

SUV · RV New Leader

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가

가

1988 (station wagon) ₩ ,93 SUV () ₩ 95 ₩ 96 ₩ 98 가

2001 9 SUV ₩ ₩ ₩ ₩ .2002 9 5 SUT() ₩ ,

2 . . . • A/S

가 가 가 가

가 ; SUV·RV New Leader가

(先導經營), (正道經營) , , 가 , 가 가 7 가 가

소진관 취임사

New Vision

SUV · RV New Leader



“ 가 23 4 ”

‘ SUV · RV 가 가 ’

21

“ SUV · RV New Leader - ”

VISION21

가

- Exceed Customer Expectation
- Empower Employees
- Excellent Technology & Quality
- Enhance Speed, Agility & Flexibility

SUV · RV New Leader

가 , SUV Market
 가 MPV
 RV Market
 (RV)
 가가 , 가



1954 가 가 가
 1967
 70
 1977
 1979
 1980 ()
 1988 ()



21

가



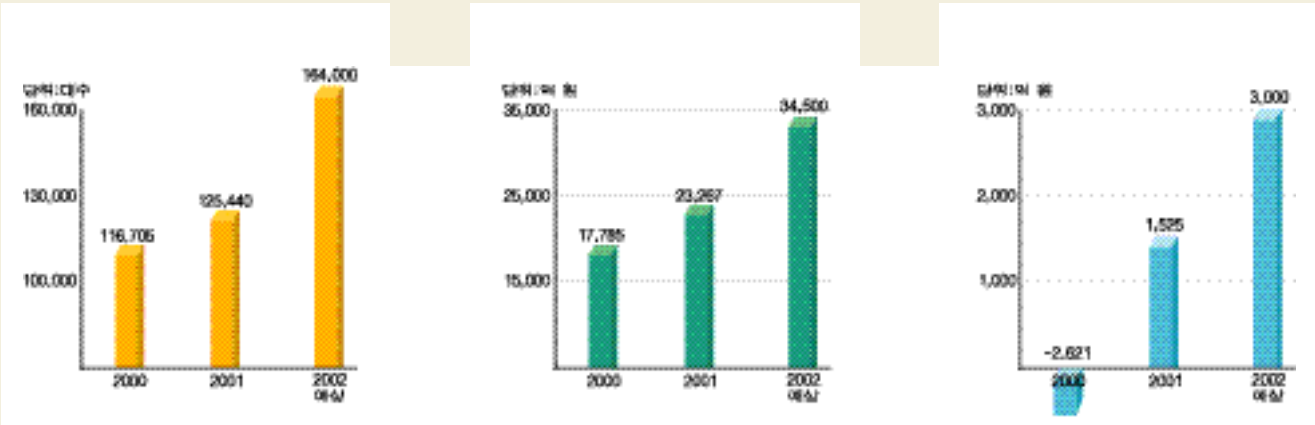
1990 가 . 1991
 , 가
 1993 4 , 1995
 , 1996 RV , 1997
 2000 IMF
 가
 SUV
 SUV 가
 SUT SUV-RV
 New Leader

SSANGYONG MOTOR'S
MISSION

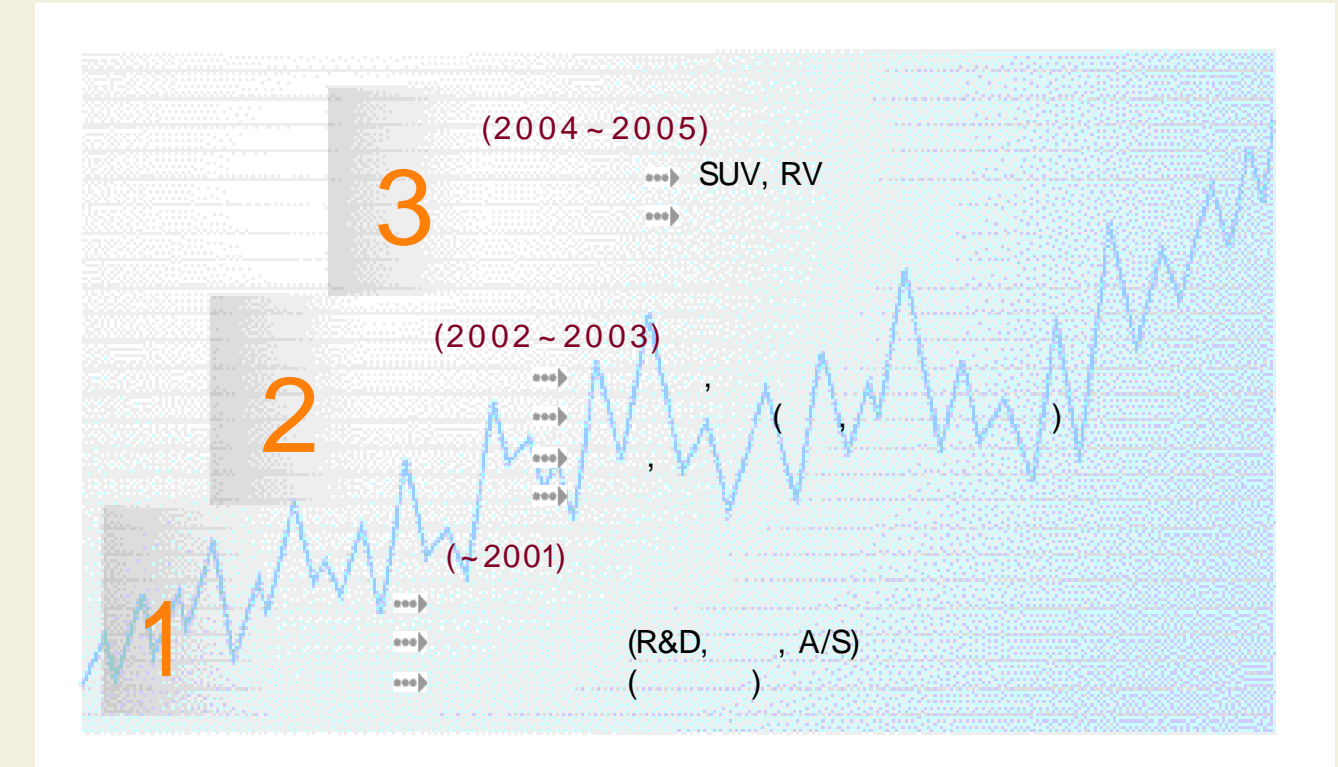
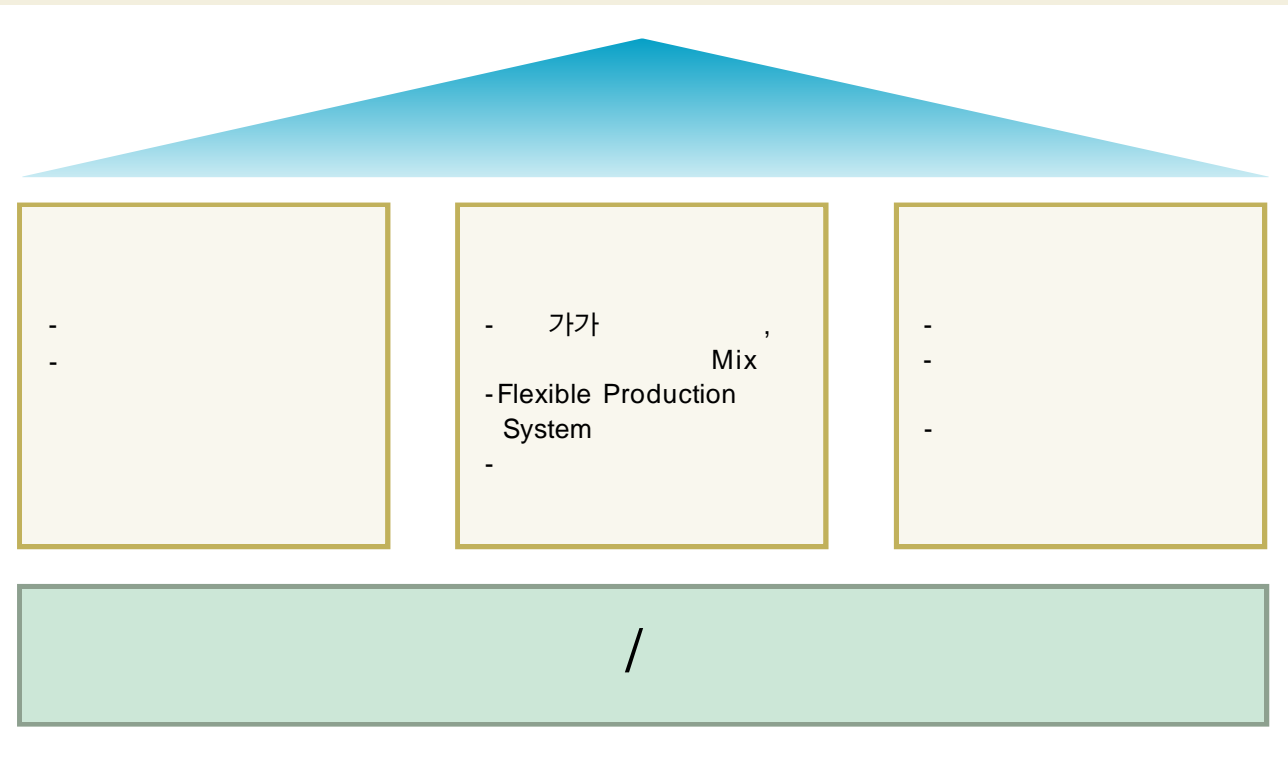
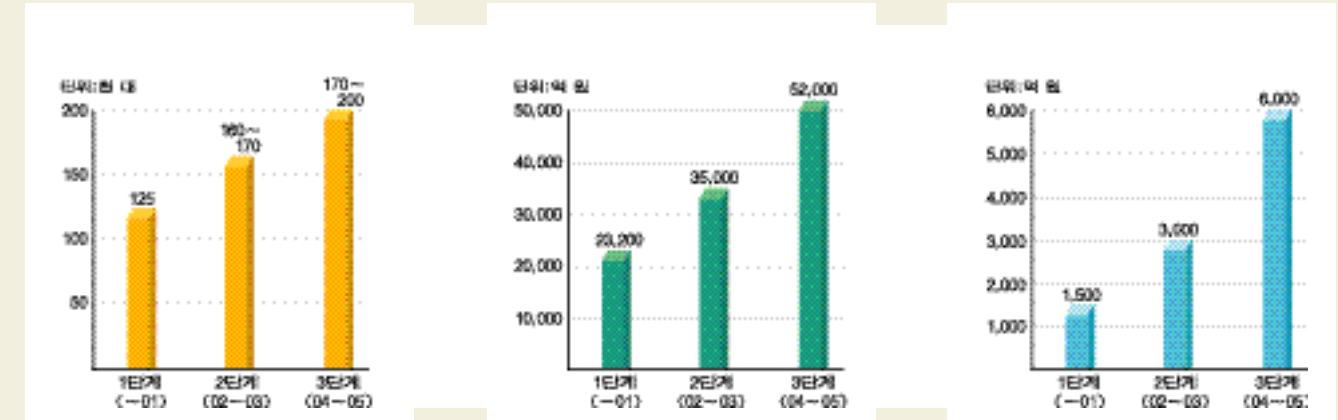


가

3



SUV · RV



New Start

42.195km

50

1954

가

가

21

SUV · RV



1954 가 , 1974 SUV , RV 가

54~60

54 , 67 60



(1955)



(1963)



A60(1965)



R66(1966)



CC662(1967)



(1968)



(1968)



FB100LK(1969)

70~80

70 , 80 4 88



CJ-5 (1974)



(1980)



CJ-7PD(1982)



HA55(1983)



9 KH-9WD(1984)



46M (1988)



4 KH-7D2(1987)



(1989)

90

90 4 가 , 95 , 96 가 , 97 93



(1993)



(1993)



RSH-4(1994)



(1994)



(1995)



(1996)



(1996)



(1997)

21c | SUV·RV New Leader



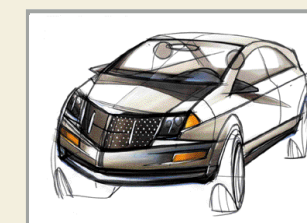
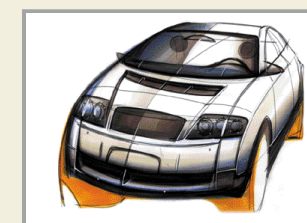
RX320



RX290



RJ290





21



21

| SUV·RV | | IMF | |
|--------|--------|------|--------|
| 2001 | 2 3 | 가 | |
| | | 2002 | 3 |
| | | | 2004 4 |
| | 2005 5 | 2002 | 2 |
| | | | |
| | | | 20 |
| | | 가 | |



Good Design



WORK-SHOP

New Spirit 'The Most & Best'

'The Most & Best'

- 2
- 가 Essence
- / 가가 가 No.1

New Spirit

The Most & Best

' 1 '

BIG3

1

1

가

1

1

20

'The Most & Best'

Most & Best -

가 -

가

1





가
 가 SUV 93 2001
 SUV
 가
 가
 가
 3 21 , 가



가





100

100 km

가

100

가

가

100 km

가

rpm

(EURO)

가

3 5

1

6가

887602

12



100 km

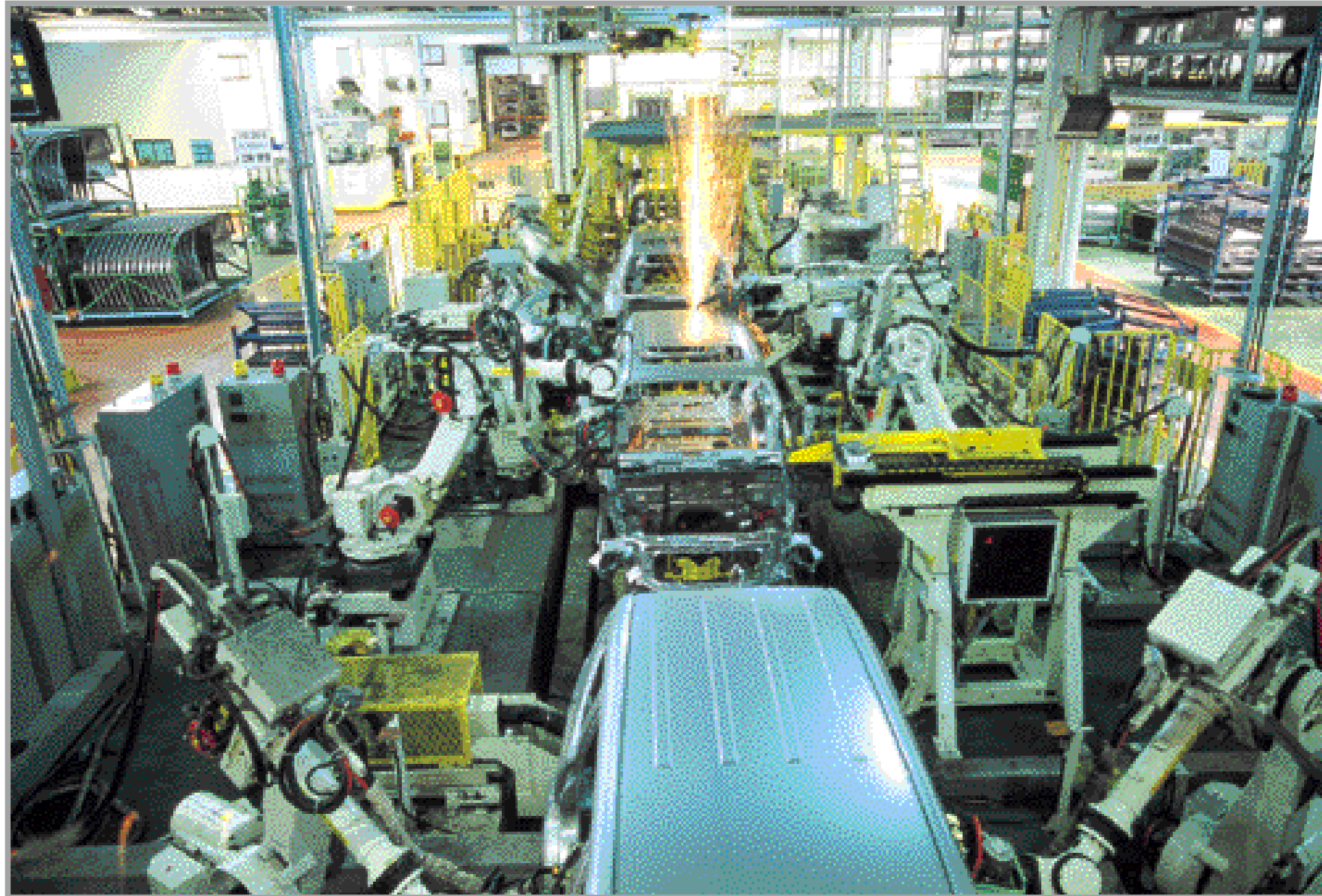
가

가



가





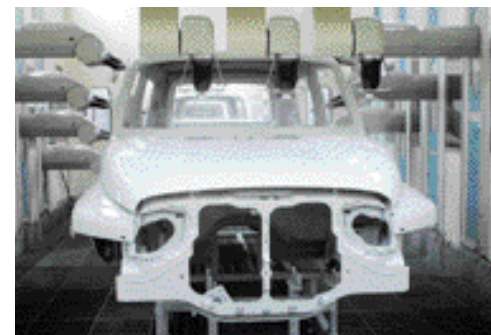
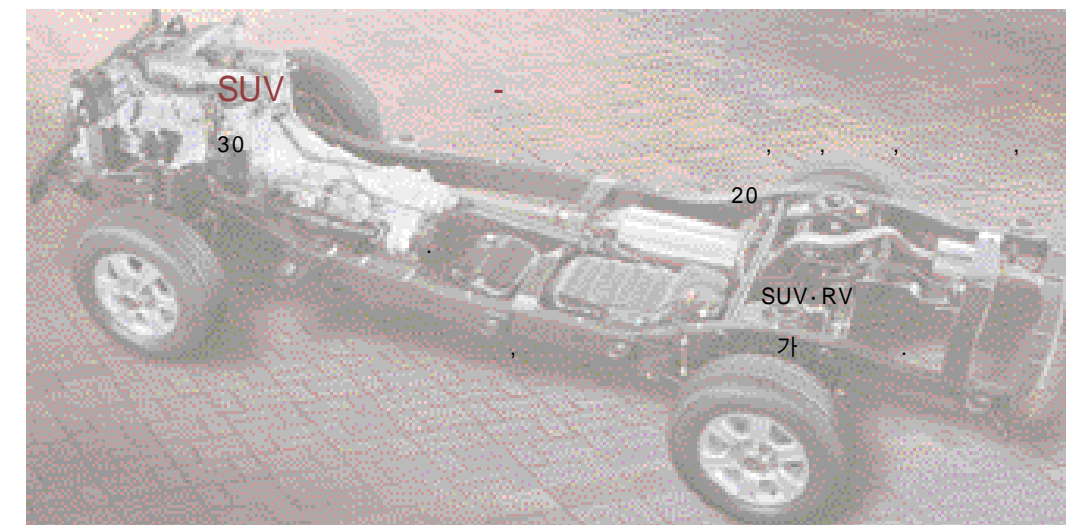
가

90

(Integrated Quality Control System)

ISO 2002 「SSQ-2002

「SSQ-2002 (SS가 (Quality) (Small) (Strong Quality) 가 50% (T.F.T) 1,200



Kick-off



CRM(Customer Relationship Management)





가



2001
CKD

102

6



가



1



A/S



A/S

A/S
가 가 가 가





1980

5,000

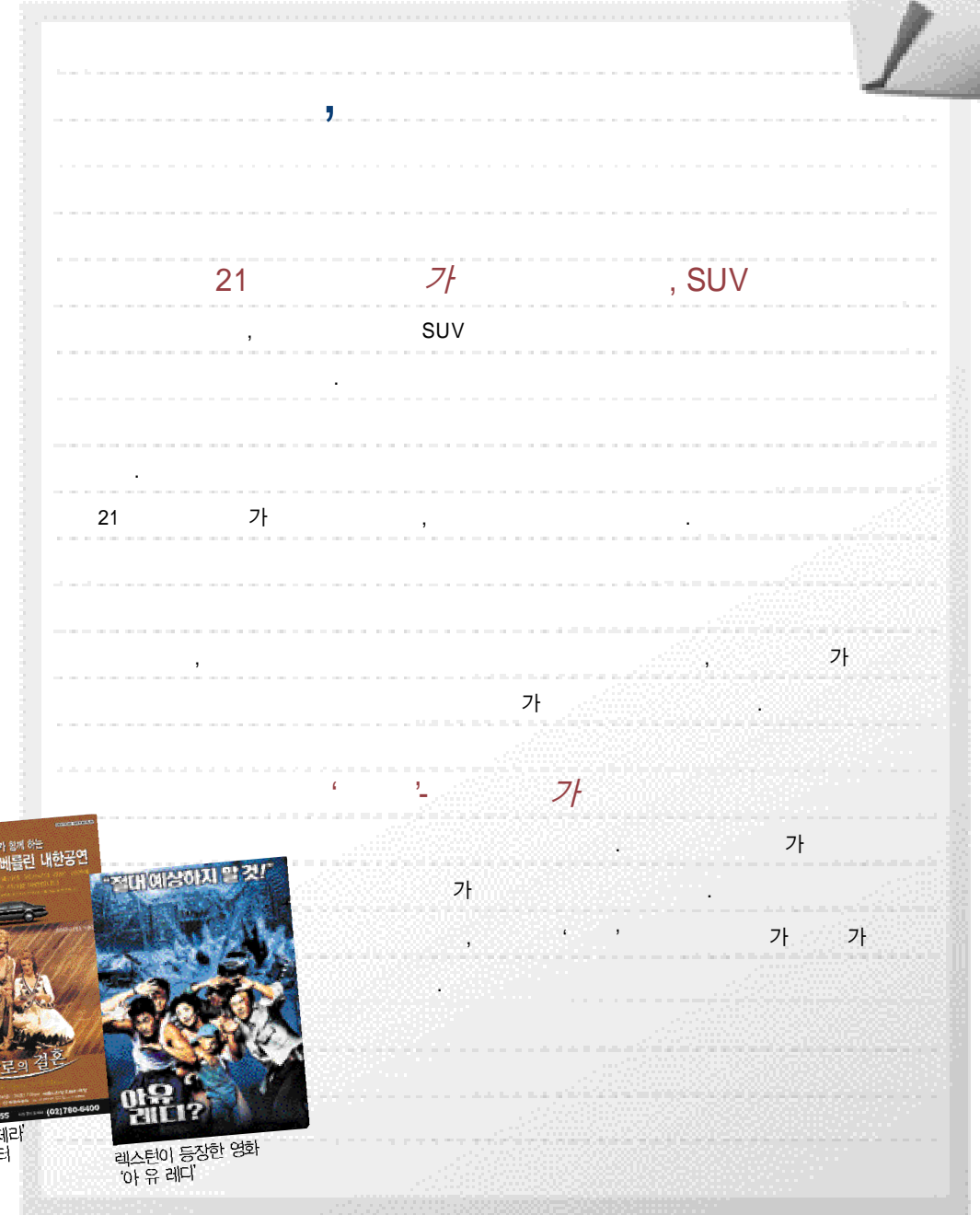
800

7,100

가
가
가
가
가
가
가

New People

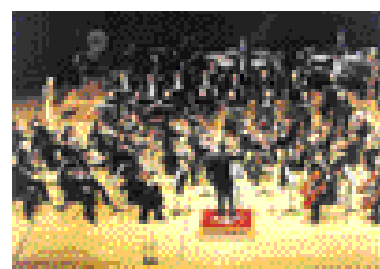
The Moment of Truth



가



()



가

SSANGYONG MOTOR Full Line-Up



CHAIRMAN



CM400S/CM400 CM500S/CM500 CM600S CM600L

REXTON



RX320 RX290 RJ290 RE290 (,)

MUSSO



290SR 290SL/230SL 230S/CT(230S) (290S, 230S)/CT (230S)

KORANDO



320LX, 290SR, 290SL, 230SL, CT(230SL), 290SL, 230SR, CT, 602EL, 290S

ISTANA



12 11 /15 () 6 ()/6 /2 12 /14

MUSSO SPORTS



290S(CT) 290S 290S 290S



'Three Circle'

가

(Identity)

3

가

가

Remember
SSANGYONG MOTOR