



HYUNDAI
MOTOR COMPANY

Investment Forum

NOV 2002

Always there for You!

- 2002

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Vision

가

■ 3 3
 - 10.2 % 가 IMF
 - 3.2 % 가

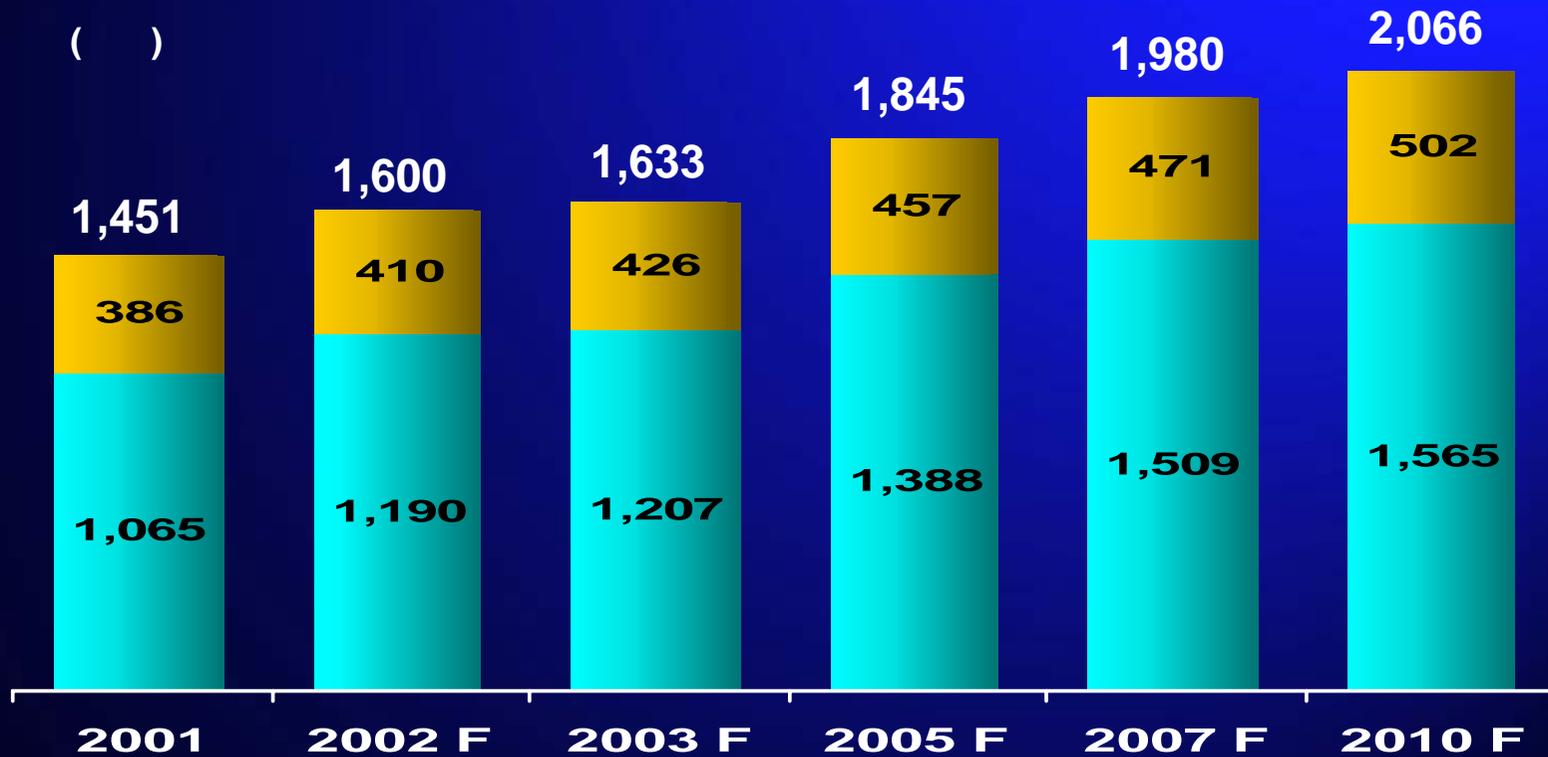


■ 2005

180

- 2002 10

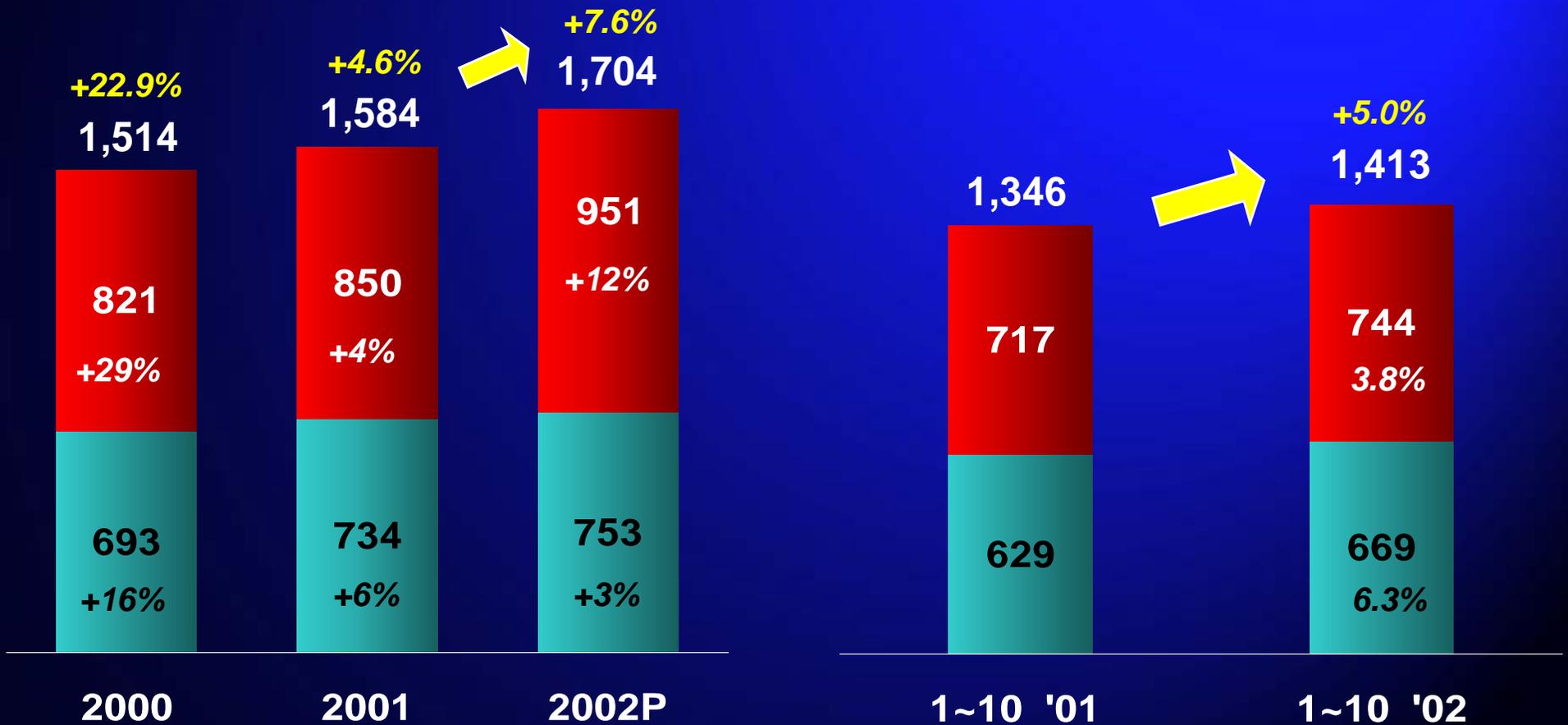
: 1,380 (:960)



2002

(:)

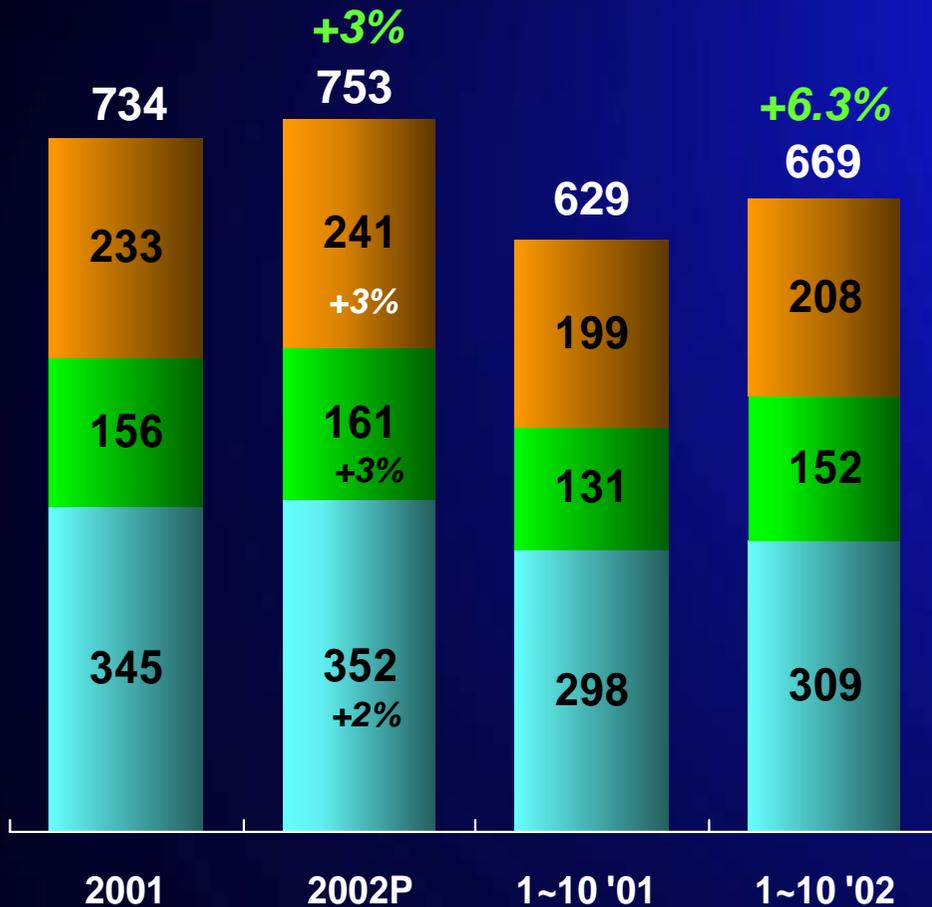
10 ()



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Marketing

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R V

Marketing



YR 2001

*Sonata F/Lift , Tuscani, Terracan,
Lavita*

YR 2002

Click, XG F/Lift, Verna F/Lift



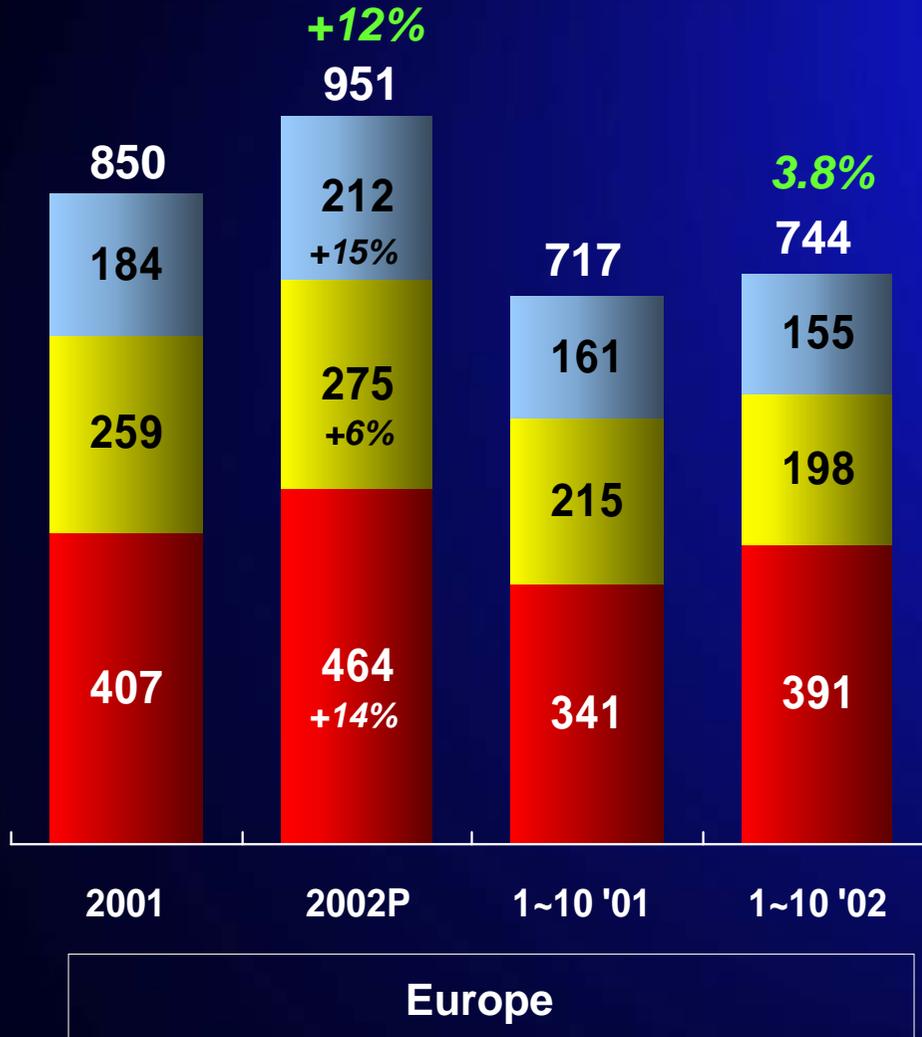
Network



Sports Marketing

Marketing

(:)



Canada

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Marketing



2001

*Sonata F/Lift , Terracan, Matrix
Elantra Diesel*

2002

*Getz, S/Coupe, Accent F/Lift,
XG, Accent Diesel*



Distribution



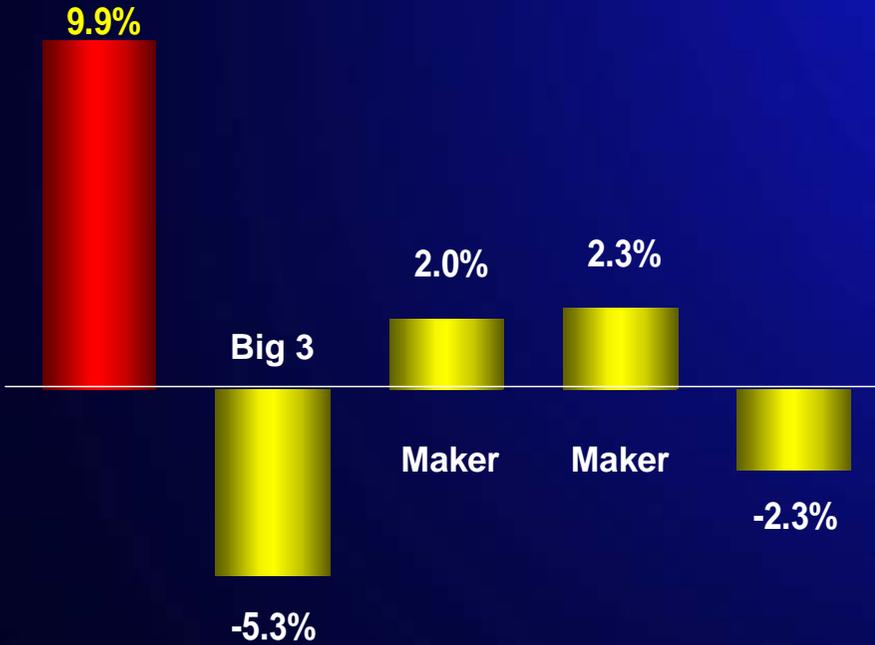
Brand Image

➤ **2002 World Cup**

가

(가)

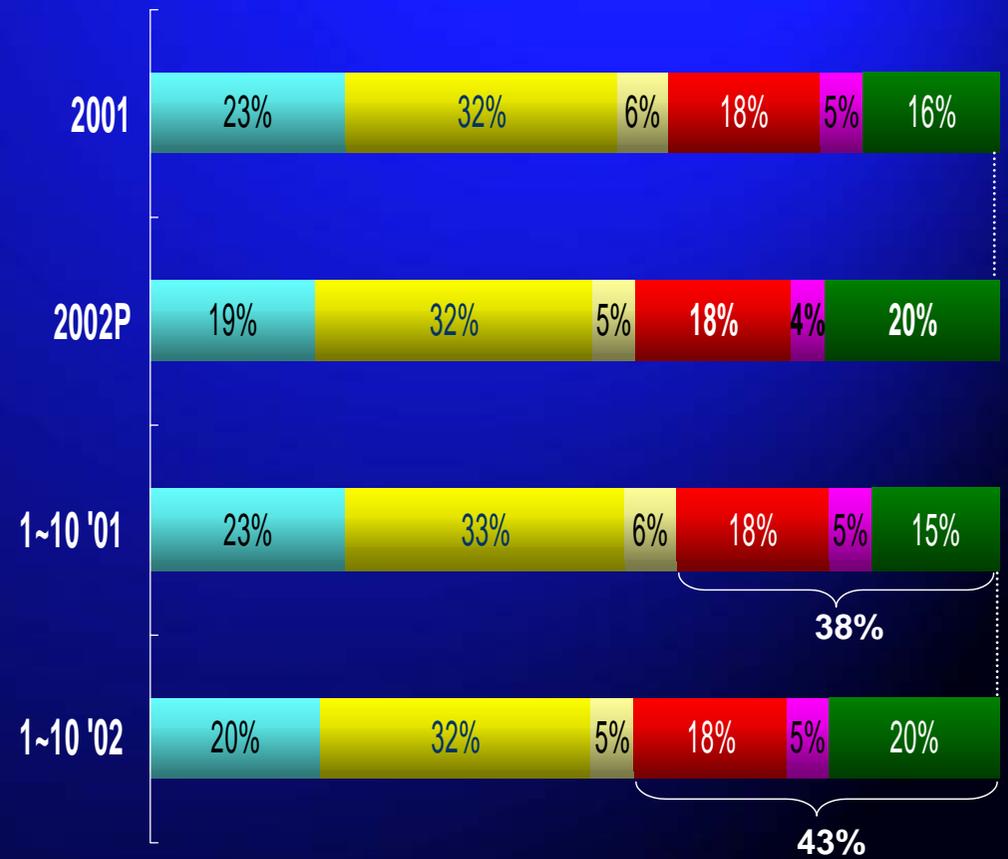
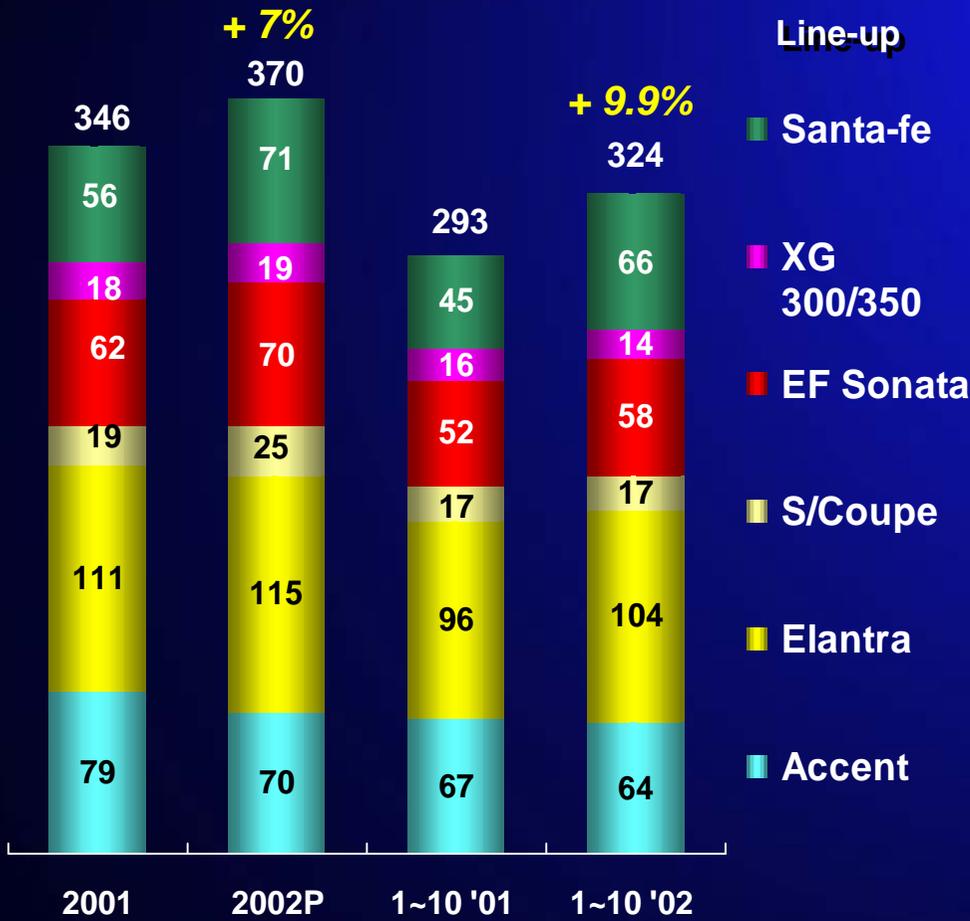
10 ()



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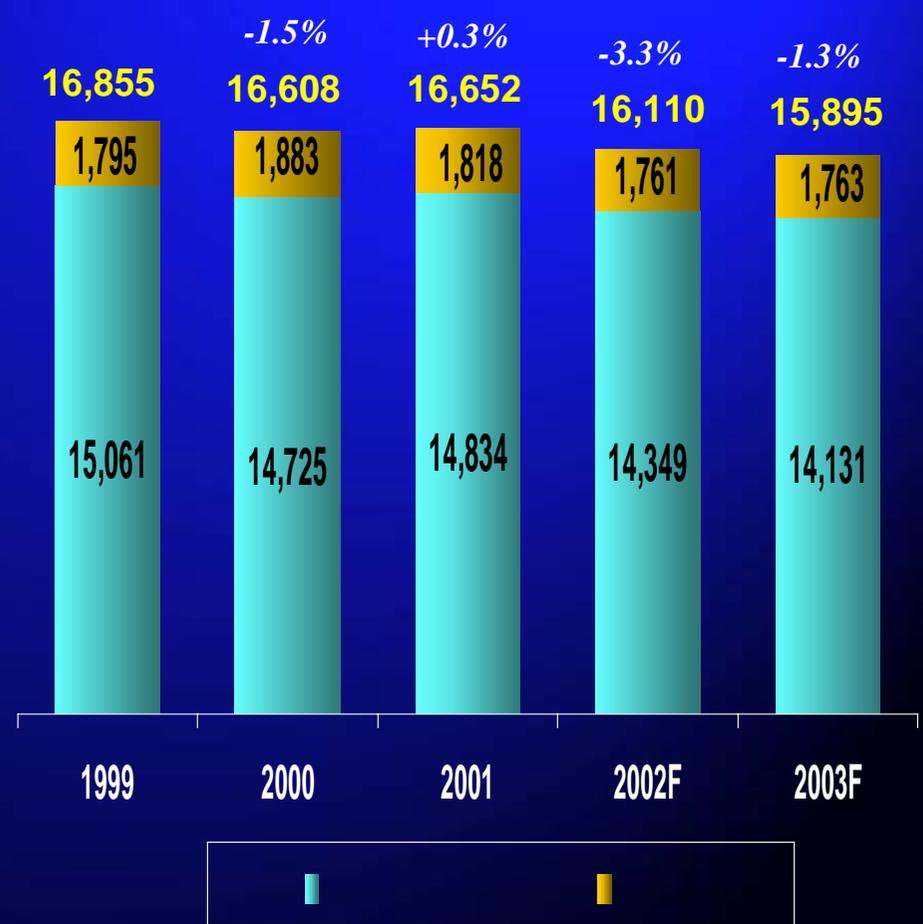
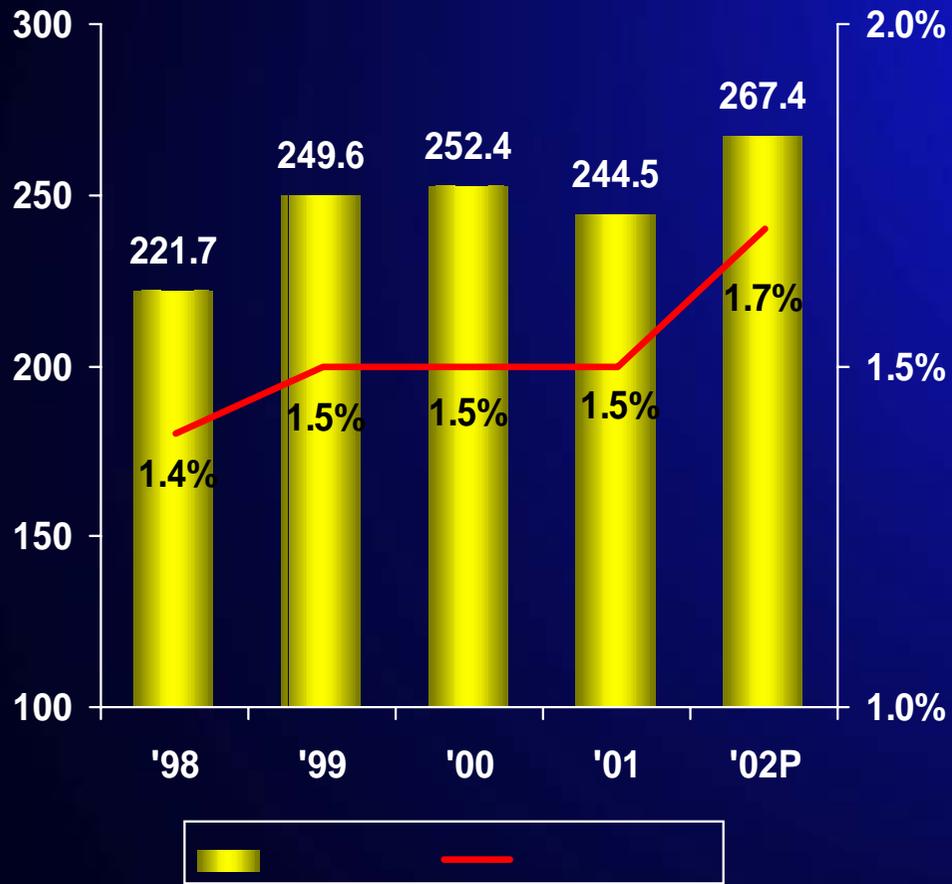


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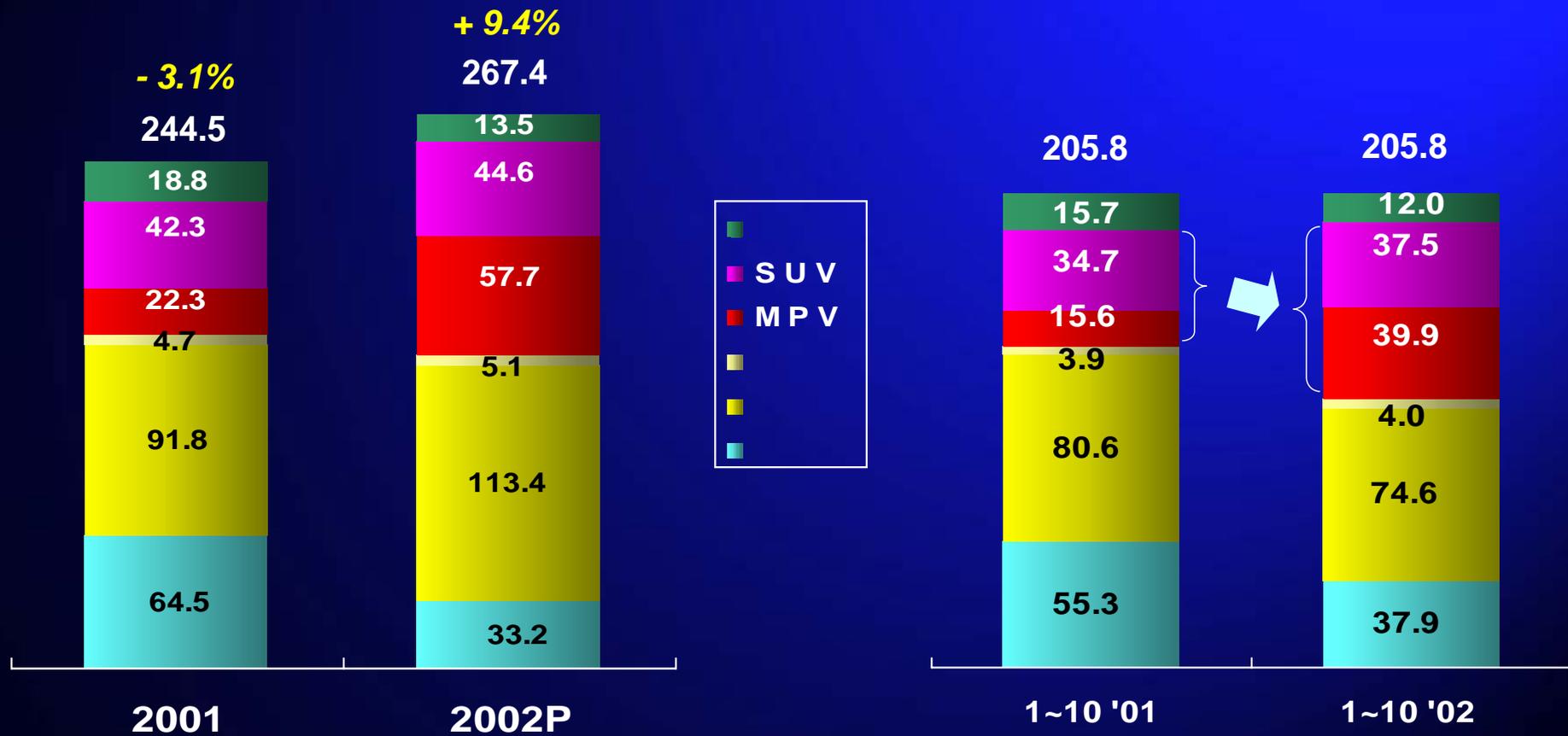
: DRI-WEFA (October 2002)

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[Empty blue box]

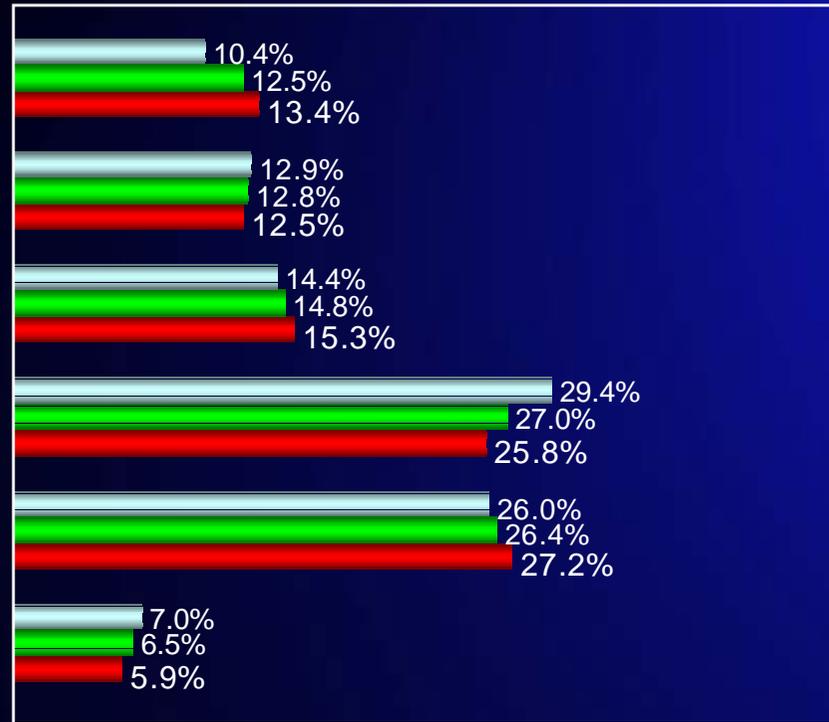
10 ()



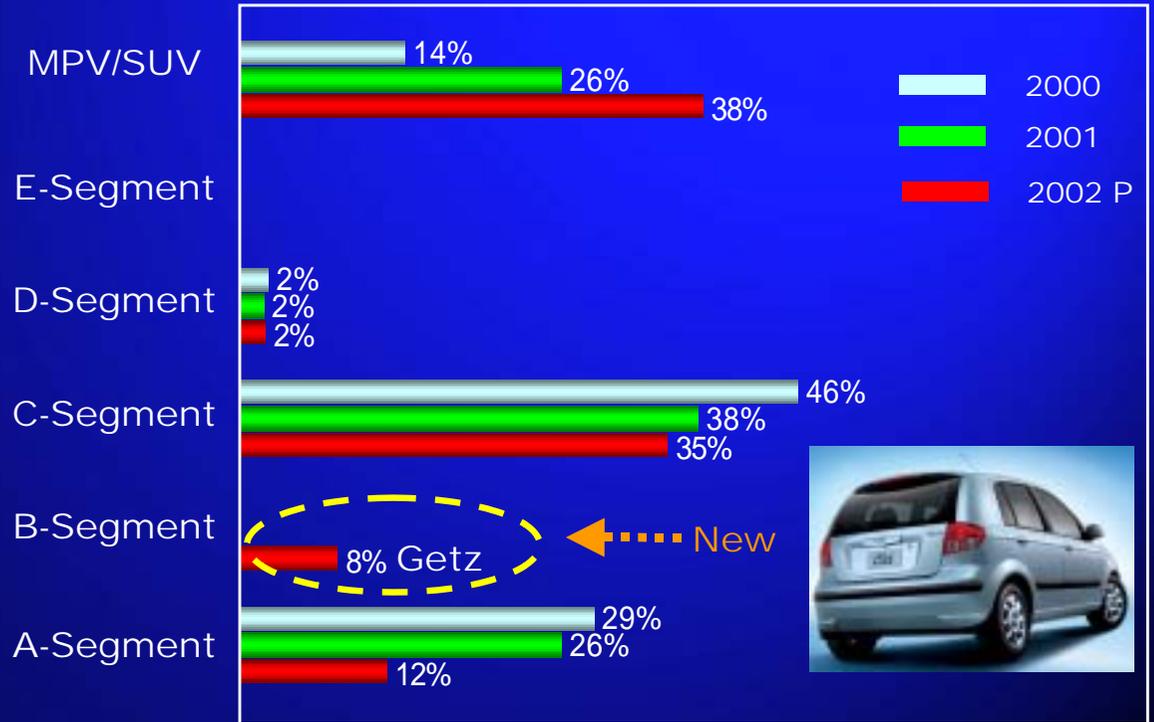
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- "B" Segment

Segment



Segment



		B-Segment	Getz (2002.9)
		(2002.1~ 10 : 6 6)	
■ SUV	MPV	가 (2001 26%	2002 38%)

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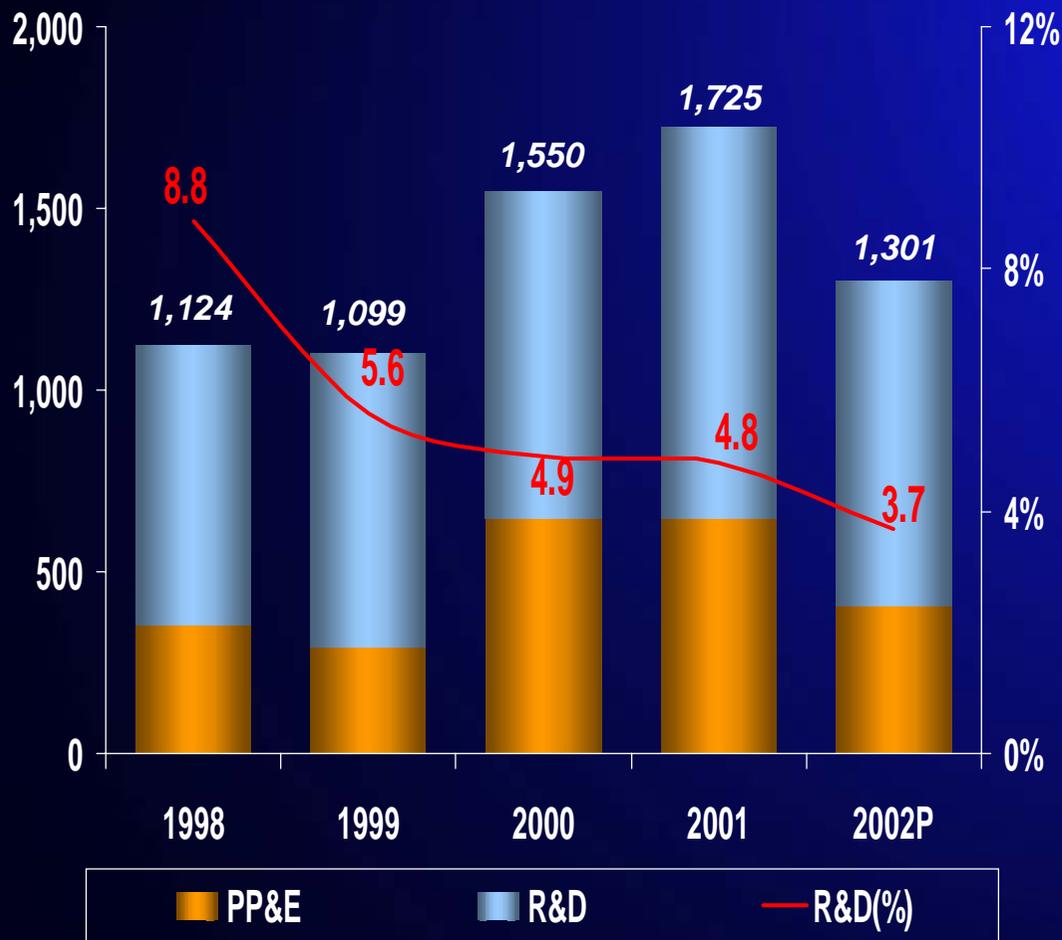
	2000	2001	2001	2002
	18,231.0	22,505.1	11,093.6	12,319.3
	4,001.5	5,426.1	2,764.8	3,012.9
(%)	21.9	24.1	24.9	24.5
	2,688.2	3,329.5	1,655.1	2,123.9
(%)	14.7	14.8	14.9	17.2
	1,313.3	2,096.6	1,109.6	889.0
(%)	7.2	9.3	10.0	7.2
	896.4	1,666.0	791.8	1,265.6
(%)	4.9	7.4	7.1	10.3
	667.9	1,165.4	610.5	893.4
(%)	3.7	5.4	5.5	7.3
	4,877.5	4,939.0	5,459.4	4,189.0
	7,623.0	9,097.9	8,520.7	10,089.4
	0.48x	0.22x	0.29x	0.02x

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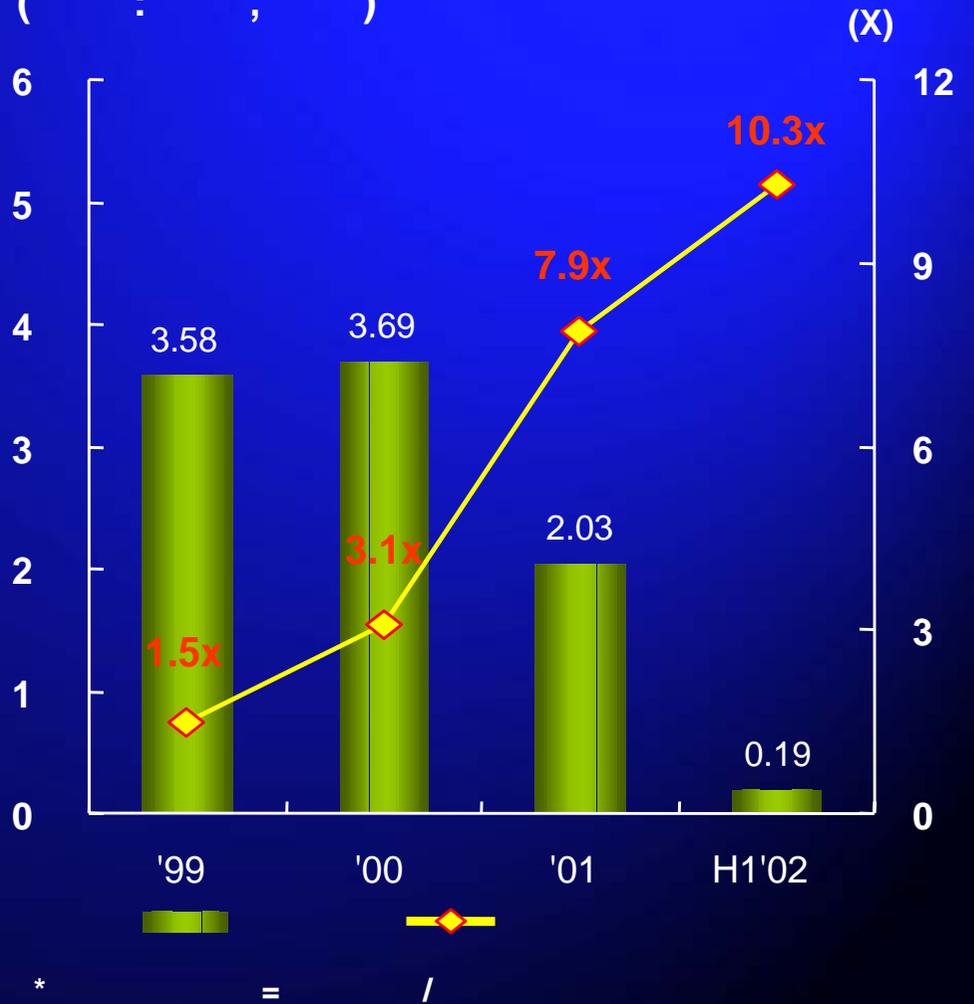
Capex

CAPEX

(: , %)

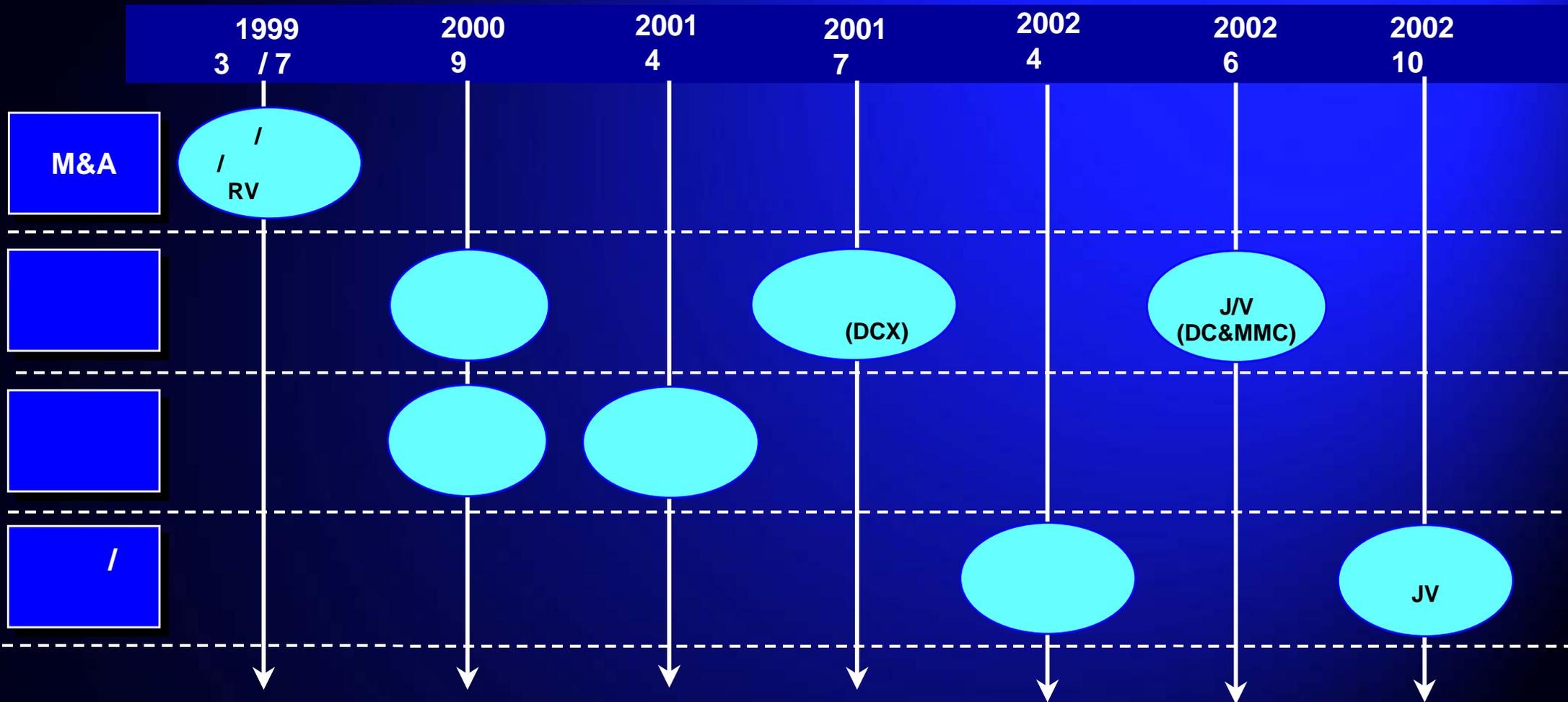


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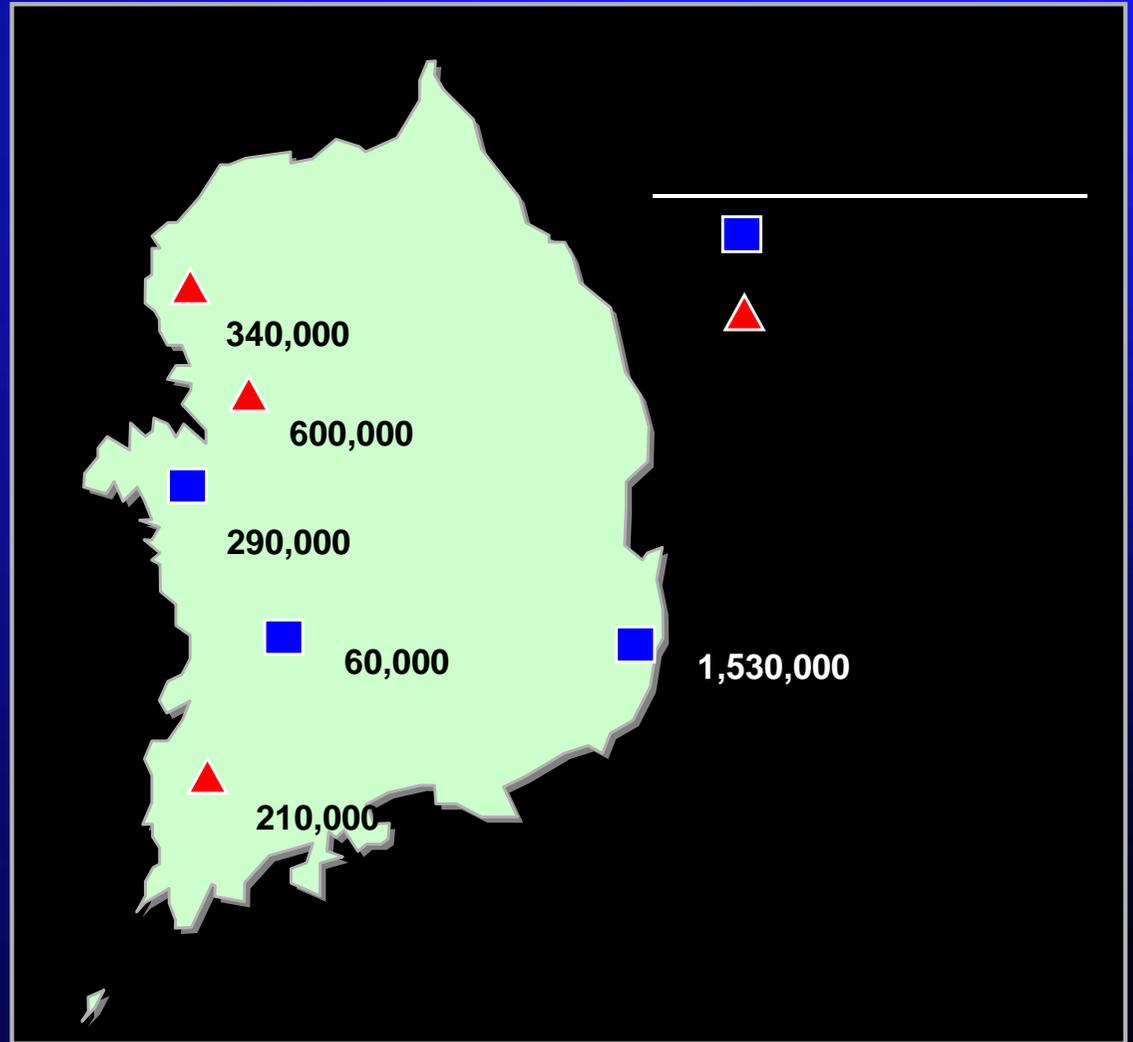


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Vision



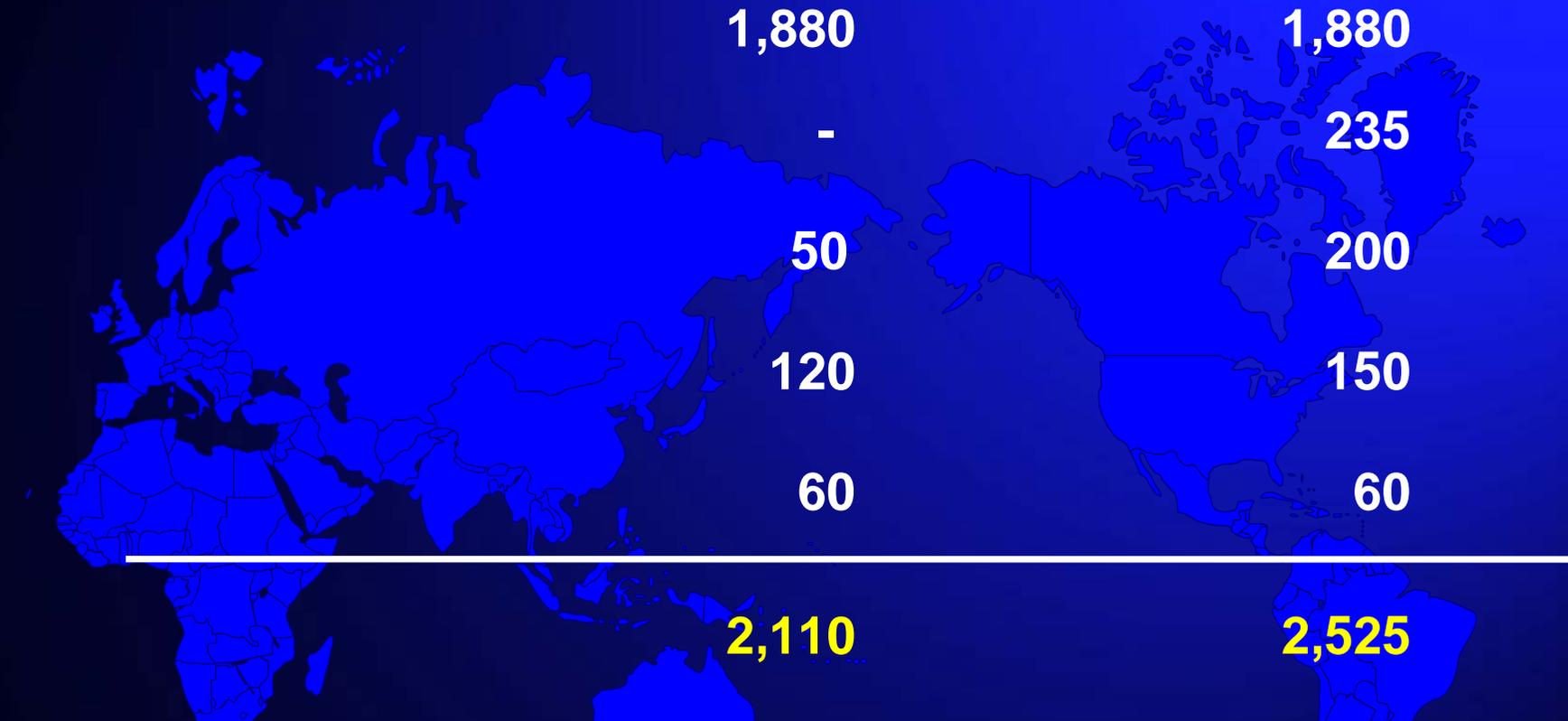
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2002 6

2005 ()



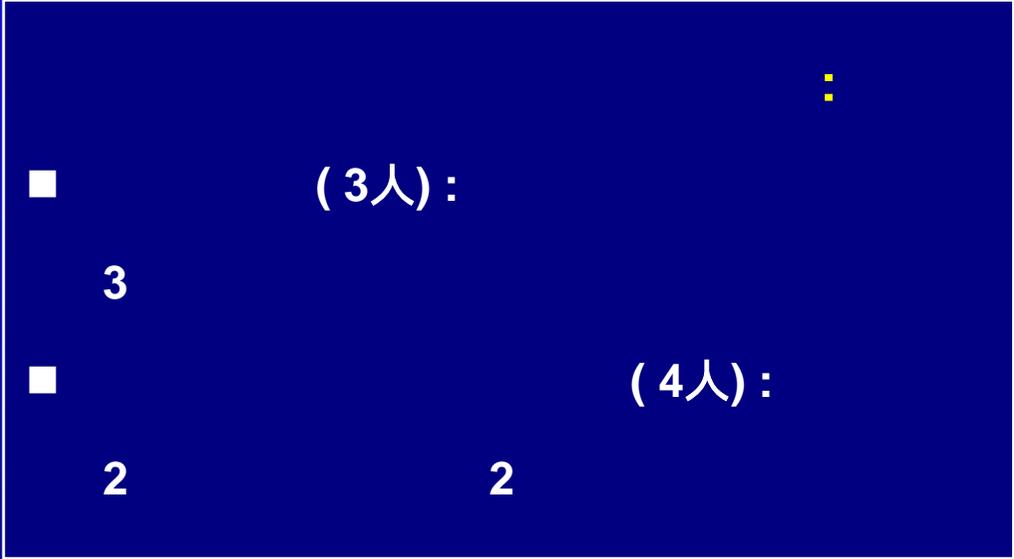
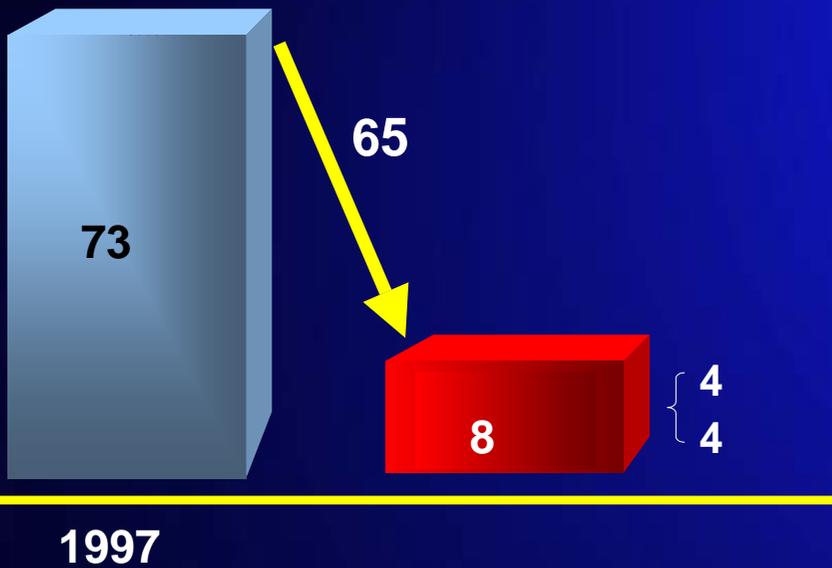
Global Maker

* CKD (20 9) : Venezuela, Egypt, Pakistan, Sudan, Russia, China, Taiwan, Malaysia, Indonesia

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DaimlerChrysler

✓	➤ (10%) (2001.3)
✓ DC	➤ (1) (2000.12)
✓	➤ J/V (2002.6)
✓	➤ J/V (2001.7)
✓	➤ (2001.1)



⋮

Rudiger Grube



⋮

Masao Miyamoto



-
-
- Brand Power Global
-
- 가



HYUNDAI
MOTOR COMPANY

www.hyundai-motor.com

Always there for You!