

# 2024 NSA PRESENTATION







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ABOUT HD HYUNDAI  
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XITE TRANSFORMATION



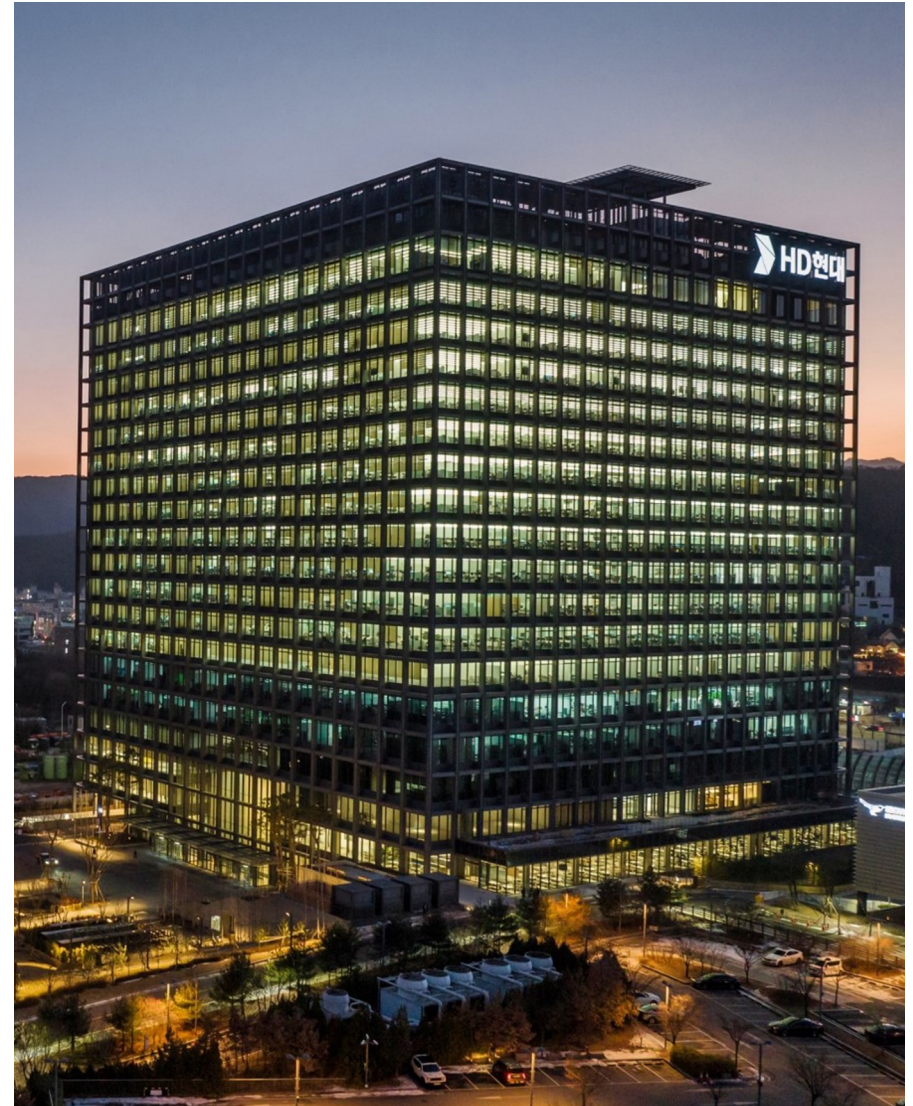
# 01

## ABOUT HD HYUNDAI

■ SPIRIT OF FOUNDER

■ HD VALUE SYSTEM

■ HD HYUNDAI GROUP OVERVIEW

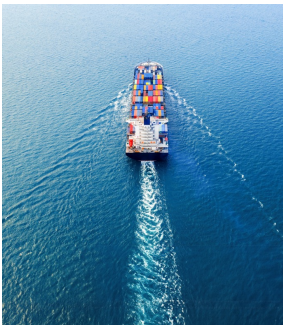


## MISSION



We bring the future closer to humanity by steering innovation and defying our limits.

## VISION



Unlocking the limitless potential of the ocean



Shaping a sustainable energy ecosystem



Transcending limitations of industrial solutions

## CORE VALUE



Innovation to lead



Challenge without fear



Care with respect

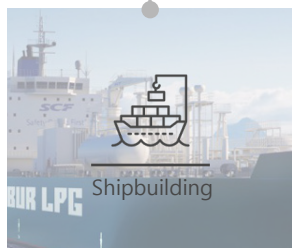


Safety for us and for all





Annual Sales of over \$45 Billion (2023)



**HD** KOREA SHIPBUILDING &  
OFFSHORE ENGINEERING



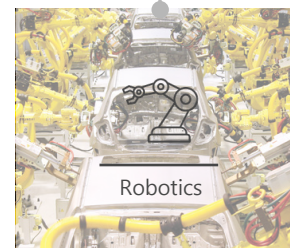
**HD** HYUNDAI  
OILBANK



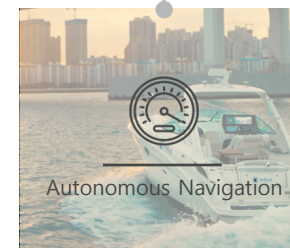
**HD** HYUNDAI  
XITESOLUTION



**HD** HYUNDAI  
ELECTRIC



**HD** HYUNDAI  
ROBOTICS



**Avikus**  
MARITIME AUTONOMOUS PIONEER



**HD** HYUNDAI  
CONSTRUCTION EQUIPMENT



**HD** HYUNDAI  
INFRACORE



# 02

## ABOUT HD HYUNDAI CONSTRUCTION EQUIPMENT

- HISTORY
- BRAND IDENTITY
- BRAND HIERARCHY
- FINANCIAL PERFORMANCE
- SALES BY PRODUCTS
- SALES BY REGION
- GLOBAL PRESENCE
- PRODUCT LINE-UP
- INNOVATION
- SUSTAINABILITY
- ULSAN CAMPUS MODERNIZATION







Foundation



First Factory in Ulsan



Establishment of US Subsidiary



Establishment of European Subsidiary



Completion of Factory in China



Completion of Factory in India

▶ 1985

▶ 1987

▶ 1991

▶ 1995

▶ 2003

▶ 2007

▶ 2008

▶ 2013

▶ 2017

▶ 2020

▶ 2022

▶ 2024

Establishment of Indonesian Subsidiary



Completion of Factory in Brazil



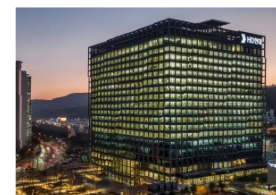
- Spin-off from Hyundai Heavy Industries  
- Established Hyundai Construction Equipment Co.,Ltd



Completion of Yongin technology innovation Center



Completion of Global R&D Center(GRC)



Completion of Global Operation Center Ulsan (GOC)





# COMFORT INTELLIGENCE™

Our vision is to build a foundation that can create a better future for mankind.  
Our goal is to provide innovative solutions and services based on our cutting edge technology ultimately contributing to human prosperity.

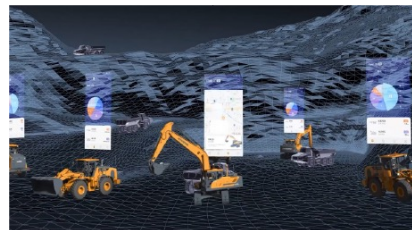
## Expanding the concept of COMFORT INTELLIGENCE™

### Cabin Comfort



Cabin ergonomics cater to the operator's comfort

### On-Site Comfort



ICT based interconnectivity engenders on-site comfort

### Everyday Comfort



HCE-built infrastructures beget everyday comfort



PRODUCT BRAND

**HYUNDAI**

**HX HX H<sub>2</sub>**

ICT BRAND

**HYUNDAI**  
**CONNECT**

 **HiMATE**

 **HiASSIST**

 **HiDETECT**

SERVICE BRAND

 **HYUNDAI**  
**COMFORT ASSURANCE**



BRAND LANGUAGE

 **HD** HYUNDAI  
CONSTRUCTION EQUIPMENT

 **HYUNDAI** 

**building a**  
**comfortable**  
**tomorrow**



VISUAL

VERBAL

SOUND

Brand Identity

COMFORT INTELLIGENCE <sup>TM</sup>

Brand Driver

Human Centered Technology  
Integrated Connections  
Strong Foundation

Brand Feel

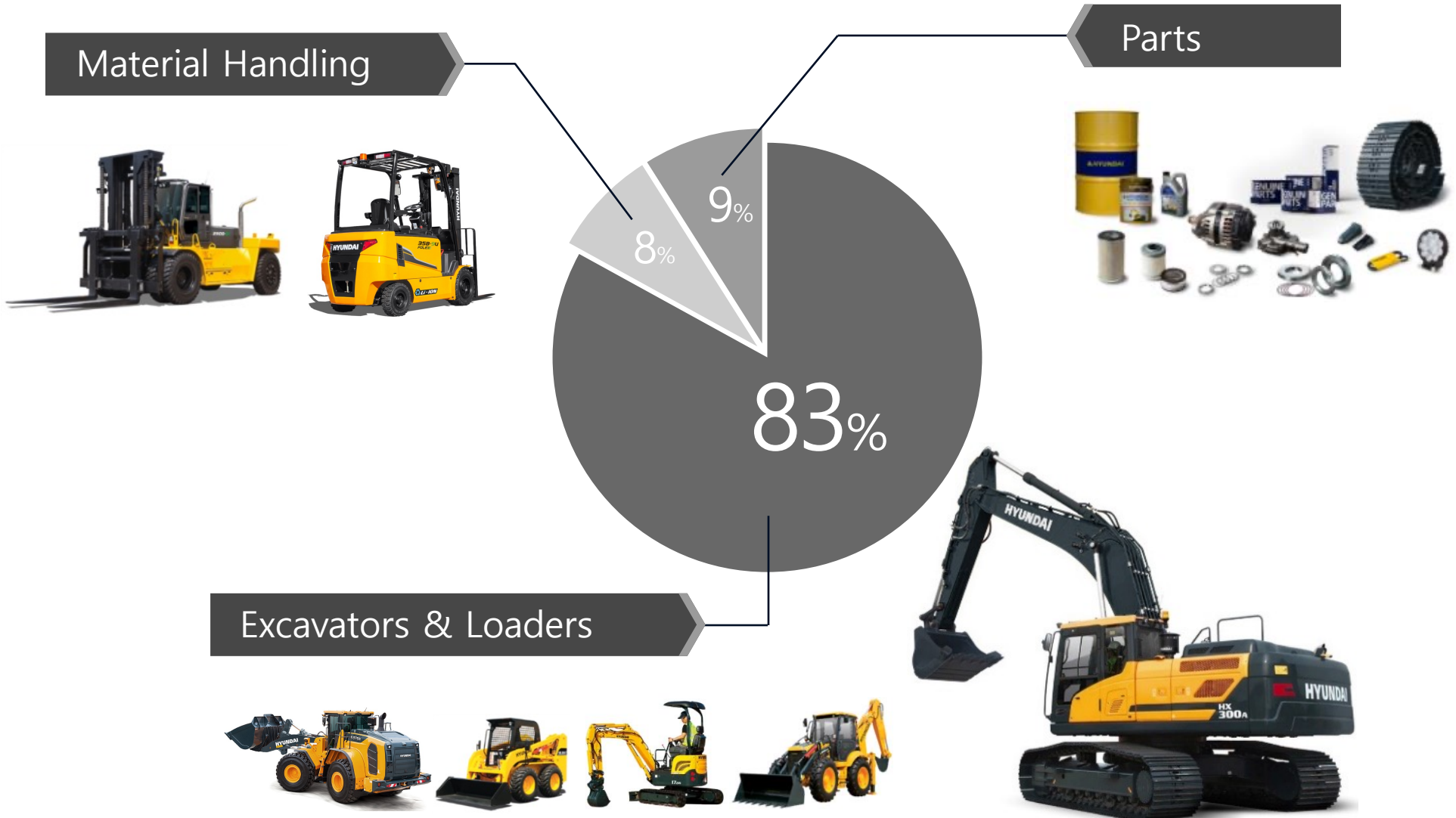
Motivated  
Insightful  
Leading

Brand Behavior

Setting the standard  
for the future of  
Smart construction

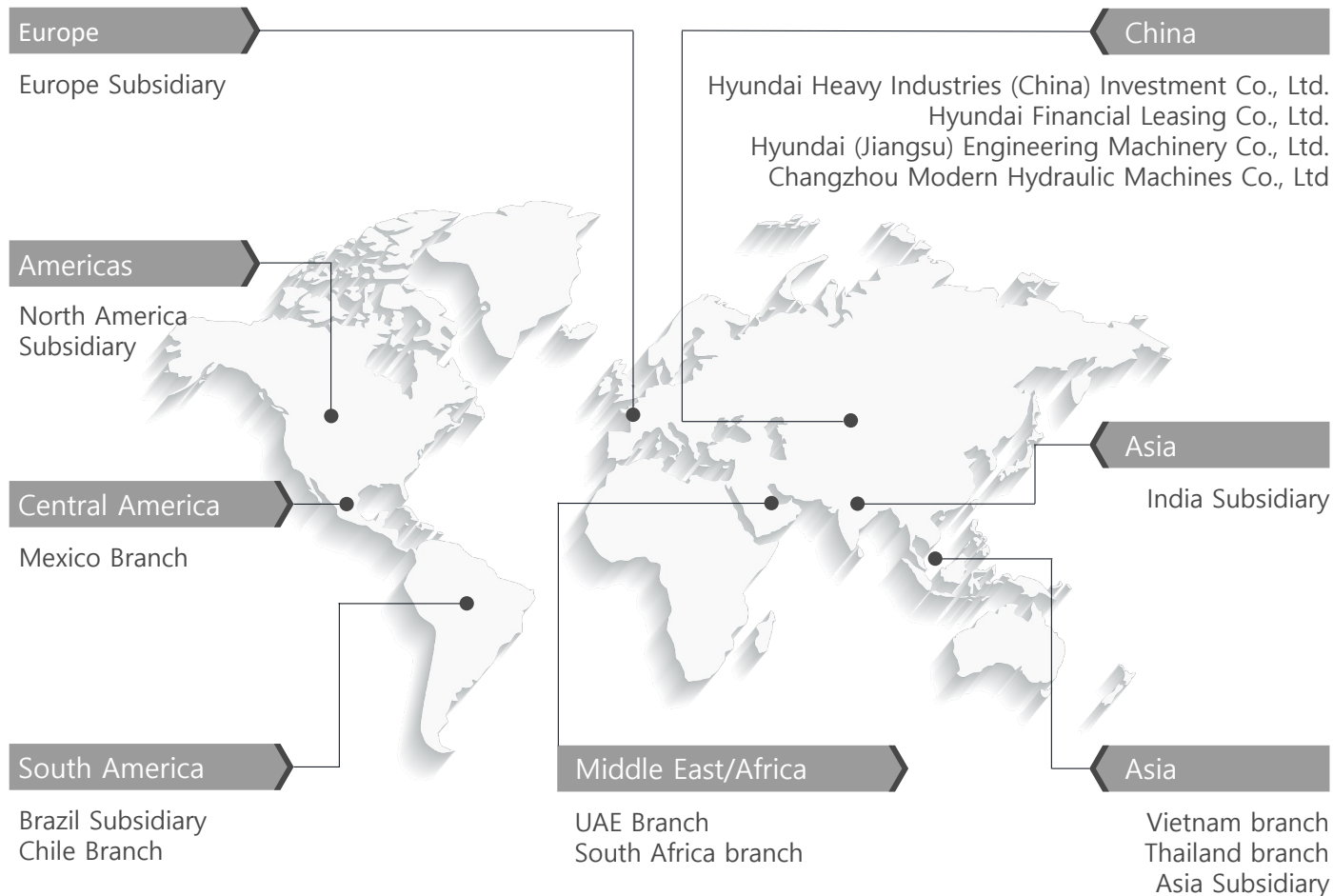


- 2022 Sales Basis



## Status of overseas branches and subsidiaries

6 Overseas branches | 8 Subsidiaries





## EXCAVATOR



Mini Excavator  
1 ~ 8.0 ton



Wheel Excavator  
6 ~ 21 ton



Crawler Excavator  
11 ~ 52 ton



Mining Excavator  
85 ~ 125 ton

## DOZER



Dozer  
10~13 ton

## LOADERS



Wheel Loader  
10 ~ 32 ton



Skid Steer Loader  
HS120V / HS80V



Compact Track Loader  
HT100V

## SPECIAL EQUIPMENT



Demolition Excavators  
38 ~ 90 ton



Electric Excavator  
30 ~ 52 ton



Material Handler  
22 ~ 48 ton



Telescopic Dipper  
22 ~ 38 ton

## ADT



ADT  
Payload: 30, 45 ton

## ATTACHMENT & GENUINE PARTS



Breaker

HEB Series  
HTB Series  
HRB Series



Multiprocessor

Multiprocessor for  
professional demolition



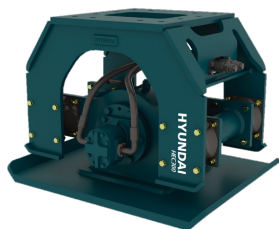
Pulverizer

Pulverizer series are designed  
for both primary demolition work



Grab

Grab series are designed for selective  
demolition, sorting of recycle material  
and loading of various materials.



Compactor

Compactor series are designed  
for soil compaction



Vibro Hammer

Available for a wide ranges of piles



Vibro Ripper

Minimum vibration to excavator  
and operator at hard-rock



Genuine Parts

Maintenance & Repair parts for  
the HCE products



# Wheel Loader Line-up

Standard Lift

9 models

Extended Reach

8 models

Tool Master

3 models

Heavy Duty

2 models

HYUNDAI										
MODEL	HL930A	HL940A	HL955A	HL960A	HL965	HL970A	HL975	HL980A	HL98A	
SUB MODELS	XT, TM	XT, TM	XT, TM, HD	XT, HD, HDXT	XT	XT	XT	XT	N/A	
Cummins Engine	B4.5	B6.7	B6.7	B6.7	QSL9	L9	QSG12	X12	X12	
BASIC SPECIFICATIONS										
Horsepower	130	156	197	222	269	322	331	351	420	
Op.Weight (lb)	25,595 - 25,795	29,985 - 30,560	35,490 - 42,825	43,720 - 44,313	45,700	54,555 - 55,120	58,430 - 60,175	69,120 - 69,450	77,935	
Break out Force (lb)	20,000 - 21,940	26,015 - 26,325	31,685 - 32,060	36,220 - 36,750	38,063 - 38,360	47,875 - 48,010	51,355 - 51,665	53,795 - 54,390	62,615	
Tipping Load	Straight	20,615	23,085	26,430	34,815	35,615	43,100	44,090	53,895	60,805
	Full turn	18,125	19,850	22,945	30,230	30,810	37,420	40,455	46,895	52,625
Hinge Pin at Max Lift	11' 11"	12' 6"	12' 11"	13' 6"	13' 7"	14' 2"	14' 7"	15' 2"	15' 7"	
Bucket Capacity (yd <sup>3</sup> )	Struck	2.10	2.62	3.10	3.80	4.00	4.70	5.30	6.30	9.20
	Heaped	2.50	3.00	3.70	4.30	4.70	5.50	6.30	7.30	10.10



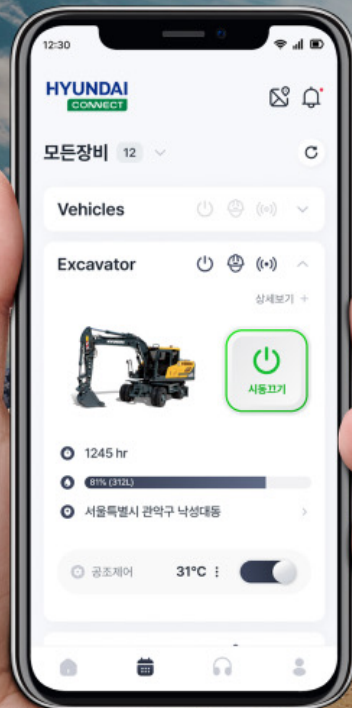
**Hi MATE**

Hi MATE, the remote equipment management system developed by HD Hyundai Construction Equipment, allows users to view and manage equipment location and operation information in real time using a PC or the smartphone application.



# HYUNDAI CONNECT

Hyundai Connect is a comprehensive construction equipment management app developed by HD Hyundai Construction Equipment enabling the users of its equipment to remotely start their equipment, control the air conditioning system, keep a vehicle management book, submit a request for repair services, check the inventory for parts needed, and more from their smartphones.





**Hi CARE**

The Hi CARE solution offered by HD Hyundai Construction Equipment allows for quick and convenient fault reporting via the Hi MATE mobile app or the SOS button in the equipment cab.





## **Hi ASSIST**

HD Hyundai Construction Equipment's Hi ASSIST is an operator assistance system that uses posture sensing and electrohydraulic control technologies to provide work guidance and (semi-)automatic operating functions based on device position recognition. This can increase work productivity by 20 to 40% by minimizing unnecessary intermediate surveying and rework after surveying.



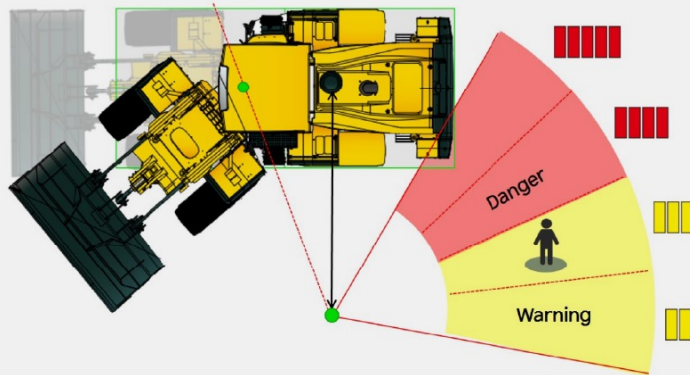
Hi Detect is a Hyundai's Solution for equipment safety



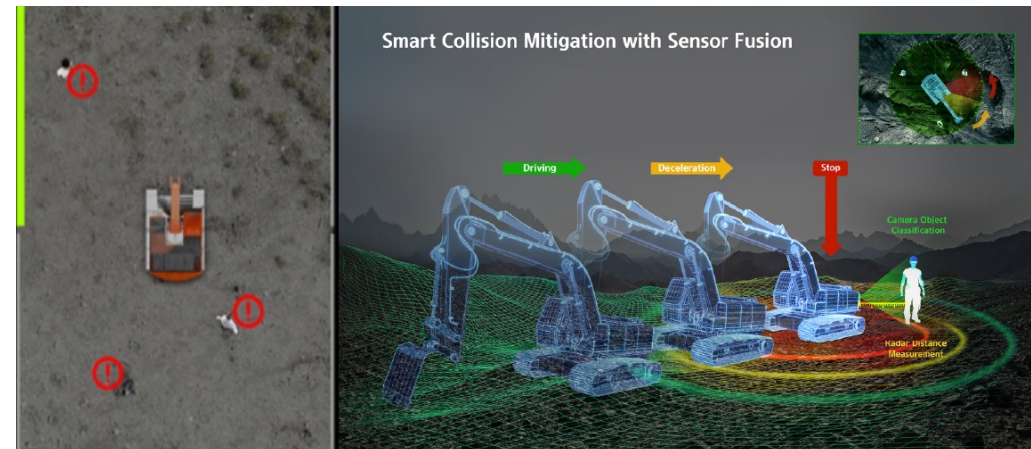
**AAVM** (Advanced Around View Monitoring)



**RDS** (Rear Detection System)



**AAVM+** (Advanced Around View Monitoring Plus)



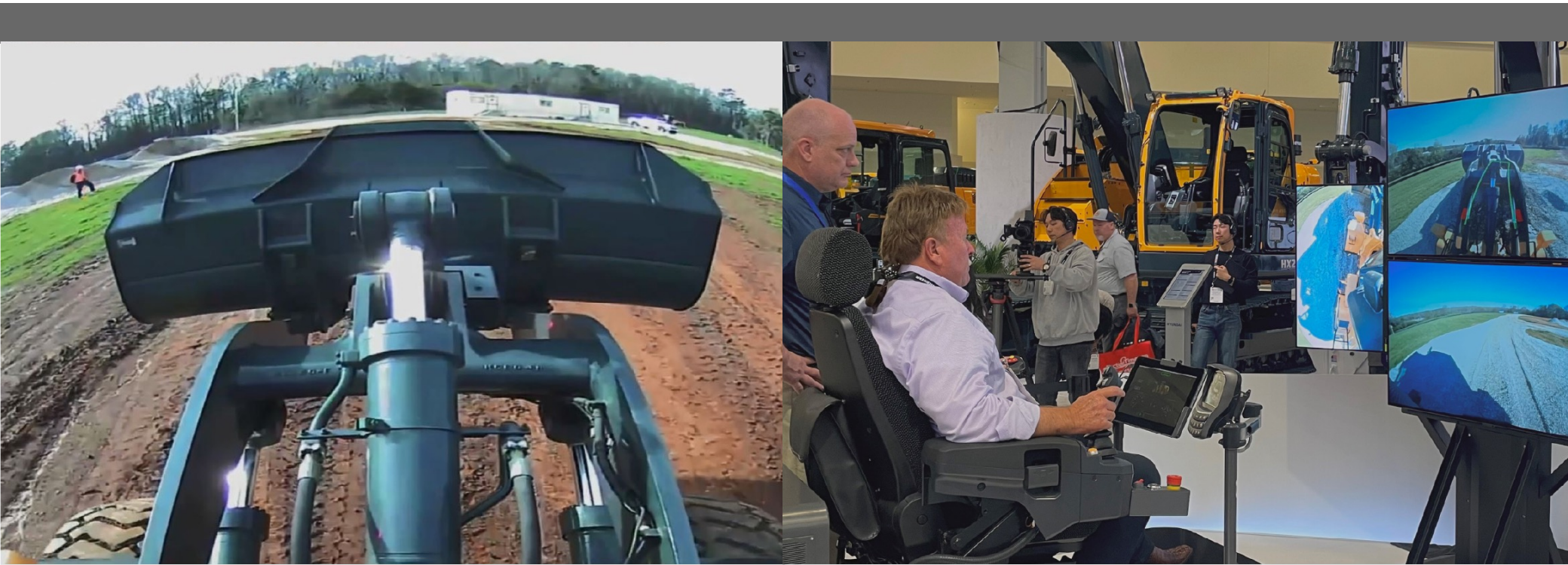
**SAVM** (Smart Around View Monitoring)

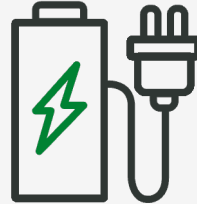




# ***REMOTE CONTROL***

The remote control system allows the operator to operate the equipment from outside to improve safety and work efficiency.





### Battery Powered Construction Equipment

HD Hyundai Construction Equipment has successfully developed construction equipment with electric motors powered by batteries instead of an internal combustion engines that use fossil fuels.

### Hydrogen Powered Construction Equipment

HD Hyundai Construction Equipment is developing hydrogen-powered excavators in collaboration with Hyundai Motor Group.





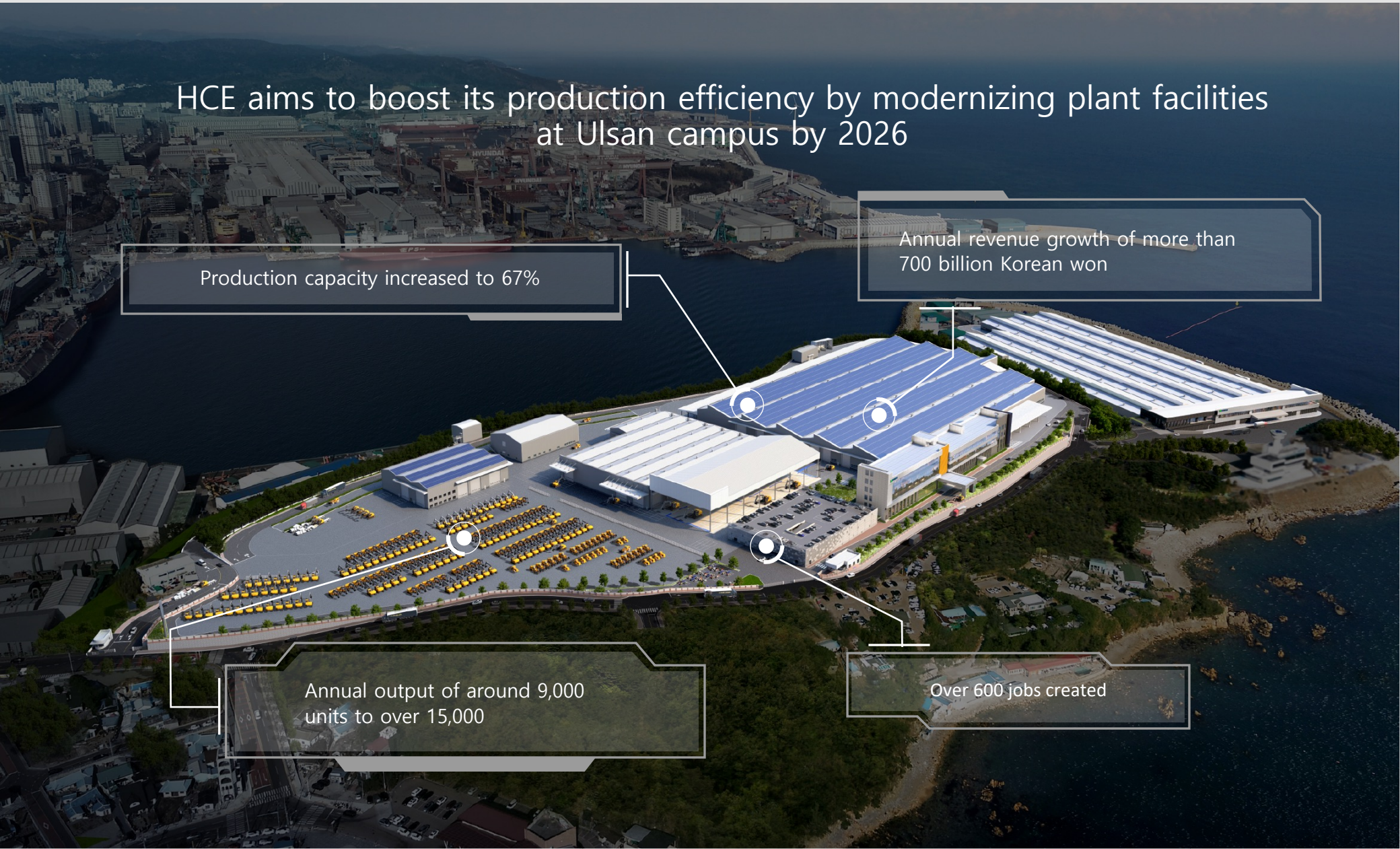
HCE aims to boost its production efficiency by modernizing plant facilities at Ulsan campus by 2026

Production capacity increased to 67%

Annual revenue growth of more than 700 billion Korean won

Annual output of around 9,000 units to over 15,000

Over 600 jobs created



# 03

## XITE TRANSFORMATION

THE FUTURE OF CONSTRUCTION XITE







"Xite Transformation" is a HD Hyundai's vision that transcends the limitations of time and space and will become a solution to create a more sustainable future for humanity.





HD Hyundai works to create technologies like artificial intelligence (AI), digital technologies, and robotics, will go beyond improving construction sites and equipment to fundamentally transform the way humanity builds the future.





# building a comfortable tomorrow

We combine knowledge of humanity with  
state of art technology to Build a Comfortable Tomorrow.