

Annual Report 2014

# Korean Automobile Industry



**Korea Automobile Manufacturers Association (KAMA) is a non-profit organization, representing the interests of automakers in Korea. KAMA is dedicated to the promotion of sound growth of the automobile industry and the development of the national economy.**

**KAMA concentrates its efforts in the following areas:**

- Representing the interests of Korean automakers
- Promoting international cooperation and addressing trade issues
- Recommending environmental and safety-related policies and regulations
- Enhancing consumer satisfaction and fair trade
- Presenting professional and expert opinions on the automobile industry and promoting public relations
- Publishing analyses, research, and data on automobiles
- Hosting of the Seoul Motor Show



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## Decrease in domestic sales and exports due to the global economic downturn

The Korean Auto Industry in 2013 did not perform well in both domestic sales and exports due to the global economic downturn.

Domestic automobile production in 2013 dropped by 0.9% resulting in 4,521,429 units due to poor domestic sales as well as production shortfalls caused by labor strikes.

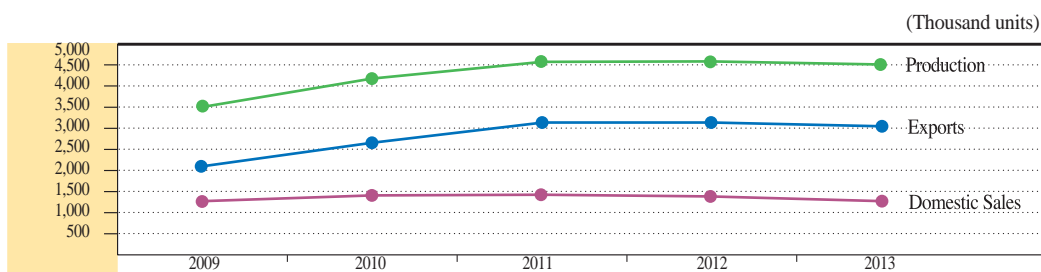
Domestic sales in 2013 declined for the second consecutive year by 1.9% resulting in 1,383,358 units due to lingering economic uncertainty, shrinking of consumer confidence coupled with burdens over household debt, supply shortages caused by union strikes against major manufacturers, and a lack of new models.

Owing to global economic uncertainty and production shortfalls that occurred consequent to the labor problems, exports in 2013 fell by 2.6% to 3,089,283 units for the first time since the global financial crisis in 2009.

Despite the struggling economy, sales of imported vehicles jumped by 20.3% to 161,877 units reaching a record high thanks to the introduction of mid/small-sized models, the tariff reduction effects of the Korea-EU/US FTAs, and high popularity of European passenger cars with diesel engines.

Overseas production for Hyundai-Kia in 2013 jumped to 13.0% to 4,108,055 units, triggered by an increase of production of local plants in China, USA, India, Slovakia, Czech, Russia, Brazil, and Turkey, as a result of the introduction of new models and local-oriented models.

### Trends of Automobile Production, Domestic Sales and Exports



Classification	2009	2010	2011	2012	2013
Production	3,513	4,272	4,657	4,562	4,521
Domestic Sales	1,394	1,465	1,475	1,411	1,383
Exports	2,149	2,772	3,152	3,171	3,089
Imports	71	99	112	135	162

Note: 1. Domestic sales are for Korean vehicles only.

2. Imports figures are based on new car registration.

## The status of the Korea Auto Industry

The Korean Auto Industry plays a key role in the manufacturing industry which has been leading Korean economic growth since the 1990s. The Korean Auto Industry has already exceeded a 10% share of the national economy in the areas of employment, production, and exports.

### ■ The best job-creating industry

The Auto industry ranks 1st in employment, production, and added value of the Korean manufacturing industry.

(Thousand persons, trillion won)

Classification	Employment	Production	Added Value
Auto Industry ('12)	301	175	53
Share of the Manufacturing Industry (%)	10.9	11.6	11.1

### ■ Export-oriented industry

The automobile industry is export-oriented accounting for 68.3% of the total production in Korea. Export value has achieved U\$74.7 billion occupying a 13.4% share of total national exports as a top exporting item.

(Billion US\$)

Classification	Automobile & Auto parts	Petroleum Products	Semiconductor	Machinery	Petroleum & Chemical
Exports ('13)	74.7	52.8	57.1	46.4	48.4
Share of Total Exports (%)	13.4	9.4	10.2	8.3	8.7

### ■ The industry generates the largest tax revenue

Automobile related taxes recently reached 37 trillion won occupying a 15.1% share of the total tax revenue in Korea.

(trillion won, %)

Classification	2010	2011	2012
automobile tax revenue	36	34	37
share of national & local taxes	16.8	14.7	15.1

### ■ Green and future strategic industry

Including hybrids and fuel-cell vehicles, automobiles are the next generation of the core industry. In fact, the share of cutting-edge electronic components in the automobile industry is expected to expand to 40% in 2015 and 50% in 2020.

## Domestic production slightly decreased due to sluggish domestic sales and exports

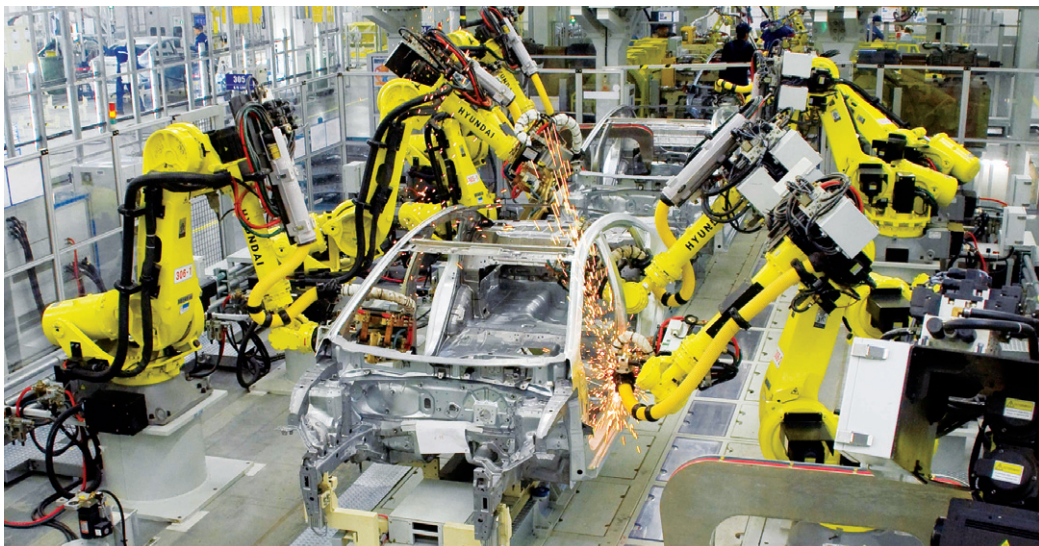
Automobile production in 2013 decreased for two years in a row by 0.9% over a year earlier to 4,521,429 units due to poor domestic sales as well as supply shortages caused by labor strikes. Automobile production capacity in 2013 was recorded at 4,851,000 units with 93.2% of the operating rate, up 1.7%p compared with 2012.

In globally top ranked countries, production for 2013 saw Korea maintaining its 5th place position with a 5.1% share of global production following China, the USA, Japan, and Germany. China ranked 1st for the 5th successive year (25.2% share in global production) at 22,116,825 units with a 14.8% increase over a year earlier.

By vehicle type, passenger cars decreased by 1.1% over the previous year to 4,122,604 units, whereas commercial vehicles increased 1.1% to 398,825 units.

By maker, Kia and Ssangyong saw a positive growth rate, while Hyundai, GM Korea, and Renault Samsung posted negatively.

The domestic production of Hyundai decreased by 2.8% due to production increases in its overseas facilities. The production figures of Kia were at levels similar to 2012. Ssangyong, animated by positive growth both in domestic sales and exports, increased 20.5%, which was the highest growth rate record among the five car makers. However, GM Korea decreased 0.4% owing to sluggish sales in the European market. Renault Samsung dropped 15.8% due to overall export decline.



## Production by Vehicle Type

(Units, %)

Vehicle Type	2011		2012		2013		% chg.
	Production	share	Production	share	Production	share	
Total	4,657,094	100.0	4,561,766	100.0	4,521,429	100.0	-0.9
Passenger Cars	4,221,617	90.6	4,167,089	91.3	4,122,604	91.2	-1.1
Commercial Vehicles	435,477	9.4	394,677	8.7	398,825	8.8	1.1
Bus	145,300	3.1	121,257	2.7	117,630	2.6	-3.0
Truck	290,177	6.2	273,420	6.0	281,195	6.2	2.9

## Production by Maker

(Units, %)

Maker	2011		2012		2013		% chg.
	Production	share	Production	share	Production	share	
Total	4,657,094	100.0	4,561,766	100.0	4,521,429	100.0	-0.9
Hyundai	1,892,254	40.6	1,905,261	41.8	1,852,456	41.0	-2.8
Kia	1,583,921	34.0	1,585,685	34.8	1,598,863	35.4	0.8
GM Korea	810,854	17.4	785,757	17.2	782,721	17.3	-0.4
Ssangyong	113,249	2.4	119,142	2.6	143,516	3.2	20.5
Renault Samsung	244,260	5.2	153,891	3.4	129,638	2.9	-15.8
Others	12,556	0.3	12,030	0.3	14,235	0.3	18.3

## Global Top 10 Countries in Vehicle Production

(Units, %)

Ranking	2011			2012			2013		
	Country	Production	share	Country	Production	share	Country	Production	share
1	China	18,418,876	22.8	China	19,271,808	22.7	China	22,116,825	25.2
2	U.S.A.	8,662,255	10.7	U.S.A.	10,335,765	12.2	U.S.A.	11,066,432	12.6
3	Japan	8,398,630	10.4	Japan	9,943,077	11.7	Japan	9,630,070	11.0
4	Germany	6,311,318	7.8	Germany	5,797,471	6.8	Germany	5,877,322	6.7
5	Korea	4,657,094	5.8	Korea	4,561,766	5.4	Korea	4,521,429	5.1
6	India	3,936,425	4.9	India	4,148,969	4.9	India	3,874,103	4.4
7	Brazil	3,432,616	4.2	Brazil	3,430,604	4.0	Brazil	3,736,629	4.3
8	Mexico	2,681,050	3.3	Mexico	3,001,814	3.5	Mexico	3,054,849	3.5
9	Spain	2,373,074	2.9	Canada	2,463,364	2.9	Thailand	2,457,057	2.8
10	France	2,277,775	2.8	Thailand	2,429,142	2.9	Canada	2,379,834	2.7
	Global Total	80,835,888	100.0	Global Total	84,750,930	100.0	Global Total	87,805,245	100.0

## Domestic sales of Korean vehicles declined slightly due to the economic slowdown

Domestic sales of Korean vehicles decreased for two years in a row by 1.9% over the previous year to 1,383,358 units due to persistent economic uncertainty, shrinking consumer confidence coupled with the burden over household debt, supply shortages caused by the union strikes of major manufacturers, and a lack of new models.

The five Korean auto makers had intended to introduce several new models in 2013 including Trax of GM Korea (Feb.), Korando Turismo of Ssangyong (Feb.), Maxcruz of Hyundai (Mar.), Avante Coupe of Hyundai (Apr.), K3 Koup of Kia (Aug.), Genesis of Hyundai (Nov.), and QM3 of Renault Samsung (Dec.). However, the launch did not take effect until the end of 2013 due to the slowdown of the entire world economy.

By type, passenger cars decreased by 3.3% whereas buses and trucks increased by 3.4% and 5.4%, respectively. Among passenger cars, sedan-type cars declined by 16.2% over the previous year to 777,516 units whereas RVs (Recreational Vehicles) increased by 16.2% to 359,511 units caused by the rising demand of SUVs (Sports Utility Vehicles) and CDVs (Car Derived Vans).

By maker, Hyundai and Kia witnessed a decline in sales, whereas GM Korea, Ssangyong, and Renault Samsung saw increases. Hyundai and Kia decreased by 4.0% and 5.0%, respectively due to delayed consumer purchases for upcoming key models and the base effect caused by the temporary individual consumption tax cut. GM Korea gained by 3.7%, propelled by sales of its light trucks and Spark. Ssangyong jumped by 34.1% with the sales upswing of the Korando family brands. Renault Samsung also saw an increase by 0.2% with the sales growth of QM5 and QM3. By market share, Hyundai ranked at the top with a 46.3% share of the domestic market, followed by Kia (33.1%), GM Korea (10.9%), Ssangyong (4.6%), and Renault Samsung (4.3%).





## Domestic Sales by Type

(Units, %)

Vehicle Type	2011		2012		2013		% chg.
	Units	share	Units	share	Units	share	
Total	1,474,637	100.0	1,410,857	100.0	1,383,358	100.0	-1.9
Passenger Cars	1,211,284	82.1	1,175,891	83.3	1,137,027	82.2	-3.3
Mini	184,899	12.5	202,844	14.4	182,021	13.2	-10.3
Small	260,232	17.6	240,971	17.1	225,514	16.3	-6.4
Medium	262,921	17.8	242,835	17.2	214,728	15.5	-11.6
Large	218,924	14.8	179,747	12.7	155,253	11.2	-13.6
SUV	233,699	15.8	256,923	18.2	293,506	21.2	14.2
CDV	50,609	3.4	52,571	3.7	66,005	4.8	25.6
Commercial Vehicles	263,353	17.9	234,966	16.7	246,331	17.8	4.8
Bus	72,189	4.9	64,546	4.6	66,711	4.8	3.4
Truck	191,164	13.0	170,420	12.1	179,620	13.0	5.4

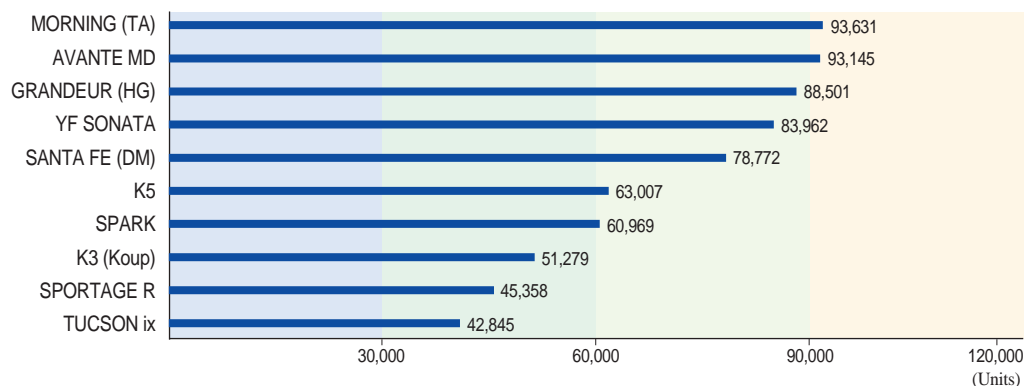
Note: Domestic sales are only of Korean vehicles.

## Domestic Sales by Maker

(Units, %)

Maker	2011		2012		2013		% chg.
	Units	share	Units	share	Units	share	
Total	1,474,637	100.0	1,410,857	100.0	1,383,358	100.0	-1.9
Hyundai	684,157	46.4	667,777	47.3	640,865	46.3	-4.0
Kia	493,003	33.4	482,060	34.2	458,000	33.1	-5.0
GM Korea	140,705	9.5	145,702	10.3	151,040	10.9	3.7
Ssangyong	38,651	2.6	47,700	3.4	63,970	4.6	34.1
Renault Samsung	109,221	7.4	59,926	4.2	60,027	4.3	0.2
Others	8,900	0.6	7,692	0.5	9,456	0.7	22.9

## Top 10 Best Selling Cars in 2013



## Exports fell by 2.6% with the "Strong Won & Weak Yen" and supply shortage

In spite of continuous satisfaction with quality and credibility of Korean vehicles, increasing consumer preference for high mileage small cars, coupled with the rising competitiveness resulting from the Korea-EU FTA, exports decreased by 2.6% to 3,089,283 units due to lost production caused by labor strikes.

In terms of exports by region, North America rose by 5.6% over the previous year to 955,273 units owing to the recovery of the U.S. market, increasing preference for high mileage small cars, and GM Korea's great sales increase as a result of propelled sales of Spark and Trax. Exports to the EU also increased by 2.0% to 406,367 units thanks to price competitiveness along with the Korea-EU FTA, whereas non-EU countries saw a drop by 20.3% to 226,023 units because of shrinking demand affected by the general economic downturn.

By maker, Kia and Ssangyong increased, whereas Hyundai, GM Korea, and Renault Samsung decreased in their number of exports.

Hyundai declined by 5.6% over the previous year due to a supply shortage and increasing overseas manufacturing performance, although competitive key models were popular in the global market. On the other hand, Kia increased by 2.7% with the high sales of key models like Morning, Pride, K3, and SUVs like Soul and Carens based on upgraded overseas brand awareness.

GM Korea fell by 4.0% due to a decrease in sales in Eastern Europe, the Middle East, and Latin America in spite of export expansion of the Trax and Captiva models. Renault Samsung also dropped in sales by 24.8% following the economic downturn in Europe and the termination of the OEM export volume of the SM3. Ssangyong increased by 10.0% due to full-fledged global sales of the Korando C and upswing exports in Russia and Latin America.



## Exports by Maker

(Units, %)

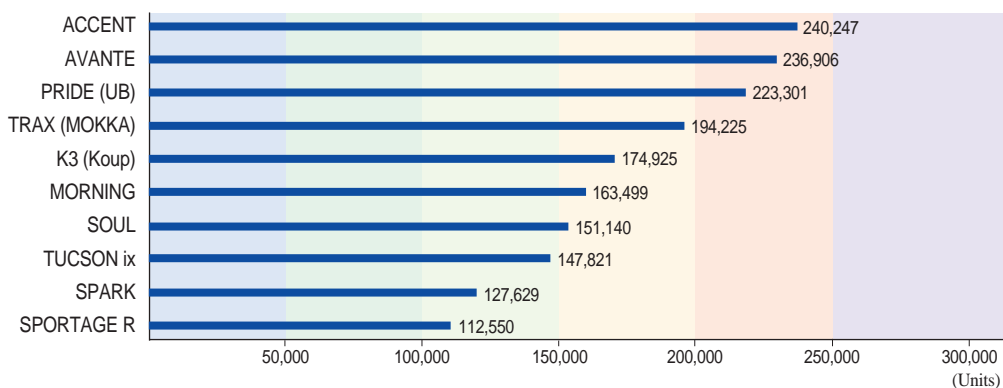
Maker	2011		2012		2013		% chg.
	Units	share	Units	share	Units	share	
Total	3,151,708	100.0	3,170,634	100.0	3,089,283	100.0	- 2.6
Hyundai	1,204,155	38.2	1,242,083	39.2	1,173,014	38.0	- 5.6
Kia	1,075,871	34.1	1,102,004	34.8	1,131,636	36.6	2.7
GM Korea	656,425	20.8	655,878	20.7	629,966	20.4	- 4.0
Ssangyong	73,630	2.3	71,553	2.3	78,740	2.5	10.0
Renault Samsung	137,738	4.4	94,383	3.0	70,983	2.3	- 24.8
Others	3,889	0.1	4,733	0.1	4,944	0.2	4.5

## Exports by Region

(Units, %)

Region	2011		2012		2013		% chg.
	Units	share	Units	share	Units	share	
Total	3,151,708	100.0	3,170,634	100.0	3,089,283	100.0	-2.6
North America	770,826	24.5	905,011	28.5	955,273	30.9	5.6
U.S.A.	588,181	18.7	693,736	21.9	759,385	24.6	9.5
EU	426,057	13.5	398,223	12.6	406,367	13.2	2.0
Europe Others	267,596	8.5	283,574	8.9	226,023	7.3	-20.3
Middle East	626,046	19.9	614,292	19.4	593,643	19.2	-3.4
Latin America	495,164	15.7	433,243	13.7	381,455	12.3	-12.0
Asia	225,400	7.2	178,781	5.6	188,480	6.1	5.4
Africa	180,079	5.7	196,776	6.2	181,405	5.9	-7.8
Pacific	160,540	5.1	160,734	5.1	156,637	5.1	-2.5

## Top 10 Export Models in 2013



## Imported vehicles jumped by 20.3% to 161,877 units

Imported vehicles expanded by 20.3% to 161,877 units thanks to the introduction of new high mileage diesel cars, price competitiveness on the back of FTAs, and importers' aggressive marketing.

Recently, imported vehicle sales have been increasing dramatically, driven by consumers' needs for diversity, invigoration of lease financing, expansion of fleet vehicle purchases, tariff reduction by the Korea-EU/US FTAs, and the narrowing of the price gap between Korean and imported vehicles.

For these reasons, the market share of imported vehicles increased by 10.5% in 2013 from 8.8% of the Korean market. The share of imported passenger cars also grew by 12.7% in 2013 from 10.5% in 2012.

German vehicles were sold at 113,214 units, ranked at the top, and occupied a 69.9% share in the Korean import market. Japanese vehicle sales were 22,275 units, occupying a 13.8% share, and ranked 2nd, followed by US vehicle sales which were 12,264 units, accounting for 7.6%.

BMW sold 39,479 units occupying a 24.4% share in the Korean import market, ranking it 1st for the fifth consecutive year when it overtook Mercedes-Benz. VW was ranked 2nd (15.9% share) followed by Mercedes-Benz (15.8% share), and Audi (12.4% share). This shows that German makers occupied the 1st to 4th places in the Korean imported vehicle market. The strength of German car makers in the Korean market is the result of consumers' strong preference, and aggressive promotion activities such as the introduction of various mid/small-sized new models, and price reductions as a result of the Korea-EU FTA.

The BMW 520d was the top-selling model followed by the VW Tiguan 2.0 TDI BlueMotion, the Mercedes Benz E300, the Mercedes Benz E220 CDI, and the VW Passat 2.0 TDI.

Sales of imported vehicles are expected to increase continuously due to the introduction of various models including diesel engine cars and hybrids, free tariffs by the Korea-EU/US FTA, and the value strength of the Won and the value weakness of the Yen.

### Market Share of Imported Vehicles

(Units, %)

Classification	2011		2012		2013		% chg.
	Units	share	Units	share	Units	share	
Total	1,586,405	100.0	1,532,087	100.0	1,543,564	100.0	0.7
Domestic	1,473,965	92.9	1,397,470	91.2	1,381,687	89.5	-1.1
Imports	112,440	7.1	134,617	8.8	161,877	10.5	20.3

(Based on New Registration)

## Market Share of Imported Passenger Cars

(Units, %)

Classification	2011		2012		2013		% chg.
		share		share		share	
Total	1,293,501	100.0	1,256,403	100.0	1,243,868	100.0	-1.0
Domestic	1,183,553	91.5	1,124,440	89.5	1,085,439	87.3	-3.5
Imports	109,948	8.5	131,963	10.5	158,429	12.7	20.1

(Based on New Registration)

## Sales of Imported Vehicles by Origin

(Units, %)

Classification	2011		2012		2013		% chg.
		share		share		share	
Total	112,440	100.0	134,617	100.0	161,877	100.0	20.3
Germany	73,176	65.1	90,817	67.5	113,214	69.9	24.7
Japan	20,799	18.5	23,873	17.7	22,275	13.8	-6.7
USA	9,588	8.5	10,320	7.7	12,264	7.6	18.8
UK	2,596	2.3	3,277	2.4	5,206	3.2	58.9
France	2,653	2.4	2,663	2.0	3,751	2.3	40.9
Sweden	2,594	2.3	2,647	2.0	2,958	1.8	11.7
Italy	112	0.1	152	0.1	638	0.4	319.7
Others	922	0.8	868	0.6	1,571	1.0	81.0

(Based on New Registration)

## Sales of Imported Vehicles by Brand

(Units, %)

Classification	2011		2012		2013		% chg.
		share		share		share	
Total	112,440	100.0	134,617	100.0	161,877	100.0	20.3
BMW	28,065	25.0	34,175	25.4	39,479	24.4	15.5
VW	12,583	11.2	18,432	13.7	25,696	15.9	39.4
BENZ	20,466	18.2	21,217	15.8	25,503	15.8	20.2
AUDI	10,490	9.3	15,121	11.2	20,046	12.4	32.6
TOYOTA	8,799	7.8	15,385	11.4	7,521	4.6	-30.7
FORD	4,599	4.1	5,322	4.0	7,433	4.6	39.7
Others	27,438	24.4	24,965	18.5	36,199	22.4	45.0

(Based on New Registration)

## New record of annual production with global expansion

Overseas production of Hyundai and Kia increased by 13.0% over the previous year to 4,108,055 units, which was another new record, thanks to the expansion of production in overseas plants and the introduction of new models.

Hyundai and Kia produced 2,874,750 units and 1,233,305 units separately, occupying a 70% and 30% share, respectively. Moreover, overseas production share (Hyundai 60.8%, Kia 43.5%) of Hyundai and Kia's total domestic and overseas production, rose 3.3%p over the previous year to 54.3%, leading to the surpassing of overseas production volume over domestic production since 2012.

Hyundai production increased by 15.1% to 2,874,750 units with the expansion of their production capability due to the new operation of their 3rd plant in China, and a new one in Brazil, the introduction of three shifts at the US plant, and the production of a new model in the Turkish plant. Kia's production rose by 8.4% to 1,233,305 units due to increases in overseas plants including China, Slovakia, and the USA with strategic models like K3, the New Ceed, and steady demand for SUVs like Sportage.

The Hyundai Beijing plant in China posted 1,040,018 units, making it the largest volume, while Hyundai's India plant and Kia's China plant recorded 633,006 units and 551,006 units, respectively.

By region, China ranked at the top (1,591,024 units) followed by Europe (947,880 units) and the USA (768,799 units).

### Production in Plants by Maker & Region

(Units, %)

Country	Total			Hyundai			Kia		
	2012	2013	% chg.	2012	2013	% chg.	2012	2013	% chg.
China	1,342,887	1,591,024	18.5	855,307	1,040,018	21.6	487,580	551,006	13.0
U.S.A.	719,868	768,799	6.8	361,348	399,500	10.6	358,520	369,299	3.0
India	638,775	633,006	-0.9	638,775	633,006	-0.9	-	-	-
Slovakia	292,050	313,000	7.2	-	-	-	292,050	313,000	7.2
Czech	303,035	303,460	0.1	303,035	303,460	0.1	-	-	-
Russia	224,420	229,400	2.2	224,420	229,400	2.2	-	-	-
Brazil	27,424	167,346	510.2	27,424	167,346	510.2	-	-	-
Turkey	87,008	102,020	17.3	87,008	102,020	17.3	-	-	-
Total	3,635,467	4,108,055	13.0	2,497,317	2,874,750	15.1	1,138,150	1,233,305	8.4

# TAXATION

Eleven types of taxes are levied on car owners in Korea including public bond and fuel tax.

## Vehicle Taxes

(As of January 1, 2014)

Taxes		Rates		
Purchase	Individual Consumption Tax	<ul style="list-style-type: none"> <li>below 1,000cc: exempted</li> <li>1,001- 2,000cc: 5% of the ex-factory price</li> <li>over 2,000cc: 6% of the ex-factory price (Y2015- : 5%)</li> </ul>		
	Education Tax	• 30% of the Individual Consumption Tax		
	VAT	• 10% of the retail price		
	Acquisition Tax (Included former registration tax)	• private: 5-7%, business: 4% of the retail price		
	Bond	• 0-20% of the retail price		
Possession	Automobile Tax	<ul style="list-style-type: none"> <li>1,000cc below: 80/cc</li> <li>1,001-1,600cc: 140/cc</li> <li>over 1,600cc: 200/cc</li> </ul>		
	Education Tax	• 30% of the Automobile Tax		
Use	Fuel Excise Tax	Transportation · Energy · Environment	Unleaded	• 475/l
		LPG	Diesel	• 340/l
				• 252/kg
	Education Tax			• 15% of the Fuel Excise Tax
	Motor Fuel Tax			• 26% of the Transportation · Energy · Environment Tax
	VAT			• 10% of the fuel retail price

Note: Mini cars below 1,000cc are exempt from individual consumption, education, and acquisition taxes.

**The government's key policies for traffic safety in 2014 focus on a "30% reduction of deaths in traffic accidents," "Relieving traffic congestion," and "Strengthening automobile consumer protection."**

## **A 30% reduction of traffic accidents deaths**

The number of deaths by traffic accidents decreased 6% compared with last year. But this figure is still 1.7 times higher than the OECD average. To reduce traffic accident deaths by 30%, Korea will continue to promote the "Safety consciousness," "Improve facilities," and "Utilize Automobile safety devices."

- Number of deaths in traffic accidents (per 10,000 persons): 2.4 (2012) → 2.2 (2013) • OECD average: 1.3
- Goal for the reduction of the number of deaths by traffic accidents (per 10,000 persons): 2.18 (2013) → 2.07 (2014) → 1.64 (2017)
- Safety consciousness: Expansion of Safety Experience Education, Eradication Campaign of three bad habits including drunk driving, use of cell phone while driving, and neglecting to use seat belts.
- Improve facilities: 24 hour Road Risks Solution Service, Increase the number of Rest Areas to 25 spots (220 spots in 2017), Improving Hazardous Roads by 110 (560 roads in 2017)
- Utilize Automobile safety devices: Mandatory use of daytime running lights, building an Emergency Call System in vehicles

## **Relieving traffic congestion**

In spite of expansion of metropolitan-bus service routes and the introduction of a transportation card compatible across the entire country, public transportation sharing rates are still at a low level due to low transit efficiency among public transportation modes and low accessibility levels compared with passenger cars.

- public transportation sharing rates: 42.6% (2010) → 43.1% (2011) → 42.8% (2012)

Accordingly, the Ministry of Land, Infrastructure and Transport not only invigorated public transportation by opening six new roads in congested areas in 2014, upgraded the BRT (bus rapid transit) System, and expanded complex transfer centers but also shortened travel times between main regions by adding KTX (high speed train) lines (Incheon International Airport-Daegu, Seoul-Pohang).

## **Strengthening automobile consumer protection**

Tendency for increased complaints about automobiles due to informational asymmetry

- automobile registration: 19,400,864 units (2013)
- number of complaints about automobiles: 10,370 (2011) → 10,577 (2012) → 11,591 (2013)

Hereafter, the Korean Government will push related policies such as opening a rehabilitation hospital for vehicle accident victims (Oct. 2014), disclosing information to the public after measuring real fuel-efficiency (Jun. 2014) and revealing auto parts prices and standard repairing costs (Feb. 2014).

## **International harmonization vehicle safety standard**

There are 138 safety regulations for Korean automobiles, motorcycles, and auto parts. Thirty-nine of them have been harmonized (33 regulations of UN R, 6 regulations of GTR) as of March 2014.

According to the Korea-EU FTA, international harmonization will be finalized this year since the establishment of the 5-year plan of international harmonization on vehicle safety standards in 2010.

- The 5-year plan includes complete harmonization of 47 items, partial harmonization of 9 items, and approval of equivalence of 12 items.



# ENVIRONMENTAL REQUIREMENTS

## Emission Regulations

Automobile makers including importers must obtain approval in accordance with the regulations dictated by the Ministry of Environment, namely that vehicles are manufactured based on specific emission regulations and must remain so for the Guaranteed Period of Emissions.

Petrol/gas-fueled vehicles are subject to California's (in the U.S.) NMOG (Non-Methane Organic Gases) FAS (Fleet Average System) as of 2009.

※ Fleet Average System:

Automobile makers can select one of four standards (LEV, ULEV, SULEV and ZEV) for the emission regulation, but each should meet the specific amount of NMOG average during the designated years as follows:

## Emission Standards for Petrol or Gas Vehicles

Classification	(NMOG, g/km)			
	2009 - Jun. 2012	Jul. 2012 - Dec. 2013	2014	2015
Mini vehicles, small passenger cars, small trucks less than 1.7t	0.025	0.024	0.023	0.022
Small trucks over 1.7t, heavy duty trucks, medium passenger cars, small MPV	0.031	0.029	0.027	

Beginning January 2014, diesel vehicles are subject to the Euro-6 standard. Implementation dates of the Euro-6 may differ according to vehicle type.

## EURO-6 for Diesel Vehicles

Classification	2014	2015	2016
Mini vehicles, small & medium passenger cars, small & medium trucks less than 1,305kg	new vehicles as of Sept.	existing vehicles as of Sept.	
Small & medium trucks over 1,305kg		new vehicles as of Sept.	existing vehicles as of Sept.
Heavy-duty & Extra-large passenger cars and trucks	new vehicles as of Jan.	existing vehicles as of Jan.	

## Guaranteed Period of the Emissions

Fuel	Vehicle Type	Guaranteed period	
		Jan. 2009-Dec. 2012	After Jan. 2013
Petrol	mini vehicles	10 years or 192,000km	
	small & medium cars and trucks		
	large, extra large vehicles	2 years or 160,000km	
Gas	mini vehicles	6 years or 100,000km	
	small & medium cars and trucks	10 years or 192,000km	
	large, extra large vehicles	2 years or 160,000km	
Diesel	mini vehicles, small & medium cars and trucks	10 years or 160,000km	
	large cars and trucks	6 years or 200,000km	6 years or 300,000km
	extra large cars and trucks	7 years or 500,000km	7 years or 700,000km

## Fuel-Efficiency

The information on fuel-efficiency should be labeled on passenger cars, small vans, and trucks, in order to enable consumers to select energy-saving vehicles. Fuel-efficiency is indicated as distance per liter (km/l) and passenger cars are marked with a fuel-efficiency grade.

### Grade by Fuel-Efficiency

Grade	(km/l)				
	1	2	3	4	5
Fuel-Efficiency	over 16.0	15.9-13.8	13.7-11.6	11.5-9.4	below 9.3

Automobile makers including importers should comply with the standards on average fuel-efficiency and CO<sub>2</sub> emission for passenger cars sold during the year.

- Guideline for fuel-efficiency and CO<sub>2</sub> emission: 17km/l, 140g/km
  - different guidelines could be applied according to the average weight of vehicles sold
- Guideline schedule: 30% (Y2012), 60% (Y2013), 80% (Y2014), 100% (Y2015)

## Recycling

The Korean Government strictly adheres to relevant regulations to minimize environmental impacts that may occur during any processes within the automobile industry, from production to use to scrap. In order to address environmental pollution concerns and resolve the problem of scrap disposal as a result of the increasing amount of scrap vehicles, and to promote automobile recycling in scrapping, related regulations must be observed. To these ends, automobile makers under regulations are prohibited to use lead, mercury, chromium, and cadmium in the manufacturing stage. They are also required to ensure that vehicle dismantling companies dispose of retired vehicles by the most efficient means necessary, and maintain a recycling rate of up to more than 95% after 2015.

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## 1. Automobile Production

### 1-1. Production Overview

(Units)

Year	Passenger Cars		MPV		Buses		Trucks		SPV		Total	
		%Chg.		%Chg.		%Chg.		%Chg.		%Chg.		%Chg.
2013	4,122,604	-1.1	1,483,314	14.2	117,630	-3.0	264,688	2.2	16,507	15.2	4,521,429	-0.9
2012	4,167,089	-1.3	1,299,247	-1.6	121,257	-16.5	259,094	-6.2	14,326	2.2	4,561,766	-2.0
2011	4,221,617	9.2	1,319,910	22.9	145,300	5.7	276,156	8.4	14,021	5.2	4,657,094	9.0
2010	3,866,206	22.4	1,073,996	37.1	137,521	26.3	254,689	8.9	13,325	13.9	4,271,741	21.6
2009	3,158,417	-8.5	783,548	-22.8	108,857	-12.1	233,955	-2.3	11,697	-9.6	3,512,926	-8.2
2008	3,450,478	-7.3	1,014,862	-16.4	123,855	13.2	239,405	0.1	12,944	-9.9	3,826,682	-6.4
2007	3,723,482	6.7	1,214,042	2.0	109,370	-1.3	239,083	5.4	14,373	7.3	4,086,308	6.4
2006	3,489,136	3.9	1,190,662	2.4	110,760	-3.7	226,811	5.1	13,395	17.5	3,840,102	3.8
2005	3,357,094	7.5	1,162,481	8.8	115,015	-9.1	215,837	3.4	11,404	-2.5	3,699,350	6.6
2004	3,122,600	17.8	1,068,932	11.4	126,497	-41.5	208,670	-21.9	11,697	-11.1	3,469,464	10.2

Note: 1. MPV means multi purpose vehicles. 2. SPV means special purpose vehicles.

## 1-2. Production by Maker

(Units)

Make	Type	Year	2009	2010	2011	2012	2013
Grand Total			3,512,926	4,271,741	4,657,094	4,561,766	4,521,429
Hyundai	Sub-Total		1,606,879	1,743,375	1,892,254	1,905,261	1,852,456
	Passenger Cars		1,354,097	1,463,007	1,589,942	1,640,111	1,594,478
	Buses		97,422	122,293	130,811	106,311	98,129
	Trucks		153,258	156,027	169,860	157,246	158,389
	SPV		2,102	2,048	1,641	1,593	1,460
Kia	Sub-Total		1,137,176	1,416,681	1,583,921	1,585,685	1,598,863
	Passenger Cars		1,058,399	1,320,354	1,478,751	1,485,496	1,497,253
	Buses		843	1,585	1,617	1,537	1,572
	Trucks		69,145	84,441	92,037	87,229	86,670
	SPV		8,789	10,301	11,516	11,423	13,368
GM Korea	Sub-Total		532,191	744,096	810,854	785,757	782,721
	Passenger Cars		521,387	727,509	795,415	768,449	757,719
	Buses		6,577	10,429	9,662	10,688	14,074
	Trucks		4,227	6,158	5,777	6,620	10,928
Ssangyong	Sub-Total		34,703	80,067	113,249	119,142	143,516
	Passenger Cars		34,703	80,067	113,249	119,142	143,516
Renault Samsung	Sub-Total		189,831	275,269	244,260	153,891	129,638
	Passenger Cars		189,831	275,269	244,260	153,891	129,638
Tata Daewoo	Sub-Total		8,131	9,039	9,346	9,309	10,380
	Trucks		7,325	8,063	8,482	7,999	8,701
	SPV		806	976	864	1,310	1,679
Daewoo Bus	Sub-Total		4,015	3,214	3,210	2,721	3,855
	Buses		4,015	3,214	3,210	2,721	3,855

1-3. Production by Type & Size

(Units)

Type	Size	Maker	Year	2009	2010	2011	2012	2013
Grand Total				3,512,926	4,271,741	4,657,094	4,561,766	4,521,429
Sub-Total				3,158,417	3,866,206	4,221,617	4,167,089	4,122,604
Passenger Cars	Under 1,000cc (800)			356,392	409,046	467,593	496,588	517,888
		Kia		207,415	209,927	253,167	285,183	285,414
		GM Korea		148,977	199,119	214,426	211,405	232,474
				1,388,066	1,548,573	1,554,879	1,539,234	1,367,795
	1,001cc~ (801cc)	Hyundai		706,016	711,647	770,169	795,562	763,537
		Kia		378,590	448,645	428,275	479,065	479,086
	1,600cc (1,500cc)	GM Korea		223,563	265,624	267,871	215,606	93,747
		Renault Samsung		79,897	122,657	88,564	49,001	31,425
				397,450	582,997	568,072	527,652	475,132
	1,601cc~ (1,501cc)	Hyundai		152,323	217,830	189,755	204,819	213,975
		Kia		88,802	117,263	163,929	159,212	135,563
	2,000cc	GM Korea		93,775	158,738	139,352	116,458	80,827
		Renault Samsung		62,550	89,166	75,036	47,163	44,767
				232,961	251,594	311,163	304,368	278,475
	Over 2,001cc	Hyundai		186,856	157,993	232,270	237,000	196,482
		Kia		21,150	59,531	40,249	33,635	52,413
		GM Korea		1,115	11,088	11,913	25,307	22,391
		Ssangyong		5,189	8,285	7,319	4,577	3,430
Renault Samsung			18,651	14,697	19,412	3,849	3,759	
			783,548	1,073,996	1,319,910	1,299,247	1,483,314	
MPV	Hyundai		308,902	375,537	397,748	402,730	420,484	
	Kia		362,442	484,988	593,131	528,401	544,777	
	GM Korea		53,957	92,940	161,853	199,673	328,280	
	Ssangyong		29,514	71,782	105,930	114,565	140,086	
	Renault Samsung		28,733	48,749	61,248	53,878	49,687	

Note: The category of mini cars and small-sized cars were extended up to 1,000cc (from 2008) and 1,600cc (from 2009) respectively.

(Units)

Type	Size	Maker	Year	2009	2010	2011	2012	2013
Buses	Sub-Total			108,857	137,521	145,300	121,257	117,630
	Under 15 Persons			90,774	118,117	125,801	103,300	99,016
		Hyundai		84,197	107,688	116,139	92,378	83,974
		GM Korea		6,577	10,429	9,662	10,688	14,074
		Daewoo Bus		-	-	-	234	968
	16-35 Persons			8,591	9,142	9,559	8,581	8,850
		Hyundai		7,853	8,587	9,153	8,129	8,261
		Daewoo Bus		738	555	406	452	589
	Over 36 Persons			9,492	10,262	9,940	9,376	9,764
		Hyundai		5,372	6,018	5,519	5,804	5,894
		Kia		843	1,585	1,617	1,537	1,572
	Daewoo Bus		3,277	2,659	2,804	2,035	2,298	
Trucks	Sub-Total			233,955	254,689	276,156	259,094	264,688
	Under 5.0 Tons			222,387	241,175	263,452	247,129	252,540
		Hyundai		146,854	147,954	161,422	150,265	151,522
		Kia		69,145	84,441	92,037	87,229	86,670
		GM Korea		4,227	6,158	5,777	6,620	10,928
		Tata Daewoo		2,161	2,622	4,216	3,015	3,420
	7.0-12.0 Tons			1,973	2,235	1,966	2,791	2,280
		Hyundai		870	1,110	1,220	787	880
		Tata Daewoo		1,103	1,125	746	2,004	1,400
	Over 12.0 Tons			9,595	11,279	10,738	9,174	9,868
		Hyundai		5,534	6,963	7,218	6,194	5,987
	Tata Daewoo		4,061	4,316	3,520	2,980	3,881	
SPV	Sub-Total			11,697	13,325	14,021	14,326	16,507

1-4. Production and Sales by Maker, Type and Model in 2013

(Units)

Maker	Type	Model	Production	Sales		
				Domestic Sales	Exports	Total
Grand Total			4,521,429	1,383,358	3,089,283	4,472,641
Hyundai	Total		1,852,456	640,865	1,173,014	1,813,879
	Passenger Cars	Sub-Total	1,173,994	344,899	802,797	1,147,696
		ACCENT 1.4	18,186	14,780	-	14,780
		ACCENT 1.6	2,996	2,956	-	2,956
		ACCENT 1.6 DSL	9,867	10,871	-	10,871
		ACCENT EXPORT	241,144	-	240,247	240,247
		AVANTE HD 1.6 DSL	18	-	-	-
		AVANTE HD 1.6 HEV	644	582	-	582
		AVANTE MD 1.6	92,811	83,061	-	83,061
		AVANTE MD 1.6 DSL	6,315	5,468	-	5,468
		AVANTE MD LPI	4,560	4,616	-	4,616
		AVANTE MD EXPORT	232,207	-	230,548	230,548
		AVANTE COUPE 2.0	393	239	-	239
		AVANTE COUPE EXPORT	6,046	-	6,358	6,358
		i30(GD) 5DR 1.6	5,448	4,671	-	4,671
		i30(GD) 5DR 1.6 DSL	4,557	5,739	-	5,739
		i30(GD) EXPORT	83,487	-	82,719	82,719
		VELOSTER 1.6	2,987	2,927	-	2,927
		VELOSTER EXPORT	58,310	-	58,221	58,221
		SONATA 2.0 LPG	6,501	5,438	-	5,438
		YF SONATA 2.0	21,054	19,867	-	19,867
		YF SONATA 2.0 LPI	53,403	50,418	-	50,418
		YF SONATA 2.0 TURBO	271	279	-	279
		YF SONATA 2.4	4	-	-	-
		YF SONATA 2.0 HEV	42,524	13,398	29,032	42,430
		YF SONATA EXPORT	33,297	-	33,100	33,100
		i40 Sedan 1.7 DSL	1,596	2,877	-	2,877
		i40 Sedan 2.0	952	994	-	994
		i40 Wagon 1.7 DSL	1,662	1,557	-	1,557
		i40 Wagon 2.0	622	397	-	397
		i40 EXPORT	45,404	-	45,075	45,075
		GENESIS 3.3	9,099	10,407	-	10,407
		GENESIS 3.8	525	626	-	626
		GENESIS 5.0	12	14	-	14
		GENESIS EXPORT	27,493	-	27,201	27,201
		GENESIS(DH) 3.3	2,645	1,070	-	1,070
		GENESIS(DH) 3.8	31	30	-	30
		GENESIS(DH) EXPORT	99	-	-	-
		GENESIS COUPE 2.0	250	241	-	241
		GENESIS COUPE 3.8	134	144	-	144
		GENESIS COUPE EXPORT	18,058	-	18,130	18,130
		GRANDEUR HG 2.2 DSL	26	-	-	-
		GRANDEUR HG 2.4	38,250	36,060	-	36,060
		GRANDEUR HG 2.4 HEV	222	45	-	45
		GRANDEUR HG 3.0	32,251	30,966	-	30,966
		GRANDEUR HG 3.0 LPI	22,447	20,603	-	20,603
		GRANDEUR HG 3.3	856	827	-	827
GRANDEUR HG EXPORT		26,354	-	26,149	26,149	
EQUUS 3.8	10,490	10,853	-	10,853		
EQUUS 3.8 LIMOUSINE	76	70	-	70		
EQUUS 5.0	1,501	1,527	-	1,527		
EQUUS 5.0 LIMOUSINE	281	281	-	281		
EQUUS EXPORT	5,628	-	6,017	6,017		



(Units)

Maker	Type	Model	Production	Sales		
				Domestic Sales	Exports	Total
Hyundai	Passenger Cars (SUV)	Sub-Total	420,484	134,534	283,902	418,436
		TUCSON ix 2.0 DSL	42,712	42,273	-	42,273
		TUCSON ix 2.0 GSL	577	572	-	572
		TUCSON ix EXPORT	147,501	-	147,821	147,821
		SANTAFE(DM) 2.0	69,137	69,923	-	69,923
		SANTAFE(DM) 2.2	10,135	8,849	-	8,849
		SANTAFE(DM) EXPORT	94,702	-	93,485	93,485
		MAXCRUZ 2.2	8,882	8,705	-	8,705
		MAXCRUZ EXPORT	41,108	-	41,120	41,120
		VERACRUZ 3.0 DSL	4,248	4,201	-	4,201
		VERACRUZ 3.8 GSL	12	11	-	11
		VERACRUZ EXPORT	1,470	-	1,476	1,476
		Buses	Sub-Total	98,129	50,784	45,822
		GRAND STAREX	42,855	43,038	-	43,038
		GRAND STAREX EXPORT	41,119	-	40,618	40,618
		SUPER A/C	2,722	2,127	-	2,127
		UNI CITY	134	163	-	163
		UNIVERSE	2,663	2,217	428	2,645
		AERO EXPORT	304	-	624	624
		AERO EXPRESS	71	-	-	-
		AERO-TOWN	260	261	-	261
		AERO-TOWN EXPORT	64	-	45	45
		COUNTY	2,698	2,560	-	2,560
		COUNTY EXPORT	4,816	-	4,107	4,107
		GREEN CITY	423	418	-	418
	Trucks	Sub-Total	158,389	109,400	39,540	148,940
		MIGHTY	4,654	3,847	-	3,847
		MIGHTY EXPORT	20,224	-	12,881	12,881
		PORTER DSL	91,999	92,029	-	92,029
		PORTER EXPORT	20,181	-	20,696	20,696
		3.5T	3,908	4,238	-	4,238
		3.5T EXPORT	1,729	-	2,773	2,773
		4.5T	2,152	2,397	-	2,397
		5T	4,461	4,178	-	4,178
		5T EXPORT	2,214	-	1,869	1,869
		7T	312	331	-	331
	8.5T CARGO	102	95	-	95	
	8T CARGO	76	75	-	75	
	9.5T CARGO	290	270	-	270	
	11.5T CARGO	100	71	-	71	
	14T CARGO	540	452	-	452	
	15T DUMP	245	225	-	225	
	16T CARGO	497	416	-	416	
	18T CARGO	6	1	-	1	
	19T CARGO	310	240	-	240	
	20T CARGO	32	29	-	29	
	22T CARGO	12	9	-	9	
	25T CARGO	552	497	-	497	
	HEAVY TRUCK EXPORT	3,793	-	1,321	1,321	
SPV	Sub-Total	1,460	1,248	953	2,201	

# PRODUCTION

(Units)

Maker	Type	Model	Production	Sales		
				Domestic Sales	Exports	Total
Kia	Total		1,598,863	458,000	1,131,636	1,589,636
	Passenger Cars	Sub-Total	952,476	277,539	671,778	949,317
		MORNING(TA) 1.0	82,997	83,604	-	83,604
		MORNING(TA) 1.0 LPG	4,142	4,390	-	4,390
		MORNING(TA) 1.0 VAN	5,668	5,637	-	5,637
		MORNING(TA) EXPORT	164,853	-	163,499	163,499
		RAY 1.0	24,352	24,213	-	24,213
		RAY 1.0 LPG	1,092	1,110	-	1,110
		RAY 1.0 VAN	1,967	1,821	-	1,821
		RAY EV	343	277	-	277
		PRIDE(UB) 1.4 DSL	560	525	-	525
		PRIDE(UB) 1.4 4DR	3,282	3,362	-	3,362
		PRIDE(UB) 1.4 5DR	2,082	1,957	-	1,957
		PRIDE(UB) 1.6 4DR	2,280	2,537	-	2,537
		PRIDE(UB) 1.6 5DR	2,632	2,656	-	2,656
		PRIDE(UB) EXPORT	224,873	-	223,301	223,301
		FORTE 1.6 HEV	201	287	-	287
		FORTE 1.6 2DR	333	352	-	352
		FORTE 1.6 5DR	128	142	-	142
		FORTE 2.0 2DR	22	24	-	24
		FORTE EXPORT	15,016	-	15,233	15,233
		K3 1.6 2DR	630	461	-	461
		K3 1.6 4DR	49,481	50,662	-	50,662
		K3 1.6 4DR DSL	590	-	-	-
		K3 1.6 5DR	163	156	-	156
		K3 EXPORT	176,835	-	174,925	174,925
		K5 2.0	22,094	23,033	-	23,033
		K5 2.0 HEV	26,489	7,742	19,022	26,764
		K5 2.0 LPG	32,311	32,232	-	32,232
		K5 EXPORT	54,647	-	54,437	54,437
		K7 2.4	15,748	15,385	-	15,385
		K7 2.4 HEV	90	-	-	-
		K7 3.0	4,123	4,246	-	4,246
K7 3.0 LPG	5,436	5,420	-	5,420		
K7 3.3	261	279	-	279		
K7 EXPORT	19,153	-	19,067	19,067		
K9 3.3	4,309	4,228	-	4,228		
K9 3.8	728	801	-	801		
K9 EXPORT	2,565	-	2,294	2,294		
Passenger Cars (SUV)	Sub-Total	433,984	86,322	341,649	427,971	
	SOUL 1.6	953	1,059	-	1,059	
	SOUL 1.6 DSL	268	257	-	257	
	SOUL EXPORT	99,775	-	99,558	99,558	
	SOUL(PS) 1.6	2,296	1,332	-	1,332	
	SOUL(PS) 1.6 DSL	309	136	-	136	
	SOUL(PS) EXPORT	53,230	-	51,582	51,582	
	SPORTAGE R 2.0 DSL	45,743	44,880	-	44,880	
	SPORTAGE R 2.0 GSL	447	478	-	478	
	SPORTAGE R EXPORT	113,335	-	112,550	112,550	
	SORENTO R 2.0 DSL	27,285	26,698	-	26,698	

(Units)

Maker	Type	Model	Production	Sales		
				Domestic Sales	Exports	Total
Kia	Passenger Cars (SUV)	SORENTO R 2.2 DSL	2,741	2,470	-	2,470
		SORENTO R EXPORT	71,964	-	71,499	71,499
		MOHAVE 3.0 DSL	9,056	9,012	-	9,012
		MOHAVE EXPORT	6,582	-	6,460	6,460
		Sub-Total	110,793	39,358	71,644	111,002
	Passenger Cars (CDV)	NEW CARENS 2.0 LPG	-	1,178	-	1,178
		NEW CARENS EXPORT	-	-	2	2
		ALL NEW CARENS 1.7 DSL	2,017	1,900	-	1,900
		ALL NEW CARENS 2.0 LPI	5,984	5,694	-	5,694
		ALL NEW CARENS EXPORT	53,913	-	53,556	53,556
		NEW CARNIVAL 2.2 DSL	8,925	8,419	-	8,419
		NEW CARNIVAL 3.5	79	84	-	84
		GRAND CARNIVAL 2.2 DSL	21,651	22,023	-	22,023
		GRAND CARNIVAL 3.5	149	60	-	60
		GRAND CARNIVAL EXPORT	18,075	-	18,086	18,086
	Sub-Total	1,572	1,541	34	1,575	
	Buses	GREENFIELD	114	112	-	112
		BLUESKY	156	156	-	156
		SUNSHINE	519	518	-	518
		SILKROAD	354	320	34	354
		PARKWAY	429	435	-	435
		Sub-Total	86,670	40,364	46,038	86,402
	Trucks	BONGO 1T	72,452	31,920	46,038	77,958
		BONGO 1T LPG	386	520	-	520
		BONGO 1.2/1.4T	13,832	7,924	-	7,924
		Sub-Total	13,368	12,876	493	13,369
	SPV	Total	782,721	151,040	629,966	781,006
GM Korea	Passenger Cars	Sub-Total	429,439	98,342	329,373	427,715
		NEW MATIZ	38,461	-	38,392	38,392
		SPARK	183,975	52,553	127,629	180,182
		SPARK LPG	6,470	6,936	-	6,936
		SPARK VAN	2,341	1,440	-	1,440
		SPARK EV	1,227	40	-	40
		GENRTA 4DR 1.4 DOHC	4,945	-	-	-
		GENTRA 4DR 1.2 DOHC	1,179	-	-	-
		GENTRA 4DR 1.5 SOHC	3,733	-	-	-
		GENTRA 4DR 1.6 DOHC	2,261	-	-	-
		GENTRA X 5DR 1.2	1,397	-	-	-
		GENTRA X 5DR 1.4	806	-	-	-
		GENTRA X 5DR 1.5	57	-	-	-
		GENTRA X 5DR 1.6	937	-	-	-
		GENTRA/GENTRA X EXPORT	-	-	15,782	15,782
		AVEO 4DR 1.2	1,234	-	-	-
		AVEO 4DR 1.3 DSL	2,317	-	-	-
		AVEO 4DR 1.4	2,605	-	-	-
		AVEO 4DR 1.6	13,913	2,518	-	2,518
		AVEO 5DR 1.2	4,501	-	-	-
		AVEO 5DR 1.3 DSL	2,626	-	-	-
		AVEO 5DR 1.4	2,939	70	-	70
		AVEO 5DR 1.6	11,102	835	-	835

PRODUCTION

(Units)

Maker	Type	Model	Production	Sales			
				Domestic Sales	Exports	Total	
GM Korea	Passenger Cars	AVEO EXPORT	-	-	40,391	40,391	
		LACETTI 4DR 1.6 DOHC	14,732	-	-	-	
		LACETTI 4DR 2.0 DSL	-	1	-	1	
		LACETTI EXPORT	-	-	13,047	13,047	
		CRUZE 1.4	2,387	754	-	754	
		CRUZE 1.6	9,896	-	-	-	
		CRUZE 1.7 DSL	883	-	-	-	
		CRUZE 1.8	35,424	12,953	-	12,953	
		CRUZE 2.0 DSL	7,326	4,071	-	4,071	
		CRUZE 5DR 1.4	1,041	40	-	40	
		CRUZE 5DR 1.6	4,086	-	-	-	
		CRUZE 5DR 1.7 DSL	1,892	-	-	-	
		CRUZE 5DR 1.8	8,832	475	-	475	
		CRUZE 5DR 2.0 DSL	2,144	388	-	388	
		CRUZE WAG 1.4	1,312	-	-	-	
		CRUZE WAG 1.6	3,741	-	-	-	
		CRUZE WAG 1.7 DSL	3,565	-	-	-	
		CRUZE WAG 1.8	7,339	-	-	-	
		CRUZE WAG 2.0 DSL	2,209	-	-	-	
		CRUZE EXPORT	-	-	74,937	74,937	
	TOSCA 2.0 DOHC	-	9	-	9		
	CAMARO 3.6	-	18	-	18		
	CORVETTE 6.2	-	26	-	26		
	ALPHEON 2.4	2,284	2,396	-	2,396		
	ALPHEON 2.4 HEV	173	203	-	203		
	ALPHEON 3.0	1,246	1,322	-	1,322		
	MALIBU 2.0	9,703	9,928	-	9,928		
	MALIBU 2.0 DSL	723	-	-	-		
	MALIBU 2.0 LPG	787	762	-	762		
	MALIBU 2.4	14,928	604	-	604		
	MALIBU 3.0	3,760	-	-	-		
	MALIBU EXPORT	-	-	19,195	19,195		
		Passenger Cars	Sub-Total	290,275	15,784	274,591	290,375
		Passenger Cars (SUV)	TRAX/Mokka 1.4	100,153	8,064	-	8,064
			TRAX/Mokka 1.6	21,204	-	-	-
			TRAX/Mokka 1.7 DSL	59,210	-	-	-
			TRAX/Mokka 1.8	23,846	-	-	-
			TRAX/Mokka EXPORT	-	-	194,225	194,225
			CAPTIVA 2.0	8,567	6,642	-	6,642
			CAPTIVA 2.2 DSL	37,687	1,078	-	1,078
			CAPTIVA 2.4	28,974	-	-	-
			CAPTIVA 3.0	10,634	-	-	-
	CAPTIVA EXPORT	-	-	80,366	80,366		
	Passenger Cars (CDV)	Sub-Total	38,005	16,252	22,895	39,147	
	Passenger Cars (CDV)	ORLANDO 1.4 DOHC	1,403	-	-	-	
		ORLANDO 1.8 DOHC	9,650	-	-	-	
		ORLANDO 2.0 DSL	17,741	9,428	-	9,428	
		ORLANDO 2.0 LPG	6,804	6,824	-	6,824	
		ORLANDO 2.4	2,407	-	-	-	
	ORLANDO EXPORT	-	-	22,895	22,895		

(Units)

Maker	Type	Model	Production	Sales		
				Domestic Sales	Exports	Total
GM Korea	Buses	Sub-Total	14,074	10,969	2,575	13,544
		DAMAS COACH GSL	170	-	-	-
		DAMAS COACH LPG	4,947	4,705	-	4,705
		DAMAS VAN GSL	2,491	-	-	-
		DAMAS VAN LPG	6,466	6,264	-	6,264
		DAMAS EXPORT	-	-	2,575	2,575
	Trucks	Sub-Total	10,928	9,693	532	10,225
		LABO GSL	527	-	-	-
		LABO LPG	10,401	9,693	-	9,693
		LABO EXPORT	-	-	532	532
Ssangyong	Total		143,516	63,970	78,740	142,710
Passenger Cars	Sub-Total	3,430	3,215	74	3,289	
	CHAIRMAN H 2.8	970	990	-	990	
	CHAIRMAN H 3.2	315	339	-	339	
	CHAIRMAN W LIM 3.6	43	28	-	28	
	CHAIRMAN W LIM 5.0	56	47	-	47	
	CHAIRMAN W 2.8	17	-	-	-	
	CHAIRMAN W 3.2	930	865	-	865	
	CHAIRMAN W 3.6	1,072	922	-	922	
	CHAIRMAN W 5.0	27	24	-	24	
	CHAIRMAN W EXPORT	-	-	74	74	
Passenger Cars (SUV)	Sub-Total	124,305	50,360	73,510	123,870	
	ACTYON 2.0 DSL	77	-	-	-	
	ACTYON 2.3 GSL	1,947	-	-	-	
	ACTYON EXPORT	-	-	1,481	1,481	
	KORANDO C 2.0 DSL	28,180	19,317	-	19,317	
	KORANDO C 2.0 GSL	28,368	-	-	-	
	KORANDO C EXPORT	-	-	37,437	37,437	
	KORANDO SPORTS 2.0 DSL	34,093	23,435	-	23,435	
	KORANDO SPORTS 2.3 GSL	1,332	-	-	-	
	KORANDO SPORTS EXPORT	-	-	11,966	11,966	
	KYRON 2.0 DSL	5,967	-	-	-	
	KYRON 2.3 GSL	9,062	-	-	-	
	KYRON 3.2 GSL	200	-	-	-	
	KYRON EXPORT	-	-	15,335	15,335	
REXTON 2.0 DSL	12,350	7,608	-	7,608		
REXTON 2.7 DSL	1,943	-	-	-		
REXTON 3.2 GSL	786	-	-	-		
REXTON EXPORT	-	-	7,291	7,291		
Passenger Cars (CDV)	Sub-Total	15,781	10,395	5,156	15,551	
	RODIUS 2.0 DSL	-	106	-	106	
	RODIUS EXPORT	-	-	2	2	
	KORANDO TURISMO 2.0 DSL	15,778	10,289	-	10,289	
	KORANDO TURISMO 3.2 GSL	3	-	-	-	
KORANDO TURISMO EXPORT	-	-	5,154	5,154		
Renault	Total		129,638	60,027	70,983	131,010
Samsung	Passenger Cars	Sub-Total	79,951	53,521	27,140	80,661
		SM3 1.6	3,924	-	4,043	4,043
		NEW SM3 1.6	23,623	18,811	4,966	23,777
		NEW SM3 2.0	11,483	-	11,229	11,229

# PRODUCTION

(Units)

Maker	Type	Model	Production	Sales		
				Domestic Sales	Exports	Total
Renault Samsung	Passenger Cars	SM3 EV	403	398	-	398
		NEW SM5 1.6	3,475	3,320	-	3,320
		NEW SM5 2.0 LPL(L43)	9,992	10,593	-	10,593
		NEW SM5 2.0(L43)	16,594	16,812	-	16,812
		NEW SM5(L43) EXPORT	6,698	-	6,756	6,756
		ALL NEW SM7 2.5	3,285	3,117	141	3,258
		ALL NEW SM7 3.5	474	470	5	475
		Sub-Total	49,687	6,506	43,843	50,349
	Passenger Cars (SUV)	QM3 DSL 1.5	-	1,150	-	1,150
		QM5 2WD DSL 2.0	2,780	2,863	-	2,863
		QM5 2WD GSL 2.0	1,215	1,015	-	1,015
		QM5 2WD GSL 2.5	145	194	-	194
		QM5 4WD DSL 2.0	1,243	1,284	-	1,284
		QM5 EXPORT	44,304	-	43,843	43,843
Tata		Total	10,380	6,039	4,458	10,497
Daewoo	Trucks	Sub-Total	8,701	5,451	4,241	9,692
		4.5 CARGO	2,602	2,513	-	2,513
		5T CARGO	818	825	-	825
		8.5T CARGO	458	-	-	-
		8T CARGO	276	87	205	292
		8T DUMP	62	-	14	14
		9.5 CARGO	210	173	-	173
		11.5T CARGO	394	86	354	440
		14T CARGO	333	367	-	367
		15T DUMP	1,735	64	528	592
		16T CARGO	607	348	16	364
		17T CARGO	22	-	-	-
		18T CARGO	115	-	-	-
		19.5T CARGO	87	-	-	-
		19T CARGO	320	342	-	342
		22.5T CARGO	75	69	6	75
		24T DUMP	-	-	47	47
		25.5T DUMP	148	105	-	105
		25T CARGO	439	472	6	478
		HEAVY TRUCK EXPORT	-	-	3,065	3,065
	SPV	Sub-Total	1,679	588	217	805
		Total	3,855	3,417	486	3,903
Daewoo		Total	3,855	3,417	486	3,903
Bus	Buses	BC211M	13	13	-	13
		BH090	95	95	-	95
		BS090	494	498	-	498
		BS106	515	528	-	528
		BS110CN	113	115	-	115
		BX212	567	567	-	567
		FX 120	371	371	-	371
		FX 212	52	52	-	52
		FX115	8	8	-	8
		FX116	199	199	-	199
		LESTAR	968	971	-	971
		ROYAL CITY EXPORT	224	-	252	252
		ROYAL EXPORT	236	-	234	234

## 2. Automobile Sales

(Units)

Type	Classification	Year	2009	2010	2011	2012	2013
			3,542,862	4,237,533	4,626,345	4,581,491	4,472,641
Total	Domestic Sales		1,394,000	1,465,426	1,474,637	1,410,857	1,383,358
	Exports		2,148,862	2,772,107	3,151,708	3,170,634	3,089,283
			3,181,973	3,828,713	4,191,943	4,188,475	4,085,379
Passenger Cars	Domestic Sales		1,174,743	1,217,764	1,211,284	1,175,891	1,137,027
	Exports		2,007,230	2,610,949	2,980,659	3,012,584	2,948,352
			112,872	138,268	143,984	121,422	115,628
Buses	Domestic Sales		65,501	70,261	72,189	64,546	66,711
	Exports		47,371	68,007	71,795	56,876	48,917
			234,205	254,528	275,210	255,711	255,259
Trucks	Domestic Sales		142,570	165,291	178,402	157,311	164,908
	Exports		91,635	89,237	96,808	98,400	90,351
			13,812	16,024	15,208	15,883	16,375
SPV	Domestic Sales		11,186	12,110	12,762	13,109	14,712
	Exports		2,626	3,914	2,446	2,774	1,663

## DOMESTIC SALES

### 2-1. Domestic Sales

#### 2-1-1. Domestic Sales Overview

(Units)

Year	Passenger Cars		MPV		Buses		Trucks		SPV		Total	
		%Chg.		%Chg.		%Chg.		%Chg.		%Chg.		%Chg.
2013	1,137,027	-3.3	359,511	16.2	66,711	3.4	164,908	4.8	14,712	12.2	1,383,358	-1.9
2012	1,175,891	-2.9	309,494	8.9	64,546	-10.6	157,311	-11.8	13,109	2.7	1,410,857	-4.3
2011	1,211,284	-0.5	284,308	3.2	72,189	2.7	178,402	7.9	12,762	5.4	1,474,637	0.6
2010	1,217,764	3.7	275,433	-0.8	70,261	7.3	165,291	15.9	12,110	8.3	1,465,426	5.1
2009	1,174,743	22.5	277,668	27.7	65,501	5.0	142,570	16.0	11,186	8.7	1,394,000	20.7
2008	958,854	-2.8	217,513	-23.1	62,409	-11.1	122,926	-17.9	10,294	-21.1	1,154,483	-5.3
2007	986,416	5.4	282,890	5.8	70,192	-5.2	149,676	5.0	13,051	9.4	1,219,335	4.7
2006	935,681	2.4	267,400	-8.3	74,077	-3.0	142,566	0.5	11,930	9.8	1,164,254	1.9
2005	913,550	6.5	291,509	-15.1	76,346	-16.1	141,804	6.0	10,862	-0.4	1,142,562	4.5
2004	857,977	-14.4	343,492	-18.1	91,024	-19.8	133,742	-29.4	10,909	-18.4	1,093,652	-17.0



## 2-1-2. Domestic Sales by Maker

(Units)

Make	Type	Year				
		2009	2010	2011	2012	2013
Grand Total		1,394,000	1,465,426	1,474,637	1,410,857	1,383,358
Hyundai	Sub-Total	702,678	659,565	684,157	667,777	640,865
	Passenger Cars	547,967	482,261	499,043	505,714	479,433
	Buses	55,471	58,500	61,295	52,685	50,784
	Trucks	97,088	116,798	122,316	107,583	109,400
	SPV	2,152	2,006	1,503	1,795	1,248
Kia	Sub-Total	412,752	484,512	493,003	482,060	458,000
	Passenger Cars	366,533	434,881	436,672	430,757	403,219
	Buses	1,103	1,539	1,595	1,557	1,541
	Trucks	36,428	38,180	43,803	38,743	40,364
	SPV	8,688	9,912	10,933	11,003	12,876
GM Korea	Sub-Total	114,845	125,730	140,705	145,702	151,040
	Passenger Cars	104,424	112,466	127,697	131,794	130,378
	Buses	6,377	7,858	7,569	8,034	10,969
	Trucks	4,044	5,406	5,439	5,874	9,693
Ssangyong	Sub-Total	22,189	32,459	38,651	47,700	63,970
	Passenger Cars	22,189	32,459	38,651	47,700	63,970
Renault Samsung	Sub-Total	133,630	155,697	109,221	59,926	60,027
	Passenger Cars	133,630	155,697	109,221	59,926	60,027
Tata Daewoo	Sub-Total	5,356	5,099	7,170	5,422	6,039
	Trucks	5,010	4,907	6,844	5,111	5,451
	SPV	346	192	326	311	588
Daewoo Bus	Sub-Total	2,550	2,364	1,730	2,270	3,417
	Buses	2,550	2,364	1,730	2,270	3,417

## DOMESTIC SALES

### 2-1-3. Domestic Sales by Type & Size

(Units)

Type	Size	Maker	Year	2009	2010	2011	2012	2013	
Grand Total				1,394,000	1,465,426	1,474,637	1,410,857	1,383,358	
Sub-Total				1,174,743	1,217,764	1,211,284	1,175,891	1,137,027	
Passenger Cars	Under 1,000cc (800)			135,753	160,579	184,899	202,844	182,021	
		Kia		102,082	101,570	121,136	138,081	121,052	
		GM Korea		33,671	59,009	63,763	64,763	60,969	
	1,001cc~ (801cc)			307,730	287,768	260,232	240,971	225,514	
		Hyundai		156,232	161,704	169,515	162,197	135,671	
		Kia		68,336	56,081	49,291	58,164	63,097	
		GM Korea		37,256	10,889	7,276	3,303	4,217	
	1,600cc (1,500cc)			45,906	59,094	34,150	17,307	22,529	
		Renault Samsung							
				284,285	335,100	262,921	242,835	214,728	
	1,601cc~ (1,501cc)	Hyundai		152,006	150,833	100,478	98,532	95,705	
		Kia		50,511	77,257	85,540	78,163	63,031	
		GM Korea		20,758	29,224	26,765	33,537	28,587	
		Renault Samsung		61,010	77,786	50,138	32,603	27,405	
	2,000cc			169,307	158,884	218,924	179,747	155,253	
	Over 2,001cc	Hyundai		125,031	75,861	152,207	132,978	113,523	
		Kia		18,801	54,738	31,855	29,621	30,359	
		GM Korea		1,780	6,696	10,517	7,621	4,569	
Ssangyong			5,461	8,253	7,030	4,447	3,587		
Renault Samsung			18,234	13,336	17,315	5,080	3,215		
			277,668	275,433	284,308	309,494	359,511		
MPV	Hyundai		114,698	93,863	76,843	112,007	134,534		
	Kia		126,803	145,235	148,850	126,728	125,680		
	GM Korea		10,959	6,648	19,376	22,570	32,036		
	Ssangyong		16,728	24,206	31,621	43,253	60,755		
	Renault Samsung		8,480	5,481	7,618	4,936	6,506		

Note: The category of mini cars and small-sized cars were extended up to 1,000cc (from 2008) and 1,600cc (from 2009) respectively.

(Units)

Type	Size	Maker	Year	2009	2010	2011	2012	2013
Buses	Sub-Total			65,501	70,261	72,189	64,546	66,711
	Under 15 Persons			53,636	58,033	60,825	53,573	54,978
		Hyundai		47,259	50,175	53,256	45,325	43,038
		GM Korea		6,377	7,858	7,569	8,034	10,969
		Daewoo Bus		-	-	-	214	971
	16-35 Persons			4,708	4,518	4,433	3,797	3,832
		Hyundai		4,013	3,970	4,039	3,337	3,239
		Daewoo Bus		695	548	394	460	593
	Over 36 Persons			7,157	7,710	6,931	7,176	7,901
		Hyundai		4,199	4,355	4,000	4,023	4,507
		Kia		1,103	1,539	1,595	1,557	1,541
		Daewoo Bus		1,855	1,816	1,336	1,596	1,853
Trucks	Sub-Total			142,570	165,291	178,402	157,311	164,908
	Under 5.0 Tons			136,145	158,043	170,887	151,734	160,084
		Hyundai		93,401	111,899	117,539	104,012	106,689
		Kia		36,428	38,180	43,803	38,743	40,364
		GM Korea		4,044	5,406	5,439	5,874	9,693
		Tata Daewoo		2,272	2,558	4,106	3,105	3,338
	7.0-12.0 Tons			1,303	1,566	1,581	1,210	1,188
		Hyundai		836	1,174	1,165	864	842
		Tata Daewoo		467	392	416	346	346
	Over 12.0 Tons			5,122	5,682	5,934	4,367	3,636
		Hyundai		2,851	3,725	3,612	2,707	1,869
		Tata Daewoo		2,271	1,957	2,322	1,660	1,767
SPV	Sub-Total			11,186	12,110	12,762	13,109	14,712

2-2. Exports

2-2-1. Exports Overview

(Units)

Year	Passenger Cars		MPV		Buses		Trucks		SPV		Total	
		%Chg.		%Chg.		%Chg.		%Chg.		%Chg.		%Chg.
2013	2,948,352	-2.1	1,117,190	12.9	48,917	-14.0	90,351	-8.2	1,663	-40.1	3,089,283	-2.6
2012	3,012,584	1.1	989,104	-3.0	56,876	-20.8	98,400	1.6	2,774	13.4	3,170,634	0.6
2011	2,980,659	14.2	1,019,194	29.6	71,795	5.6	96,808	8.5	2,446	-37.5	3,151,708	13.7
2010	2,610,949	30.1	786,318	52.1	68,007	43.6	89,237	-2.6	3,914	49.0	2,772,107	29.0
2009	2,007,230	-20.0	517,066	-36.6	47,371	-24.4	91,635	-15.4	2,626	-35.1	2,148,862	-19.9
2008	2,508,911	-7.7	815,586	-12.9	62,654	60.8	108,355	22.7	4,045	206.9	2,683,965	-5.7
2007	2,718,548	7.4	936,534	3.6	38,965	23.7	88,307	2.9	1,318	77.4	2,847,138	7.5
2006	2,530,180	3.0	904,306	2.8	31,498	-26.9	85,799	0.9	743	-48.1	2,648,220	2.4
2005	2,456,525	7.9	880,074	22.9	43,078	7.2	85,054	37.0	1,431	102.1	2,586,088	8.7
2004	2,276,576	32.3	716,047	39.0	40,197	-13.7	62,082	30.1	708	27.6	2,379,563	31.1

## 2-2-2. Exports by Maker

(Units)

Make	Type	Year				
		2009	2010	2011	2012	2013
Grand Total		2,148,862	2,772,107	3,151,708	3,170,634	3,089,283
Hyundai	Sub-Total	911,088	1,072,727	1,204,155	1,242,083	1,173,014
	Passenger Cars	808,479	967,267	1,088,194	1,139,812	1,086,699
	Buses	44,611	64,838	68,040	53,630	45,822
	Trucks	56,115	38,054	46,685	47,139	39,540
	SPV	1,883	2,568	1,236	1,502	953
Kia	Sub-Total	736,024	920,057	1,075,871	1,102,004	1,131,636
	Passenger Cars	702,183	872,295	1,027,450	1,054,050	1,085,071
	Buses	2	15	57	2	34
	Trucks	33,459	47,296	47,832	47,603	46,038
	SPV	380	451	532	349	493
GM Korea	Sub-Total	429,259	610,898	656,425	655,878	629,966
	Passenger Cars	427,646	607,848	653,647	652,786	626,859
	Buses	1,096	2,315	2,414	2,610	2,575
	Trucks	517	735	364	482	532
Ssangyong	Sub-Total	12,747	47,756	73,630	71,553	78,740
	Passenger Cars	12,747	47,756	73,630	71,553	78,740
Renault Samsung	Sub-Total	56,175	115,783	137,738	94,383	70,983
	Passenger Cars	56,175	115,783	137,738	94,383	70,983
Tata Daewoo	Sub-Total	1,907	4,047	2,605	4,099	4,458
	Trucks	1,544	3,152	1,927	3,176	4,241
	SPV	363	895	678	923	217
Daewoo Bus	Sub-Total	1,662	839	1,284	634	486
	Buses	1,662	839	1,284	634	486

2-2-3. Exports by Type & Size

(Units)

Type	Size	Maker	Year	2009	2010	2011	2012	2013
Grand Total				2,148,862	2,772,107	3,151,708	3,170,634	3,089,283
Sub-Total				2,007,230	2,610,949	2,980,659	3,012,584	2,948,352
Passenger Cars	Under 1,000cc (800)	Kia		217,386	247,361	276,860	294,429	329,520
		GM Korea		104,481	105,100	130,672	143,994	163,499
				112,905	142,261	146,188	150,435	166,021
	1,001cc~ (801cc)	Hyundai		1,017,988	1,160,769	1,209,968	1,248,683	1,090,376
		Kia		547,277	547,007	597,367	636,204	611,735
		GM Korea		311,113	384,645	379,940	418,525	413,459
		Renault Samsung		126,088	167,416	176,018	162,352	56,173
	1,600cc (1,500cc)	GM Korea		33,510	61,701	56,643	31,602	9,009
		Renault Samsung						
	1,601cc~ (1,501cc)	Hyundai		208,556	318,032	390,732	368,377	312,188
		Kia		21,772	48,114	93,937	104,992	113,565
		GM Korea		40,928	39,718	71,546	82,322	73,459
		Renault Samsung		144,623	219,965	197,295	168,313	107,179
	2,000cc	GM Korea		1,233	10,235	27,954	12,750	17,985
		Renault Samsung						
		Hyundai		46,234	98,469	83,905	111,991	99,078
		Kia		44,315	92,086	76,638	104,800	77,497
	Over 2,001cc	Ssangyong		1,168	5,175	6,732	6,538	21,361
		Renault Samsung		39	53	87	139	74
			712	1,155	448	514	146	
MPV	Hyundai		517,066	786,318	1,019,194	989,104	1,117,190	
	Kia		195,115	280,060	320,252	293,816	283,902	
	GM Korea		244,493	337,657	438,560	402,671	413,293	
	Ssangyong		44,030	78,206	134,146	171,686	297,486	
	Renault Samsung		12,708	42,692	73,543	71,414	78,666	
			20,720	47,703	52,693	49,517	43,843	

Note: The category of mini cars and small-sized cars were extended up to 1,000cc (from 2008) and 1,600cc (from 2009) respectively.

(Units)

Type	Size	Maker	Year	2009	2010	2011	2012	2013
Buses	Sub-Total			47,371	68,007	71,795	56,876	48,917
	Under 15 Persons			39,986	60,407	63,865	50,046	43,193
		Hyundai		38,890	58,092	61,451	47,436	40,618
		GM Korea		1,096	2,315	2,414	2,610	2,575
	16-35 Persons			3,920	4,923	4,773	4,797	4,152
		Hyundai		3,920	4,923	4,773	4,797	4,152
	Over 36 Persons			3,465	2,677	3,157	2,033	1,572
		Hyundai		1,801	1,823	1,816	1,397	1,052
		Kia		2	15	57	2	34
		Daewoo Bus		1,662	839	1,284	634	486
Trucks	Sub-Total			91,635	89,237	96,808	98,400	90,351
	Under 5.0 Tons			89,301	85,355	93,264	93,005	84,789
		Hyundai		55,325	37,312	45,066	44,893	38,219
		Kia		33,459	47,296	47,832	47,603	46,038
		GM Korea		517	735	364	482	532
		Tata Daewoo		-	12	2	27	-
	5.0-12.0 Tons			208	1,101	416	1,613	573
		Tata Daewoo		208	1,101	416	1,613	573
	Over 12.0 Tons			2,126	2,781	3,128	3,782	4,989
		Hyundai		790	742	1,619	2,246	1,321
Tata Daewoo			1,336	2,039	1,509	1,536	3,668	
SPV	Sub-Total			2,626	3,914	2,446	2,774	1,663

2-2-4. Exports by Region and Country

(Units)

Region & Country		2009	2010	2011	2012	2013
Grand Total		2,148,862	2,772,107	3,151,708	3,170,634	3,089,283
North America	Total	608,574	677,660	770,826	905,011	955,273
	U.S.A.	449,403	510,952	588,181	693,736	759,385
	Canada	128,207	108,160	108,521	128,731	132,925
	Mexico	30,964	58,548	74,124	82,544	62,963
Europe	Total	400,548	539,284	693,653	681,797	632,390
	Germany	56,232	39,818	81,573	83,829	113,289
	U.K.	55,103	58,623	46,227	69,918	73,440
	France	35,976	39,021	52,982	47,905	48,495
	Italy	57,378	32,529	60,030	40,705	39,135
	Spain	23,020	35,683	32,909	20,819	22,672
	Netherlands	8,558	11,427	30,379	27,852	19,579
	Denmark	4,562	12,716	14,717	14,678	13,959
	Belgium	9,947	10,240	17,988	18,972	12,665
	Poland	9,665	6,142	14,202	15,915	12,197
	Hungary	15,617	20,197	21,205	15,365	11,190
	Sweden	2,968	6,028	10,213	8,739	9,827
	Austria	6,594	5,234	13,065	8,796	7,211
	Finland	385	2,382	5,479	5,528	5,156
	Czech Rep.	3,241	2,578	4,988	3,674	3,595
	Ireland	634	834	2,310	2,954	3,523
	Portugal	4,084	6,622	6,439	2,736	2,312
	Slovakia	2,427	748	2,503	1,650	1,972
	Greece	3,133	4,459	2,623	1,099	1,693
	Romania	553	347	1,125	1,066	1,039
	Slovenia	545	404	2,490	3,836	888
	Bulgaria	361	833	1,167	655	797
	Malta	471	449	506	524	696
	Cyprus	601	874	499	581	505
	Estonia	26	48	351	354	505
	Luxembourg	11	17	50	49	22
	Latvia	15	4	27	20	5
	Lithuania	17	6	10	4	-
EU Sub-Total		302,124	298,263	426,057	398,223	406,367
Russia		76,202	195,131	195,849	198,477	144,158
Kazakhstan		268	2,364	7,665	15,534	25,513
Ukraine		7,754	16,932	27,827	25,393	12,774
Uzbekistan		2,753	5,741	5,837	9,431	12,468
Azerbaijan		5,172	7,820	8,871	11,220	10,655
Switzerland		3,485	7,041	8,038	8,215	5,586



(Units)

Region & Country		2009	2010	2011	2012	2013
Europe	Norway	396	951	3,976	3,423	3,634
	Belarus	375	344	644	372	2,771
	Georgia	268	691	2,451	2,172	2,514
	Turkmenistan	642	1,717	1,669	3,356	2,080
	Others	1,109	2,289	4,769	5,981	3,870
	Europe Others	98,424	241,021	267,596	283,574	226,023
Middle East	Total	419,797	586,740	626,046	614,292	593,643
Latin America	Saudi Arabia	127,003	145,044	160,499	185,804	195,615
	Iraq	30,828	55,734	70,565	73,428	67,290
	Jordan	29,451	44,477	45,486	51,402	48,403
	U.A.E.	7,215	28,044	58,491	56,348	46,964
	Israel	15,443	21,903	46,259	37,621	43,190
	Oman	24,361	27,981	33,417	35,628	42,985
	Syria	57,338	86,992	48,698	24,419	29,465
	Turkey	31,787	48,055	51,483	36,221	27,120
	Kuwait	12,135	14,275	21,144	25,808	22,887
	Lebanon	7,138	14,537	14,455	19,993	20,495
	Egypt	51,452	60,446	40,099	38,112	18,945
	Qatar	4,165	6,907	12,029	14,199	11,724
	Bahrain	4,795	5,791	6,650	9,973	9,111
	Palestine	865	1,359	1,857	3,547	4,935
	Yemen	1,574	2,377	1,684	1,200	3,044
Iran	14,247	22,818	13,230	589	1,470	
Latin America	Total	283,956	446,619	495,164	433,243	381,455
Latin America	Chile	68,280	112,695	109,216	113,192	109,361
	Peru	17,307	34,110	44,220	55,337	54,330
	Colombia	25,334	42,256	47,992	47,187	40,118
	Brazil	112,545	152,614	159,451	75,864	38,442
	Argentina	4,422	13,215	17,370	20,530	19,512
	Panama	8,397	12,740	17,211	17,225	19,293
	Puerto Rico	7,525	9,432	12,559	17,981	18,405
	Ecuador	16,812	28,404	22,492	16,875	15,359
	Paraguay	2,424	5,781	9,536	7,708	10,637
	Costa Rica	2,125	4,782	10,141	10,246	8,833
	Guatemala	3,067	3,689	7,122	7,932	6,811
	Dominican Rep.	2,365	5,990	6,147	6,558	6,550
	Trinidad & Tobago	1,615	2,372	3,380	4,652	5,310
	El Salvador	938	1,898	3,291	3,350	4,540
	Uruguay	1,779	2,842	4,712	5,819	3,862
Honduras	839	1,510	3,120	3,637	2,846	

(Units)

Region & Country		2009	2010	2011	2012	2013
Latin America	Nicaragua	547	1,373	2,238	3,518	2,555
	Bolivia	171	607	1,030	1,688	2,337
	Aruba	633	967	1,840	1,906	1,744
	Curacao	1,140	1,569	2,402	1,667	1,557
	Others	5,691	7,773	9,694	10,371	9,053
Pacific	Total	147,570	180,317	160,540	160,734	156,637
	Australia	134,207	163,432	141,983	140,619	135,551
	New Zealand	8,905	11,968	12,397	14,513	15,480
	New Caledonia	1,848	2,390	2,873	1,881	1,442
	Fiji	263	309	493	633	1,042
	Guam	483	626	984	1,214	1,039
	Papua New Guinea	343	415	532	809	712
	Others	1,521	1,177	1,278	1,065	1,371
Asia	Total	114,699	169,933	225,400	178,781	188,480
	China	50,737	88,395	128,802	82,338	91,493
	Philippines	12,515	23,017	24,481	25,468	21,724
	Malaysia	3,268	14,125	10,035	13,465	20,421
	Indonesia	2,321	6,592	11,722	17,009	14,351
	Laos	1,200	1,896	5,201	7,866	9,904
	Vietnam	19,912	12,224	12,046	6,038	6,398
	Thailand	1,837	4,232	5,167	6,156	5,056
	Brunei	1,541	2,145	3,783	6,090	4,849
	Singapore	15,570	9,124	8,200	4,341	3,626
	Myanmar	55	132	361	701	2,064
	Hong Kong	407	858	1,488	1,644	1,950
	Afganistan	134	38	105	263	1,780
	Taiwan	644	1,428	2,346	651	1,521
Others	4,558	5,727	11,663	6,751	3,343	
Africa	Total	173,718	171,554	180,079	196,776	181,405
	South Africa	40,437	65,998	86,650	67,092	57,789
	Algeria	52,692	49,105	40,491	54,751	47,185
	Libya	37,245	14,548	2,848	26,416	25,745
	Nigeria	12,568	7,936	12,144	9,422	11,785
	Angola	8,375	4,760	7,066	7,805	7,282
	Tunisia	2,485	7,039	3,998	4,956	6,494
	Morocco	9,701	9,848	8,481	8,964	5,226
	Ghana	1,965	2,175	4,709	3,683	3,650
	Senegal	723	1,102	1,492	1,064	2,717
	Others	7,527	9,043	12,200	12,623	13,532

### 3. Automobile Imports

(Units)

Region	Country	2011		2012		2013	
		Total	Passenger Cars	Total	Passenger Cars	Total	Passenger Cars
N. America		17,839	16,983	34,569	33,955	39,152	38,685
	U.S.A.	13,669	12,817	28,361	27,756	31,654	31,197
	Mexico	2,682	2,680	4,179	4,173	5,959	5,950
	Canada	1,488	1,486	2,029	2,026	1,539	1,538
Europe		78,807	75,336	99,089	95,529	114,290	110,630
	Germany	65,233	64,033	79,740	78,220	90,156	88,455
	U.K.	5,497	5,486	7,884	7,867	8,822	8,810
	France	3,272	3,264	2,722	2,719	3,289	3,274
	Belgium	709	709	967	967	916	916
	Sweden	2,073	726	2,480	1,133	2,108	759
	Italy	163	112	200	168	269	244
	Others	1,860	1,006	5,096	4,455	8,730	8,172
Japan	17,852	17,597	19,171	18,981	36,194	35,975	
Others	3,094	2,895	1,578	873	1,432	1,023	
Grand Total		117,592	112,811	154,407	149,338	191,068	186,313

Source: Korea Customs Service

### 4. Automobile Registration

(Units)

Year	Passenger Cars		Buses		Trucks		SPV		Total	
		%Chg.		%Chg.		%Chg.		%Chg.		%Chg.
2013	15,078,344	3.4	970,817	-1.6	3,284,063	1.3	67,640	6.3	19,400,864	2.8
2012	14,577,182	3.1	986,847	-2.8	3,242,864	0.5	63,640	8.4	18,870,533	2.3
2011	14,136,465	3.7	1,015,406	-3.3	3,226,784	0.7	58,718	5.6	18,437,373	2.8
2010	13,631,754	4.7	1,049,742	-2.9	3,204,260	1.2	55,600	3.5	17,941,356	3.6
2009	13,023,803	4.3	1,080,705	-1.5	3,166,971	0.2	53,731	1.6	17,325,210	3.2
2008	12,483,809	3.2	1,096,726	-0.7	3,160,845	-0.3	52,907	1.6	16,794,287	2.2
2007	12,099,793	4.2	1,104,960	-0.1	3,171,393	1.2	52,099	5.4	16,428,245	3.4
2006	11,606,986	4.4	1,105,647	-1.7	3,133,243	1.0	49,427	3.6	15,895,303	3.2
2005	11,122,214	4.7	1,124,961	-6.6	3,102,219	1.3	47,701	1.7	15,397,095	3.1
2004	10,620,574	3.3	1,204,625	-3.4	3,062,366	1.5	46,909	4.6	14,934,474	2.4

Note: Figures include imported vehicles.

Source: The Ministry of Land, Infrastructure and Transport

## 5. Automobile Sales in US and Europe

### 5-1. Light Vehicle Sales by Origin in US

(Units)

Origin	2009	2010	2011	2012	2013
Grand Total	10,401,682	11,554,576	12,734,424	14,441,814	15,531,609
US Manufactured	7,680,381	8,807,715	9,805,084	11,255,769	12,098,237
Big3(Tesla incl.)	4,454,925	5,119,108	5,887,404	6,390,858	6,912,055
Japanese T/P	2,810,055	3,055,738	3,025,222	3,744,016	4,095,479
European T/P	215,030	251,364	357,074	479,308	465,946
Korean T/P	200,371	381,505	535,384	641,587	624,757
Imported Cars	2,721,301	2,746,861	2,929,340	3,186,045	3,433,372
European	556,644	634,786	809,734	911,222	990,055
Japanese	1,399,713	1,421,651	1,434,151	1,602,134	1,694,532
Korean	534,756	512,991	595,799	619,019	631,205
Big3	230,188	177,433	89,656	53,670	117,580

Note: 1. T/P means transplant in US. 2. Light Vehicle include cars and light trucks.  
Source: Wards Auto

### 5-2. Passenger Car Sales by Maker in Europe

(Units)

Maker	2009	2010	2011	2012	2013
Total	14,499,060	13,768,401	13,592,823	12,528,093	12,308,215
VW Group	3,065,341	2,938,515	3,147,463	3,110,056	3,085,368
PSA Group	1,887,379	1,844,158	1,682,712	1,465,996	1,342,061
Renault Group	1,347,940	1,411,937	1,297,833	1,053,510	1,096,027
GM Group	1,284,171	1,187,797	1,166,442	1,011,719	968,781
Ford Group	1,280,397	1,109,377	1,080,194	936,916	902,883
BMW Group	708,124	751,983	810,520	799,460	794,497
Fiat Group	1,305,684	1,077,228	948,231	798,924	740,641
Daimler	683,399	669,092	671,480	656,557	682,651
Volvo	204,478	230,345	256,367	231,197	230,337
Jaguar/Land Rover	86,092	94,035	97,975	124,383	136,159
Japan	1,888,428	1,666,663	1,595,384	1,474,693	1,484,889
Toyota	717,347	591,613	554,780	543,195	542,054
Nissan	366,938	402,926	459,167	432,846	422,213
Suzuki	249,623	194,675	178,393	154,950	152,345
Mazda	211,143	182,722	137,870	124,989	147,307
Honda	244,751	187,328	150,415	141,236	139,712
Mitsubishi	98,626	107,399	114,759	77,477	81,258
Korea	593,529	619,959	689,574	772,196	760,902
Hyundai	342,108	357,105	395,018	434,669	422,930
Kia	251,421	262,854	294,556	337,527	337,972
Others	164,098	167,312	148,648	92,486	83,019

Note: Data includes EU and EFTA.  
Source: ACEA

## 6. Licensed Drivers

(Persons)

Year	Total		Type 1					Type 2			
		%	Large	Ordinary	Small	Special	Sub-Total	Ordinary	Small	Two Wheeler	Sub-Total
2013	28,848,040	57.4	2,024,228	16,687,957	17	3,288	18,715,490	9,730,627	9,186	392,737	10,132,550
2012	28,263,317	56.5	1,972,010	16,419,173	19	3,311	18,394,513	9,452,989	9,166	406,649	9,868,804
2011	27,251,153	54.7	1,923,220	15,973,639	20	3,315	17,900,194	8,927,910	9,688	413,361	9,350,959
2010	26,402,364	53.4	1,866,443	15,521,417	20	3,324	17,391,204	8,571,612	10,289	429,259	9,011,160
2009	25,822,149	53.0	1,803,216	15,076,953	21	3,451	16,883,641	8,485,597	10,340	442,571	8,938,508
2008	25,268,379	52.0	1,723,357	14,517,649	24	3,478	16,244,508	8,561,731	10,157	451,983	9,023,871
2007	24,681,440	50.9	1,643,468	13,950,803	24	3,332	15,597,627	8,620,142	9,435	454,236	9,083,813
2006	24,088,229	49.9	1,569,687	13,289,729	26	3,342	14,862,784	8,752,021	8,943	464,481	9,225,445
2005	23,497,657	48.8	1,497,985	12,474,621	30	3,470	13,976,106	9,030,307	8,619	482,625	9,521,551
2004	22,735,053	47.3	1,405,017	11,715,778	35	3,267	13,124,097	9,107,720	8,101	495,135	9,610,956
2003	22,062,457	46.1	1,325,825	11,102,708	37	3,268	12,431,838	9,109,779	7,812	513,028	9,630,619

Note: % means the share of licences drivers among total population.

Source: National Police Office

## 7. Roads

(km)

Year	Total Length of Roads			National Roads			Special (Metropolitan) City Roads		Provincial Roads		City/County Roads	
	Paved	%		Express	Highway	%		%		%		
2012	105,703	88,183	83.4	4,044	13,766	98.1	19,464	99.2	18,162	83.9	50,267	72.0
2011	105,931	85,120	80.4	3,913	13,797	97.6	19,073	99.4	18,196	82.9	50,952	66.0
2010	105,565	84,196	79.8	3,859	13,812	97.6	18,878	99.4	18,180	82.4	50,835	65.2
2009	104,983	83,196	79.2	3,776	13,820	97.4	18,749	99.4	18,138	81.9	50,501	64.3
2008	104,236	81,829	78.5	3,447	13,905	97.4	18,517	99.4	18,193	81.1	50,174	61.1
2007	103,019	80,642	78.3	3,368	13,832	97.4	18,109	99.4	18,175	80.6	49,535	62.9
2006	102,061	79,191	77.6	3,103	14,225	97.4	17,738	99.5	17,677	79.5	49,318	61.9
2005	102,293	78,587	76.8	2,968	14,224	97.3	17,506	99.4	17,710	79.0	49,885	60.9
2004	100,278	76,347	76.1	2,923	14,246	97.4	17,371	99.2	17,476	78.4	48,262	59.3
2003	97,252	74,641	76.8	2,778	14,234	96.9	17,130	99.7	17,485	77.8	45,625	60.0

Note: % means the rate of paved roads.

Source: The Ministry of Land, Infrastructure and Transport

# MEMBER COMPANIES



# Hyundai Motor Company



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Fax : 82-2-3464-3477

www.hyundai.com

'World's best,' a title earned with passion and spirit of challenge

Established in 1967, Hyundai Motor Company is now a global top automaker boasting a brand value worth 9 billion dollars as of 2013. The company has a production capacity of 4.85 million vehicles per year in its plants located not only in Korea but all across the world, including the US, China, India, Europe and Russia. Its plant in Brazil, which completed construction in 2012, will be a strong addition to the company's global production network. Hyundai is reaching out to its customers through 6,000 sales points in over 200 countries, and its overseas production and sales offices in 32 locations.

'Blue Drive' toward a future where humans and nature coexist

Hyundai Motor offers a wide range of passenger and commercial models, from Centennial (Equus), the high-end luxury sedan, to i10, a compact car satisfying both economy and safety. Hyundai's passenger models which have been highly successful in the international market, include Azera, Sonata and Elantra, the longtime steady sellers; ix35 and Santa Fe-SUVs offering functionality and comfort ; and Veloster and i40—the latest models suggesting new values.

In commercial vehicles, the company has displayed its technological prowess by developing a full lineup of commercial diesel engines. Also making substantial progress in the development of eco-friendly vehicles, Hyundai Motor introduced the full-speed electric vehicle BlueOn in 2010. Then in 2013, it released the Grandeur hybrid car, and with the launch of the hydrogen fuel cell vehicle Tucson ix, which can cover a maximum of 594km on a single charge, became the first company in the world to mass produce a fuel cell electric vehicle. Hyundai Motor Company will hence continue to increase its R&D efforts to develop eco-friendly vehicles.

New Thinking leading to New Possibilities of automobiles

Attesting to the quality of Hyundai cars, in 2013 Hyundai Motor was ranked first in 'Best 2013 Total Value' by Strategic Vision, an automotive survey company. In the same year, the Sonata ranked highest in the 2013 J.D. Power and Associates 'Vehicle Dependability Study' in the mid-size car category, while the Genesis Sedan was the highest ranking model in the 'Initial Quality Study' for mid-size premium cars. Moreover, the new Genesis model has been awarded the 2014 iF Design Award. The company proclaimed in 2011 its new brand concept of 'Modern Premium' and design philosophy.

## Main Products

- ▶ Passenger Cars  
Equus(Centennial), Genesis, Genesis Coupe, Veloster, Grandeur(Azera), Sonata, i40, i40 Sedan, Avante(Elantra), Accent, i30, i30cw, i20, i10
- ▶ Recreational Vehicles  
Veracruz, Santa Fe, Tucson
- ▶ Commercial Vehicles  
Grand Starex(H-1), Porter(H100), Trucks, Buses, Special Vehicles

## Present Status

Employees : 63,099 persons  
(100,903 persons, Worldwide)  
2013 Sales : 41,691 KRW bil.  
2013 Shareholders' Equity : 41,952 KRW bil.

## Company Vision

Lifetime partner in automobiles and beyond

## Foundation Day

December 29,1967



# Kia Motors Corporation



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www.kiamotors.com

K9



Kia Motors Corporation (www.kia.com) – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea’s oldest manufacturer of motor vehicles. In 1998, it became a member of the Hyundai Motor Group and has since gone on to become one of the world’s fastest growing automakers.

Kia today has over 47,000 employees around the world and annual revenues of around US\$43 billion. More than 2.7 million vehicles are sold annually and serviced through a network of distributors and dealers covering around 150 countries.

Kia has four production facilities in Korea with a combined annual capacity of nearly 1.7 million vehicles. In recent years, Kia has aggressively expanded its overseas production network which is now comprised of state-of-the-art manufacturing plants in the world’s most strategic automotive regions of the USA, Europe and China.

Today’s Kia product line-up boasts impressive reliability, dramatically increased quality and superb driving dynamics. To build a successful long-term brand vision that can truly be shared with customers, Kia has placed design at the core of its strategy for excellence and has reframed its entire brand philosophy accordingly.

Kia is also a supporter of some of the world’s most prominent sporting events through its standing as the major sponsor of the Australian Open tennis championship, official automotive partner of FIFA – the governing body of the FIFA World Cup – and EUROTOP partner of UEFA. Kia Motors Corporation’s brand slogan – “The Power to Surprise” – represents the company’s global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.

## Main Products

- ▶ Passenger Cars  
Morning/Picanto, Pride/Rio/K2, Forte/Cerato, cee’d, Optima/K5, K7/Cadenza, K9/Quoris/K900
- ▶ Recreational Vehicles  
Ray, Soul, Venga, Carens/Rondo, Carnival/Sedona, Sportage R/Sportage, Sorento R/Sorento, Mohave
- ▶ Alternative Powertrain Vehicles  
Ray EV, Forte LPi Hybrid, K5 Hybrid/Optima Hybrid, K7 Hybrid, Soul EV
- ▶ Commercial Vehicles  
Large-sized Buses, Small-sized Trucks, Special Purpose & Military Vehicles

## Present Status

Employees : 33,376 persons  
2013 Sales Revenue : 47,6 trillion KRW  
2013 Total Net Profit : 3,8 trillion KRW

## 2014 Management Principles

Create differentiated competitiveness in pursuit of value innovation based on three management pillars :

- 1) Strengthen customer-oriented management,
- 2) Reinforce long-term growth engine, and
- 3) Strengthen foundation for sustainable management

## Foundation Day

December 11, 1944

# GM Korea Company

Malibu diesel



## GM KOREA

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GM Korea Company (GM Korea) was established on October 17, 2002. It has been growing rapidly in terms of vehicle development, domestic sales and exports, becoming a key player in the Korean automotive industry.

GM Korea produces and sells Chevrolet brand vehicles in Korea and global markets. Its comprehensive lineup includes the Spark, Aveo, Trax, Cruze, Orlando, Captiva, Malibu, Alpheon, Labo/Damas, highly efficient gasoline and diesel engines, and six-speed automatic transmissions.

GM Korea operates manufacturing facilities in the cities of Gunsan, Changwon, Incheon, Boryeong and overseas plant in Hanoi, Vietnam. GM Korea sold 1,965,292 vehicles and vehicle kits worldwide in 2013.

The GM Korea Design Center and Technical Center serve as the homeroom for GM's current and next-generation global mini and small car architecture. The GM Korea Design Center, the third-largest one among GM's global design centers, contributes to Global GM in designing many of GM's best-selling products, including the Chevrolet Spark, Aveo, and Cruze. GM Korea has maintained its competitive edge in manufacturing technology and is carrying out research in production technology.

GM Korea is a key contributor to the creation of jobs and a harmonious labor-management environment in Korea. It employs about 17,000 people in its core automotive business. In addition, GM Korea is engaged in a variety of corporate social responsibility activities such as vehicle donations, support for low-income families and employee volunteer programs to assist the handicapped.

Further information about GM Korea can be found at [www.gm-korea.co.kr](http://www.gm-korea.co.kr) and [www.chevrolet.co.kr](http://www.chevrolet.co.kr).

### Main Products

- ▶ Passenger Cars  
Chevrolet Spark, Chevrolet Spark EV, Chevrolet Aveo, Chevrolet Cruze, Chevrolet Malibu, Alpheon
- ▶ Recreational Vehicles  
Chevrolet Orlando, Chevrolet Captiva, Chevrolet Trax, Chevrolet Camaro
- ▶ Commercial Vehicles  
Damas, Labo

### Present Status

Employees : 16,919 persons  
2013 Sales : KRW 15,604 bil.  
2013 Shareholder Equity : KRW 166 bil.

### Company Vision

Design, build and sell the world's best vehicles

### Foundation Day

October 17, 2002

# SsangYong Motor



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SsangYong Motor's 59 years existence is a history of frontiers crossed and challenges met to achieve a better future. As a premier manufacturer in Korea's automotive industry, SsangYong is respected for its advanced styling and outstanding performance since its foundation in 1954, made possible by the company's quality engineering .

The company entered the era of four-wheel drive vehicles in the 1980s by independently developing Musso and Korando. After 2000, SsangYong established itself as the leader of SUVs by building a full line of SUVs comprising Rexton, Kyron, Actyon, Korando and Actyon Sports.

By developing new horizons for the luxury saloon market, the Chairman became the country's leading car in its class and was recently upgraded as the Chairman W. As Korea's first luxury car to be equipped with a 5,000 cc V8 engine as well as 7-speed automatic transmission, Chairman W is the nation's flagship model and competes with other leading luxury cars around the world.

Our eco-friendly compact SUV Korando is SsangYong Motor's first front wheel drive monocoque vehicle. A milestone for the company's long-term product line-up, Korando is Korea's longest known car brand in the global SUV market.

SsangYong Motor has led the advancement of eco-friendly diesel technology through the development of an advanced, world-class common rail engine. The company is concentrating its efforts in strengthening its global competitive edge by producing small environmentally friendly, eXDi200 engines that conform to the EURO5 standard and already developing a new engine that is EURO6 compliant.

By implementing global and customer-oriented management, SsangYong Motor is expanding its presence in the world market. The company exports its SUVs through some 1,290 sales outlets in over 106 countries, and is actively expanding its global presence by establishing distribution in most major international markets. As an example it has opened regional head offices and parts centers in strategic European locations – the region that leads the way in the automotive industry.

To secure sustainable growth, SsangYong Motor will not only focus on existing and mature markets but also develop emerging markets such as Central America, Eastern Europe and even target India and China, the world's largest automobile market.

Pursuing only the best, SsangYong Motor is increasing its efforts to develop new designs and technologies that can achieve high driving performance and reflect the company's true identity.

Moreover, by fully capitalizing on its strong SUV product range, SsangYong will be able to strengthen its position as a competitive SUV maker in technical cooperation with Mahindra & Mahindra, a company that also specialist in SUVs.

## Main Products

- ▶ Passenger Cars  
Chairman W, Chairman H
- ▶ Recreational Vehicles  
Rexton W, Korando C, Korando Sports, Kyron, Actyon, Korando Turismo

## Present Status

Employees : 4,837 persons  
2013 Sales : 3,485 KRW bil.  
2013 Shareholders' Equity : 884 KRW bil.

## Company Vision

Most Innovative and Respected Korean Automotive Company

## Foundation Day

March 4, 1954

# Renault Samsung Motors

QM3



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Renault Samsung Motors, which is a member of the Renault–Nissan Alliance, is a full-fledged Korean automotive company with world-class competitiveness based on cutting-edge technologies, design capabilities, etc. It is a company that brings together resources and capabilities of Korea, Renault of France, and Nissan of Japan. In other words, it is a company with a unique corporate structure under which different cultures of the three nations and capabilities of three different companies are combined together to create synergies. These synergies have allowed the company to provide Korean customers with superior cars and differentiated services maximizing customer satisfaction.

Renault Samsung Motors believes that cars are not simply a means of transportation but rather a “way of life.” To embody this belief, it strives to build cars that express customers’ different lifestyles. The company has also been consistent in fulfilling its corporate social responsibility. By committing itself to supporting culture & arts as well as traffic safety education for children, it aims to ultimately improve customers’ quality of life.

Renault Samsung Motors has a clear vision of its future. The company will grab a greater share of the domestic market and accelerate exports to more varied regions. This will involve expanding its production facilities and sales network, not to mention increasing R&D investment for new model development. Through such continued investments, its goal is to strengthen ties with suppliers and contribute to the regional economies by creating more jobs.

Renault Samsung Motors’ ambition is to become the top performing company within the Renault–Nissan Alliance in quality, efficiency and profitability, and to play a key role in the Renault Group’s Asia strategy. Supported by profitable growth, the company strives to provide best customer satisfaction. Having firmly established its roots in Korea, the company is now aiming at becoming a global player in car industry.

## Main Products

► SM3, SM5, SM7, QM5, QM3

## Present Status

Employees: 4,385 persons

2013 sales(revenue) : 3,333 Bil. KRW

2013 shareholders’ Equity : 753 Bil. KRW

## Company Vision

Provide best customer satisfaction with profitable growth as a member of the Renault of the Renault–Nissan Alliance

## Foundation Day

September 1, 2000



# Overview of the Seoul Motor Show 2015

**KAMA (Korea Automobile Manufacturers Association) is thrilled to invite you to attend the biannual Seoul Motor Show, the nation's most extravagant and dynamic automotive exhibition.**

This year marks the 10th anniversary of the Seoul Motor Show which will be held from April 2-12, 2015 for 11 days at KINTEX (Korea International Exhibition Center), just outside Seoul, in the northwestern city of Goyang.

At this event, KINTEX will house 180 prominent companies from 12 countries around the world.

The Seoul Motor Show 2015 serves as an informative and interactive medium where various types of automobile-related information is available, including quality, price, design, and performance.

The Show also provides a wonderful opportunity for patrons and visitors to collect facts and figures regarding overall trends of the global automobile market as well as valuable information on the latest technologies.

As the organizer of Seoul Motor Show, we will do our utmost to make sure that the event is thoroughly enjoyed for our guests, visitors, and exhibitors.

Thank you, and see you there!

- Period: April 2-April 12, 2015 (Press day: April 2)
- Venue: Korea International Exhibition Center (KINTEX)
- Exhibition Size: 102,431m<sup>2</sup> (1,102,558ft<sup>2</sup>)
- Exhibits: passenger cars, commercial vehicles, special purpose vehicles, motorcycles, bicycles, tires, auto parts and accessories, maintenance equipment, IT related products, etc.
- Organizer: The Organizing Committee for Seoul Motor Show
- Supporters: Ministry of Trade, Industry and Energy, Ministry of Environment, Ministry of Land, Infrastructure and Transport, Gyeonggi Provincial Government, Goyang City

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