

# HYUNDAI ELEVATOR

QUARTERLY NEWSLETTER

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## CEO's GREETING

### Hyundai Elevator Is Stepping Out Into the World!

Bob Jang(CEO, Hyundai Elevator)

## COVER STORY

Story about Securing the Order  
for Turkey's Metropol Istanbul

## HOT ISSUE

Introduction to  
Hyundai Elevator's Technology  
for High-Rise Buildings





# Hyundai Elevator Is Stepping Out Into the World!



**To all the honorable members of Hyundai Elevator working hard in markets around the world, and to the loyal customers of Hyundai Elevator,**

It is an honor and a privilege to lead and serve as the company's new CEO.

Since it was founded in 1984, Hyundai Elevator has ceaselessly pursued technological advancement and manufactured highly differentiated products designed to satisfy its customers' needs. While excelling in competition against other globally renowned elevator manufacturers, we also clinched the number one position in the domestic new-installation market for nine straight years since 2007. In 2015, we ranked first in service by providing fee-based services for 100,000 elevators. The Company possesses a strong track record in every aspect of the elevator market. I would like to extend my deep gratitude to all of our employees for their tireless efforts, and to our customers, who have rendered their sincere support for the Company's growth and development.

I would like to make several pledges about Hyundai Elevator in relation to its next stage of growth.

## **Our top priority is to pursue our glocalization drive.**

Individuals and companies each have their own dreams. A dream crystallized is called a vision. At Hyundai Elevator, our vision is glocalization. Glocalization isn't only about increasing exports. It also needs to focus on advancing our core competencies and expertise into overseas markets. In addition, Hyundai Elevator will exercise the type of ethical leadership befitting a company that is advancing into global markets. We will strive to embody a corporate culture in which employees are honest to themselves, their families, the company, and society.

## **My second pledge is to strengthen our R&D capabilities.**

In order to outperform latecomers and compete vigorously against leaders in the world market, Hyundai Elevator must continually develop a competitive and distinctive product portfolio.

## **My third pledge is to innovate quality and cost competitiveness.**

Brand position is the prime determinant in the market. Quality and cost are the two core factors that decide market share and, more importantly, mind share. Based on our firm belief that 'innovation of quality and cost competitiveness determines sustained growth through glocalization,' we will establish a 'vitality limit line' and respect it.

## **My fourth pledge is to promote a service mindset.**

The elevator business is at heart a service business. It is on the front line of contacts with customers and efforts to win their hearts. A company that insists it knows its customers will fail, whereas a company that tries to know its customers will succeed. By providing the best service, Hyundai Elevator will not only represent its service as a business but make it an integral part of its corporate culture.

## **Finally, I pledge to foster our human resources and nurture the next generation.**

The essence of a company is its people, and a company's core strategy must be developing talent. The leaders of every unit of Hyundai Elevator including myself will work toward discovering talent and nurturing our personnel to develop them into highly capable future leaders. In order for this to happen, leaders need to set themselves as respected examples.

There are two kinds of work. One is the kind you have to do, and the other is the kind you want to do. The best approach is to turn the 'work you have to do' into the 'work you want to do.' I will do my best to foster a dynamic company where every employee enjoys doing the 'work they want to do' with pride.

Thank you.

**Bob Jang**  
CEO, Hyundai Elevator



# Passion and Performance Cement Bond with the 'Bridge of the World'

## Story about Securing the Order for Turkey's Metropol Istanbul



*On the strength of its geography connecting Europe and Asia and abundant human capital, Turkey has emerged as a key location for industry. Tapping these merits, Hyundai Elevator set up its local distributor in Istanbul to support its efforts to win more orders.*

*The strategy has proved successful, since the company has gone on to secure many project orders in Turkey last year. This issue's cover story examines how it clinched an order for Metropol Istanbul, one of the largest building complexes in Turkey.*



### **'Metropol Istanbul' to Serve as Bridge in Turkish People's Daily Lives**

As indicated by its national flag featuring a star and the moon in harmony, Turkey is a land where the cultures of Europe and Asia coexist in harmony. It borders the European states of Bulgaria and Greece to the west, with its Middle East neighbors such as Iran and Iraq lying to the east. Such a geographic position has been central to Turkey's role as the "bridge of the world." Leaving its past associations with the Silk Road behind, the country is emerging as a strategic leader in the areas of tourism, culture, and construction in 2016. Lately, Turkey's construction industry has demonstrated such extraordinary growth in both scale and volume as to draw comparisons to the economic boom of the late 20th century. It is a result of the country's aggressive pursuit of foreign trade — breaking from its somewhat passive past — and active attraction of foreign companies to its construction market for shared growth.

Spurred by the construction boom, Hyundai Elevator began making inroads into the Turkish market. In 2010, it concluded a conveyance supply contract for VARYAP MERIDIAN (53 units, US\$ 3,067,000) with Varyap, a local construction firm. In 2014, it signed a US\$ 394,000 contract with GAP Insaat. The success of those projects helped Hyundai Elevator solidify its ties with the two firms. This contributed to its securing an order for Metropol Istanbul, which Varyap and GAP Insaat had teamed up on to build. In early 2013, ground was broken for Metropol Istanbul in the Atasehir suburb of Istanbul, Turkey's largest city. Construction of this multipurpose complex comprising office, residential and commercial facilities is slated to be completed by the end of 2016. The project consists of three towers (up to 250 meters high, which will be one of the tallest towers in Europe) and other buildings set on an 800,000m<sup>2</sup> lot that will also accommodate Turkey's largest outdoor shopping street (Cat Walk). Located in Istanbul's promising financial center spanning 2,500,000m<sup>2</sup>, it provides easy access to users. It has also been well-received for the quality of its office facilities.

### **Building Trust with Local Builders Through Outstanding Products and Sales**

The contract for Metropol Istanbul was concluded in February 2015 thanks to the positive feedback from Hyundai Elevator's previous projects as well as the determination of its sales force and Turkish agent. Members of the Global Sales Department displayed business acumen in the course of previous projects that provided healthy momentum for building up trust with the local builders.

In addition, Mr. Hakan EK, president of the Turkish agency, motivated by his pride in the company's products, briskly pursued on-site sales activities. By maintaining amicable relations with the local builders, he further elevated the company's image, which contributed to its success in clinching orders in Turkey. Such efforts paved the way to



winning several large conveyance orders including the VARYAP MERIDIAN, Istanbul subway CEKMEKOY-USKUDAR line (US\$ 13,100,000, 250 units), Istanbul Marina (US\$ 2,770,000, 53 units), and Water Garden Shopping Mall (US\$ 1,430,000, 65 units). The combination of sound relations with client builders, unparalleled product quality, and the sweat of its sales force united to reap rewarding outcomes such as the order for Metropol Istanbul.

### **Tapping the Turkish Market with Industry-Leading Technology and Design**

The order for Metropol Istanbul is valued at US\$ 8,107,000, through which Hyundai Elevator will supply 127 elevators including 6 high-speed elevators (6 m/s), along with 24 escalators and moving walks.

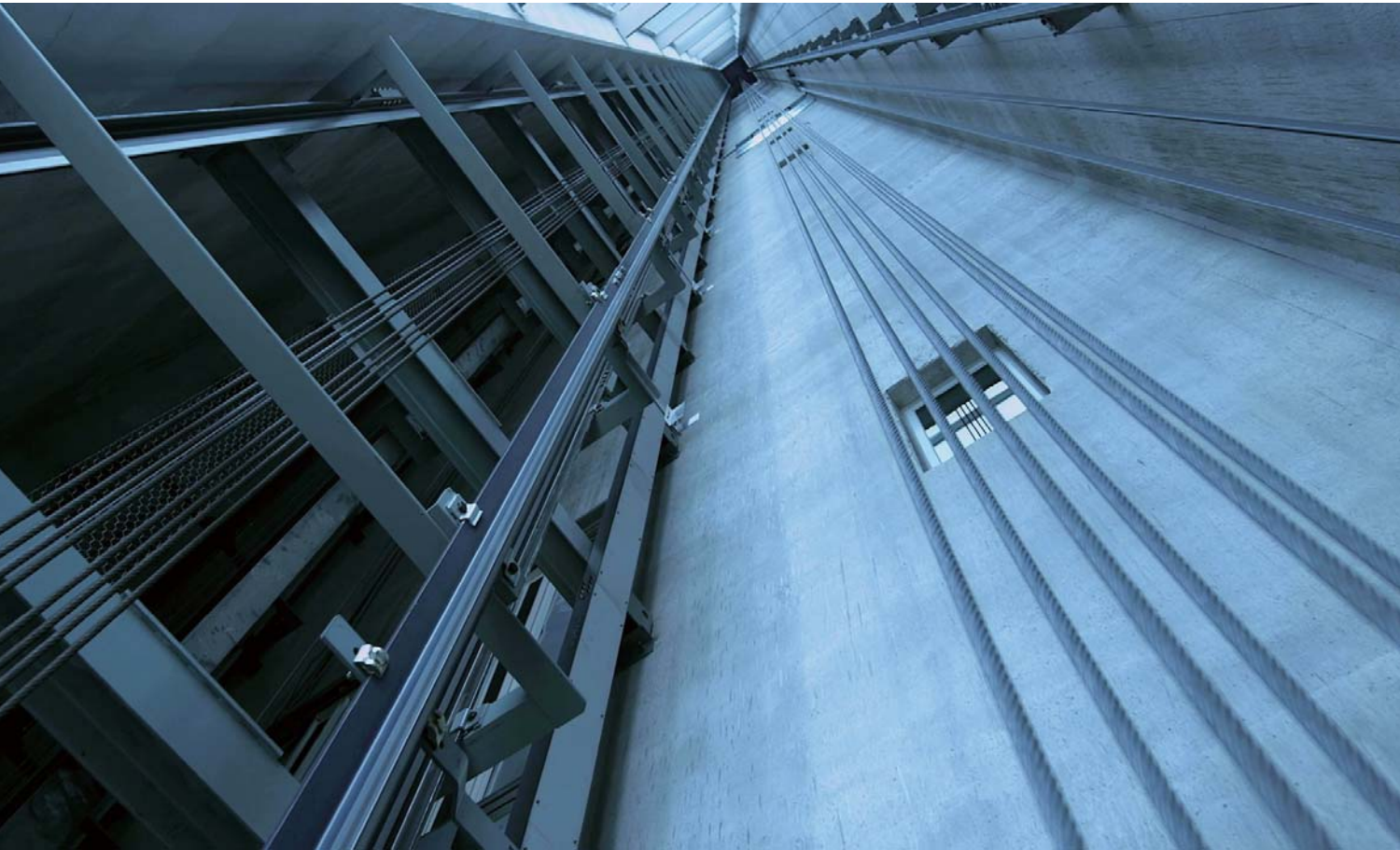
The products to be supplied under the contract incorporate the Destination Selecting System. When people press the button for their floor from the landing, the system designates the best elevator by factoring in wait time and elevator riding time. In addition, a luxurious titanium black design commensurate to the country's largest building complex is applied to the main-floor door, car doors, and car front walls.

When Metropol Istanbul is completed, Hyundai Elevator's products will be in use in a cross-section of Istanbul's infrastructure, ranging from its subway system to shopping malls and office buildings. However, Hyundai Elevator will not act passively and lean on its track record and latest orders. Rather, it will view the order for Metropol Istanbul as incentive to further solidify its footing in the Turkish market.



# Higher & Faster!

## Introduction to Hyundai Elevator's Technology for High-Rise Buildings



*Brisk construction activity in the multipurpose high-rise building sector has sparked more interest in ultra high-speed elevators that bring fast, efficient movement to tall buildings. Hyundai Elevator possesses the world's fastest ultra high-speed elevator technology (18m/s) as well as double-deck elevator technology, which boosts efficiency by vertically connecting two elevators. The following article describes the technology used by Hyundai Elevator in its ultra high-speed elevators, which play a vital role in ensuring convenient movement in high-rise buildings.*

### THE EL, an Ultra High-Speed Elevator Using World-Leading Technology

As the world's fastest elevator operating at a speed of 18m/s, THE EL epitomizes Hyundai Elevator's technological prowess. Its 9-phase synchronous motor — the core technology for ultra high-speed elevators — combines three 3-phase permanent magnet synchronous motors in a single frame. The system delivers not only speed but safety as well: Should any problem emerge with any components, it utilizes the remaining normal synchronous motors to prevent possible breakdown. Through its application of the N.V.H (Noise, Vibration, Harshness) system, Hyundai Elevator has developed a machine structure that ensures efficient atmospheric pressure control and low noise/vibration levels. The airtight car-door system is very efficient in terms of noise insulation and atmospheric pressure control, because the door slides toward the cage after it closes, sealing the entrance — the main source of noise. The aerodynamic capsule cage, designed using flow analysis and simulation, minimizes air resistance to achieve a smooth riding experience with little noise and vibration. In addition, the high-performance roller guide shoe minimizes the transmission of external force from the rail to the inside of the car, ensuring optimal passenger comfort. The active guide-roller control system minimizes lateral vibration within the car, reducing vibration by 40% compared with other elevators lacking the technology, while the atmospheric pressure control system minimizes ear ringing.

Hyundai Elevator produces ultra high-speed elevators that incorporate the most advanced technology on the market in terms of both speed and safety, by using safety devices such as an emergency stop device that grasps the guide rail like a wedge in case of excessive speed; a fly ball

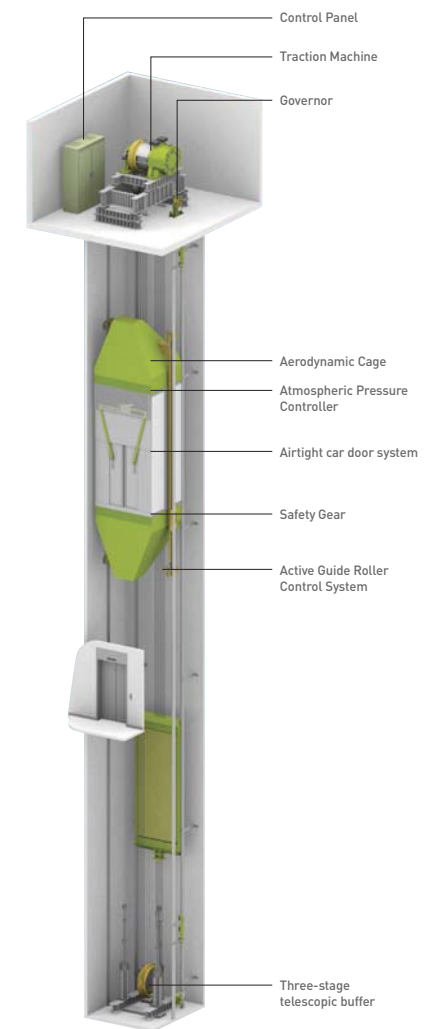
governor that detects any abnormal speed to induce an emergency stop; and a three-stage telescopic buffer.

### Operation System Increasing the Efficiency of Ultra High-Speed Elevators

Hyundai Elevator's ultra high-speed elevator technology features a system that maximizes efficiency in ways that go beyond merely enabling high speed. Its double-deck elevator vertically links two elevators in one hoistway to allow for simultaneous operation, which brings an up to 1.8-fold increase in transportation capacity. A double-deck elevator also boosts spatial efficiency by reducing the number of hoistways, helping to rein in construction costs and potentially increase rental revenue.

In addition, the Destination Selecting System allows passengers to choose their destination floor from any landing, which triggers automatic selection of the most appropriate elevator. This reduces passenger wait time and unnecessary elevator operation, leading to significant energy savings.

In response to the surge in high-rise building construction, Hyundai Elevator has been steadily upgrading its ultra high-speed elevator technology as well as other systems relating to enhanced elevator efficiency, to stay on the front line of technological advances.



#### Explore Hyundai Elevator on YouTube



In-depth information about Hyundai Elevator's ultra high-speed elevator technology can be found on YouTube. The YouTube videos delve into the company's ultra high-speed elevator technology

as well as its process for installing elevators at the Busan International Finance Center (BIFC) in Korea, which incorporated several key technologies.

#### How to Find Hyundai Elevator's YouTube Channel

» URL: <https://www.youtube.com/channel/UCp3XIT2EnONgZWt3M8bX52Q>  
 » Enter 'Hyundai Elevator Official' in the YouTube search box



» Install a QR code reader application in your mobile phone and scan the QR code to access Hyundai Elevator's YouTube channel.



## Inauguration of Bob Jang as CEO

Mr. Bob Jang has been appointed as the CEO of Hyundai Elevator. Surrounded by its officers and employees, he was inaugurated at a March 18 ceremony held at the Icheon headquarters.

In his inaugural remarks, Mr. Jang outlined the



company's vision for globalization. He also unveiled five core management policies, including pursuing a globalization drive, strengthening R&D capabilities, innovating quality and cost competitiveness, promoting a service mindset, and fostering human resources. He said that he will strive to promote a dynamic corporate culture where all executives and staff members, with pride, enjoy the work that they want to do.

## '2016 Convention for Shared Growth' Held



The company held the 'Hyundai Elevator 2016 Convention for Shared Growth' on March 4 at the Banyan Tree Seoul. The convention drew more than 300 people including representatives of 270 partner companies in such fields as purchasing, installation, service, and system solutions, as well as company employees. The

event highlights included the conferring of appreciation plaques and benefit-sharing awards, and a signing ceremony for a fair trade and shared growth agreement. In May 2013, Hyundai Elevator entered into an agreement to introduce a system for shared growth with its partner companies. Under the agreement, Hyundai Elevator has introduced programs for financial assistance, better payment conditions, technical support, and support for recruitment/training and productivity enhancement. It also adopted a 'benefit-sharing system for programs proposed by partner companies' through which a portion of cost reductions stemming from their voluntary efforts is refunded to them. At the convention, the company paid about US\$ 97,000 to three partner companies and signed long-term, two- to three-year contracts with three vendors.

## Highest 'AA' Compliance Grade Acquired



Hyundai Elevator obtained the highest possible grade of AA in the '2015 Compliance Program Rating' program managed by the Korea Fair Trade Commission (KFTC).

The Compliance Program is an internal compliance system independently established and operated by companies to observe fair trade laws.

After entering the Compliance Program in 2012, Hyundai Elevator set up a dedicated compliance team and drastically reinforced its internal compliance management structure. In July 2015, the company expressed its resolve to create a compliance-friendly environment by launching a Compliance Program Committee. The KFTC's Compliance Program Rating scheme was introduced in Korea in 2006. To date, only 41 companies have acquired the highest grade of AA, and Hyundai Elevator is the first Korean elevator company among them.

## Induction into 'Hall of Fame of Companies with Outstanding Quality Competitiveness'



Hyundai Elevator was inducted into the '2015 Hall of Fame for Companies with Outstanding Quality Competitiveness.' Manufacturers, public enterprises and builders with a competitive advantage in terms of quality are selected by the Korea Standards Association (KSA) as Outstanding Companies through evaluation from experts in industry and academia. Only companies that have been selected for at least ten years and pass a separate in-depth screening are elevated to the Hall of Fame. Since the system was introduced in 1997, a total of 1,019 firms have been selected as Outstanding Companies, of which only 17 were inducted into the Hall of Fame. Hyundai Elevator is the first elevator manufacturer among them. A monument commemorating the Hall of Fame induction was unveiled on December 10, 2015 in a ceremony at the Icheon headquarters.

## Participation in World Lift Expo Kenya 2015



Hyundai Elevator participated in World Lift Expo Kenya 2015, held from November 24 to 26 at the Kenyatta International Conference Center in the Kenyan capital of Nairobi.

World Lift Expo Kenya 2015 attracted more than 500 participants from Kenya and neighboring African countries, as well as from the Middle East, India, and other regions. The high-profile event drew officials from the Kenyan government and broadcast companies.

Staff of Hyundai Elevator's Global Sales Department, as well as over 20 local agency workers took part in the Expo. A 'New YZER Deluxe' elevator shipped from Korea elicited an enthusiastic response thanks to its radiant design and innovative options such as a foot button.

Hyundai Elevator believes that World Lift Expo Kenya provided a ripe opportunity to promote its understanding of the African market and broaden its exposure in the region. The company intends to employ active publicity efforts to boost its brand awareness in the African market, known for its enormous growth potential.



## Contract to Supply All Conveyances for Malaysia's Genting Highlands Enlargement



Hyundai Elevator captured an order valued at US\$ 8.81 million for all the conveyances needed in a project to expand Genting Highlands, Malaysia's only casino resort. By July this year, Hyundai Elevator will install 103 elevators and escalators including high-speed elevators with a velocity of 5m/s, 4m/s, and 3.5m/s in the expansion for Genting Highlands' hotel and shopping mall. Opened in 1971 and located 51 kilometers northeast of Kuala Lumpur, the Malaysian capital, Genting Highlands ranks as one of the country's premier tourist spots, attracting almost 100,000 tourists each weekend. Following the enlargement of its hotel, casino and shopping mall, the

expanded resort will be unveiled in July. With another round of expansions to Genting Highlands slated for 2017-2018, Hyundai Elevator intends to secure additional orders by demonstrating its technological and construction prowess in high-speed models through this project. In 2013, Hyundai Elevator set up a Malaysian subsidiary to manage sales and maintenance services in the country for conveyances including elevators, escalators, and moving walks. Since then, its share of the Malaysian market has been growing, with high-speed models at the center. Buoyed by rapid growth in the escalator segment, the company notched a 30% market share in 2015.

## Contract to Supply Conveyances for Sri Lanka's Waterfront Resort

In December 2015, Hyundai Elevator signed a contract to supply conveyances to the Waterfront resort in Colombo, Sri Lanka. The company is scheduled to set up 118 conveyances in the resort by 2017, including thirty-five 3m/s elevators, eight 2.5m/s elevators, and 27 escalators. The Waterfront is a resort complex comprising an 800-room luxury hotel, a shopping mall, as well as entertainment, commercial, and residential facilities. Waterfront Properties Ltd., which is a

subsidiary of John Keells Holdings, the largest distributor/developer in Sri Lanka, issued the order for construction of the Waterfront resort. It represents the largest investment project in the country's private sector. Hyundai Elevator believes that its securing of this order will serve as a foothold for its further entry into the Sri Lankan market, and it plans to attract more orders in the market.

## Contract to Supply Elevators for DAICEC (India's Largest Convention Center)



In December 2015, Hyundai Elevator concluded a contract to supply elevators for DAICEC (Dhirubhai Ambani International Convention and Exhibition Centre), now under construction in Mumbai, India.

Under the contract, Hyundai Elevator is to supply thirty-two 1.75m/s elevators by December 2016.

With a total floor area of 778,340m<sup>2</sup>, DAICEC is India's largest convention venue. In addition to the convention center, the complex will accommodate a display hall, theater, shopping mall, and residential facilities.

India has witnessed explosive growth in its urban population over the past ten years, positioning its construction industry on a steady growth curve. Hyundai Elevator plans to make inroads into the Indian market by leveraging its order for DAICEC, which is poised to emerge as a new national landmark structure.



## Contract to Supply Conveyances for the Philippines' SM-KL Towers



Hyundai Elevator entered into an elevator supply contract for the Philippines' SM-KL Towers, under which it will provide 38 conveyances including twelve 1.75m/s-velocity elevators and 26 escalators by May 2016.

The 42-story SM-KL Towers, standing in the heart of the Ortigas Central Business District, will house premium-level offices, restaurants, shops, and other points of interest. Hyundai Elevator has been drawing a steady stream of orders in the country, including those for Aeon Towers and SM City San Jose Del Monte in April 2015, and for Vertis North in July 2015.

## Contract to Supply Elevators for Vietnam's HH2 Linh Dam



In November 2015, Hyundai Elevator concluded an elevator supply contract for HH2 Linh Dam, a commercial-residential building located in Hanoi's Hoàng Mai district. Under the contract, the company is to install eighteen 3m/s-velocity elevators by July 2016. HH2 Linh Dam is a premium apartment complex located in a transit hub of Hanoi adjacent to the road connecting downtown

with the airport and linking the city's southern and northern sections. Equipped with a tennis court, swimming pool, and fitness center, HH2 Linh Dam has a very pleasant environment. After setting up its Vietnamese subsidiary in 2014, Hyundai Elevator has supplied elevators for the Hanoi Landmark Tower, LG Haiphong factory, and Hoang Quan Plaza.

## Contract to Supply Elevators for Turkey's HEP Istanbul



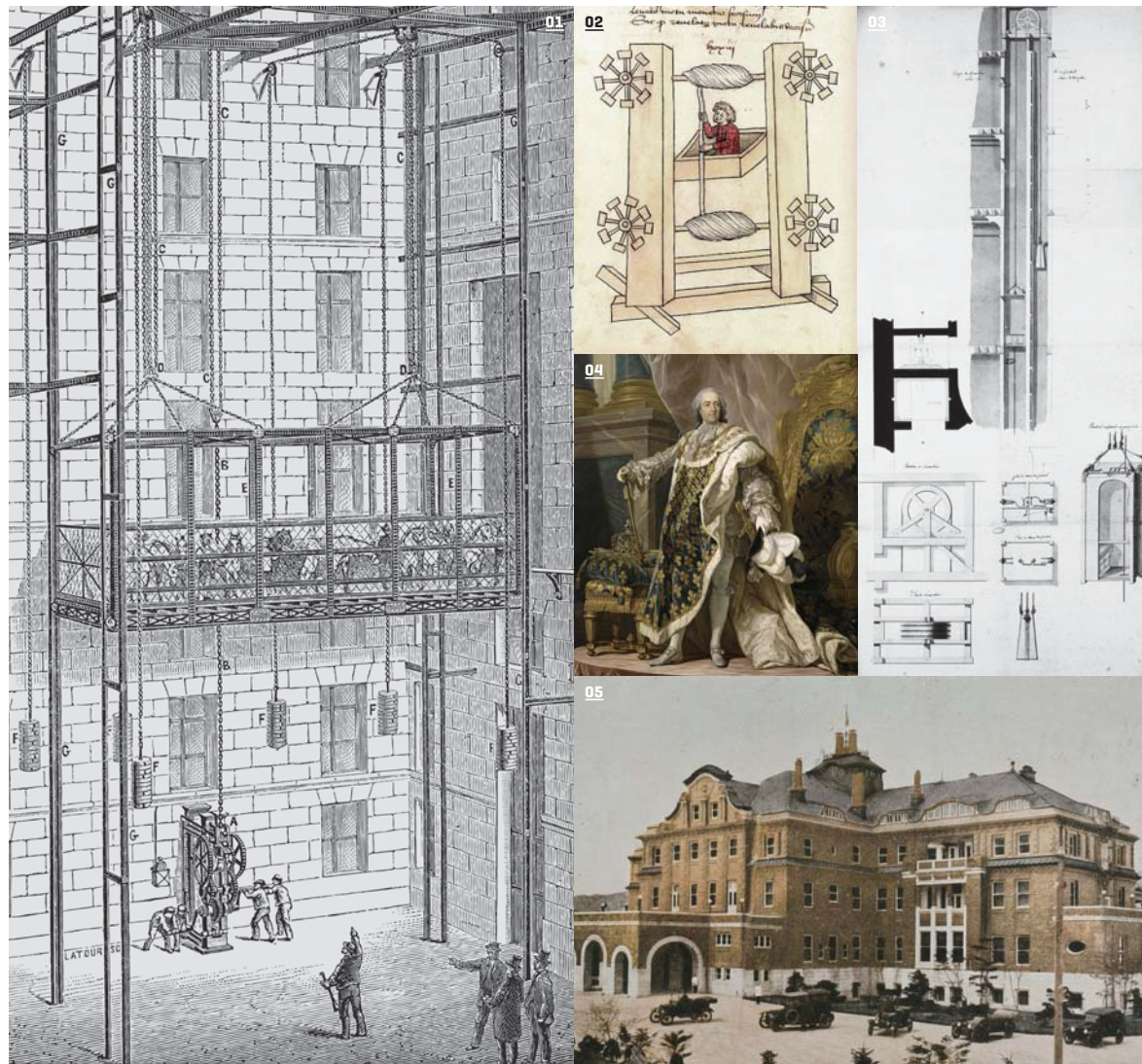
In December 2015, Hyundai Elevator clinched an elevator supply contract for Turkey's HEP Istanbul. Under the agreement, it will install 50 elevators by June 2016 including ten 2.5m/s and sixteen 2m/s-velocity elevators. HEP Istanbul is an upscale apartment complex situated in Esenyurt, a key transit hub in the southeastern part of Istanbul. Esenyurt is a popular residential area due to the brand new properties and affordable property prices compared with Istanbul center. HEP Istanbul has playing areas for sports including basketball, football, and tennis, as well as indoor and outdoor amusement facilities for children.



# Exceeding the Limits of Height!

## A Brief History of Elevators

Written by Sungsoo Song[Department of Physics Education, Pusan National University]



01 Primitive elevator using manpower 02 Design of the elevator made in 1405 03 04 King Louis XV and design of his flying chair 05 Railroad Hotel where Korea's first elevator was installed

*Without elevators, there would be no skyscrapers soaring above our global cities. Before a commercial passenger elevator was invented, stone buildings were not taller than five or six stories. Buildings are being built ever higher thanks in part to advances in elevator technology. The following article sheds light on the history of elevators, a vital element behind our urban skyline, beginning with the world's first elevator employing a pulley mechanism to the French King Louis XV's 'flying chair' and Korea's first elevator, installed at Chosun Bank.*

### Once the Exclusive Privilege of the Elite

Attempts to actualize the mechanism of ascent and descent to satisfy the human desire to reach higher places began a very long time ago. In 236 B.C., the Greek mathematician and physicist Archimedes made an astute observation of the pulley mechanism that was used to transport heavy objects or drinking water, and produced a rudimentary elevator pulled by people using ropes. Such an early form of elevator relying on a pulley mechanism appears to have been used to carry the materials needed to build the pyramids of Egypt and the temples of Mexico and Guatemala. Later, a type of chairlift was reportedly used in Roman theaters not only to transport objects but also to lift up performers from the stage with the aim of surprising the audience.

In modern times, elevators became the object of full-scale research. In 1405, a German military engineer designed an elevator that moved people by means of ropes and wheels. Because the lift did not require manpower, it can be considered the first invention to resemble the modern elevator. King Louis XV, the 18th-century ruler of France, employed a device called a "flying chair." Once seated upon the chair, the king signaled to his servants, who would pull him up to the second floor. At the time, a small elevator for moving meals from a kitchen up to a dining room on the floor above was popular among the wealthy.

### Safety Improvements Bring Elevators into the Mainstream

Elevators have evolved in myriad ways over the two millennia following the invention of their basic mechanism, but they suffered from a persistent problem: poor safety. Elevator accidents occurred frequently when their ropes broke. Accidents involving cargo were not of much concern, but passengers were helpless in the face of such accidents. As elevator safety

was in doubt as late as the early 19th century, lifts were used primarily to move goods. It was well into the 1800s when safety issues were finally resolved to the point that passenger elevators could be commercialized, thanks to dedicated efforts in the United States and Germany to overcome safety problems. In the U.S., active experimentation led to the creation of an elevator that could bear human loads, and the first passenger elevator was installed in the Howghwout Building, a 5-story department store on Broadway. In Germany, the invention of wire ropes provided significant momentum in the development of elevators, an achievement that allowed for baskets laden with heavy minerals to be quickly raised from a deep vertical shaft. In addition, increasingly solid structure ensured safety of passenger elevators.

In 1845, a hydraulic crane was unveiled in the United Kingdom. The lower part of a long cylinder was filled with water so that pressure could slowly raise the elevator on the upper part of the cylinder when water was pumped in. To move the elevator downward, the water in the cylinder was drained. In 1880, an elevator powered by an electric motor instead of a steam engine was developed in Germany. In 1882, oil began to replace water as the hydraulic fluid for elevator brakes. Later, passenger elevator use expanded to many more places including hotels, theaters, and government offices. Facilitating the construction of tall buildings, they have become widespread in modern society.

### Hyundai Elevator: Shaping the Future of Elevators

In Korea, the first freight elevator was set up at Chosun Bank (now the Bank of Korea's Money Museum) in 1910 and the first passenger elevator was installed in the Railroad Hotel (now the Westin Chosun Seoul) in 1914. However, those first elevators relied on foreign

capital and technology. In 1960, Hankook Elevator installed the country's first locally manufactured elevator at the Hwarang Dyeing Factory in Busan (currently the site of a Hyundai Department Store). Korea's building boom of the 1980s sharply increased demand for elevators, resulting in many new entrants into the elevator market. Hyundai Elevator has achieved steady growth since it was founded in 1984, and has held the largest share of the Korean market for nine consecutive years since 2007. In 2009, it reached a milestone by developing an 18m/s-velocity ultra high-speed elevator and a 10m/s-velocity double-deck elevator, on par with the world's leading elevator companies. The elevators of today and tomorrow will promote more than passenger convenience and achieve breakthroughs in human living through new technologies. One of the most noteworthy future technologies is the "space elevator," in which a tower is installed at some point along the equator and is connected by cables to a space station in a geostationary orbit to transport people and goods. Carbon nanotubes are being considered as the core material for the cables. They are 100 times stronger than steel and have the thermal conductivity of a diamond. The problem is that light, strong, and flexible carbon nanotubes of the length needed to reach up to a geostationary orbit have yet to be developed. While the U.S. and Japan are leaders in this field, Korea has been an innovator in the aerospace industry, and thus could become a leader in space elevator development if it assiduously pursues its ongoing effort by employing cutting-edge technology. With a torrent of new technologies emerging in the 21st century, Hyundai Elevator is poised to lead the advance toward the elevators of tomorrow.

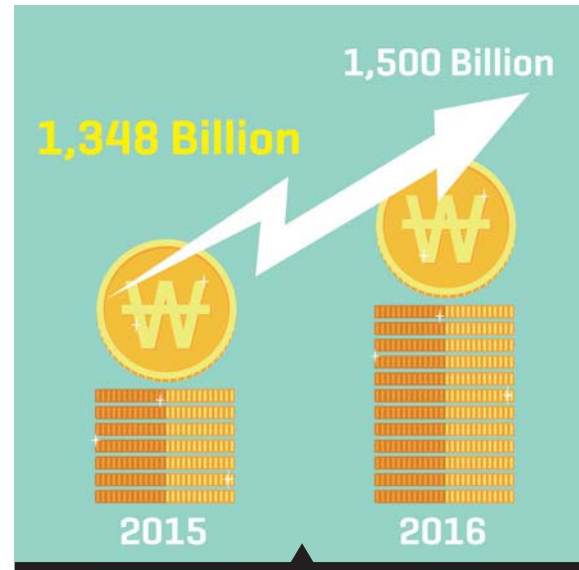


# HYUNDAI ELEVATOR in FIGURES



**1**

Largest share in the Korean market for 9 consecutive years



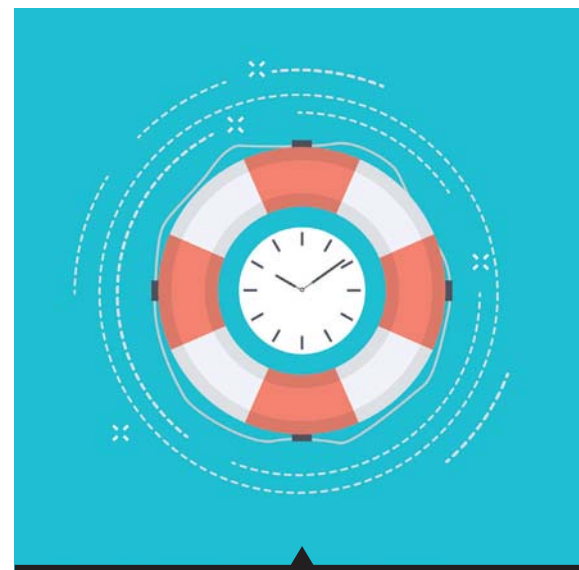
**1,500,000,000,000**

1,348 billion won in combined sales in 2015 (record sales figure, up 11.3% from the preceding year)  
1,500 billion won in sales targeted for 2016



**1,947**

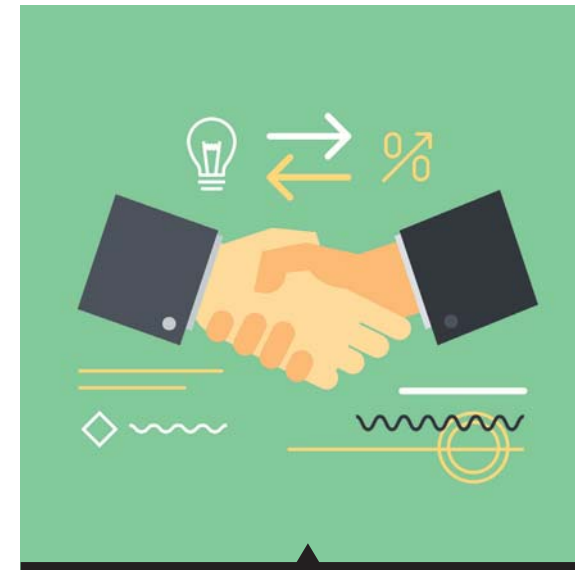
1,947 employees in Korea  
[as of March 2016]



**22,421**

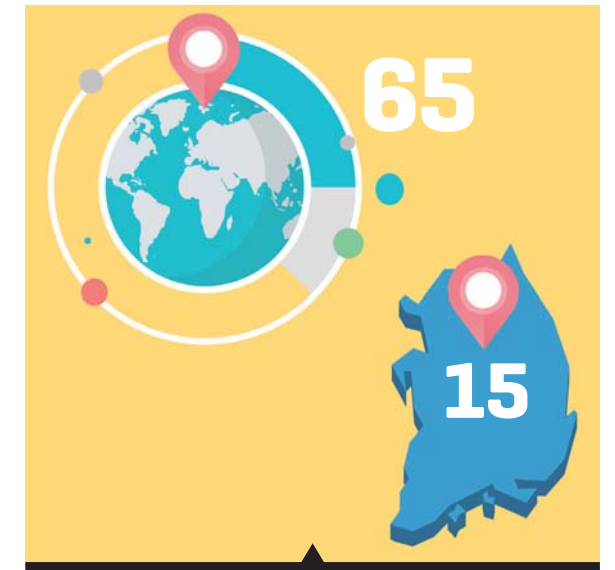
22,421 hours of social contribution activities performed annually by employees [as of 2015]

Hyundai Elevator has operated on a path of steady growth, having secured the largest share of the Korean elevator market for nine consecutive years and achieved record-high sales in 2015. It is also fulfilling its mission as a responsible corporate citizen by performing various social contribution activities. The following infographics provide useful information about Hyundai Elevator, a company that is well-positioned for continued growth.



**270**

270 domestic partner companies  
[as of 2016]



**65**

65 overseas units [7 overseas subsidiaries and 58 agencies as of end-2015]

**15**

15 domestic units [head office, Seoul office, 12 regional branches, 1 logistics center]

## FREE CONSULTING SERVICE

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ultra high-speed and  
high-rise elevators



**Traffic analysis  
of elevator  
equipments and  
solution proposal**



**Phased design  
support service**  
[Schematic Design »  
Design Development  
» Construction  
Document]



**Introduction of  
new elevator  
technologies**  
(Life Boat Lift, Stack  
Effect, Buliding Sway,  
Noise-Vibration  
Countermeasures)



**Analysis of  
building law and  
code/Review  
service**



**Improvement  
service of  
elevator  
technology and  
safety through  
technical  
seminars**



**Technical  
consulting  
support on  
application-  
specific elevator  
technology**



## HEAD OFFICE & FACTORY

2091, Gyeongchungdero, Bubal-eup, Icheon-si, Gyeonggi-do, 17366, Korea

## SEOUL OFFICE(GLOBAL SALES DIV.)

7F, East Bldg., Hyundai Group Bldg., 194, Yulgok-ro, Jongno-gu, Seoul, 03127, Korea  
tel 82\_2\_3670\_0668 fax 82\_2\_3672\_8763~4

## GLOBAL SALES & SERVICE NETWORK

### AFRICA

#### EGYPT

Tel : 20-1-066628331  
E-mail : overseas@iet-hyundaielevator.com

#### ETHIOPIA

Tel : 251-911-503-000  
E-mail : ieethiopia1@gmail.com

#### KENYA

Tel : 254-722-667984  
E-mail : lyall@skytechelevators.com

#### LIBYA

Tel : 218-91-735-0745  
E-mail : info@lec\_hyundaielevator.com

#### NIGERIA

Tel : 234-803-7352222  
E-mail : nicolas@orionelevators.com

#### TUNISIA

Tel : 216-71-886-980  
E-mail : ideal.commercial@gnet.tn

### ASIA

#### BANGLADESH

Tel : 88-017-13209212  
E-mail : zahid@edgeworksbd.com

#### CAMBODIA

Tel : 855-23-888-199  
E-mail : charles@ggear.com.kh

#### CHINA

[Head Office/Factory]  
Tel : 86-21-6485-8600  
E-mail : 2017407@hdel.co.kr

#### HONG KONG

Tel : 86-755-2585-5903  
E-mail : hyundaisz@naver.com

#### INDIA

Tel : 91-20-3250-2190  
E-mail : mmotwani@kcl.kineticindia.com

#### INDONESIA

Tel : 62-21-631-8444  
E-mail : helindo@dnet.net.id

#### JAPAN

Tel : 81-3-3436-5117  
E-mail : yoshimi-saitoh@daiko-s.co.jp

#### MALAYSIA

Tel : 603-6733-2999  
E-mail : brian.lee@hem.com.my

#### MONGOLIA

Tel : 976-11-7015-3333  
E-mail : khishigbaatar@hyundai-elevator.mn

#### MYANMAR

Tel : 959-400-444598  
E-mail : info@integral-ltd.com

#### PHILIPPINES

Tel : 632-716-0905  
E-mail : hyco@pltdsl.net

#### SRILANKA

Tel : 94-11-2629208  
E-mail : rienzie@abansgroup.com

#### THAILAND

Tel : 660-2348-8046  
E-mail : monchaika@loxley.co.th

#### VIETNAM

Tel : 84-4-6282-2978  
E-mail : sbpark@hdel.co.kr

### EUROPE & CIS

#### ARMENIA

Tel : 971-4-440-49-27  
E-mail : natalya@fd-jcb.am

#### AZERBAIJAN

Tel : 994-12-555-1744-46  
E-mail : office@astexnika.com

#### KAZAKHSTAN

Tel : 7-717-253-8072  
E-mail : dmitriy@hdel.kz

#### KYRGYZSTAN

Tel : 996-312-474205  
E-mail : a918882@hotmail.com

#### MAKEDONIA

Tel : 90-216-488-8000  
E-mail : hakan.ek@hmf.com.tr

#### POLAND

Tel : 48-61-820-8551  
E-mail : maciej.dziurkiewicz@omilifts.com

#### RUSSIA

[Moscow]  
Tel : 7-495-514-00-32  
E-mail : masterserverlift@gmail.com  
[Vlad]  
Tel : 7-423-222-98-73  
E-mail : info@dvc.ru

#### TURKEY

Tel : 90-216-488-8000  
E-mail : hakan.ek@hmf.com.tr

### MIDDLE EAST

#### BAHRAIN

Tel : 973-17702468  
E-mail : elevators@nassgroup.com

#### IRAN

Tel : 98-21-8869-8727~36  
E-mail : jafari\_hyundai2015@yahoo.com

#### IRAQ

Tel : 964-7901336498  
E-mail : arjoon\_co@yahoo.com

#### ISRAEL

Tel : 972-3-9630000  
E-mail : elib@ledico.com

#### JORDAN

Tel : 962-79-5526-713  
E-mail : m\_bseiso@orange.jo

#### KUWAIT

Tel : 965-22-457-925  
E-mail : info@deal-trade.com

#### OMAN

Tel : 968-9286-4334  
E-mail : techno.hyundai@gmail.com

#### PAKISTAN

Tel : 92-21-34320601-5  
E-mail : iitcpk@gmail.com

#### QATAR

Tel : 974-436-6689  
E-mail : info@ietg-hyundaielevator.com

#### SAUDI ARABIA

Tel : 966-530-970-318  
E-mail : waqqas@nsc-ksa.com

#### SYRIA

Tel : 963-933-234134  
E-mail : terzian@scs-net.org

#### UAE

Tel : 971-4-294-4475  
E-mail : dubai@bhnoe-hyundai.com

#### YEMEN

Tel : 967-1-450556  
E-mail : waha62@hotmail.com

### NORTH/SOUTH AMERICA

#### ARGENTINA

Tel : 5411-3220-2878  
E-mail : ogueta@skylift.com.ar

#### BRAZIL

[Head Office/Factory]  
Tel : 55-51-3037-8686  
E-mail : syyun@hdel.co.kr  
[Sao paulo(Sales office)]  
Tel : 55-11-5102-3380  
E-mail : mrshin@hdel.co.kr

#### CHILE

Tel : 56-2-2635-3394  
E-mail : lcld@cyce.cl

#### COLOMBIA

Tel : 57-4-444-9297  
E-mail : sgiraldo@solucionesverticales.com.co

#### CUBA

Tel : 537-699-3412  
E-mail : habanajdkim@gmail.com

#### DOMINICAN REPUBLIC

Tel : 809-566-7474  
E-mail : cesar@eleva.com.do

#### ECUADOR

Tel : 593-2254-2831  
E-mail : david.j@a-i.com.ec

#### GUATEMALA

Tel : 502-2388-0000  
E-mail : cd.elevatec@grupomisol.com

#### MEXICO

Tel : 52-55-5663-2019  
E-mail : yurich@insertechmx.com

#### PANAMA

Tel : 507-230-3166  
E-mail : asucre@elevadoresdelistmo.com

#### PERU

Tel : 51-1-436-1028  
E-mail : yhjo7777@gmail.com

#### VENEZUELA

Tel : 58-212-232-8263  
E-mail : ojssimon@gmail.com



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