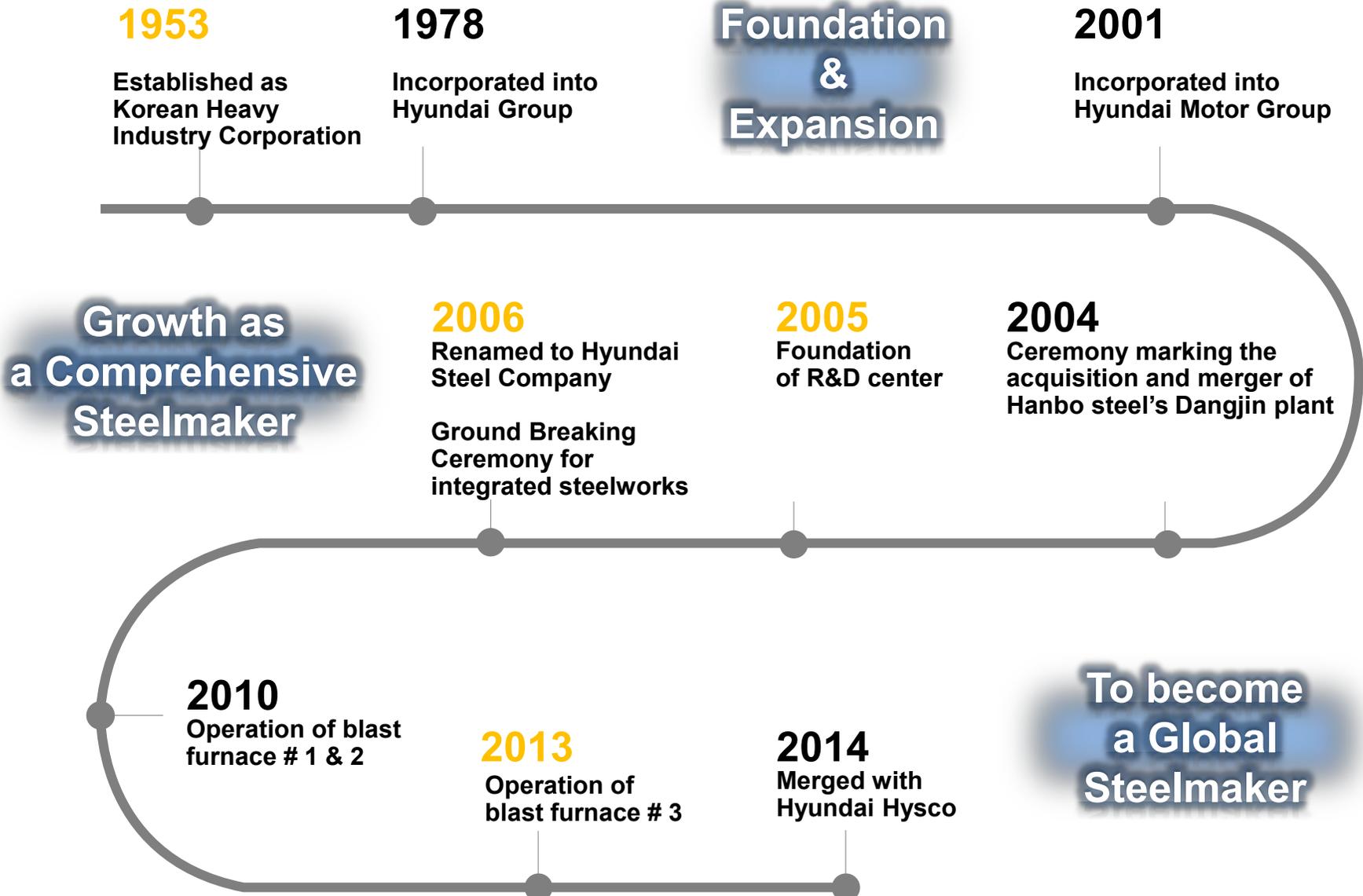


Hyundai Steel's Challenge of Nb bearing Automotive Lighter Steel for EV Produced by HKM



History of Growth



1953

Established as Korean Heavy Industry Corporation

1978

Incorporated into Hyundai Group

Foundation & Expansion

2001

Incorporated into Hyundai Motor Group

Growth as a Comprehensive Steelmaker

2006

Renamed to Hyundai Steel Company

Ground Breaking Ceremony for integrated steelworks

2005

Foundation of R&D center

2004

Ceremony marking the acquisition and merger of Hanbo steel's Dangjin plant

2010

Operation of blast furnace # 1 & 2

2013

Operation of blast furnace # 3

2014

Merged with Hyundai Hysco

To become a Global Steelmaker

Production Sites (Integrated Steel Mill)

철 그 이상의 가치창조

 Engineering the Future beyond Steel

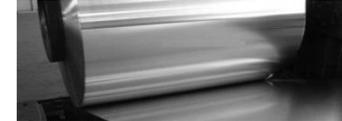
From

Blast Furnace

Hot Rolled Steel



Cold Rolled Steel



Heavy Plate

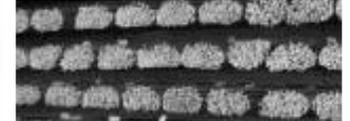


Electric Arc Furnace

Rolled Shape



Steel Reinforcement



Special Steel



Incheon(4.7 mil. ton)

7 EAFs

H-beams, stainless steel

Dangjin Integrated Steel Mill (15.6 mil. ton)

3 BF, 3 EAFs

Hot/Cold-rolled coils, Heavy plates, Rebar

Yesan

Hot Stamping

Suncheon

Forging(0.3 mil. ton)

Suncheon

Cold rolled(2.0mil. ton)

Ulsan(1.2 mil. ton)

Pipes

Pohang (3.4 mil. ton)

5 EAFs

H-beams, rebar, rails

Incheon Works



Seoul Office
Dangjin Works

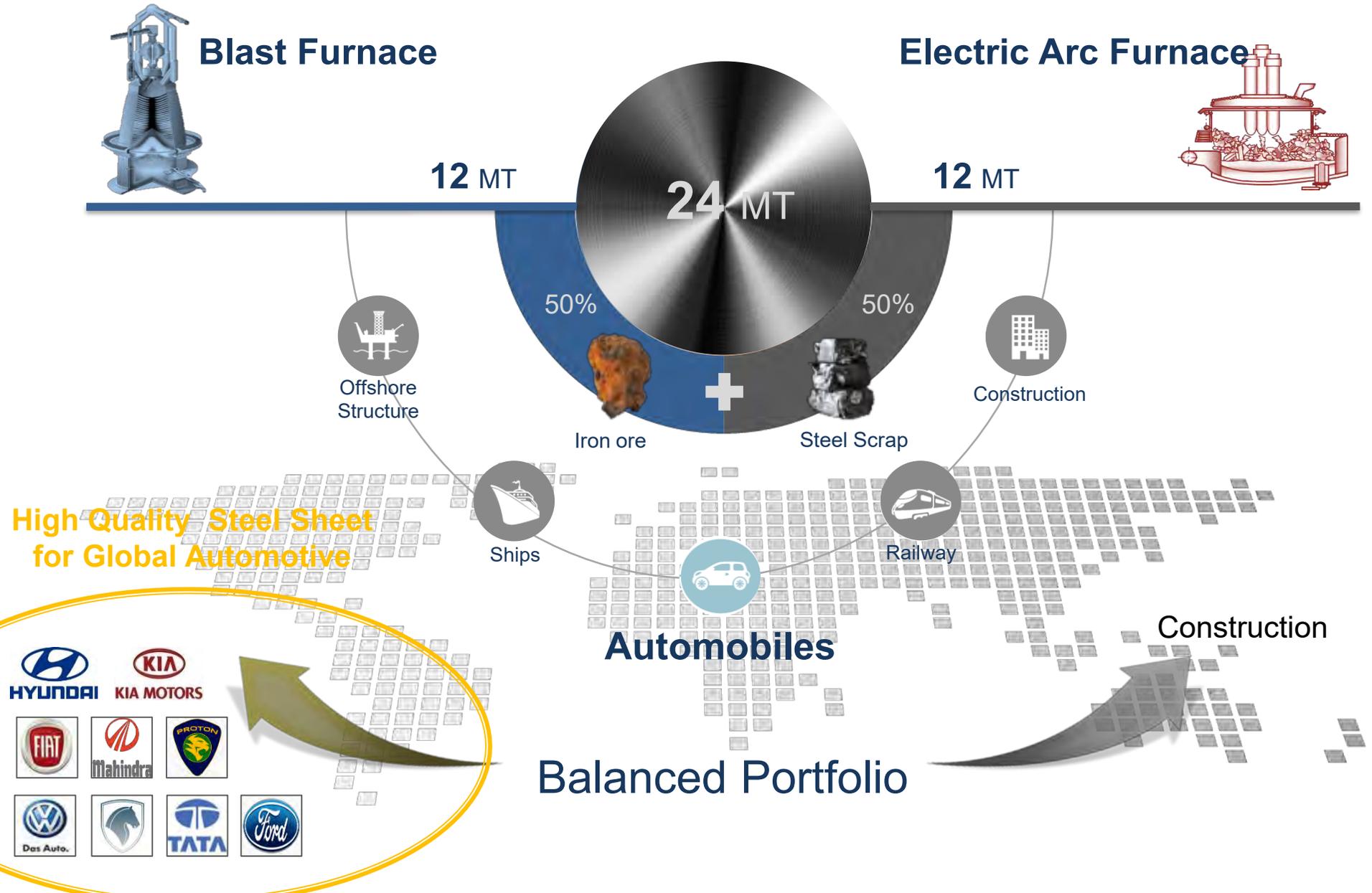
Yesan Works

Ulsan plant

Pohang Works

Suncheon Works

Business Structure



Hyundai Steel's Challenge of Nb bearing Automotive Lighter Steel for EV Produced by HKM

Materials

Hot stamping

High strength steel

Performance

High weight reduction

High stiffness

High cost-effectiveness

Service

High-quality service

The logo features a large blue 'H' on the left, followed by a blue swoosh that arches over the word 'SOLUTION' in a grey, sans-serif font. The entire logo is set against a white oval background.

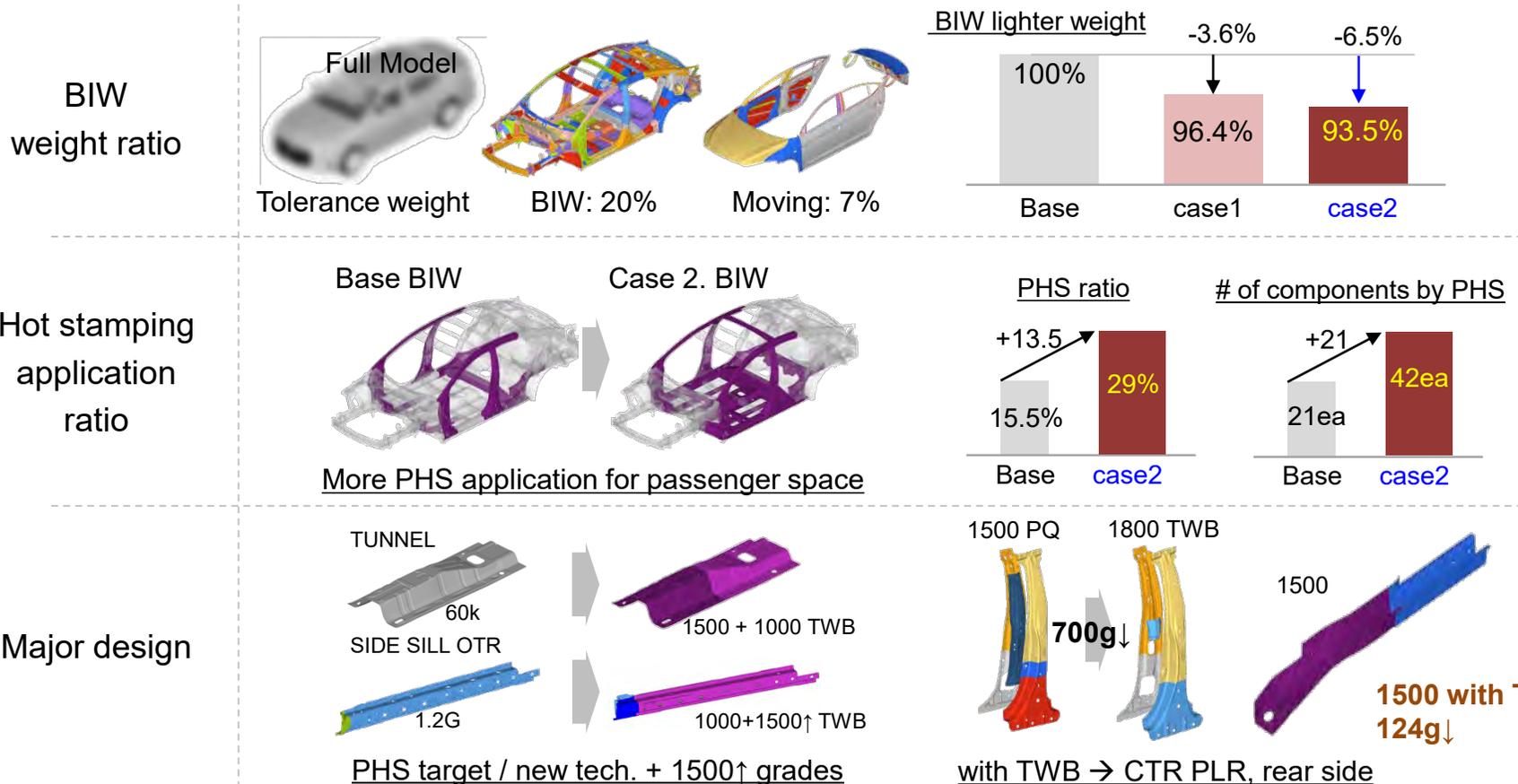
H SOLUTION

Eco-friendly + High quality **Hyundai Steel**

Intensive Concept Car with Steel

- ▶ Optimized development of concept car with advanced steels and technique
: Development of carbody solution for a higher crashworthiness and a lighter body

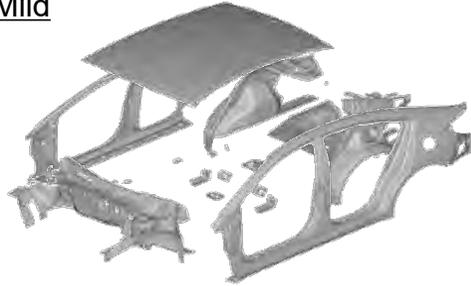
- ▶ Based on simulation for mid-sized sedan model with PHS, new technology (Case study)



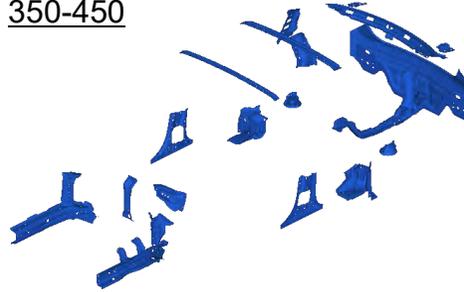
Intensive Concept Car (Materials)

Materials for concept car (case 2)

Mild



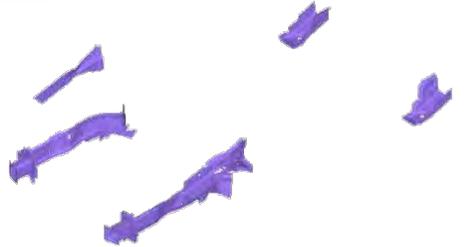
350-450



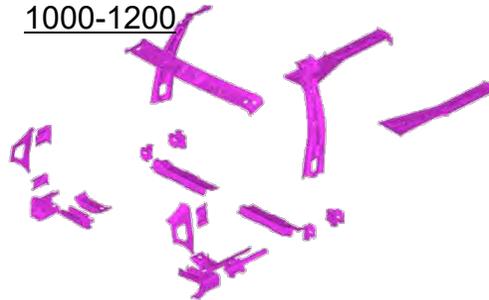
600



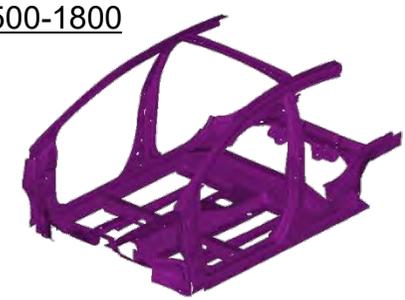
800



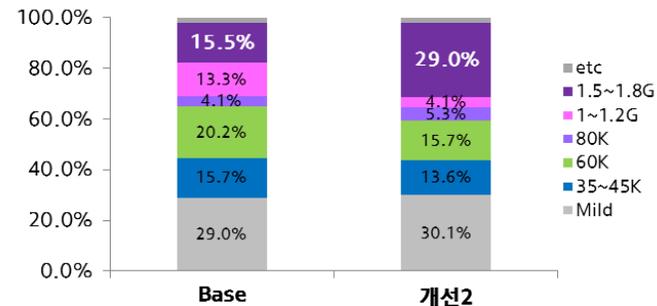
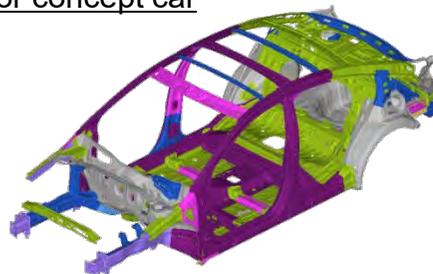
1000-1200



1500-1800



Final draft for concept car



※ Member parts of Cabin Zone in carbody (without Moving part) (~40%)

→ max. portion of PHS ~35% → **29% PHS max. performance decided based on simulation**

■ EV (+Hybrid, Hydrogen) in HKMC

✓ **HKMC will develop Eco-friendly 22-28 models until 2020.**

	Present	~2020
Hybrid	Ionic, Sonata, Grandeur, Niro, K5, K7 (6 models)	10 models 4wh, Rwh SUV, big models
Plug-in Hybrid	Ionic, Sonata, Niro, K5 (4 models)	11 models Extension line-up, new systems
Electric	Ionic, Soul, Ray, Kona (3 models)	8 models longer driving distance Platform development ※2021 Genesis Electric. release
Hydrogen	Tucson ix FCEV (1 model)	2 models Miniaturization of battery size Higher performance, durability Consistent mass production For higher price competitiveness



Thank you
for your
attention