

# PIONEER NEW FORCE

Hyundai Construction Equipment 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 Engine, we deliver reliable and steady supports for you.



# HYUNDAI **EDGE** MAGAZINE

HYUNDAI CONSTRUCTION EQUIPMENT

Vol. 53 | Winter 2017

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# Opening a New Chapter



## Dear Our Valued Dealers and Customers,

With the holidays upon us and 2017 drawing to a close, it's a good time to look back at this eventful year packed full of ups and downs. Although there has not been a single year without twists and turns since our establishment in the 1985, the year 2017 has been especially remarkable in that we went through the most drastic changes in our history.

This year can be best summed up as "a year of opening a new chapter in our history as an independent company, Hyundai Construction Equipment (HCE)"

With the historical reorganization on April 1 this year, once Hyundai Construction Equipment Division that has long been operating under the umbrella of Hyundai Heavy Industries, now stands on its feet as HCE.

Since the start as HCE, we have clearly shown to the world what we are capable of with a series of remarkable business achievements including the successful launch of Korea's first used construction equipment auction platform in November and the completion of a new European headquarters in Belgium in October this year. From a longer-term perspective, we are laying a firm foundation for a sustainable growth for becoming a market leader with a technology-oriented management plan under which, HCE will make a R&D investment of 100 billion won for making quality machines and services, nurturing talented researchers, and building a new equipment test facility. The list can go on and on.

Truth be told that there were doubts whether we can work it out at first, but now those doubters are gone and only expectations and hopes prevail.

We attribute these accomplishments to the audacious and bold marketing activities on the strong backbone of thorough business plans put in place since the April this year. More importantly, we couldn't have come this far without the concerted efforts of all of HCE staff and the continued dedication from all HCE distributors. But we will not stop here, but continue to carry out the measures with the goal of becoming global top 5 by 2023 with global sales of 7 trillion won.

However, we are also well aware of the fact that there have been countless crises and challenges since our foundation and there will be numerous hardships ahead of us.

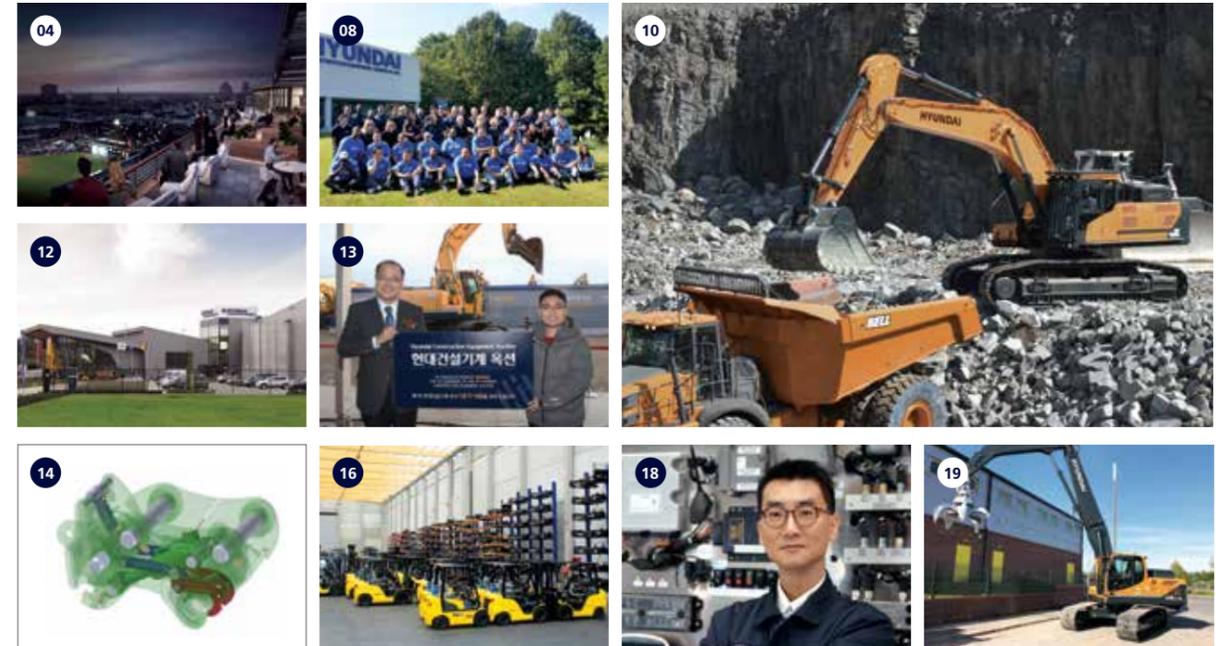
However with our proud history of meeting challenges head on and turning them into new opportunities for growth, we are not afraid of the uncertainties. As we have been, all of HCE staff will also continue to stand firm to do whatever it takes to lead the market and provide greater value for our dealers and customers.

We are grateful to unwavering support from all our dealers and customers, a source of strength for us to overcome the challenges and to continue to move forward.

In this regard, we would like to conclude by saying a special thank you to all of you for your valued support and patronage.

**Jun-cheol Jung**

Chief Sales Officer  
Hyundai Construction Equipment



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## Compact Excavators Pull Off 'Squeeze Play'

BridgePoint Civil Handles Excavation and Site Prep At Major Multi-Use Downtown Development.

The squeeze play has likely figured into the outcome of many Durham (N.C.) Bulls minor league baseball games. So it's only appropriate that a trio of compact excavators recently pulled off an impressive "squeeze play" of their own in successfully backfilling a large excavation around a major new multi-use building right across the street from the Bulls downtown Durham stadium.

BridgePoint Civil, an earth-moving contractor based in nearby Goldsboro, recently finished excavation and site prep for a 12-story luxury apartment

building and multi-story parking deck to be known as the Van Alen, part of an 11-acre development in downtown Durham, N.C., that will include an 11-story office and commercial tower at 555 Magnum St. The 418-unit apartment tower is on track to open in mid-2018.

The \$80 million project is near many downtown attractions and amenities, including the minor league Durham Bulls baseball park, the Durham Performing Arts Center, restaurants, and shopping. BridgePoint Civil worked on the project as excavating and site



prep subcontractor to Northwood Ravin, a commercial property developer based in Morrisville, N.C.

In addition to two full-sized Hyundai excavators (Models HX380L and HX220L) and two Hyundai HL740-9A wheel loaders for large-scale excavation and earthmoving at the project, BridgePoint Civil used three Hyundai R60CR-9A compact excavators for all work in confined spaces on the project. This included backfilling excavations in tight spaces between construction fences and the building foundation.



When completed the Van Alen and 555 Mangum development in downtown Durham, N.C., will include mixed-use commercial and residential buildings along with a parking deck. The rooftop of the 555 Mangum building will offer a view of the Durham Bulls minor league baseball games.

"The Hyundai R60CR-9A is our go-to machine for a lot of jobs," said Jeremy Smith, president of BridgePoint Civil. "We like its power and productivity, plus it's very versatile and maneuverable for working in tight spaces. And it's easy to move with a truck and trailer." The R60CR-9A is a 6-ton-class machine, powered by a 63-hp Yanmar engine.

Smith described the construction site as a large block in downtown Durham surrounded by four busy intersections. "This was the site of a car dealership for many years," Smith explained. "We demo'd the asphalt and sidewalks and located and dug up the underground utilities, mostly storm drainage pipe."

Power, precision and maneuverability in small spaces the confined working area at the Van Alen building is typical of the projects that the Hyundai R60CR-9A excavators tackle. "We use the compacts all the time in small spaces and to dig around utilities," Smith said. "For example, we recent-

ly had a project on the University of North Carolina campus in Chapel Hill where we used one of the R60CR-9A compact excavators to dig around utilities. The hydraulics on those machines really deliver precision control, which is perfect for jobs like that."

Smith founded BridgePoint Civil, with partner Shelley McPhatter, in March 2015 and already has grown the company to 50 employees and a substantial equipment fleet – all Hyundai machines – including five large excavators, the three compact excavators and the two HL740-9A wheel loaders.

"Our local Hyundai dealer, Rob's Hydraulics, has been great," Smith said. "They are available to us any hour of the day or night. We have our own shop for routine service, but we do rely on Rob's for certain kinds of maintenance." Rob's has locations in Grimesland and Clayton, N.C.

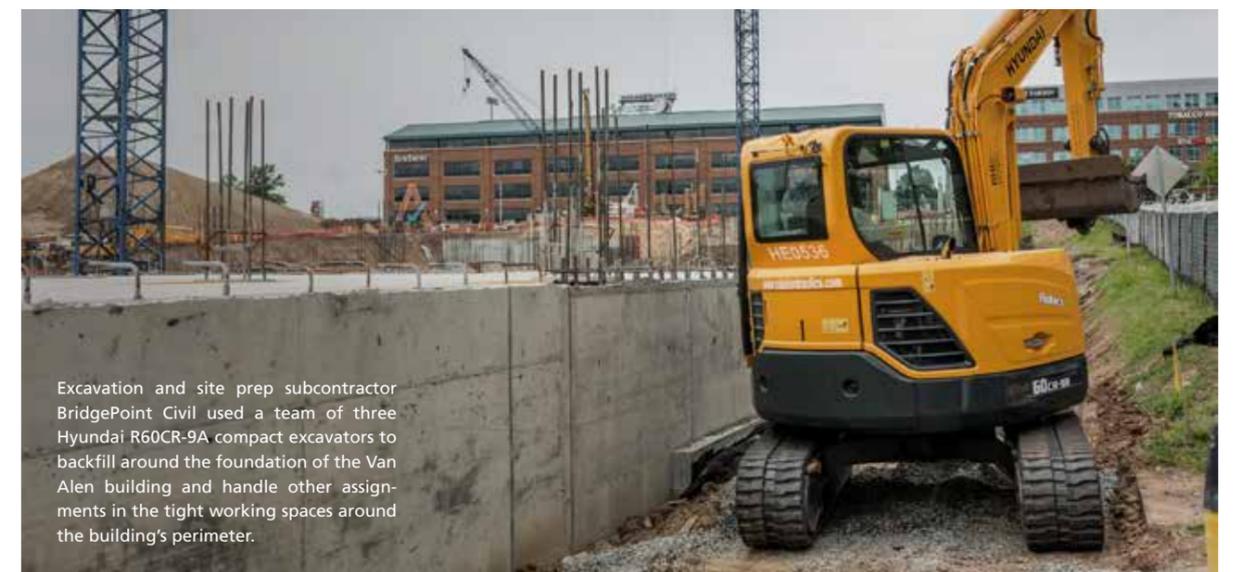
BridgePoint Civil is a sister company to BridgePoint general contracting, based in Durham. "Bridge Point Gen-

eral wanted to add a separate company for excavation, grading and site prep, so that's how we got started," Smith noted.

BridgePoint Civil handles projects for private developers like Northwood Ravin as well as municipal work for local governments.

"The business climate in the Raleigh-Durham area is great," Smith said. "The private commercial market is hot right now, and we're poised to take our share of that business. We're excited about the opportunities that we see coming up in the next few years." **EDGE**

By Corey Rogers,  
Hyundai Construction Equipment Americas, Inc.



Excavation and site prep subcontractor BridgePoint Civil used a team of three Hyundai R60CR-9A compact excavators to backfill around the foundation of the Van Alen building and handle other assignments in the tight working spaces around the building's perimeter.

## Pennsylvania Contractor Uses Compact Excavator to Handle 'Grave' Responsibilities



Digging graves is a serious business, and no one takes it more seriously than Cody Taxacher, owner of Taxacher specialties, an excavation contracting business based in Connellsville, Pa., 50 miles southeast of Pittsburgh.

Taxacher, who started his business in 2009, handles a variety of excavating and earthmoving jobs for local municipalities, but his main activity is grave digging. Using a new Hyundai R60CR-9A compact excavator equipped with a Trimble machine control system, Taxacher expects to dig a

total of approximately 500 graves in 2016 for nearly 50 cemeteries within a 30 mile radius of Connellsville in southeastern Pennsylvania.

"We started out doing small odd jobs, mowing yards, and it kind of progressed to where we are now with an excavation and earthmoving business," Taxacher said. "Grave digging is the biggest part of our business, and with our new excavator and machine control system, we are as fast and accurate as anyone could be." He continued, "The Hyundai com-

compact excavator is the perfect machine for us, because it doesn't damage the ground, it's very maneuverable, it's got the power we need to dig in any conditions, and the machine control system results in a precise dig every time. All the cemeteries in this area know they can depend on us for speed, accuracy and protection of their grounds." The R60CR-9A is a 6 t class, compact-radius design machine, with maximum dig depth of 11 ft, 9 in, and bucket breakout force of 8,228 lb-ft.



### Technology Boosts Excavator Productivity

Taxacher said the addition of an electronic machine control system "Adds an extra level of productivity to the excavator." He described the Trimble GCS900 system as "An electronic tape measure" in the cab. "You just watch the screen and it tells you where you are. You never have to leave the cab to inspect your excavation."

Taxacher added, "Whether it's a grave or a trench for a utility project, you just watch the screen for guidance and you get a perfect dig. It shows you an exact 3D profile of the excavation. If someone says they want a waterline two feet deep, you don't have to be out there with a tape measure, you just look at the screen."

### The Right Machine for the Job

In addition to the Hyundai compact excavator, Taxacher's equipment fleet includes two dump trucks, a skid steer loader, a tracked utility truck and a larger excavator. "We always try to match the right machine to every job," Taxacher noted.

When it came time to replace his previous compact excavator, Taxacher carefully examined the market for the right machine.

"I tried every excavator on the market when I was looking to purchase a new machine," he recalled. "I honestly hadn't thought of evaluating a Hyundai, but Jim Langer from Highway Equipment Company (the local Hyundai dealer) brought out the new R60CR-

9A model for me to demo, and I was very impressed with everything on it. I ended up loving it and buying it."

Taxacher continued, "The Hyundai warranty was great. The financing was good. It has the biggest cab in the industry. It's the most comfortable cab out of any excavator I tried. It has Bluetooth for your telephone – no one else has that. It has a nice touchscreen – you can see all your controls and monitor how much fuel you have. It's all right there on one screen."

Another important productivity feature on the excavator is its quick coupler for changing attachments. Among the hydraulic attachments Taxacher uses on the Hyundai excavator are multiple buckets, a tamper, a breaker and a grapple.

"First of all, we change buckets a lot. Second, if we hit a rock while we're digging a grave, we take the bucket off and put the hydraulic breaker on. We put the bucket back on. We put the hydraulic tamper on to fill the grave and compact the soil. And we're done." He said the excavator's dozer blade – a standard feature – is handy for leveling the machine and backfilling an excavation.

### Support from the Dealer

Taxacher expressed satisfaction and confidence in his equipment dealer, Highway Equipment Company, based in Zelienople, Pa.

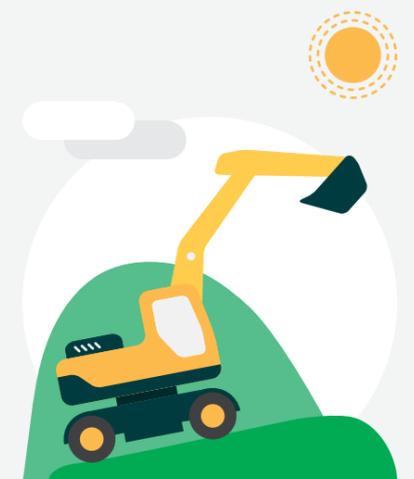
"I was looking for a small tracked truck and nobody seemed to have one. I called up Highway Equipment Company," Taxacher said. "They had one

and let me demo it. And I purchased it. That's how my relationship with Highway Equipment Company began. They've been great with service and parts support. They're out here when I need help, and they're always responsive when I call."

What's the next phase of growth for Taxacher? It will undoubtedly involve expanding his equipment fleet to compete for a wider range of projects. "I'm hoping to get a Hyundai HX145L-CR compact radius excavator soon," he said. "I like short-radius machines because there's no tail to get in the way, like on a conventional excavator. Plus, I don't feel it's a big sacrifice of digging power to go with a compact-radius machine."

Regardless of how his business grows, Taxacher said he's right where he belongs. "I was one of those kids who was always playing with trucks. This is what I always wanted to do." **EDGE**

*By Corey Rogers,  
Hyundai Construction Equipment Americas, Inc.*





### HCE's Relief Effort in Houston

Hyundai Construction Equipment Americas, Inc. donated \$55,000 in relief funds to the city of Houston and its local dealers as part of an effort to support the restoration of flood damages.

Houston was hit hardest by Hurricane Harvey which struck in late August flooding 40 thousands of homes in its path.



### HCE Conducts Sales Training in North America

Hyundai Construction Equipment Americas, Inc. hosted a three-day sales training event on September 11-13 for all HCE dealers doing business in the area of Norcross, Georgia.

The training focused on presenting product features and strengths, proper equipment handling, introduction of financial programs, competitive analysis and strategic sales techniques as part of the company's efforts to improve its sales representatives' understanding of the product line, and to strengthen their general competences in customer support.



### Strategy Meeting Held in China

Hyundai (Jiangsu) Construction Machinery Co. hosted a strategy meeting with its suppliers on October 27 in Changzhou, China.

About thirty people attended the meeting including employees of Hyundai (Jiangsu) Construction Machinery and representatives from 17 suppliers. They discussed a variety of topics including current market conditions and prospects in China and production plans for 2018, as well as quality improvement and extended support for suppliers.

Meanwhile, the anticipated increase in infrastructure investment in 2018 for the Silk Road Economic Belt and the 21<sup>st</sup>-century Maritime Silk Road (better known as the One Belt, One Road Initiative) is expected to expand the demand for construction equipment specifically excavators, in China, to beyond 100,000 units per year.



### HCE Holds Quality Improvement Workshop

HCE held a workshop for innovation and change in quality improvement at Hyundai Human Resources Development Institute on November 13.

The workshop was attended by employees of the quality management division and other key figures including the directors from 19 major partner companies.

To this end, the attendees advocated the slogan 'One small pollutant could result in a disaster' and pledged to work towards completely eliminating all contaminants from their production sites.



### HCE Overseas Dealer Conferences

HCE commenced a series of dealer conferences across four major regions from November 14 to 30.

During the conferences, the company announced and compared this year's sales performances by region and presented its outlook and prospective sales strategies for various markets. It also provided an opportunity for dealers that have shown superior performance to share their marketing strategies with others.

Region	Dates	Venue
Central and South America	11/14 ~ 11/17	Rio de Janeiro, Brazil
Middle East, Africa	11/19 ~ 11/21	Dubai
Russia, CIS, Turkey, Israel	11/22 ~ 11/25	Moscow
Asia	11/27 ~ 11/30	Bundang, Korea



### HCE Aims to Achieve 2018 Business Target

HCE hosted an event for its Ulsan factory employees at Muryongsan Mountain on November 18 to reiterate the company's resolve in achieving its 2018 managerial objectives.

The event, which was attended by roughly 120 Ulsan factory executive members and employees, involved a group hike up Muryongsan Mountain as a display of their determination as well as an opportunity for spiritual bonding.

At the mountain's summit, the attendees recited a written resolution of their intention to make 2018 their first year towards becoming a global leader in construction equipment, while also emphasizing the need for creative management reform, top-notch quality and service, safety-prioritized operations and interactive working environments.

# ICUEE 2017

On October 3-5, the 2017 ICUEE [The Demo Expo] was held in Louisville, KY. More than 1,000 exhibitors were set up across 28-plus acres. Around 18,000 attendees were registered from all 50 states and from over 50 other countries.



## Hyundai Booth

The Hyundai booth featured 10 machines in an interactive environment. For an opportunity to win Hyundai promotional gear, operators competed in one of two challenges featuring our HW210 wheeled excavator and our HL940TM wheel loader. Visitors were able to demo nine of our machines to get a “real feel” of the cab comfort and performance that Hyundai provides standard.

## ICUEE Show Benefit

Over 350 visitors, including operators, foremen, mechanics, managers, company owners, dealers and municipal purchasing agents visited the Hyundai booth. Hyundai captured hundreds of leads that have since been forwarded on to the appropriate dealers for sales follow-up.



# Steinexpo 2017

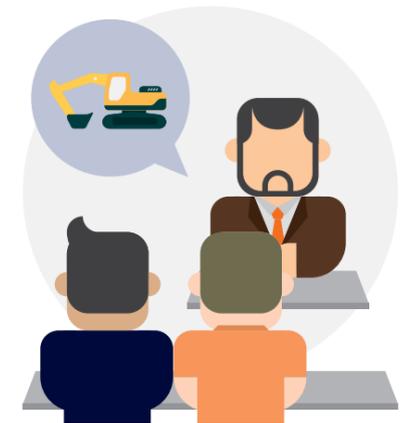
Hyundai Construction Equipment Europe received promising feedback after participating in Steinexpo 2017, a four-day international demonstration show held in Homberg, Germany from August 30 to September 2.



Attracting almost 300 exhibitors and 53,000 customers, the Steinexpo is Europe’s largest demonstration trade fair for the construction industry and is held every three years. At this year’s event, HCE Europe showcased its 48 ton HX480L excavator and HL975 wheel loader.

The company also gave a live demonstration of its large-scale HX520L excavator and HL980 wheel loader, further promoting their superiority over their nearest competitors. The HX520L, in particular, received lots of positive feedback about its superior functionality and power from other participants in the Expo.

The Steinexpo, which began in 1990 and has successfully hosted its 10<sup>th</sup> event, literally takes place in Europe’s largest basalt quarry and is recognized as the world’s leading mining equipment exhibition.



## HCE Sets Its Sights on European Market with New European Headquarters

Hyundai Construction Equipment (HCE), Seoul-based leading construction equipment maker, announced today it completed its new European headquarters at Tessenderlo, Belgium on October 6.

The completion ceremony was attended by Ki-young Kong, President and CEO of HCE; Hyoung-zhin Kim, Ambassador, Head of the Mission of the Republic of Korea to the EU; Philippe Muyters, Flemish Minister for Work, Economy, Innovation and Sports; Herman Reynders, Governor of Limburg Province; and 300 other guests.

On the back of strong performances including securing the second place in the domestic market in terms of numbers of excavators sold for the first half of this year and a 30% increase in sales in the emerging markets over the comparable period last year, HCE now aims to strengthen its presence in the European market with the completion of the new headquarters.

Considering the fact that HCE posted KRW (hereinafter 'won') 89.2 billion in sales in the first quarter, and 97.9 billion won in the second quarter for the European market, HCE's annual sales for the market might reach to about 380 billion won, 10% up from last year.

Macroeconomic factors are also favorable. European Central Bank recently revised up euro area GDP growth rate of 2017 to 2.2% from 1.9%, and maintained its growth projection of 2018 and 2019 as 1.8% and 1.7% respectively. Under the circumstance, HCE plans to accelerate efforts to raise its brand recognition in the regional market by implementing various training programs for dealers and customers, and community activities including supporting a local youth soccer team.

The new headquarters consists of a huge parts logistics center, an office building, a demonstration area and a training facility. Moreover with two-folded parts supply capacity compared to the previous headquarters, sales increase in parts including lubricants is expected.

At the ceremony, President Kong said, "We see now the completion of the new European headquarters will work as catalyst for strengthening our presence in the European Market. We will exert our utmost efforts to rank global Top 5 by 2023 with the global annual sales of 7 trillion won." **EDGE**

*By HCE PR Team*



## Hyundai Construction Equipment Targets Emerging Markets with Korea's First Auction Platform

Hyundai Construction Equipment (HCE) launched 'Hyundai Construction Equipment Auction', the first used construction equipment auction platform in Korea, in Eum-seong, South Korea on November 26.

HCE plans to increase its market share in emerging markets such as Southeast Asia through the used equipment auction. Hyundai Construction Equipment is posting the highest market share for new construction equipment in the emerging markets including Vietnam, Myanmar and Laos, and these countries also have a high demand for used equipment. The company hopes to expand its user base by exporting used equipment in these countries through the auction and increase its market share in the new equipment market by attracting the new users later to the new equipment market.

The auction received great responses from overseas customers with around 100 megadealers and customers from major emerging markets including Vietnam, Hong Kong, Taiwan, Pakistan, Kenya and Chile participating in the event. The number of auction event is to be increased to three from 2018, selling 300 equipment per event.

Mr. Ngo Xuan Thuy, CEO of Tuyen Quang from Vietnam, "The high quality of used equipment put on the auction

today took me by surprises and the price tags on the equipment were attractive as well. Therefore I bought many items today but I am thinking of buying more next year."

HCE also plans to relieve the burdens of used equipment for construction equipment agencies in Korea through the auction so that the company can lay the groundwork to take up greater shares in the domestic market. The domestic market share of Hyundai Construction Equipment in 2017 is 36%, up by 10% from 26% in 2016, which is a huge increase. The growth was owing to a bold business system reform including establishment of the Distribution Support Center, enhancement of sales and services network and enlargement of domestic agencies.

In the welcome speech for the event, president & CEO Kong Ki-young of Hyundai Construction Equipment said, "HCE will continue to expand market shares not just here in Korea but also of overseas markets with the successful execution of HCE Auction where customers can buy a variety of construction equipment that are maintained in supreme condition by HCE's professional maintenance facility." **EDGE**

*By HCE PR Team*



# 8t, 16~18t Auto Dual-Locking Quick Coupler

R80CR-9/9A, HW160/180, HX160/180 L

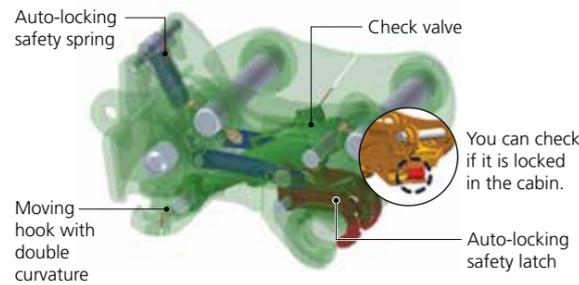
## BACKGROUND

### The Number of Applicable Model Increases

- 6t, 14t, 22t, 30t Class + 8t, 16t, 18t Class

## THE FEATURES

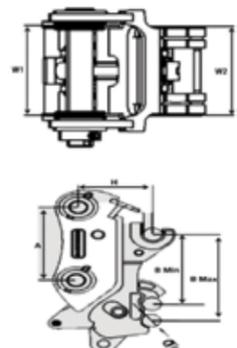
### Dual-Locking Quick Coupler



Quick coupler is a connector that enables an operator to replace an attachment easily while seating in the cab. There is no need to use manual safety pin because auto safety lock is applied to both fixed and moving hook. In addition, although the cylinder that holds the attachment is damaged, the attachment is never dropped, and make sure it definitely prevents the safety accident.

Compact	Convenient	Versatile	Durable
While minimizing the intervals between control link and pin, digging force is still powerful.	Auto lock is applied to both moving and fixed hook, and operator can see if quick coupler is locked in the cabin.	It was designed to be applicable to other brand's attachment.	Wear-resistant materials are used to the points which are wear intensive. And push type (installation) relatively minimizes loss of engagement force caused by the wear.

Lifting Hook Type	Closed Hook (CQ22)	32Q1-95210	32Q5-95210
	Open Hook (CQ21)	32Q1-95220	32Q5-95220
A	Pin to Pin	305	440
B	Mountable Range	270~330	400~463
W1	Upper Mounting Width	194	307
W2	Under Mounting Width	191	304
D	Pin Diameter	55	70
Applicable Model		R80CR-9/9A	HW160/180 HX160/180L



# HL900 Series AAVM Option

## BACKGROUND & BENEFITS



## THE MAIN POINT



### Opt 1 : Rear Camera



### Opt 2 : AAVM System



\*AAVM(Advanced Around View Monitoring) System: This is a system that is combined AVM(Around View Monitoring) with IMOD(Intelligent Moving Object Detection) and detects people around the machine and analyzes the images, which displays a warning sign on a cluster when detecting the danger. Operators can watch the surroundings in a variety of angles through cluster and prevent the safety accident in advance.



It displays the position of people with a top view.



A blue warning sign is displayed when people move in within a 5m radius.



A red warning sign is displayed when people move in within a 3m radius.

# Total Logistics Solutions! Hyundai Forklifts

October 8, 1:50 PM. The camera crew, production team and myself have all successfully boarded the plane at Incheon International Airport. We are headed to Belgium to shoot a promotional video for the company's forklifts. After an 11-hour flight, we arrived at Amsterdam Airport Schiphol in the Netherlands at about 7 PM. We pick up the rental car that we've already reserved from near the airport and drove for about two more hours before finally arriving at the MEZZO Hotel in Belgium at around 11:30 PM.

October 9. After being greeted by Mr. Alain Worp, the managing director in Europe, we held a comprehensive meeting about our shooting agenda

and schedule with the local team of experts and personnel in charge of sales, marketing, equipment parts, training and more. We could almost feel the excitement and positive energy in the air as everyone seemed enthusiastic about the promotional film.

In the afternoon, we conducted a brief field study exploring potential filming locations. Marketing director Mr. Bart Draulans showed us around the office and distribution centers, and gave us a quick tour of the loading and storage yard at the port in Antwerp.

October 10. We finally began filming. We got to the corporation by 7 AM and started shooting a time-lapse of

the sunrise with the Belgian facility featured in the background. At 9 AM we shot some footage of sales and marketing employees hard at work, and then shot the training being conducted at the company's training center. I was particularly impressed with the level of cooperation we received from all of the employees throughout the entire shoot: not one of them seemed to display an ounce of fear or foolishness in front of the camera.

October 11. The unloading of forklifts at the Port of Antwerp was scheduled to take place early in the morning at 6 AM, so the crew and I had to head out at the crack of dawn. Once we arrived, there were already many local workers

on-site preparing to unload the cargo. The shoot went smoothly thanks to our local guide Mr. Bart Draulans. After the unloading, we proceeded with a few takes of the cargo inspection process and then the loading of the forklifts onto the trailers.

From the port we moved to a nearby storage yard where we filmed the forklift being hauled onto a trailer and then transported on the road. In order to capture a more dynamic scene, the camera crew also incorporated a few filming techniques such as shooting the trailer in motion while chasing it from a secondary vehicle. Then, finally, at the storage yard body shop, we captured a shot of a forklift mast being assembled, followed by an image of hundreds of forklifts parked side-by-side within the facility.

October 12. Guided by Mr. Kim Smets of the sales department, we visited Raepers, one of Hyundai dealers in Belgium, where we got to glance at their impressive showroom and warehouse

facilities. We were particularly grateful for the warm hospitality and filming privileges extended to us by Mr. Peter Raepers himself as well as his entire staff. That same afternoon we were also allowed to visit the factory of VCST (one of Raepers' actual customers) in order to capture some footage of Hyundai forklifts in action.

October 13. We shot a few frames of corporate meetings and conferences Belgium Corporation and then several additional images of the forklifts from within the warehouse. The day was mostly taken up capturing images of lively and cheerful employees working rigorously throughout the day.

October 14. We were operating under a very tight schedule as we now needed to take some supplementary footage of the storage yard. We once again headed for the Antwerp storage yard early in morning. By this stage of the trip, the entire staff looked a bit fatigued and exhausted, but the crew

stepped up their game knowing that our journey was almost at its end. We wound up the schedule with some drone shooting, close-ups and shots of moving forklift.

During the evening of that same final Saturday, we managed to free up a bit of time to truly enjoy the cities of Antwerp and Brussels in a non-professional capacity. Although it was only for a short while, we were able to witness and experience some aspects of Belgian culture like the beautiful churches and the famous beers and waffles. Last but not least, as I wrap up this editorial, I would once again like to express my sincerest gratitude and appreciation to all the staff and employees at the Belgian headquarters who helped make this project a success. **EDGE**

*By Sokho Hong*



# “Interaction is Still the key in training!”



**Lee Hyun-joon**  
Training Center,  
Deputy Department Head

“We had roughly 2,000 trainees complete our training program this year over a total of 190 sessions, 30% of which were held overseas and 70% in Korea. There is clearly much more focus on training and education now than before as the rate of increase in the annual number of training sessions has exceeded 20% year-on-year.”

Lee Hyun-joon, deputy department head of HCE’s training center, is a specialist well-acquainted with mechanical engineering. He had been in charge of designing midsize excavators before taking on the role of running the company’s training center in May 2016.

Department head Lee Hyun-joon also mentioned that one of the ways the center is improving the effectiveness of its training is by incorporating various media contents and flash-based teaching materials to help lighten the learning experience, especially when dealing with professional fields such as mechanical principles, electrical engineering and hydraulics, which can often seem too formal and tedious otherwise.

“We found that our trainees are often more attentive and have a better understanding of the material when we show them a video or use other visual aids as opposed to simply explaining things to them in words. We currently possess about forty types of 3D or flash-based web contents - and another thirty or so video materials - and hope to utilize more of these in the future, particularly with dealers who are unable to physically make a trip to the training center.”

According to Lee, an effective training method is not one that burdens a person by cramming his or her head with information but rather a two-way street that focuses more on communication and interaction. And with this in mind, we look forward to a brighter future at HCE’s training center. **EDGE**

By Sokho Hong

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