## Company Introduction



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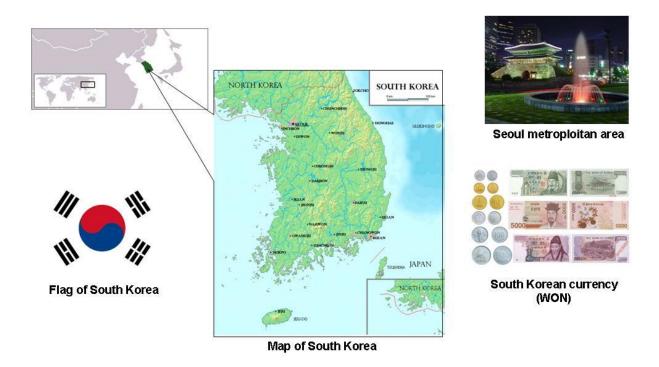


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## **South Korea**



The Hyundai Motor Company (HMC), is South Korea's largest and the world's sixth larges 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,  $\mathbb{W}$ , is made of a letter W with an equal mark ("="), which replaces the backslash character("\") on standard Korean keyboards.