

HYUNDAI INDUSTRIAL

A New Leap Through Innovation



CONTENTS

01

Introduction

• Overview • History • Organization • Sales revenue

02

Products

03

Production site

• Global Locations • Production capacity

04

R&D

• Overview • Patent • New technology • Certificate status

1. Introduction

1) Overview



Continuous R&D,
with the best technology in the world

Future Mobility Leading Company

Based on the management goal of
"New Leap Through Innovation",
Hyundai Industrial Co., Ltd. will lead the
future through quality
innovation, technology development and
customer satisfaction.



Management Policy

共存共榮
공존공영

Coexistence and co-prosperity

Vision

The Best Mobility Partner
for you Future

Establishment year	CEO	Employees	Capital	Sales	Business	Production Sites
1978	Kang Hyun-seok Back Sang-yeol	507 [Dom 434 Overseas 73]	USD 5.9 M [KRW 7.67 Billion]	USD 237 M [KRW 307.5 Billion]	Automotive Seat components [PAD,A/REST,H/REST]	5 Location 3 Countries

1. Introduction

2) History

1969~1990



Establishment & Leap Period

The beginning of passion and challenge

- 1969 *Established Hyundai Industry*
[215, Bangu-dong, Ulsan]
Supplied bus seats (HMC)
- 1972 Supplied bus seats (BENZ)
- 1976 Supplied Pony seats (HMC)
- 1978 *Established Hyundai Industrial Co., Ltd.*
- 1983 Supplied bus seats
(Daewoo/Asia/Donga motors)
Supplied JEEP seats (KGM)
- 1987 Relocated to the head office
[271-6, Bugok-dong, Namgu, Ulsan]

1991~2010



Growth Period

Development of automobile parts technology

- 1992 Selected as an excellent partner for parts development (HMC)
- 1994 Awarded General Secretary and Prime Minister's Award
- 1996 Obtained defective 100PPM certification (HMC)
- 1997 Awarded 100PPM Prime Minister's Award (SMBA)
- 2001 *Established Asan Plant*
- 2004 *Established Beijing Plant in China*
- 2007 Kang Hyun-seok appointed as CEO
- ISO14001:2004 certification obtained

2011~Present



Sustained Growth Period

Securing growth engines through new businesses

- 2013 ADeveloped ALL MDI multi-hardness seat pad
Listed on KOSDAQ
- 2014 Established of R&D
Acquired technology innovation Inno-Biz certification
- 2015 *Relocated to the head office*
[28, Maegoksanup 5-gil, Bukgu, Ulsan]
Established Hwanghwa Plant in China
- 2017 Awarded Five Million Dollar Export Tower (KITA)
- 2021 *Esrablshed Newnan Plant in the U.S. (HDI AMERICA INC)*
Established Maegok 2 Plant
- 2022 Development New mechanism
(Multi-stage A/REST, H/REST)
[Exhibited at IZB exhibition in Germany]

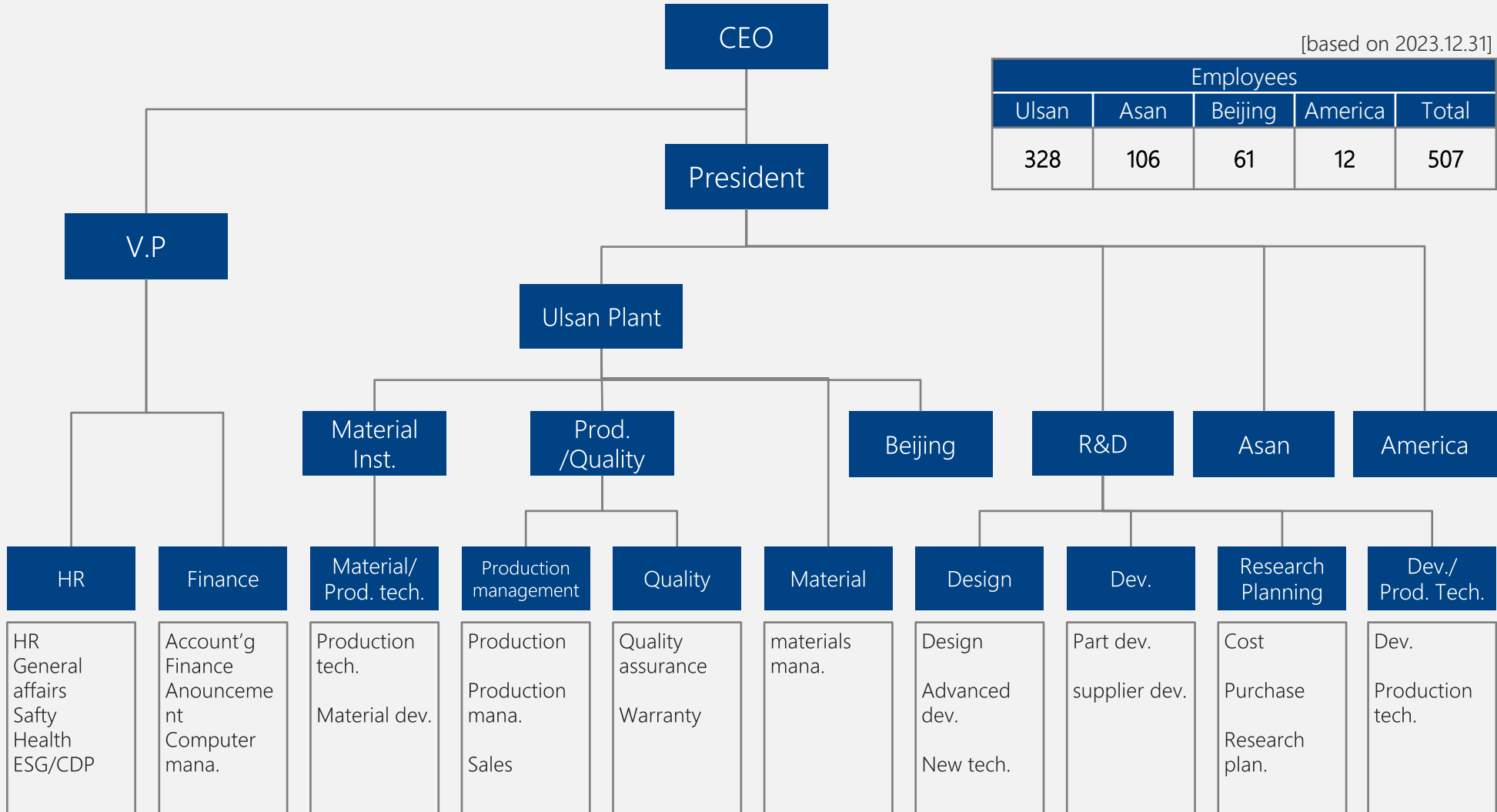
1. Introduction

3) Organization



[based on 2023.12.31]

Employees				
Ulsan	Asan	Beijing	America	Total
328	106	61	12	507

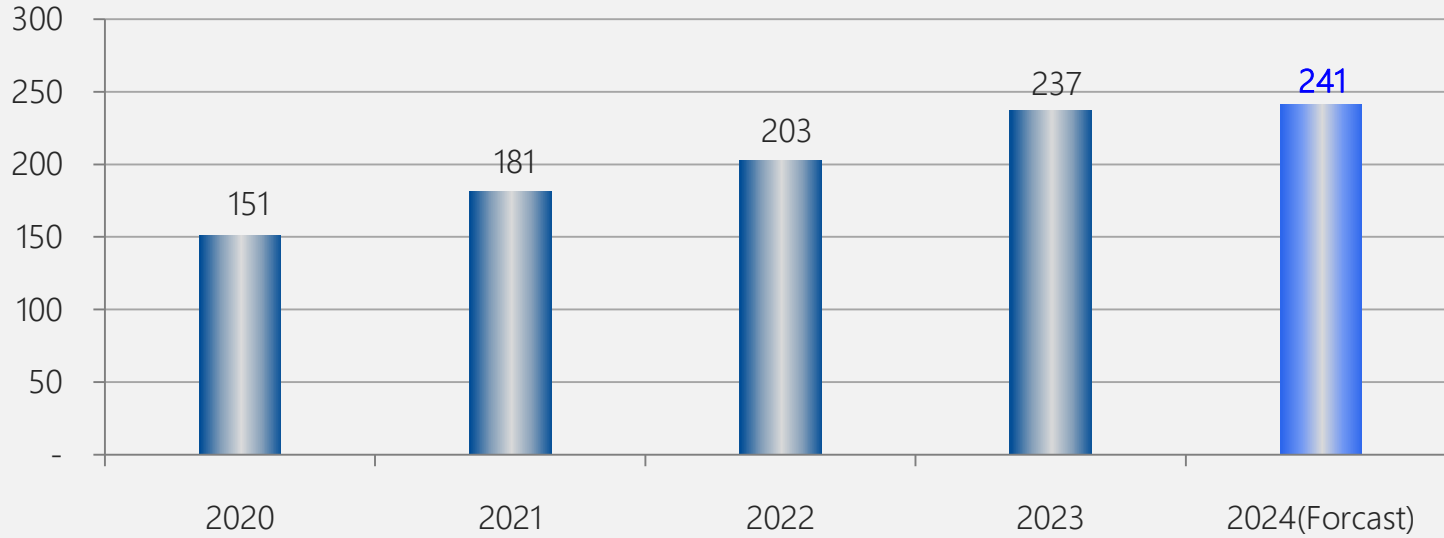


1. Introduction

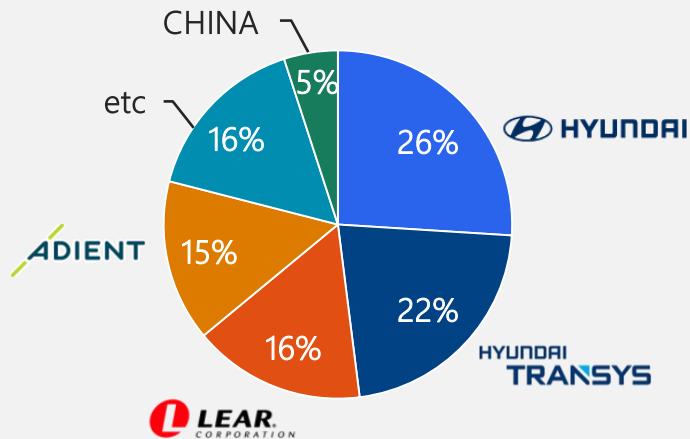
4) Sales revenue



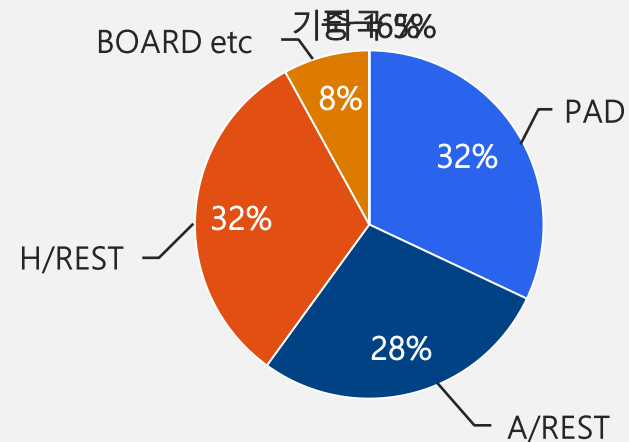
[Unit : \$ millions]



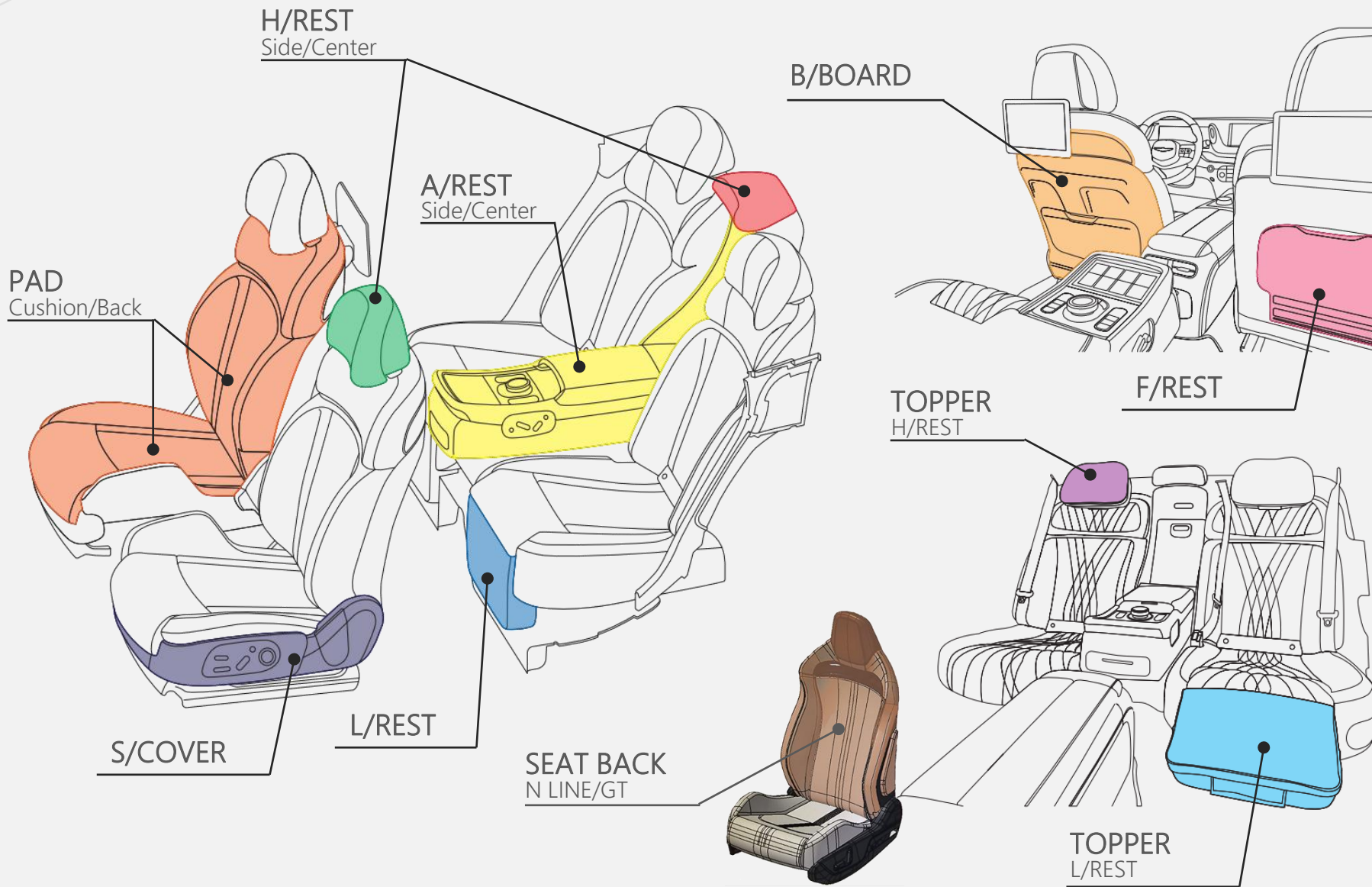
Customer share



Products share

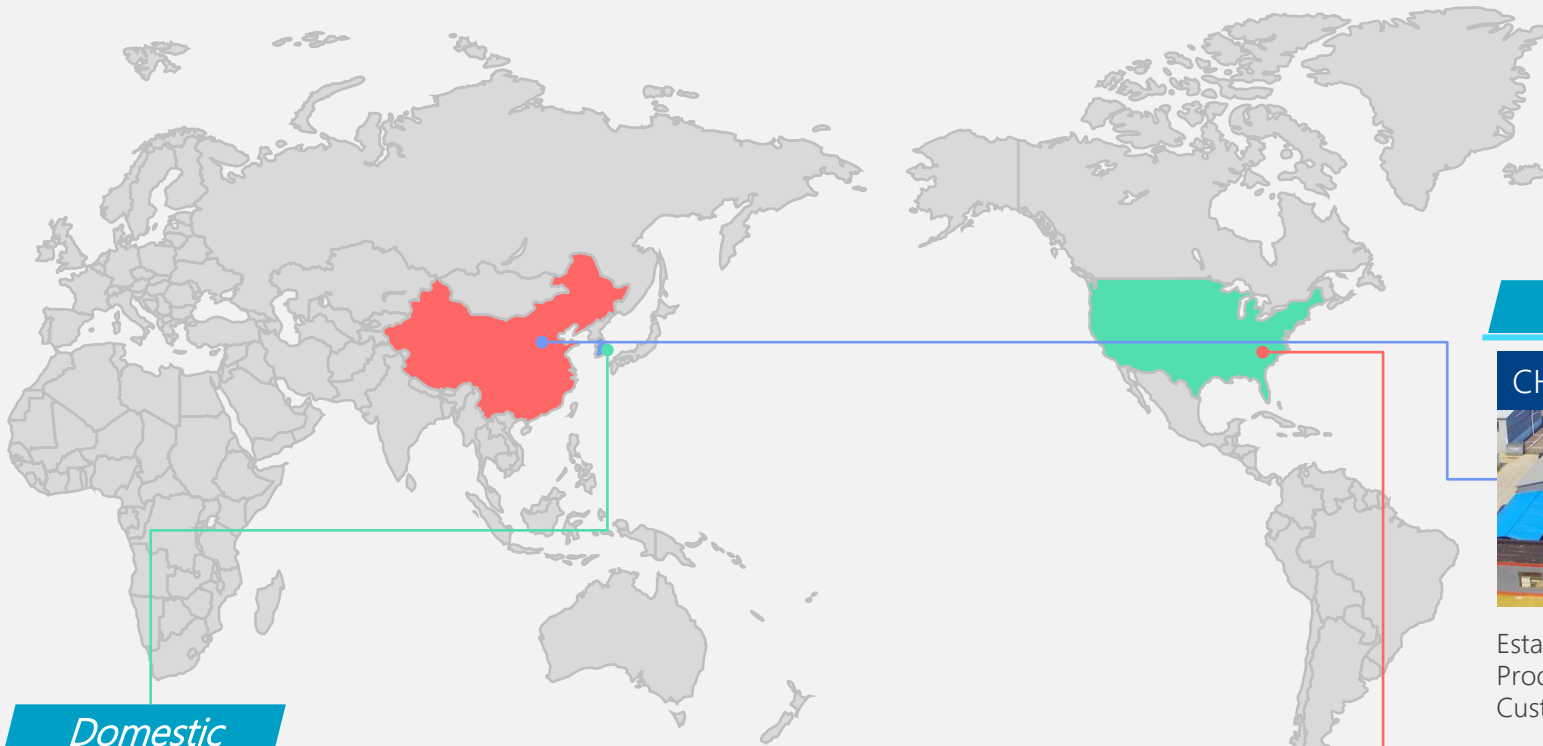


2. Products



3. Production sites

1) Global Locations



Overseas

CHINA | Beijing



Established | Jul 2004
 Products | A/REST,H/REST
 Customers |

AMERICA | Newnan



Established | Jul 2021
 Products | A/REST,H/REST,L/REST
 Customers |

Domestic

KOREA | Ulsan[H.Q.]



Established | Sep 1978
 Products | PAD,A/REST,H/REST
 Customers |

KOREA | Maegok 2



Established | Dec 2021
 Products | A/REST,B/BOARD
 Customers |

KOREA | Asan



Established | Nov 2001
 Products | A/REST,H/REST
 Customers |

3. Plants

2) Production capacity [Ulsan/Maegok2 Plant]

PAD LINE

[Operating day: 22day/month, based on operating time: 17hrs/day]

Name of Line	Production items	Length (m)	Carrier (EA)	Mold up (EA)	CAPA (pcs/month)	Productive amount (pcs/month)	Working ratio (%)
Line 1	PAD	78	42	84	195,118	160,461	82
Line 2	PAD	78	42	84	195,118	161,715	83
Line 3	PAD	78	42	84	195,118	170,044	87
Total			126	252	585,354	492,220	84

ASSEMBLY LINE

[Operating day: 22day/month, based on operating time: 8.5hrs/day]

Name of Line	Production items	CAPA (car/month)	Productive amount (car/month)	Working ratio (%)
Assembly	A/REST	6,178	5,170	84
	B/BOARD	1,980	1,683	85
	BACK ASSY	1,540	1,309	85
Total		9,698	8,162	84

3. Plants

2) Production capacity [Asan Plant]

PAD LINE

[Operating day: 22day/month, based on operating time: 10hrs/day]

Name of Line	Production items	Length (m)	Mold up (EA)	CAPA (pcs/month)	Productive amount (pcs/month)	Working ratio (%)
Line 1 (Cut&Sew)	A/REST, H/REST	Ø7.0	22	112,000	90,900	81
Line 2 (Cut&Sew)	A/REST, H/REST	Ø7.5	22	110,000	93,000	84
Line 3 (PIP)	H/REST	5.5	20	54,000	7,000	13
Total			64	276,000	190,900	69

ASSEMBLY LINE

[Operating day: 22day/month, based on operating time: 10hrs/day]

Name of Line	Production items		CAPA (car/month)	Productive amount (car/month)	Working ratio (%)
Assembly	A/REST	DN8/CE/MQ4/BD/HM/MV	42,100	33,400	79
	A/REST	CV/DL3/GL3	20,900	16,000	77
	H/REST	GN7/GL3/DL3/CV/MQ4	45,500	38,400	84
	L/REST	MV	5,000	3,000	60
	RR SIDE SEAT	DN8/DL3	9,900	7,000	71
Total			123,400	97,800	79

3. Plants

2) Production capacity [Beijing Plant]

PAD LINE

[Operating day: 22day/month, based on operating time: 10hrs/day]

Name of Line	Production items		Length (m)	Mold up (EA)	CAPA (pcs/month)	Productive amount (pcs/month)	Working ratio (%)
Line 1 (PIP)	H/REST	NX4c/TMc/ID	10	20	66,440	9,016	14
Line 2 (Cut&Sew)	A/REST, H/REST	NX4c/TMc/DN8c/DU2	10	30	72,600	36,183	50
Total				50	139,040	45,199	33

ASSEMBLY LINE

[Operating day: 22day/month, based on operating time: 10hrs/day]

Name of Line	Production items		CAPA (car/month)	Productive amount (car/month)	Working ratio (%)
Assembly	A/REST, H/REST	NX4c/TMc/DN8c/DU2/CN7c	110,000	47,700	43
Total			110,000	47,700	43

4. R&D

1) Overview

Verification

- Stiffness/Performance
- NVH/Environment/Material
- Durability



Test item	Retained quantity	Test Equipment
Structure/Function	2	Durability, Static load
physical property test	7	Universal material tester etc.
Regulation test	3	Flammability, Heavy metals, VOc

Proto

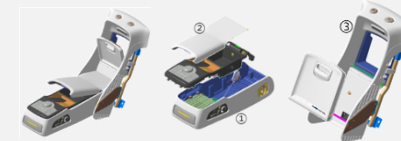
- Prototype manufacturing
- Problem analysis and improvement
- Prototype Assembly verification



Equipment	Retained quantity
OptiTex(Pattern CAD)	2 copy
Digitizer	1 copy
Cutting plotter	1 copy

Design

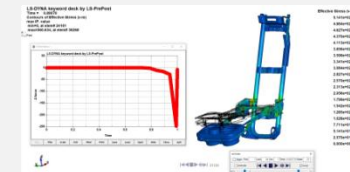
- New technology development
- PMS operation
- In-house design of seat components (A/REST, H/REST, Cup holder)



Equipment	Retained quantity
CATIA V5	10 copy
LS-DYNA	1 copy
Hyper Mesh	1 copy

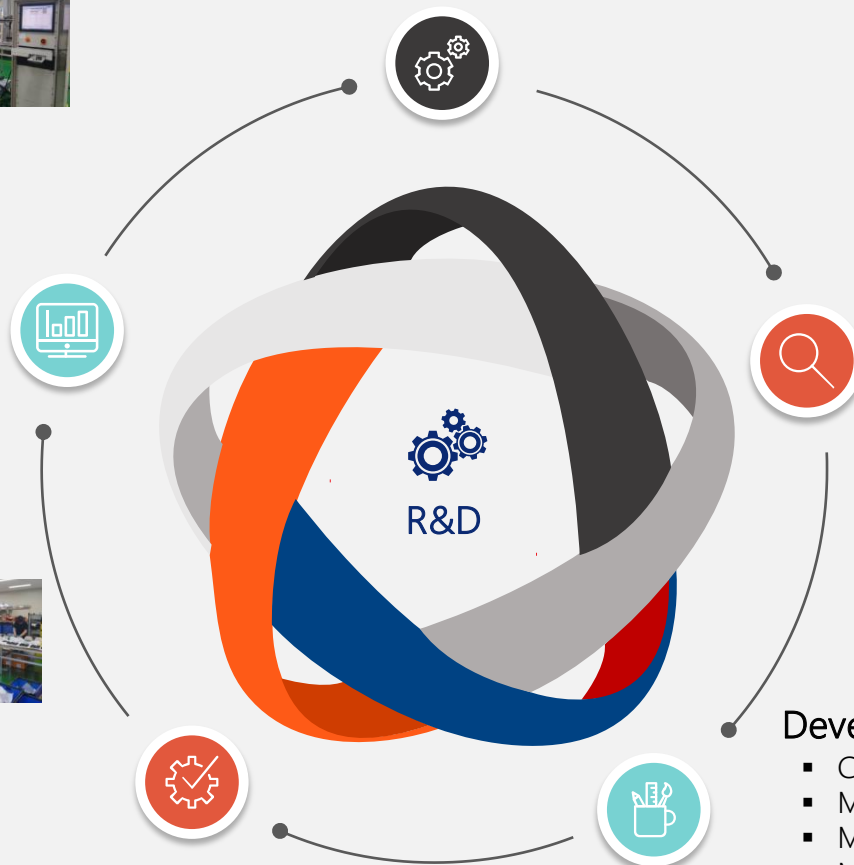
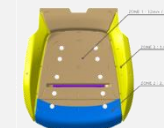
Analysis

- Product Performance Pre-verification
- Durability Pre-verification



Development

- Components Development
- Mold Development
- Material Development
- Multi-hardness foam material research



4. R&D

2) Patent status

Patent Result

Patents

Domestic : 47

Overseas : 4

Utility Models

Overseas : 1

Patent pending

Domestic : 9

PCT : 2



자동차용 헤드레스트 (슬라이딩 타입)



자동차 시트용 헤드레스트의 각도 조절 구조



자동차 시트용 헤드레스트의 진후방 위치 조절장치



자동차 시트용 다중장 작용 이경도 탄중재



자동차용 컵홀더(스텝 컵홀더)



차량 시트의 암레스트(KU)



헤드레스트 스테이의 밀림 방지 장치 및 제거 방법



헤드레스트 스테이의 홈 생성 장치 및 생성방법

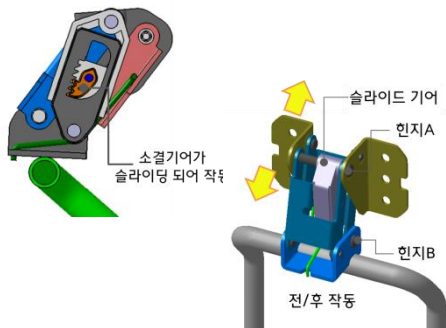
4. R&D

3) New technology

H/REST

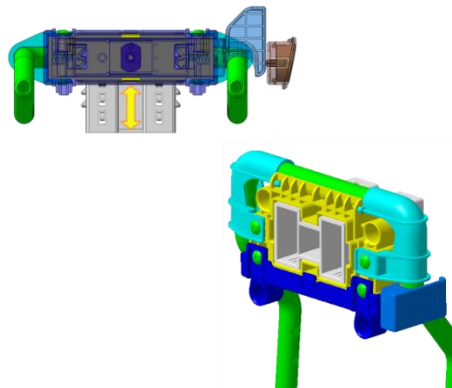
Tilting type

- ▷ Sliding forward/backward by securing slide gear to hinge A/B



Sliding type

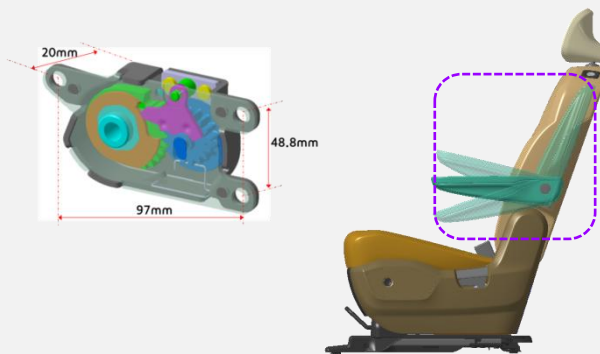
- ▷ 35mm position adjustable when operating the side button (4step)



A/REST

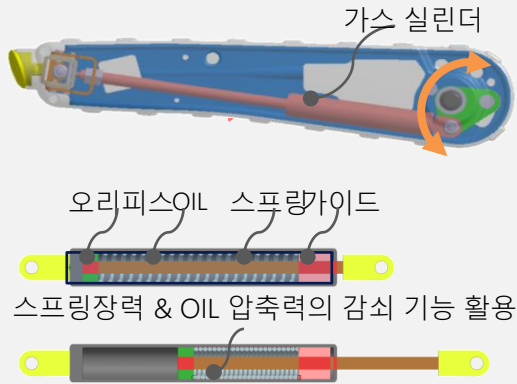
Multi-stage type

- ▷ Compact size can be applied to various products that require angle adjustment



Nonstep cylinder type

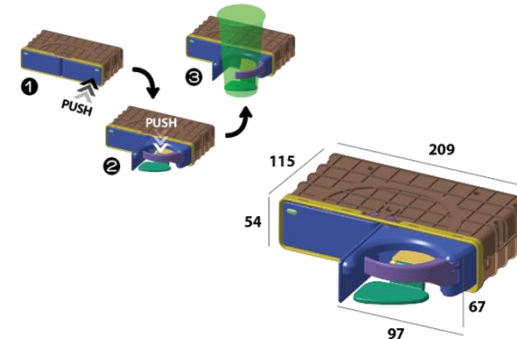
- ▷ The angle of the armrest can be finely adjusted by utilizing the gas cylinder



CUP HOLDER

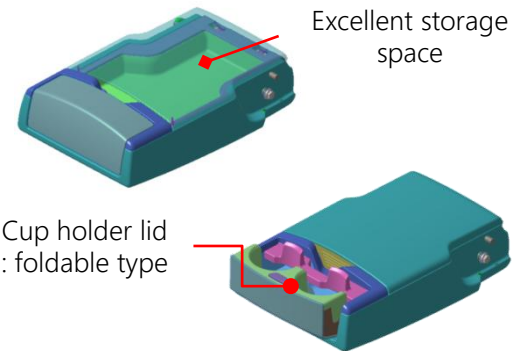
Swing-down type (GEN 2)

- ▷ Increase the depth of cup storage compared to the previous one (60 → 67mm)



Foldable type

- ▷ The cup holder foldable type secures the storage space inside the armrest



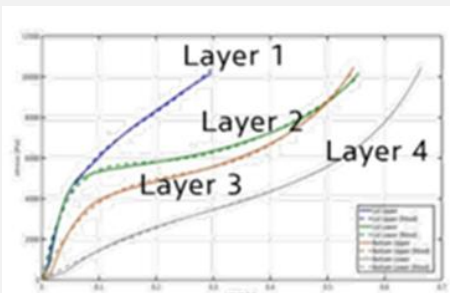
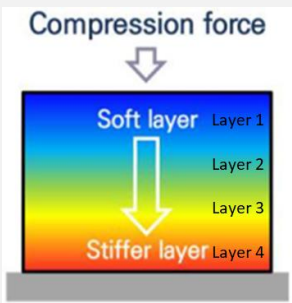
4. R&D

3) New technology

Multi-Layer Harness Foam

▶ Technical Overview

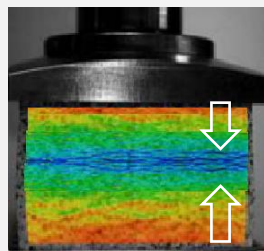
- Sequential gradient hardness characteristics appears from the compression force side to the bottom of Foam pad (Using a single raw material)



Upper : Soft
 Middle : Medium(Existing Equivalence)
 Lower : Hard

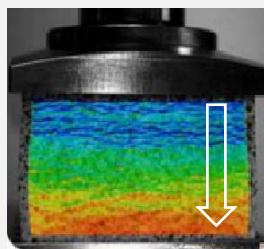
▶ Compression characteristics

- Blue part has a large rate of change in compression range



Compressed from the middle layer

Traditional Foam

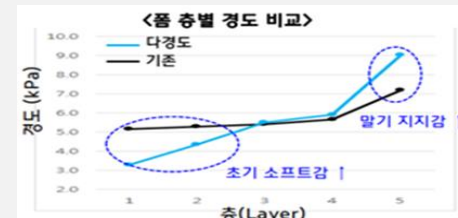


Compressed sequentially from the top

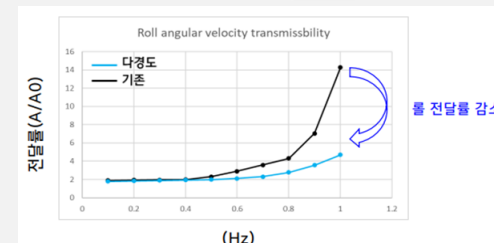
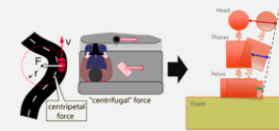
Multi-Layer Hardness Foam

▶ Technical effect

- Improved seating comfort and slimming



- Excellent roll stability
 → Reduced motion sickness or discomfort



4. R&D

4) Certificate status



Quality/Environment/Safety Management System

System	Registration date	Certificate authority	Notes
IATF 16949	2005. 05. 10	KFQ	Ulsan(H.Q) / Asan Plant
IATF 16949	2006. 07. 25	KFQ	Beijing Plant
ISO 14001	2007. 11. 20	KFQ	Ulsan(H.Q)
ISO 45001	2013. 09. 16	KFQ	Ulsan(H.Q) / Asan Plant
UL	2021. 10. 26	EUROFINS	Ulsan(H.Q)

Certificates



[IATF 16949]



[ISO 14001]



[ISO 45001]



[UL]

A world map in a light gray tone is centered on the page. Overlaid on the map is a network of white lines connecting various circular nodes, creating a global connectivity theme. The text "Thank You" is written in a blue, sans-serif font across the center of the map.

Thank You

