

Company Introduction



Index

Subject	Page
South Korea	3
Profile	4
History of HMC	4
Company History	6
CEO (Chief Executive Officer)	8
Management Philosophy	9
Management Policy	10
Brand Management	11
Brand Value	13
Global R&D network	14
Production Plants in Korea	16
Overseas Plant	17
Overseas Plant Profile	18
Overseas Corporation & Regional Office	20
Quality Management	21
Environmentally Friendly Vehicles	22
Line-up	24
Concept cars	29

South Korea



Seoul metropolitan area



Flag of South Korea



South Korean currency (WON)

Map of South Korea

The Hyundai Motor Company (HMC) , is South Korea's largest and the world's sixth largest car maker.

South Korea, officially known as the Republic of Korea, is an East Asian State on the southern half of the Korean Peninsula.

Approximately one-half of South Korea's population lives in or near the capital and largest city Seoul, which is the third largest metropolitan area in the world.

The South Korean economy has advanced rapidly since the 1950s and is now the 10th largest economy in the world. As one of the East Asian Tigers, it achieved rapid economic growth through exports of manufactured goods such as automobiles, electronics, shipbuilding, and steel and later, high-technology fields such as digital monitors, mobile phones, and semiconductors. South Korea is also one of the world's most technologically advanced and digitally-connected countries.

The won is the currency of South Korea. The Latinized symbol for won, ₩, is made of a letter W with an equal mark ("="), which replaces the backslash character("\") on standard Korean keyboards.