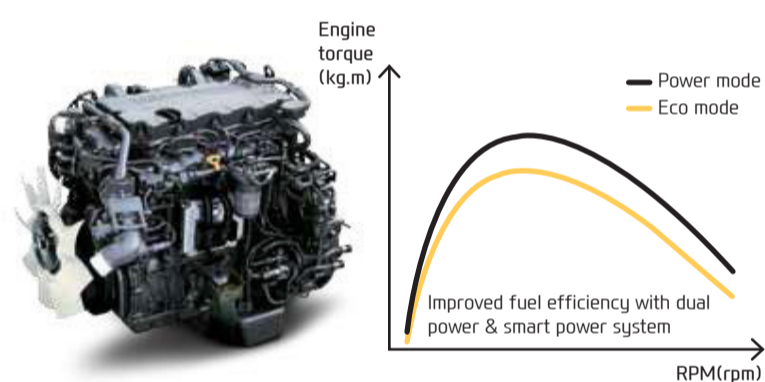
- Cross-Dynamic design with integrated body and bumper
- Extra wide horizontal front grille and Vertical-type headlamp

Interior



- Cockpit style interior for driver's convenience
- Ergonomic seat design for maximum driver comfort

Performance



- Improved fuel efficiency with dual power and smart power system (Euro 6 model only)
- Compliant with latest Euro 6 emission standards
- Compliant with all emission standards
  - Euro1 : D4DC, D4DB14
  - Euro2 : D4DB13, D4DBD
  - Euro3 : D4DD (W Engine)
  - Euro4 : D4GA15 (F Engine)
  - Euro5 : D4GA14A, D4GA17 (F Engine)
  - Euro6 : D4GB17 (F Engine)

Space



- Improved driver comfort with increased headroom and reclining seat
- Adjusted step height for improved ease of ingress&egress, maximizing leg room
- Increased convenience with creation of various storage spaces

Safety



※ LDWS : Lane Departure Warning System

- Improved safety features - LDWS, VDC, EHS
- High tensile steel
- Shock absorbing steering wheel
- Broaden windshield glass design / Wide-type outside mirror

Durability



- Zinc-plated steel for improved corrosion resistance
- Optimized frame design for durability

Line-up



- Expand model line-up (EX9)
  - New 4.2 meter extra-long body model
  - New model with higher cargo capacity of more than GVW 8-tons



## PRODUCT

## Hyundai Motor unveils the H350 at the 2014 Hannover Motor Show



September 24, 2014 – The Hyundai Motor Company, revealed the H350 – light commercial vehicle (LCV) designed specifically for the European market. An efficient, safe and stylish vehicle, the H350 provides a versatile, practical and convenient option for commercial vehicle users.

H350 is set on a flexible platform that can support three body styles; cargo van, passenger bus and chassis cab – strengthening the company’s European vehicle line-up, entering the light commercial vehicle segment and targeting new customers in Europe all at once.

Hyundai’s engineers focused on six key areas during the development of H350; efficiency, value, loading capacity, safety, reliability and performance. H350 was developed against its main rivals from the major premium European commercial vehicle manufacturers, ensuring that the users experience compares favorably with vehicles in its sector.



H350 furthers the modern Hyundai family aesthetic demonstrated by its passenger cars, featuring distinctive and aerodynamic design. Responsive yet predictable handling combines with a comfortable and stable ride, offering drivers car-like characteristics and high levels of refinement.

The use of advanced high-strength steel and advanced chassis engineering has enabled Hyundai to ensure that the H350 benefits from a strong bodyshell, complementing the sophisticated safety features to provide class-leading crashworthiness.

The H350 has been designed as a rugged and reliable work tool, yet it is stylish and refined enough to operate as a comfortable mode of personal transport for friends and family too. This breadth of capabilities ensures that the H350 delivers a rewarding experience for owners, giving business and private users the flexibility they need.

Powerful and efficient turbo diesel engines, matched to a 6-speed manual transmission, provide plentiful torque to ensure the H350 is capable of carrying heavy cargo (load volume:12.9m<sup>3</sup>) in its cargo capacity (3780 x 1795 x 1955 mm) with ease, while also offering the capacity to transport an additional 3 tonnes load thanks to its towing capability.



PRODUCT

## Euro VI models launched in Korea



The world is facing a number of environmental problems including climate change and urban air pollution. In response, increasing efforts are being made to reduce the environmental impacts which include the introduction of emission standards in many countries. The South Korean government has recently introduced new vehicle emission standards to improve air quality, protect the health of citizens and improve the competitiveness of its auto industry.

Introduced on January 1st 2015, the Euro 6 standard is currently the most stringent emission standard. The standard has been adopted in a number of developed countries including the European Union, Japan and the US. Hyundai Motor has developed propriety technologies to develop new engines which comply with Euro 6 standards as part of its effort to provide ever cleaner vehicles to its customers.

All trucks and buses by Hyundai Motor can be configured to meet a wide range of emission standard from Euro 1 to Euro 6, making them marketable globally.

- **The new Euro 6 standard requires a greater reduction in emissions than any previous standards. Specifically, Euro 6 requires an 80% reduction in NOx emissions and a 50% reduction in particulate emissions compared to the Euro 5 standard.**

Category	NOx	Reduction Ratio	PM	Reduction Ratio
Euro 1	8.0	-	0.36	-
Euro 2	7.0	-13%	0.15	-58%
Euro 3	5.0	-28%	0.1	-33%
Euro 4	3.5	-30%	0.02	-80%
Euro 5	2.0	-43%	0.02	-
<b>Euro 6</b>	<b>0.4</b>	<b>-80%</b>	<b>0.01</b>	<b>-50%</b>



Euro 6 Engine





# Hyundai Special Vehicles '4WD Truck(HD65/72/120)'



## Overview

Hyundai 4WD commercial vehicles can negotiate hostile terrain effortlessly by delivering power to both front and rear axles with great efficiency. This, coupled with unparalleled performance and safety, makes them an ideal choice for driving off-road in mountainous areas or deserts or on slippery surfaces such as mud, snow or ice. Top-notch quality and performance plus competitive prices have earned Hyundai 4WD vehicles rave reviews from global customers, making them highly sought after in Asia-Pacific, the Middle East, and South and Central America.



## Features

### Max Climbing gradient of 60% and wading depth of 0.4 to 0.9 meters

Hyundai 4WD commercial vehicles are capable of negotiating steep inclines of up to 60% and wading through 0.4 to 0.9 meter-deep water with ease and safety

- HD65/72 : 0.4m, HD120 Standard : 0.5m
- HD120 Super : 0.9m

### Available in part-time or full-time 4WD

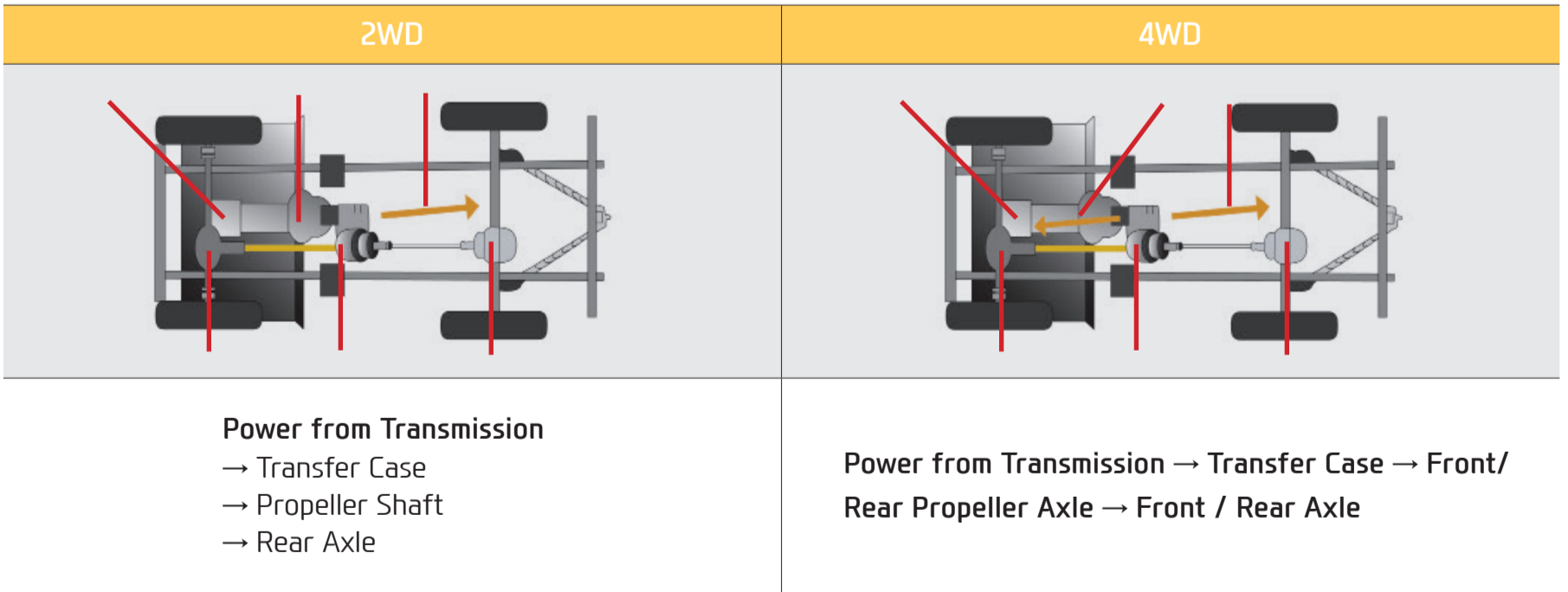
The HD65, HD72 4WD have a 4WD system that operates on demand, allowing the driver to switch between 2WD and 4WD depending on the surface conditions. In comparison, the HD120 model employs a full-time 4WD system which powers the four wheels all the time. Power is distributed between the front and rear axle at a ratio of 30 to 70 for ordinary driving, which shifts to 50 to 50 for driving off-road or on slippery surfaces.

### Configurable for Varied Special Purposes

Hyundai 4WD commercial vehicles are incredibly versatile. They can be configured as a cargo crane truck, a tank lorry or a passenger bus for operation in mountainous or mining areas or as a cargo or dump truck for use in deserts. Hyundai 4WD vehicles are also widely used as mobile workshops, snowplows and fire trucks.

#### ※ In Focus : Transfer case

All 4WD vehicles require a transfer case for power to the four wheels. The transfer case, located in the back of the transmission, splits drive torque between the front and rear axles. Part-time 4WD switches between 2 wheel and 4 wheel drive depending on the surface conditions, while full-time 4WD powers all four wheels at all times.



Model	Part Time	Full Time
Image		
Driving	The vehicle switches between 2WD for highway or ordinary driving and 4WD for driving off-road or on slippery surfaces. 4WD is operable only in low range mode.	4WD is engaged at all times and operable both in high and low range modes, which ensures stable performance on off-road, snowy or icy surfaces at high speed.
Power Dish	2WD 0:100 / 4WD 50:50	On Road 30:70 / Off Road 50:50
Available Models	HD65, HD72	HD120



## REGIONAL REPORT

# Completion of the Showroom Construction in Baghdad, Iraq



Al Kasid Commercial Agencies.Ltd, one of Hyundai Motor's commercial vehicle partners recently completed construction of their showroom in Baghdad, Iraq. The 2,500m<sup>2</sup> showroom will be used to display Hyundai commercial vehicles as well as heavy machinery from Hyundai Heavy Industry, making it one of the most specialized showrooms in the country.

Despite geopolitical concerns and economic uncertainties in the region, construction of the showroom was completed thanks to the strong support and investment from Al Kasid. The newly completed showroom is expected to improve Hyundai's brand image and to increase sales of Hyundai's commercial vehicles in Iraq.

Two additional showrooms are currently under construction in Iraq, which will increase the total number of dealerships to eleven, creating a comprehensive nation-wide sales network. Hyundai plans to provide strong support for Al Kasid Commercial Agencies Ltd's substantial dealership network.

The opening ceremony of the Baghdad showroom is scheduled for April 2015.



REGIONAL REPORT

# New Hyundai Heavy-Duty Truck Partner in Vietnam



In March 2015, Hyundai Motor announced Truong Hai Automobile Corporation (THACO) as the new official heavy duty truck distributor for Vietnam. THACO has been an excellent partner in both the production and distribution of medium duty trucks and buses in Vietnam.

Since they were appointed Hyundai's official partner THACO has announced a plan to open 25 new designated commercial vehicle showrooms with a sales goal for 2015 of 2,250 heavy duty trucks. THACO also pledged to increase sales and maintenance engineer staff and to make all dealers are '3S (Sales+Service+Spare parts) dealerships'.

Hyundai Motor and THACO will continue to increase sales of Hyundai's commercial vehicles in Vietnam using this strong partnership as the foundation.



## REGIONAL REPORT

## Mexico Mighty CKD Assembly Plant to begin operation



Neohyundai Mexico, a partner of Hyundai Motor Company, began assembly of Mighty trucks at its Queretaro plant in February 2015. An assembly line and new testing equipments were installed in the plant, spanning over 4,500m<sup>2</sup>. Pilot production was conducted between 9th and 13th of February with the support from Hyundai Motor CV Latin America & Caribbean HQ, Viewtech Motors and Insoo Machinery. Four Mighty models were successfully assembled and tested. The Queretaro plant is capable of assembling four units per day and has an annual production capacity of 1,300 units.

The opening of the CKD production plant is expected to mark the beginning of Hyundai Motor's penetration of the commercial vehicles market in Mexico. In the past, Hyundai sold a small number of buses in limited volume due to the high tariff on imported vehicles. The Queretaro plant was established in order to overcome such barriers and to increase sales through local production.

Neohyundai Mexico plans to launch the Mighty truck in the first quarter of 2015 and to gradually expand its sales network. Hyundai Motor also plans to increase sales of other commercial vehicles in Mexico, including buses, which is the largest commercial vehicle market in Mexico.



## REGIONAL REPORT

# Hyundai to deliver first batch of 50 Xcient tractors to Russia



Hyundai delivered 50 Xcient tractors to Russia in February 2015. Those were the first batch of trucks delivered to Russia. This marked a significant moment for Hyundai Motor Company. Most of the Xcient tractors currently operate in various regions of Russia delivering new cars produced by Hyundai Motor Manufacturing Russia to dealers and customers.

The Xcient tractors are built to meet 4x2 tractor specifications which are ideal for logistics operations including car transport. Thanks to excellent performance characteristics, Glovis recently placed an order for an additional 50 Xcient tractors for operation in Russia. Hyundai plans to build on the successful sales of Xcient tractors to further increase sales of its heavy-duty trucks in Russia by marketing promotions and R&D efforts to further improve Xcient's product quality.