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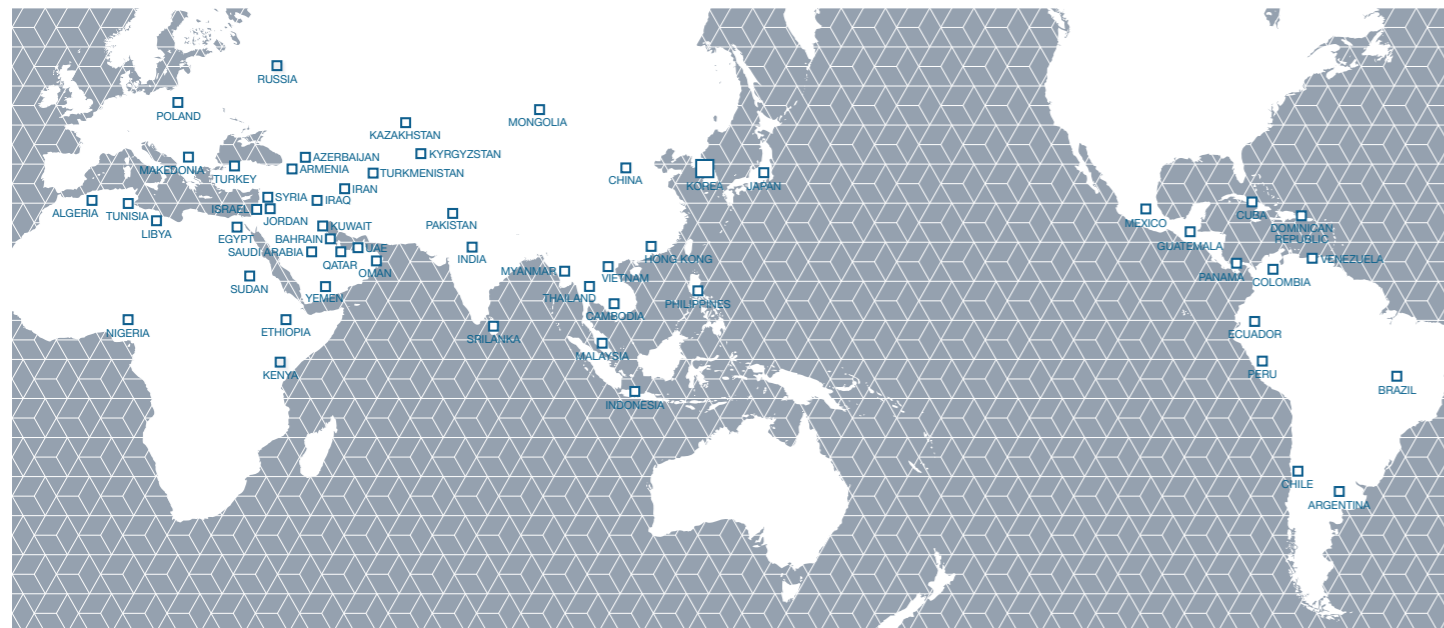
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HYUNDAI ELEVATOR

Newsletter
Dec. 2014 FIRST ISSUE

COVER STORY

Busan International Finance Center(BIFC)

Installing the elevator with speed of 10 meters per second, the fastest one in Korea

FOCUS

Rope Sway & Safe Operation of Elevators

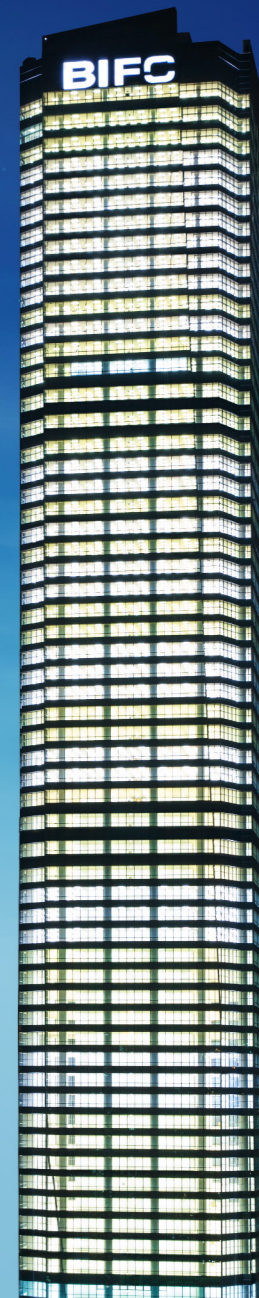
TREND

Major Trends and Prospects for Markets in Elevator Industry



SOUTH KOREA

Busan International Finance Center(BIFC) is the first site where the fastest(10m per second) elevator in Korea was set up





Expecting the newsletter born again every time communicating with the world!

“ I'm very pleased to have another opportunity to keep in touch with you through this newsletter 'HYUNDAI ELEVATOR'. Even though the beginnings may seem humble, I firmly believe this newsletter will get settled as a means of frank and outspoken communication between our global families-customers and Hyundai Elevator ”

My dear Hyundai Elevator's global families and customers!

Hyundai Elevator celebrated the 30th anniversary of its foundation in 1984 this year. Hyundai Elevator has repeated a dazzling growth with its ceaseless technological developments and persistent efforts for market exploitation, which made it possible to vie with the world's leading elevator manufacturers of more than 100 years of history. I dare to say 'The history of a company isn't nothing but a number' in terms of its rate of evolution and direction of business.

Hyundai Elevator has unyieldingly maintained the overwhelming first place in market for 8 straight years after being ranked No.1 in the Korean market share(on new installation basis) in 2007 and keeps logging a fast growth in the global elevator markets. Hyundai Elevator established its foreign branches in China and Brazil setting up the supply bases not only for the two countries but also their neighboring regions as well as 6 sales & maintenance corporations and local business networks in more than 60 countries.

In a bid to develop the cutting-edge elevator, Hyundai Elevator completed 'Hyundai Asan Tower', the world's highest elevator test tower of 205 meters in 2009, and developed and installed the world's fastest elevator with speed of 18 meters per second and the double-deck elevator of 10 meters per second in 2010. Hyundai Elevator also installed and started to operate the ultra-high-speed elevators in last June at Busan International Finance Center(BIFC) which will be the financial hub of Korea.

On the basis of the performances above mentioned, Hyundai Elevator's competitiveness was recognized by foreign customers in the global market winning the contracts to provide elevators for the Bismayah New City, Iraq and subway elevators in the Turkish capital Istanbul in 2014.

Hyundai Elevator is eager to go together with many more global families and customers for the upcoming 30 years based on the world's highest level of technological prowess and strong marketing network. Hyundai Elevator will respond quickly to the changing market conditions with the timely launching of products matching the trend of global market and exert itself to ensure the competitiveness in the market by means of improving quality and technical support for new and existing products.

My dear global families and customers!

I'm very pleased to have another opportunity to keep in touch with you through this newsletter 'HYUNDAI ELEVATOR'. Even though the beginnings may seem humble, I firmly believe this newsletter will get settled as a means of frank and outspoken communication between our global families-customers and Hyundai Elevator which does its utmost to manufacture 'faster, safer and more comfortable' elevators.

Thank you.

Martin S H Han
CEO / President
Hyundai Elevator Co., Ltd.

Busan International Finance Center(BIFC)

Installing the elevator with speed of 10 meters per second, the fastest one In Korea

BIFC is the first site where the fastest(10m per second) elevator in Korea was set up. BIFC, finished in June 2014 with the height of 289m, 63 floors above ground, 3 floors underground and the total building floor area of 197,800㎡, is located at Moonhyun-dong, Nam-gu, Busan, the second largest city in Korea. Hyundai Elevator Co., Ltd. installed 14 escalators and 32 elevators including 2 elevators of 10m per second, 3 of 9m per second and 8 of 8m per second at BIFC.

The elevator of 10m per second installed at BIFC runs from the first floor to the 63th within 42 seconds, which is integrated with diverse technologies to reduce the vibration and noise for the safety and comfortable ride beyond simply materializing the fastest velocity.

Hyundai Elevator satisfies the velocity, safety and comfortable ride with its cutting-edge technologies such as the control system composed of the optical response and the permanent magnet traction machine with excellent tractive force and high efficiency, the fly ball governor of high-performance tensile force, the aerodynamic capsule cage of minimizing the air resistance for low noise and vibration while operating, the active guide roller minimizing the vibration, the special airtight car door system, etc.

Hyundai Elevator makes the best use of the HELIAS(Hyundai Elevator Intelligent Access System) which ensures an efficient operation of elevators for the security and the solution of traffic volume in a massive building with a large transient population.

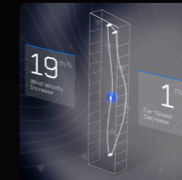
The HELIAS is outstanding in terms of energy-saving and passengers' convenience, since it shortens the boarding and waiting time by assigning an optimal elevator when a destination floor is registered at a boarding floor and it is very efficient for a colossal building like BIFC where many different companies take occupancy,



Major technologies applied to BIFC elevators

**1 Traction machine**

Environment-friendly thanks to the application of synchronous motors with permanent magnet and oilless bearings

**2 Rope sway**

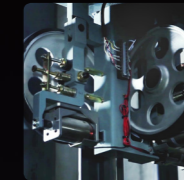
Control the elevator preventing accidents by comparing the predicted data and the actual vibration in real time

**4 Aerodynamic capsule cage**

Reduce vibration and noise by minimizing air resistance with aerodynamic design applied to airplanes while elevator is going up and down.

**5 Guide rail**

Reduce vibration and raise straightness by installing integral rail

**3 Active guide roller control system**

Measure the acceleration in real time and generate a vibration in reverse direction to offset the early-occurred vibration



Cross-sectional diagram of ultra-high-speed elevator

thanks to the installation of security equipments limiting the floor access with ID cards.

The HALIAS applied to BIFC, in particular, boasts of its sophisticated design which garnered the 'IF Design Award' in 2012, one of the world's three top design awards.

In addition to these core technologies of ultra-high-speed elevators, BIFC is equipped with evacuation elevators which reflect the characteristics of skyscraper like BIFC with 63 stories above ground and transformer elevators whose speed changes according to the load of freights.

The evacuation elevator is designed with fireproof constructions like fire door, smoke eliminating equipment, etc., which is used for the operations of rescue teams as well as a fast evacuation in case of emergency situations such as fire, earthquake and so on, which can function for more than 2 hours even in a blackout thanks to its emergency power supply system. The cameras attached to the top of elevator car monitor the circumstances in the elevator shaft in an emergency situation and help the evacuation to a safe floor. BIFC is now able to deal with a dangerous situation owing to five elevators with speed of 9 and 10 meters per second designed for the purpose of evacuation that would rise to the emergency.

The transformer elevator is the one manufactured reflecting the characteristics of the skyscraper with 63 floors above ground, which operates at a speed of 4 meters per second with a load of under 1600 kgs in the ordinary way and travels at a low speed of 2 meters per second allowing the carriage of mass lumping freights up to 3.5 tons. In general, they undergo some difficulties of transporting large scale freights in super high-rise buildings, but the occupants of BIFC can make use of the elevators to carry extremely heavy and large freights without any difficulty.

For such reasons as mentioned, BIFC is the site where the cutting-edge technologies of ultra-high-speed elevators for skyscrapers are converged beyond the simple meaning of the fastest velocity in Korea. Hyundai Elevator performed the whole process of design, manufacture and installation with its own original technologies. It has already thoroughly verified the efficiency, safety and comfortable ride at 'Hyundai Asan Tower' which is most similar to a skyscraper.

The whole process from manufacturing to installing of the elevators equipped in BIFC is seen in a video.





Publication of the Corporate History commemorating the 30th anniversary of foundation

Hyundai Elevator Co., Ltd. published the history of 30 years since its foundation on May 23 under the title 'Accompanying 30 years, Accompanying Toward the Future' commemorating the 30th anniversary of foundation. The 30-year history was compiled in two volumes of chronological history and in three parts of the succession of 'Hyundai Spirit' illuminating the foundation spirit, 'Hyundai Elevator 30 Years' narrating the growth process since the foundation in 1984 up to the present and 'Hyundai Elevator Today' describing the current state of technologies and employees.

On the other hand, in commemoration of the 30th anniversary of foundation, Hyundai Elevator held a market for charitable giving selling the goods offered by employees and donated the whole sales profit to a nonprofit public welfare foundation.

Acquisition of 100% shares in Shanghai Corporation

Hyundai Elevator set on taking over the markets in China by acquiring 100% shares in the Chinese branch 'Shanghai Hyundai Elevator MFG. Co., Ltd. on Jan. 30.

China is the world's biggest market whose number of elevators newly installed reaches to 500 thousands each year, where Shanghai Hyundai Elevator MFG. Co., Ltd. was established in 1993 in order to take over the markets in China and South East Asia, and now is pushing ahead with setting up the second plant targeting Chinese local markets.

Shanghai Hyundai Elevator MFG. Co., Ltd. generated one hundred fifty million nine hundred thirty thousand dollars in sales in 2013.

Completion of Brazil Plant

Hyundai Elevator established a production base targeting Brazil and South American markets by completing the elevator manufacturing plant with site of 80,799m² and total building floor area of 13,337m² at the city of São Leopoldo, Rio Grande do Sul state, Brazil.

Hyundai Elevator Brazil Plant is composed of factory, office, cafeteria and utility complexes, where more than 100 sojourning and local employees are at work, be capable of manufacturing about three thousand elevators a year.

The completion ceremony of Brazil Plant took place on April 17 in the presence of more than 250 people including Hyundai Elevator CEO/Representative Director Sang-Ho Han, governor of Rio Grande do Sul state Tarso Genro, mayor of São Leopoldo Anibal Moacir da Silva and consul general at the Korean Consulate General in Sao Paulo Young-Jong Hong.

Prior to the completion of Brazil Plant, Hyundai Elevator won a contract of 159 elevators that will be installed at the athletes' village of 2016 Rio de Janeiro Summer Olympics.



Establishment of Vietnam Branch

'Hyundai Elevator Vietnam', Hyundai Elevator's Vietnam branch, was established on Jan. 25, 2014.

Hyundai Elevator CEO Sang-Ho Han and Thanh Cong Group Chairman Nguyen had a signing ceremony in November 2013 before establishing the Vietnam branch, promising to promote mutual developments on the basis of trust and cooperation.

Hyundai Elevator had its technological prowess verified by installing high-speed elevators at Hanoi Landmark Tower, the Vietnam's tallest skyscraper and plans to solidify its place by strengthening sales and maintenance capacity with the establishment of Vietnam Branch as a momentum.

Hyundai Group Chairman Jeong-Eun Hyun, named one of the '25 Most Influential Women In Business In The Asia-Pacific Region'

Hyundai Group Chairman Hyun was selected as one of FORTUNE's top 25 of the Most Powerful Women in Asia-Pacific.

The American business magazine FORTUNE made public on September 19 that Chairman Hyun ranked 14th on the list, which is the highest among Korean women entrepreneurs.

FORTUNE explained that Chairman Hyun was named in recognition of her contribution to the reconciliation and cooperation between South and North Korea through the South-North Korean economy collaboration project, and that she has been widely praised for her leadership and management ability to have the group overcome some temporary difficulties by implementing a proactive plan and establishing a foothold for another take-off.

Meanwhile Chairman Hyun also put her name on the U.S. magazine Forbes's World's Most Influential Women list in 2008 and 2009 in a row as well as on the U.S. newspaper Wall Street Journal's Women to Watch in 2007 and the British newspaper Financial Times' Top 50 Women in World Business in 2011.



Contract of subway elevators worth thirteen million one hundred thousand dollars in Istanbul, Turkey

Hyundai Elevator won the contract of elevators worth thirteen million one hundred thousand dollars which will be installed at Istanbul subway constructed by Doğuş Construction(Chairman Gönül Talu). According to this contract, Hyundai Elevator installs 189 escalators and 49 elevators at 16 stations built on the Üsküdar-Çekmeköy line(total length 20km).

This contract is a meaningful outcome in terms of obtaining the approval from the city government of Istanbul for the brand Hyundai, which henceforth makes Hyundai Elevator take part as an official enterprise in the bidding of subway elevators and others from now on.

Istanbul is going to build 250 more stations on 700km subway section until 2024 and Hyundai Elevator will extend the market in Turkey by exporting PSD(platform screen door) as well as elevators and escalators.

Contract of elevators in Bismayah New City, Iraq

Hyundai Elevator won a contract for the supply of elevators worth eighty nine million four hundred twenty thousand dollars in total to Bismayah New City, Iraq.

This contract is the largest scale in terms of the amount of a single order received since the foundation of the company and Hyundai Elevator will supply 1668 elevators in total until 2019. Bismayah New City is a large-scale project of postwar reconstruction which Iraqi government will carry out until 2019. This new city will be established at a site of 1830ha located 10km southeast of the capital Baghdad, where more than six hundred thousand citizens will reside in about one hundred thousand residences including apartments.

Hyundai Elevator has raised the brand awareness by installing its products at major public offices including the government buildings since it entered the Iraqi market for the first time at the beginning of 2000s.

With this contract as a momentum, Hyundai Elevator is expected to expand the elevator business not only in Iraq but also in other Middle East countries.



Rope Sway & Safe Operation of Elevators

Ki-Young Kim

Senior Research Fellow, R&D Centers
Hyundai Elevator, Korea

Along with the recent worldwide proliferation of skyscrapers, the market for ultra-high-speed elevators which are the only vertical means of transportation in the high rise buildings is growing together.

For this reason, the elevator manufacturers all over the world try to research and develop new technologies related with control, operation and safety in a bid to realize the optimal functions of ultra-high-speed elevators, and thus fiercely compete for the preoccupation of market predominance.

Rope sway control operation system is a new technology related with the safety of ultra-high-speed elevator, which is one of the fields where many elevator manufacturing companies conduct competitive research activities in accordance with the increase of skyscrapers.

Rope sway control operation system anticipates a rope sway on the basis of building vibration caused by earthquake or wind and, in case of any real vibration, controls the elevator preventing accidents by comparing the predicted data and the actual vibration in real time.

In comparison with low-rise building, a skyscraper is more influenced by the disturbances such as earthquake or wind, whose vibration adversely affects the elevator system, in particular the rope sway. Elevators synchronize with the vibration of building because they are installed inside the building and the amplitude of vibration gets broader when the natural frequency of

rope and the vibration of building are similar. Thus for a architectural design of a skyscraper, various tests such as wind tunnel test are conducted to minimize the influence of the building vibration affected by wind. But a simulation for the influence of building caused by an earthquake cannot be done and so many researches to solve the problem are being carried out.

Generally speaking, seismic waves are divided into primary wave and secondary wave, however the long period seismic wave is what has a pernicious influence on skyscrapers.

The cycle of long period seismic wave lasts from a few seconds to dozens of seconds, which is difficult to detect on the ground. The vibration of building becomes more severe if the long period seismic wave and a high rise building whose natural frequency is low make a resonance. And if the vibration of building and the natural frequency of rope are similar, the rope resonates and sways in a very big amplitude, which causes a collision between the rope and the mechanical equipments installed in the elevator triggering serious damages.

Elevator rope is a moving flexible structure in which vibrations can be made easily and whose vibration reduction is also difficult. In particular, the internal damping is so small that the vibration lasts long bringing about a deadly problem for the operation of elevators and the passengers' safety.

The Rope Sway Control Operation System of Hyundai Elevator starts from the analysis

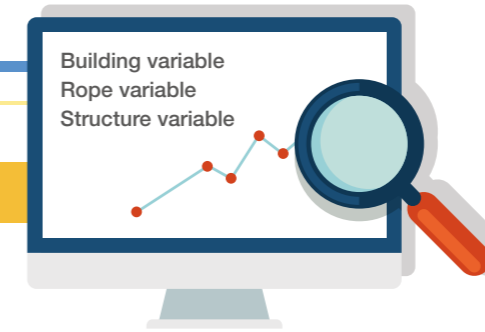
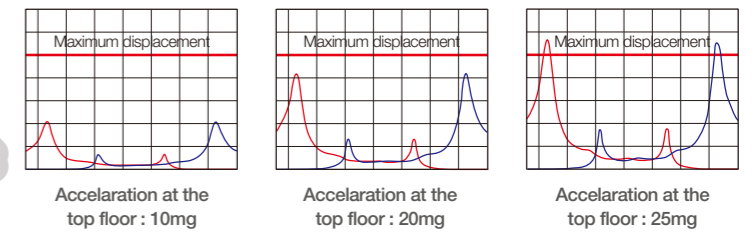


Figure 1
Safety Curve



of the rope movement. The movement influenced by the disturbances is predicted by numerical analysis with motion of equation because it is difficult to analyze the movement of the elevator rope installed in a building with some tests.

<Figure 1> drew the safety curve in accordance with the acceleration at the top floor foreseeing the movement of rope with a numerical analysis, on which the scenario of control is based. The safety curve is a data made in a form of graph describing the maximum displacement according to the position of elevator based on the analyzed results of the rope movement.

<Figure 2> is the basic framework of Hyundai Elevator's control system scenario whose maximum displacement for the standard of level can be applied according to sites depending on structural variables.

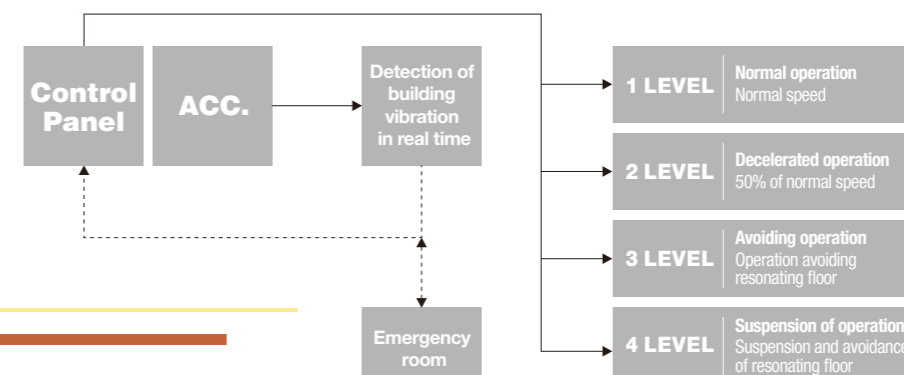
The real-time monitoring unit for building vibration keeps watch on the magnitude of vibration in real time and it immediately informs the Emergency Room when an excessive acceleration corresponding to each maximum displacement for a

predetermined time is detected. If there isn't any control signal for a predetermined time even after the notification to the Emergency Room, the real-time monitoring unit for building vibration sends the signal to the control panel.

That is to say, the monitoring unit surveils in real time the vibration of building with high precision sensors and compares the results with the predicted data. And it automatically controls the operating speed of elevators in case of emergency such as strong wind, earthquake, etc. and let the elevators move automatically to a safe floor so that passengers may evacuate safely.

Hyundai Elevator establishes the anti-sway control system through a process of three steps (Step 1: Analyze the movement of rope caused by disturbances, Step 2: Draw the safety curve, Step 3: Make detailed scenarios of controlled operation). Since it establishes the system going through each step, it makes possible a safe and efficient operation of elevators dealing flexibly and quickly with the needs of customers.

Figure 2
Scenario of control operation system



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Major Project Dept.
General Manager
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E-mail : nwwoo@hdel.co.kr

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- Technical consulting support on application-specific elevator technology

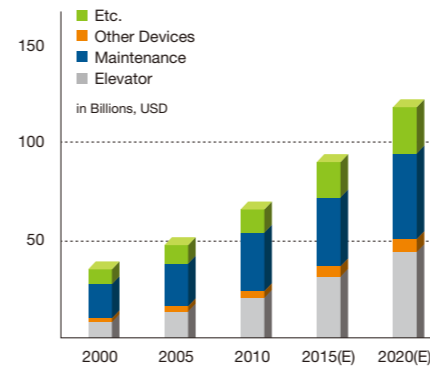


Major Trends and Prospects for Markets in Elevator Industry

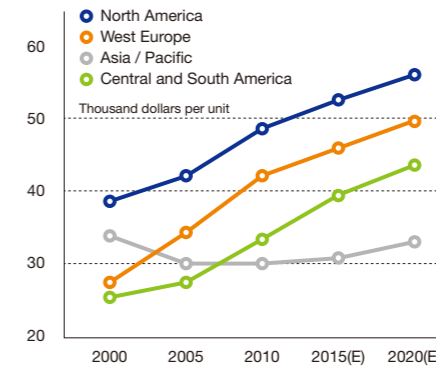
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Senior Research Fellow, Hyundai Research Institute

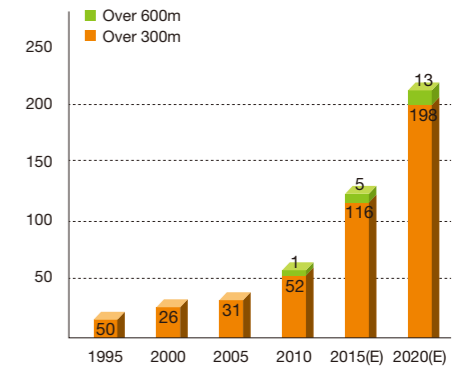
Outlook for Global Elevator Market Breadth



Trends and Prospects for Regional Elevator Prices



Outlook for skyscraper constructions in the world



Source : World Elevator(Freedonia), Elevators and escalators(Global industry analysts. Inc).

Footnote : Elevator market refers to the integrated one including the production of elevator, escalator, moving walk, etc. and the services of installation and maintenance.

Source : Elevator World India.

The global elevator market has maintained a high growth thanks to the fast-growing new production. It is expected to expand by the annual rate of 6.0% amounting to 118 billion dollars by 2020 in value. In the 2000s, the new elevator production increased by 9.3% yearly due to the demands from the emerging economies and is forecasted to continue to grow at 7.5% annually up to 2020. Currently, more than 110 million units of elevators are operating in the world, among which over 60% are presumed installed in the region of Europe and North America. Largely due to the fast expansion of the Chinese market, the proportion of the Asia/Pacific region in the world new installation grew rapidly to 77% in 2012.

In Western Europe and North America, taking up more 50% of the elevators installed globally, in the 2000s, the average yearly growth rate of the market was 3.5% but is predicted to drop to 3.1% by 2020. In this region, the maintenance and remodeling of the operating elevators rather than the new installations are leading the market, while they grow sluggishly. Among the developed countries featured with mature industrialization and stable demand for new house, the construction sector, the so-called forward industry of elevator, tends to grow slowly. Especially, in the developed region, differing from China and other emerging economies, the maintenance and remodeling sector is likely to continue to account for more 50% of the market.

On the other hand, it is worried that the deepening competition among the global producers might cause their profitability to plunge. Major elevator companies have entered and operated in China, the world largest market, as soon as it opened the elevator market relatively early enough. The fierce rivalry among them ensued to bring down the average unit price of elevator from 34,200 US dollars in 2000 to 30,000 currently (in the same period, the world average increased from 30,100 to 33,600).

When we look for the major future trends in the global elevator industry, we could conclude the followings:

First, the demand for ultra-high-speed elevators will continue to grow. In China and Middle-east, skyscrapers are going up increasingly. In 1995, there were only 15 super-tall buildings, meaning the buildings more than 300 meter high. However, by 2020, there will be 198 ones. We are going to see 13 mega-tall buildings, the buildings more than 600 meter high, by the same year.

Second, the demand for energy-saving and eco-friendly elevators are expected to balloon. Globally, while people's consciousness over how to check pollution and how to protect environment enhancing, the regulation on CO₂ emission, the strategy for sustainable growth, etc are becoming critical issues among industries. Buildings are estimated to consume about 40% of the yearly worldwide energy use. Especially, the elevators and escalators are known to require 2~10% of the energy the respective building utilizing.

Third, the regulations on safety and environmental protection tend to be toughening. Because buildings are ageing and enlarging, the elevators and escalators have been playing bigger roles than before to make the safety-related accidents increased, to which governments in many countries, in nation as well as city-level, have responded with enacting new regulations and tightening supervision. Other regulations guaranteeing the access to buildings for such minorities as elderly, disabled people, etc and promoting the installation of eco-friendly elevators (usually not mandatory yet but highly recommended) are being strengthened, as well.

Fourth, the competition for new technologies is intensifying. In technology, the production of the space-efficient elevators taking up smaller space with larger capacity, the module-type elevators meeting the needs of customers on economic efficiency, convenience, design, etc and the elevators of various designs and services is increasing. In addition, the issues such as development of new materials for parts, the replacement of old elevators, etc. are becoming more critically technical.



Hyundai Elevator at International Lift Expo Korea 2014

International Lift Expo Korea 2014 which makes a prognosis of world elevator industry and seek for the development direction took place at COEX in Seoul, Korea.

120 domestic and foreign elevator-related companies including Hyundai Elevator took part in the International Lift Expo Korea 2014, and showed off and displayed their new products and newly evolving technologies, where many leading figures of global elevator industry such as European Elevator Standardization Technical Committee Chairman Esfandiar Gharibaan, International Standardization Elevator Safety Committee Chairman David Mccoll, PALEA(Pacific-Asia Lift and Escalator Association) President Ian Todkill and so on.

Hyundai Elevator took part in the Expo with the main theme 'Hyundai's Values beyond the World'. Hyundai Elevator received visitors displaying its cutting-edge technologies such as Remote Video Call System, Life Boat & Clearing Trip System, Rope Sway Control System, etc. in Hyundai Pavilion, Safety Technology Pavilion and Future Pavilion. In particular, Hyundai Elevator drew attention from not only visitors but also mass media by opening HRTS(Hyundai Real Time Service) based on smart phone to the public and putting on a demonstration the remote control of elevator with smart phone in the Safety Technology Pavilion.

Brand Launching and Customer Convention in Sri Lanka

For the market extension in Sri Lanka, Hyundai Elevator launched its high-speed elevator brand and held a customer convention on Sept. 19, 2014 at Cinnamon Grand Hotel in Colombo, the capital of Sri Lanka.

Hyundai Elevator had an opportunity to advertise extensively its products in the Sri Lanka market by focusing on the introduction of order records of high-speed elevator, brands and designs.

Mass Media and Information Minister Dr. Keheliya Rambukwella, Ambassador for the Republic of Korea, Chang Won Sam, Sri Lankan government officials, executives of major construction companies and other 150 people attended the event, and more than 10 local media including the major newspapers Daily Mirror and Daily FT showed much interest in the occasion by covering up and reporting the events.

A day before the event, Hyundai Elevator which entered the Sri Lankan market for the first time in 2012 established a bridgehead for the market expansion in Sri Lanka by signing an official distributor agreement with Abans Engineering Ltd. of Abans Group which has cooperated with Hyundai Elevator since its entry in Sri Lankan market.

Sri Lanka has an area of 65,610 square kilometers, which is a developing country whose annual growth rate of GDP is above 7%. Abans Engineering Ltd., Hyundai Elevator's distributor in Sri Lanka and one of major affiliates of Abans Group, was established in 1996.



Technical Seminar in Mongolia

Hyundai Elevator held a technical seminar on Sept. 24, 2014 at Corporate Hotel & Convention Center in Ulan Bator, Mongolia. More than 120 people including engineers and experts of construction companies attended the seminar. Professors of Mongolian universities, representatives of elevator inspection agencies, and Hyundai Elevator's executives and technicians took part as speaker and instructor and did their presentations of technological training, where reporters and staff writers of more than 10 broadcasting companies, newspapers and magazines competed to cover up the event.

Hyundai Elevator received a fervent response by introducing the present condition of products and ultra-high-speed technologies and achieved more than expected holding talks with the Ministry of Construction about an annual technical training in Mongolia for local workers

In the convention held after the seminar more than 200 people including Mongolian Congressmen, government personnel, executives of construction firms and press took part, where Hyundai Elevator got attention from the attendants by exhibiting products of diverse designs and technologies and introducing a new MRL brand <NEW YZER>.

Mongolia has an area of 1,567,000 square kilometers, the world's 19th largest and approximately 7 times of Korea, whose 1.24 million people of the total 2.78 million population reside in Ulan Bator, the capital of Mongolia.

H.E.M Global Co., Ltd, Hyundai Elevator's Mongolian distributor, located in Ulan Bator, was established in 2006 in which about sixty employees are at work. It is recognized as a leading company taking the head in the Mongolian elevator market with aggressive sales marketing and order activities.

Hyundai Elevator, UAE Distributor Agreement

Hyundai Elevator signed a distribution agreement with Bin Ham Enterprises for sales and maintenance services in UAE on Oct. 28 in Abu Dhabi. The signing ceremony was held in the presence of about 50 guests including representatives of construction and engineering companies in Abu Dhabi, diplomats for the Republic of Korea as well as Hyundai Elevator's Global Sales Department manager Man-ho Jeong and both sides promised to promote a mutual development with bilateral cooperation.



Hyundai Elevator in Figures



1

No.1 in Korean Elevator Market Share

Hyundai Elevator has maintained the first place in Korean market share since 2007. Hyundai Elevator now gives impetus to the expansion of global markets in China, South America, Middle East, etc. to be a world's top-notch enterprise beyond the first place in Korea.

205

Height of Hyundai Asan Tower

Hyundai Asan Tower is elevator test tower boasting a world-class level with height of 205.2 meters above ground, 15 meters underground and total building floor area of 4,351 square meters. Hyundai Elevator researches and verifies the safety and reliability of its products in the test tower whose circumstances are most similar to those of skyscrapers.

1,080

World's fastest elevator of 1080 meters per minute

Hyundai Elevator's brand for ultra-high-speed elevator THE EL 1080 is the world's fastest one with the so called 'dream speed' of 18 meters per second. THE EL is the abbreviation of 'The Exclusive Leader' which means the only one unparalleled in the world.



30

30th Anniversary of Foundation

Hyundai Elevator was established on May 23, 1984 by a collaboration with Westinghouse, U.S.A. after separating the transport machinery division of Hyundai Heavy Electric. Since the foundation, Hyundai Elevator has succeeded in expanding its business areas to elevator, material handling system, parking system and PSD(Platform Screen Doors) as a result of focusing all the efforts and capacity on the technological independence and the development of export markets and takes a leap to a global company providing efficient solutions for overall transports.



1,066,212,843,099

Total Sales Amount of Hyundai Elevator

The annual sales amount of Hyundai Elevator in 2013 surpassed 1 billion won and a remarkable outcome is expected in 2014 too. The sales has grown 637 times in just 30 years since its foundation on the basis of technological development and Hyundai Elevator is jumping up to the world beyond Korea with its consistent investments in new global markets.

16,200

Annual Production Capacity of Hyundai Elevator

The number of elevators annually manufactured at Hyundai Elevator's Icheon Plant is expected to exceed sixteen thousand two hundreds. Taking into consideration the number of elevators newly installed in Korea each year is around thirty thousands, it is more than a half.



71

Number of Overseas Networks

Hyundai Elevator carries out the globalization step by step through 65 overseas business networks and 6 sales and maintenance corporations in China, Brazil and so forth. Hyundai Elevator will keep expanding the proportion of overseas sales by consistently increasing global corporations every year.

