

Active & passive safety systems on Hyundai vehicles; Development & strategy

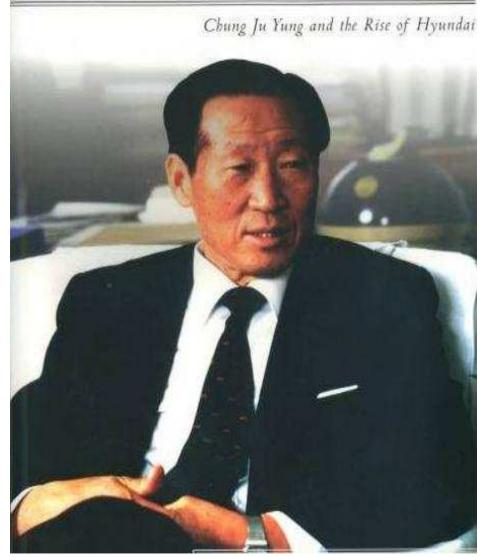
Road Safety conference, Belgrade April 27th – 29th 2011





Hyundai Auto Beograd, Since 2002







1996 Completion of the Namyang new Research & Development Center
1994 Annual production exceeds 1 Million;
1967 Founding of the Hyundai Motor Company



- 2005 Hyundai Motor Company enters the Top 100 Global Brands list
 2003 HMC first automaker to announced the global environmental management
- 2002 Official Partner of the 2002 FIFA World Cup Games;
- 2000 1st fuel cell electric vehicle;

1998 Acquisition of Kia



2010 ~

Hyundai Motor Company is in Global Top 5





HISTORY

HISTORY

Distributers (and Dealers) around Globe





What shall we speak about in this reminder

- ✓ Active systems of safety
- ✓ Passive systems of safety
- ✓ Developments and strategy

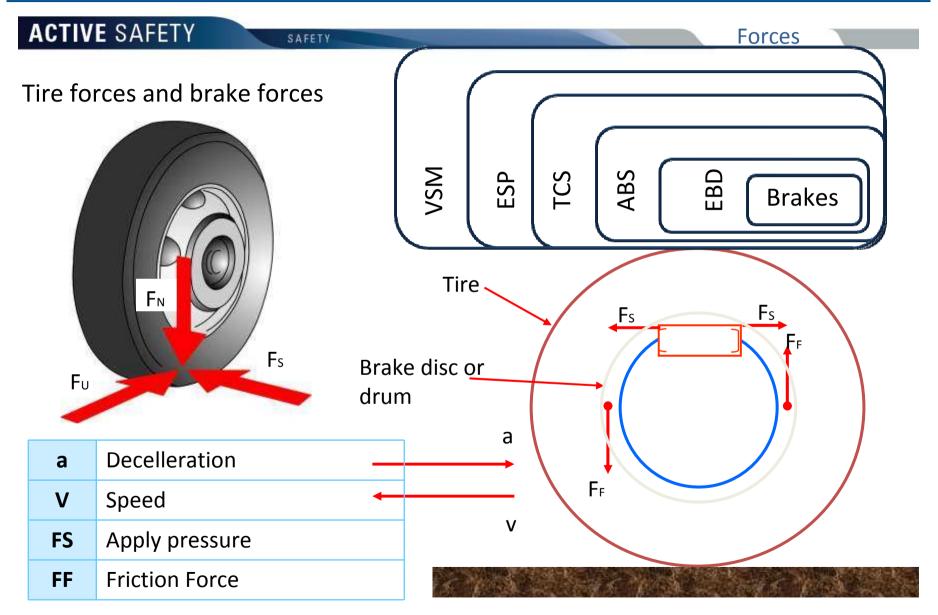


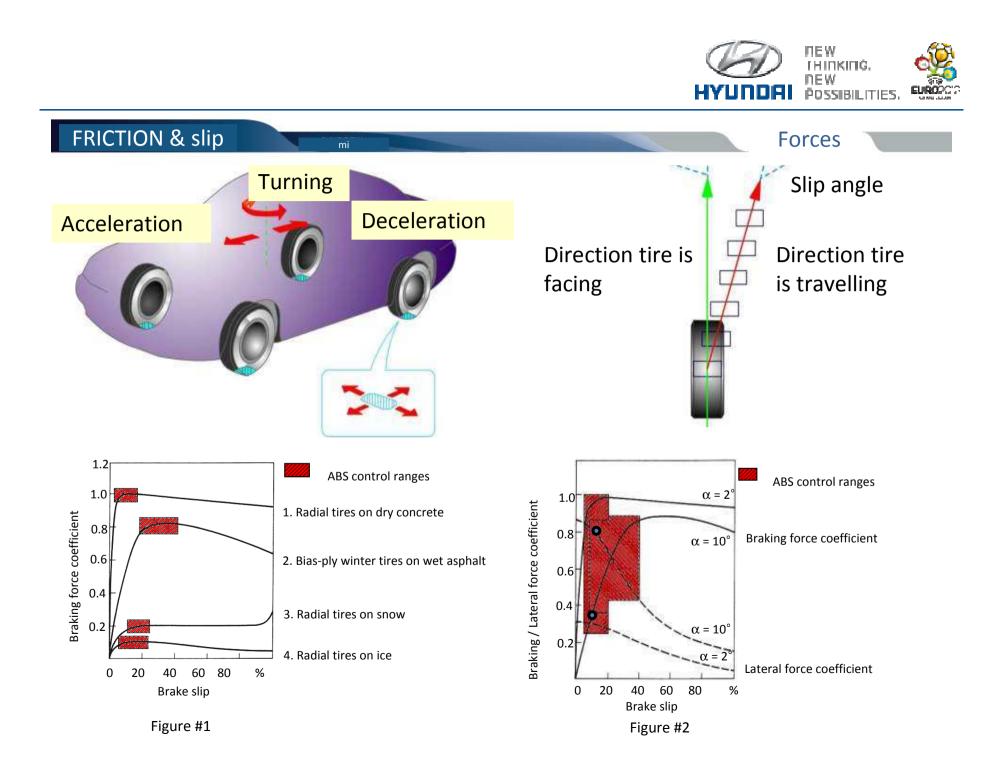
ACTIVE SAFETY History SAFETY

A brake is a device which inhibits motion.









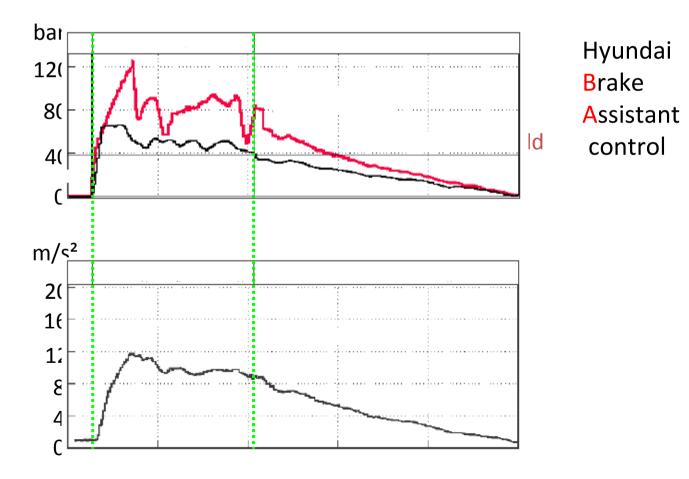


BA

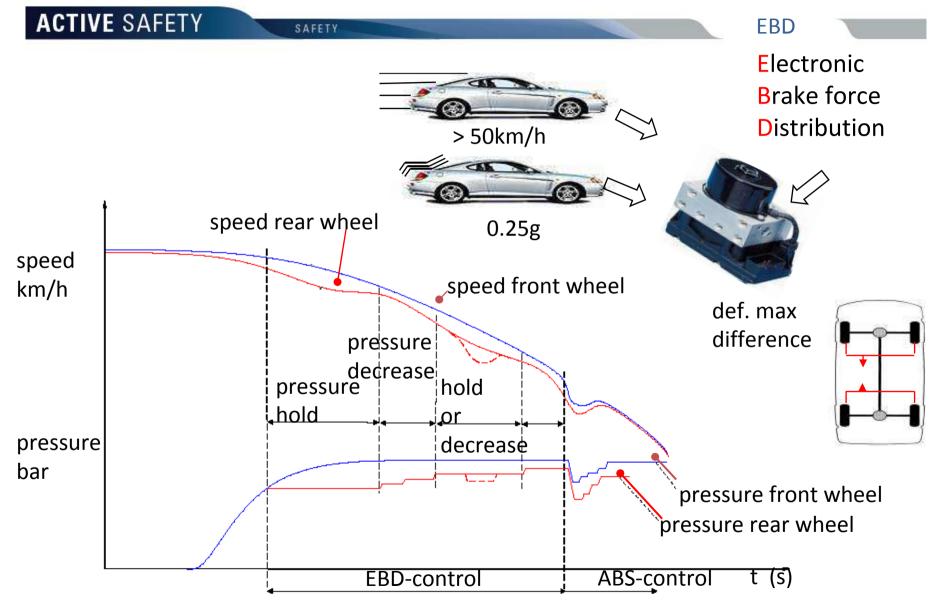
ACTIVE SAFETY

SAFETY

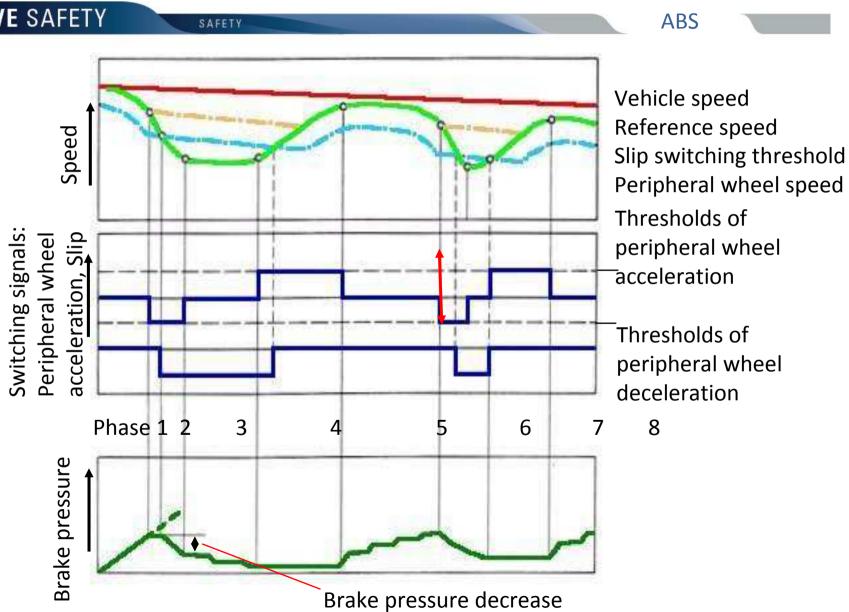
Phase 1: Emergency Situation, Panic braking (Maximum vehicle deceleration) Phase 2: Reduced braking requirement (Deceleration proportional to pedal force)







Braking control on low traction surfaces



ACTIVE SAFETY

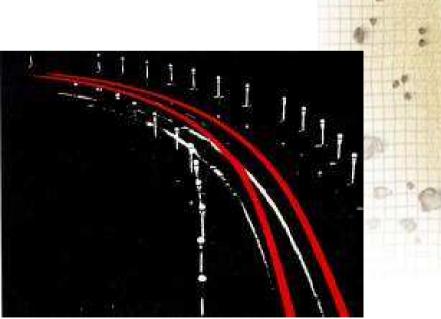
NEW THINKING.

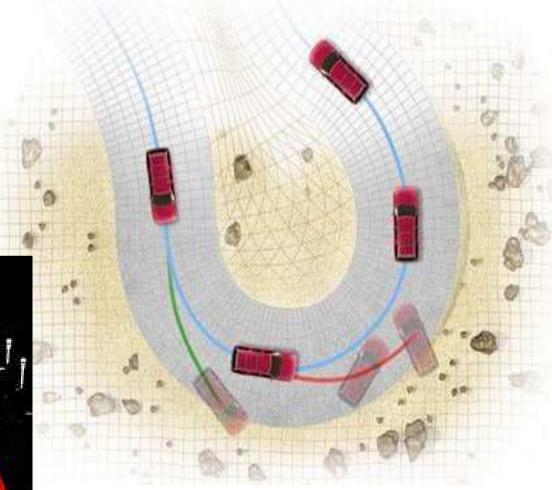


Advantages of ABS



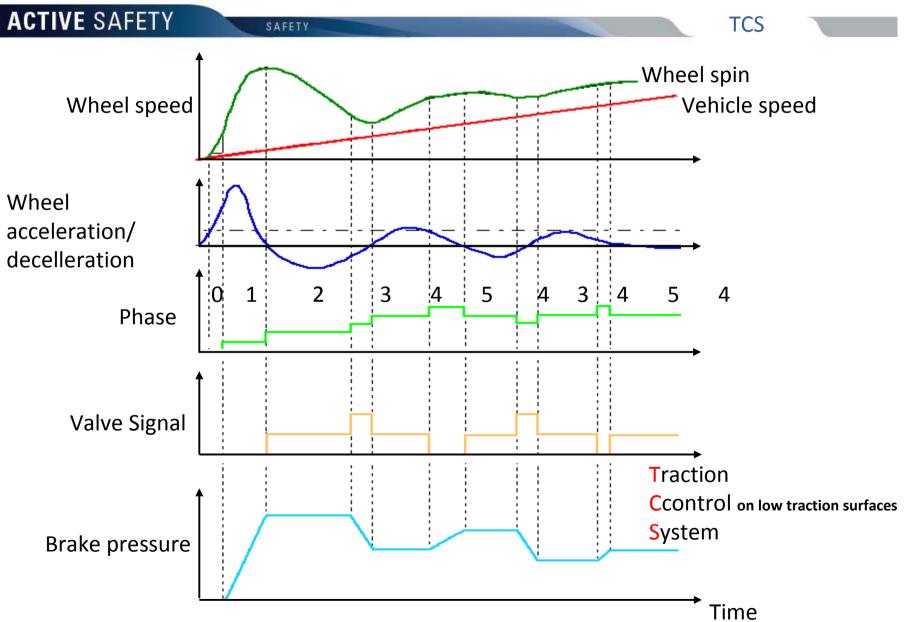
Vehicle without ABS





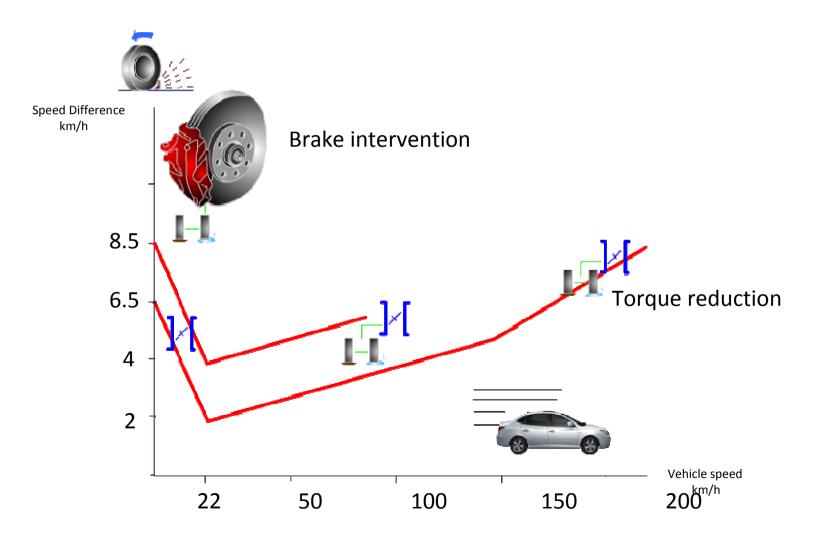
Vehicle with ABS







General TCS function



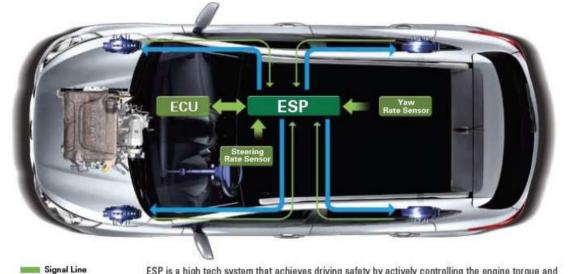


ACTIVE SAFETY

SAFETY

ESP

T III ESP (ELECTRONIC STABILITY PROGRAM)



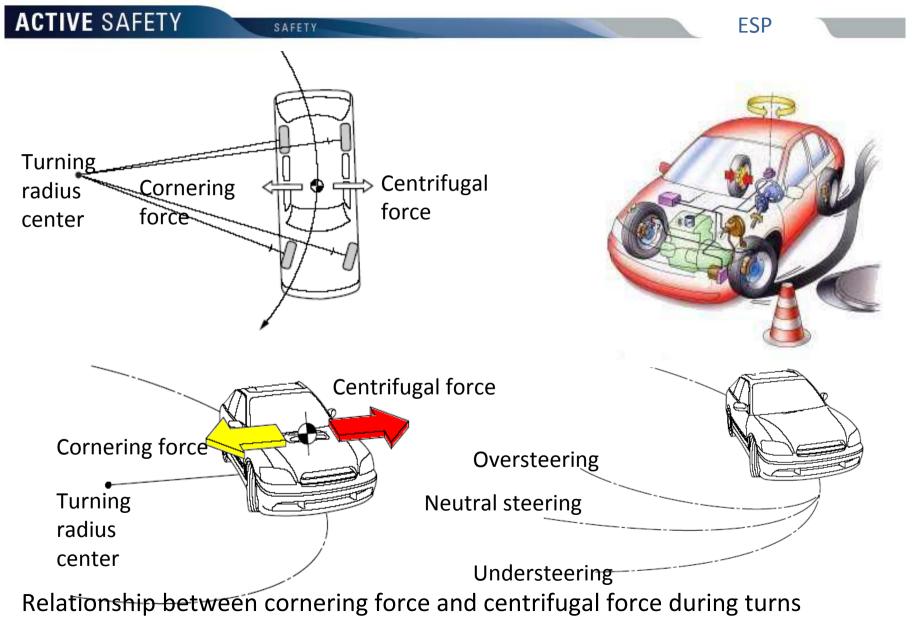
Hydraulic Line

ESP is a high tech system that achieves driving safety by actively controlling the engine torque and braking. It senses the wheel speed, vehicle turning manner, the angle of the steering wheel and the driver pedal input when the driver cannot control the car well during the sudden braking or maneuvers.

With ESP Without ESP

Optimum brake-force distribution under the critical situation.



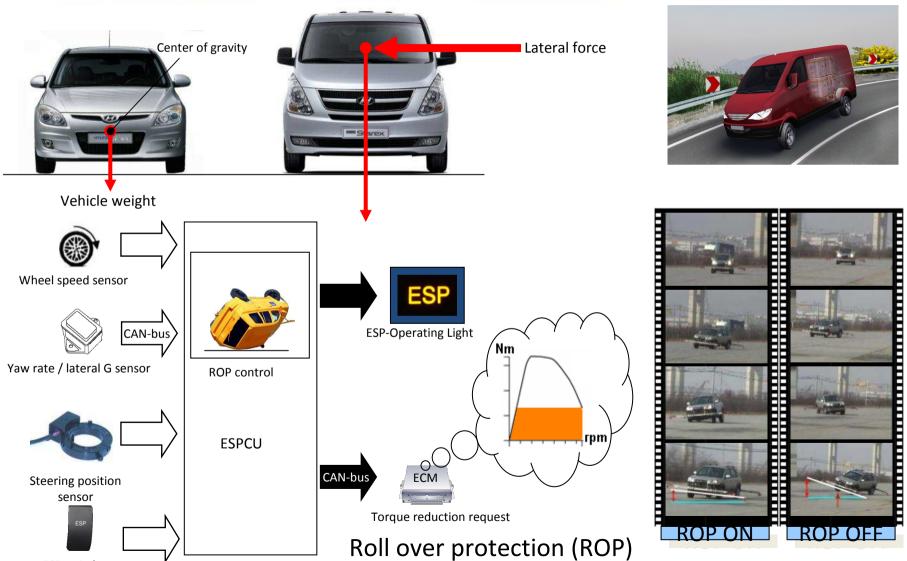




ACTIVE SAFETY

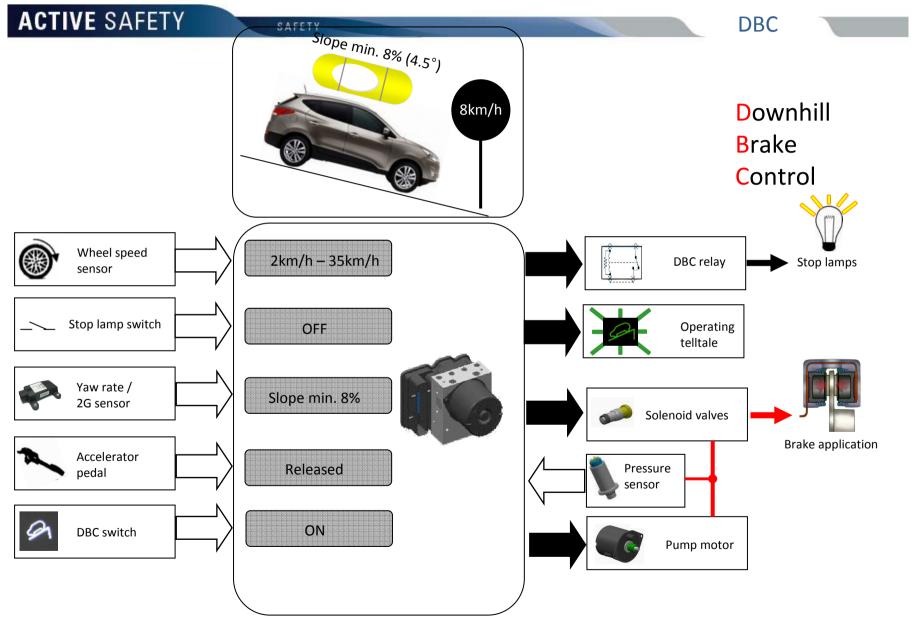
SAFETY

TCS



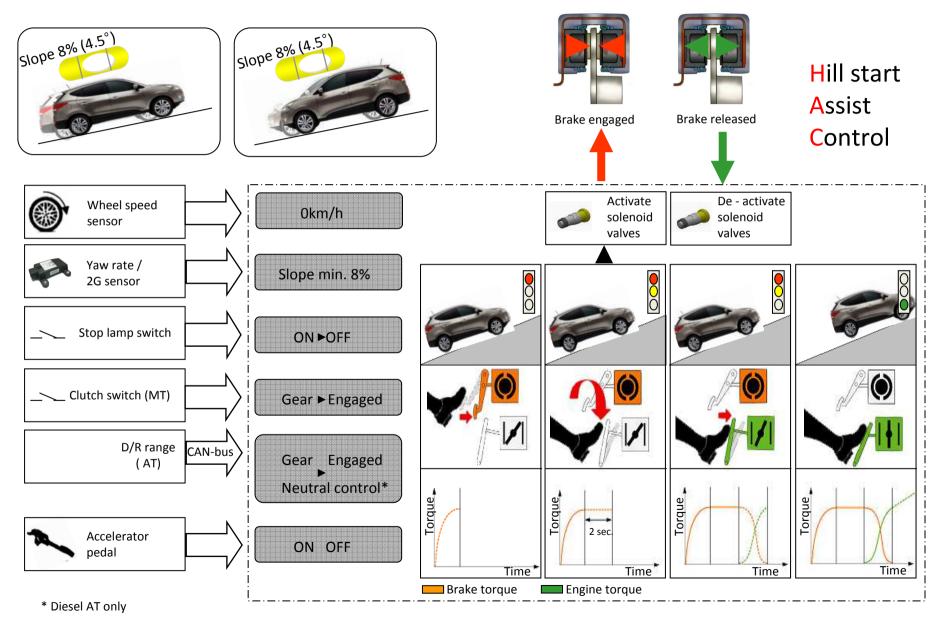
ESP switch





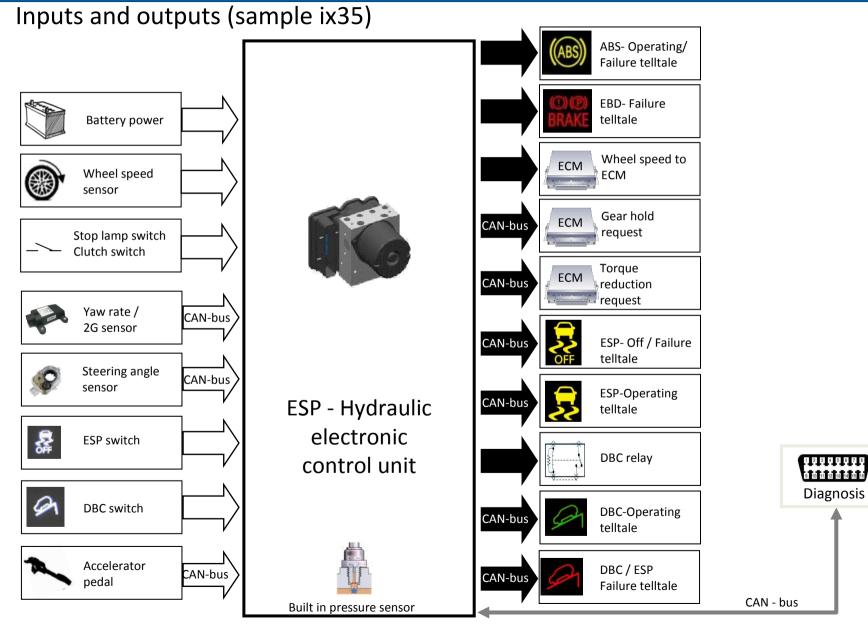




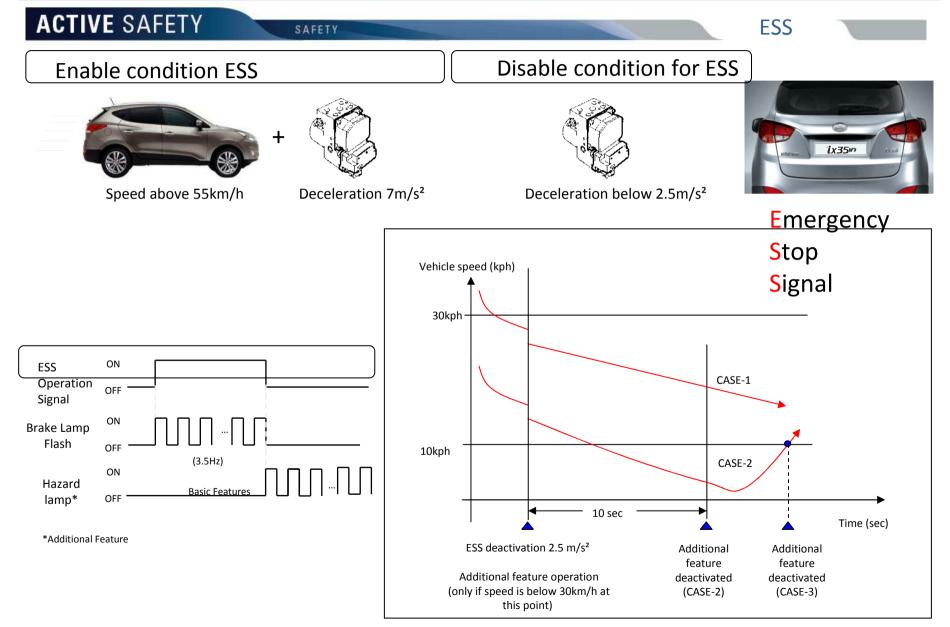




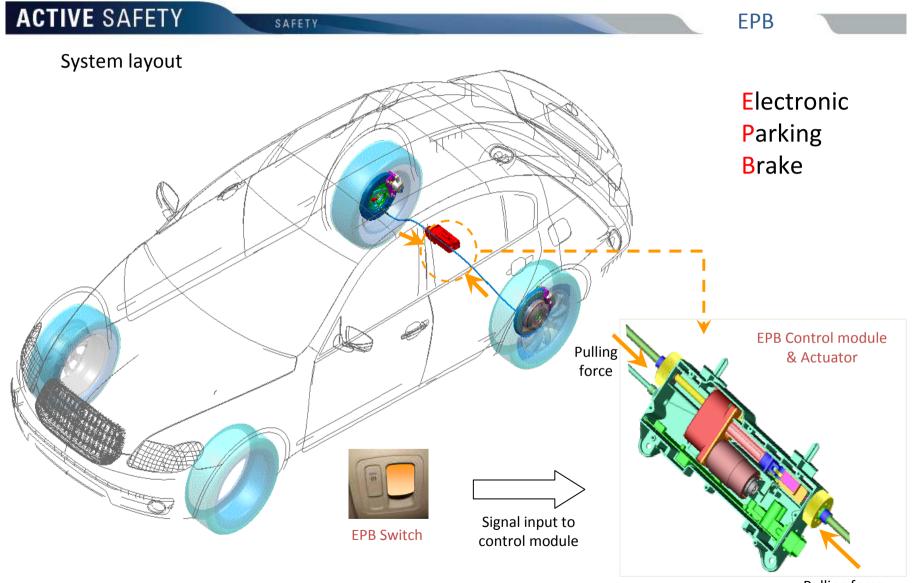
EURO2C











Pulling force



PASSIVE SAFETY

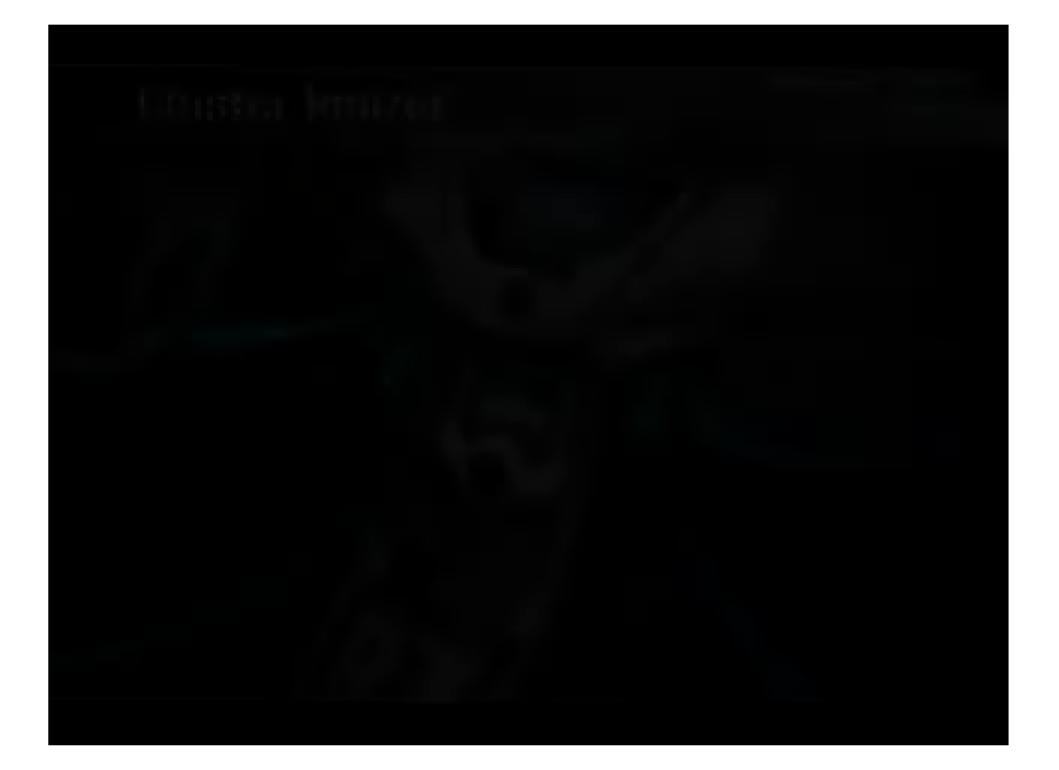
Air bags

AIR BAG

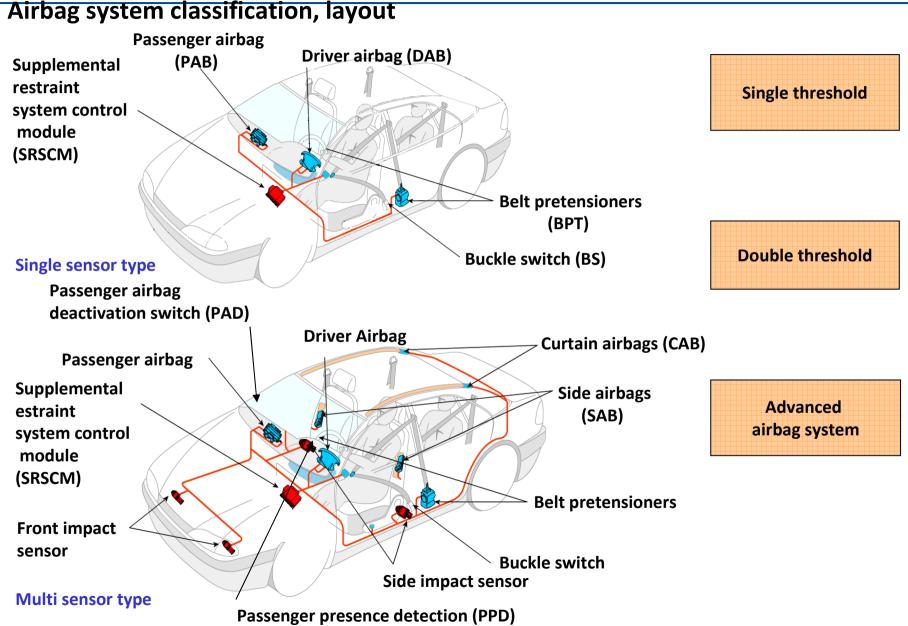
Vehicle with Airbag



Vehicle without Airbag

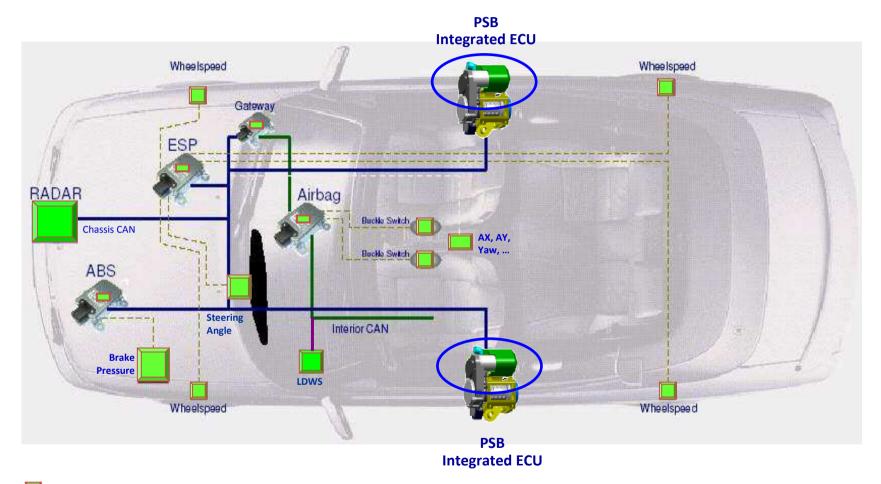




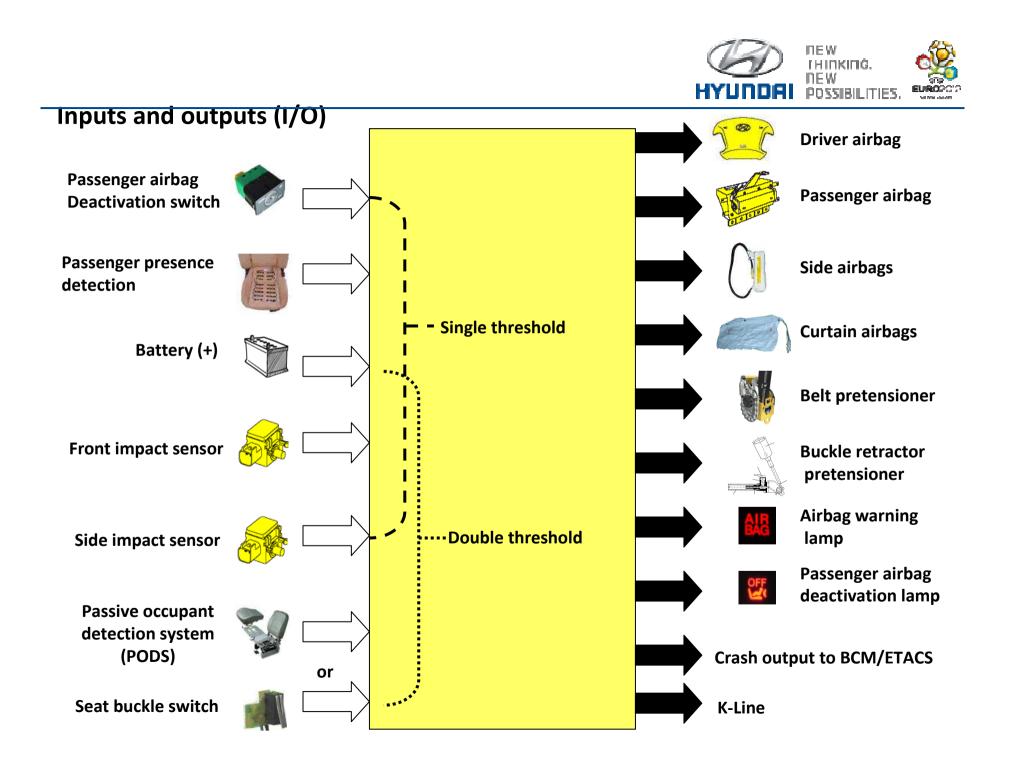


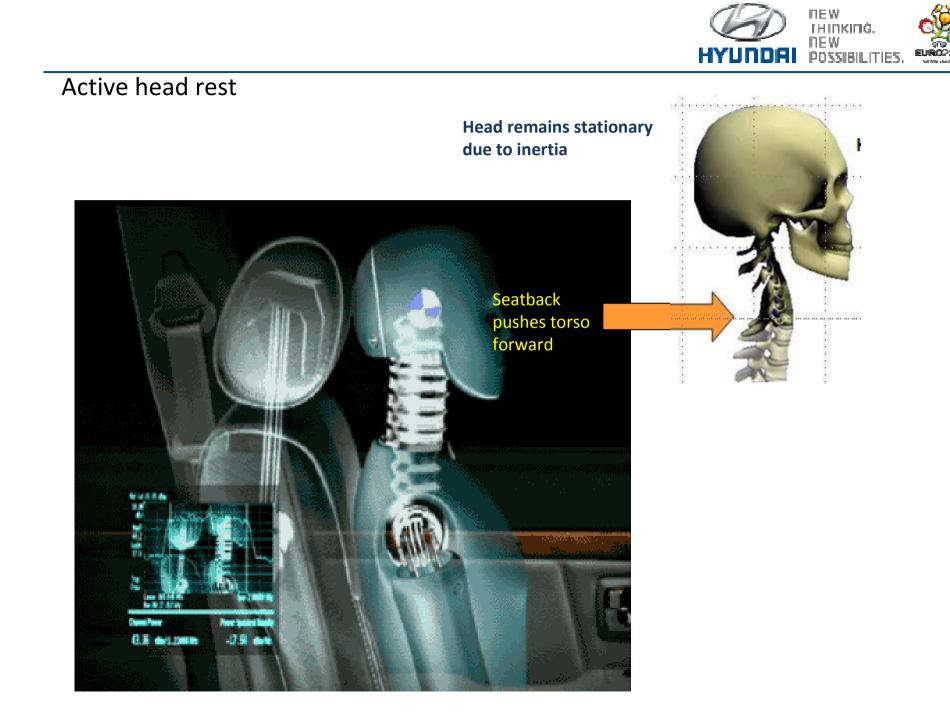


System Layout



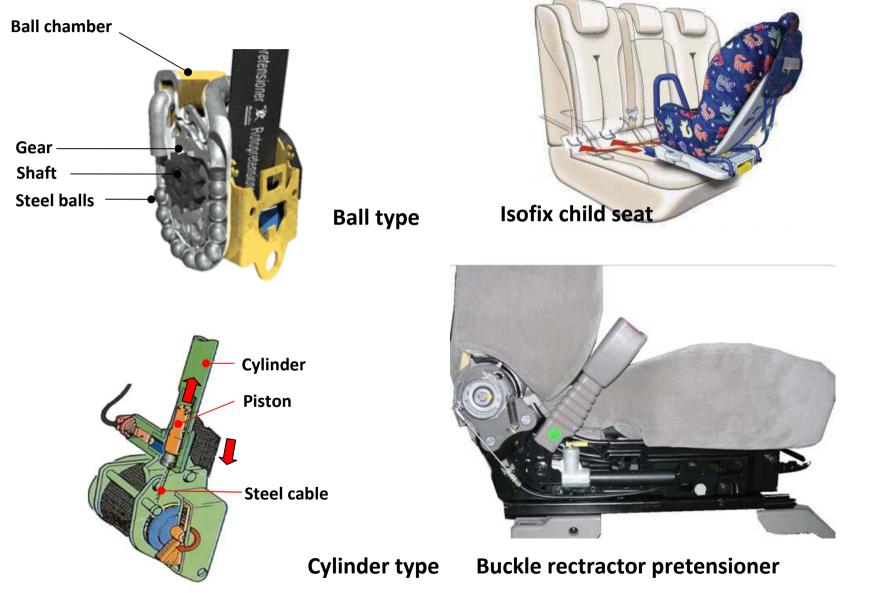
Basic Sensors & Systems



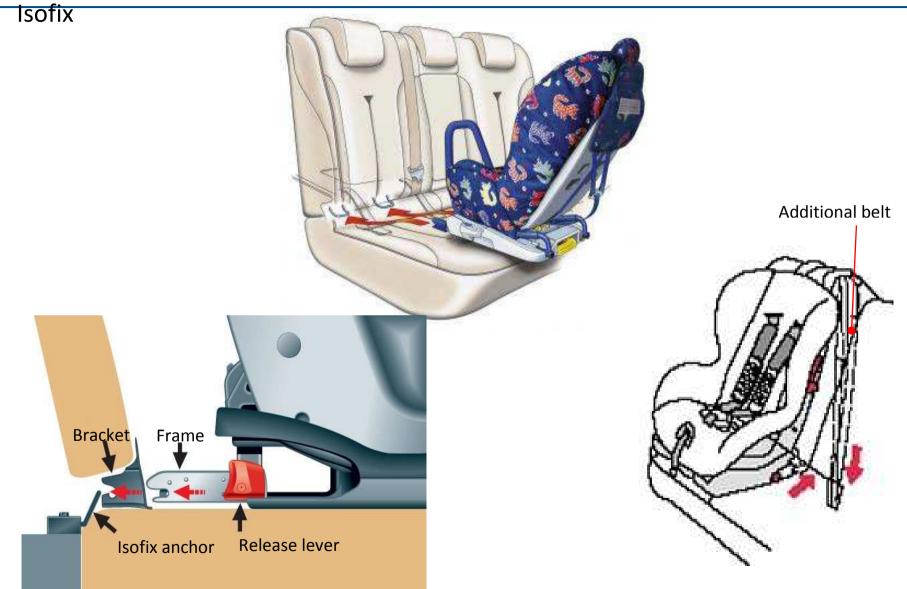




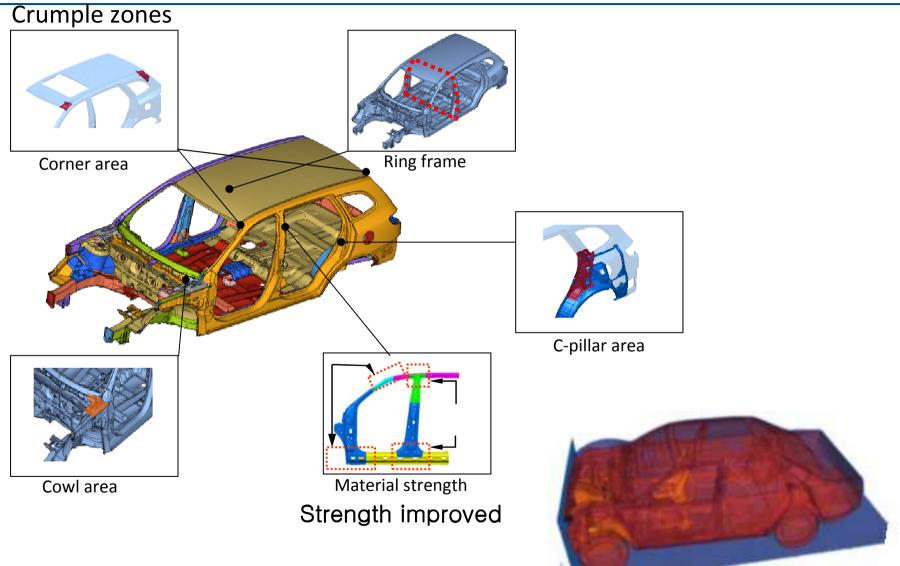
Belt pretensioner, buckle rectractor, Isofix seat for kids











NCAP Test & marks



ADULT OCCUPANT PROTECTION

We crash test 30 models a year to help you drive safely.



CHILD OCCUPANT PROTECTION

How seriously do you take your child's protection?



PEDESTRIAN

Protecting pedestrians is a priority for Euro NCAP. Is it for you?



SAFETY

How do the latest technologies really assist you on the road?



http://www.euroncap.com/h

ome.aspx

New Car Assesement Program

= 10% or less poss. Heavy injuries
= 11% to 20% ~
= 21% to 35% ~
= 36% to 45% ~
= 46% or higher ~

NTHSC tests & marks



Buckles, seat belts



Air bags



All kind of acidents, roll over





Tires





http://www.safercar.gov

National Highway Traffic **S**afety **Administration**

Government of the USA



Corporate Philosophy

PHILOSOPHY

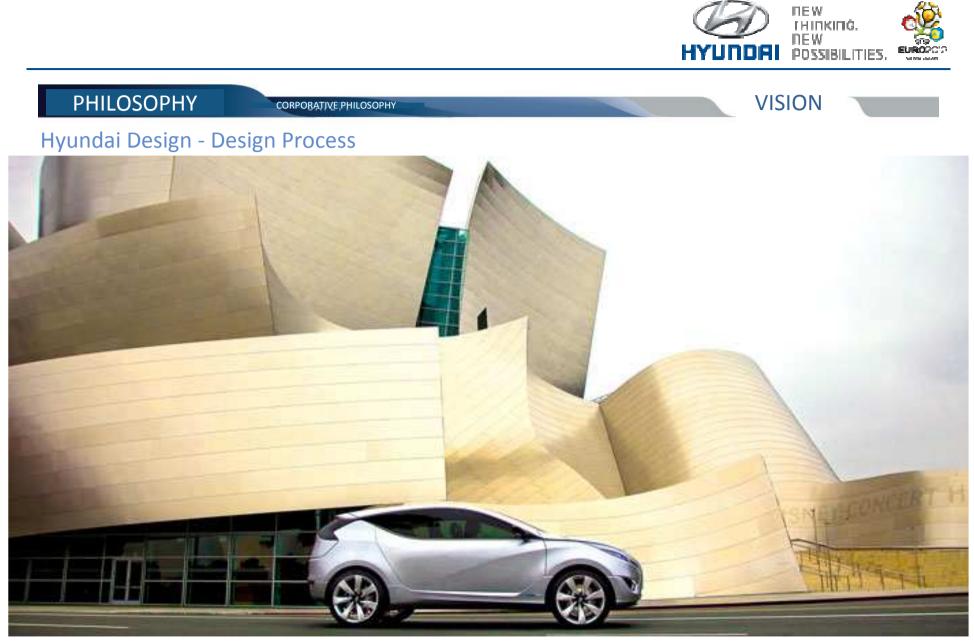
We have developed and implemented our corporate philosophy including management philosophy. policy, and strategy to grow together with stakeholders and contribute to improving the quality of life around the world.

CORPORATIVE PHILOSOPHY



We announced "Innovation for Customers" as our mid-to long-term vision with five core strategies: global orientation, respect for human values, customer satisfaction, technology innovation, and cultural creation. We desire to create an automobile culture of putting customer first via developing human-centered and environment-friendly technological innovation.





Designing the future of automobiles! Perfecting design with cutting-edge technology!



VISION

PHILOSOPHY

CORPORATIVE PHILOSOPHY

Hyundai Technology



1.DIS 2.SCC 3.SPAS 4.LDWS



5.HMI 6.UVO 7.Biometric smart key system

Making smarter vehicles! Expanded application of automotive electronics Infotainment system Advanced Safety Vehicle (ASV) system





CORPORATIVE PHILOSOPHY





New technologies for driver safety and convenience



CORPORATIVE PHILOSOPHY

VISION



DSM

Self-heating scratch shield



CORPORATIVE PHILOSOPHY

VISION



Solar cell sunroof

Pre-crash beadrest





Nano technology glass, wiper less





Honeycomb tire

Smart window



CORPORATIVE PHILOSOPHY

VISION

Hyundai Technology - Safety



Securing the highest safety ratings



CORPORATIVE PHILOSOPHY

VISION

Hyundai Technology – Pre crash Safety



Vehicle Stability Management



CORPORATIVE PHILOSOPHY

VISION

Hyundai Technology – Pre crash Safety



LKAS

LKAS

Lane Keeping Assist



CORPORATIVE PHILOSOPHY

VISION

Hyundai Technology – Pre crash Safety



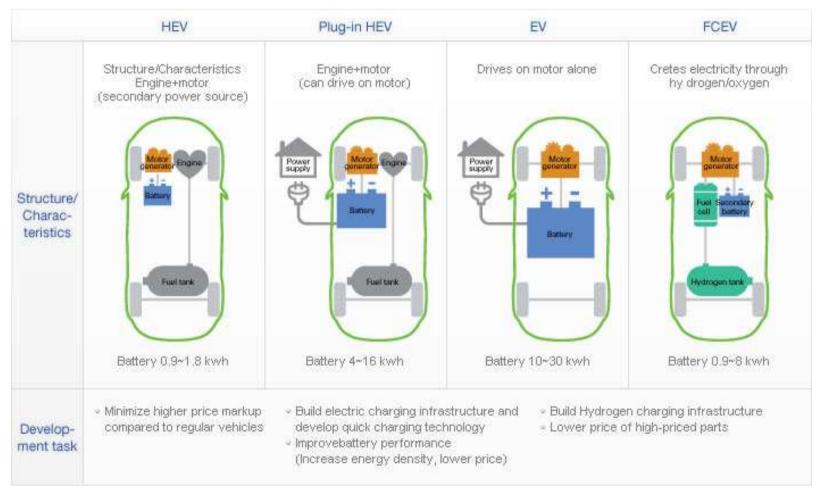
Computer aided and simulations crashes

PHILOSOPHY

CORPORATIVE PHILOSOPHY

VISION

Hyundai Technology – Environmentally friendly



Vehicle for the future - now



Thank you kindly

Yours Hyundai Auto Beograd Miodrag B. Stojanovic