



Press Release

November 9, 2011 (Wednesday)

Ssangyong Motor holds after-sales service conference in Latin America

- **Ssangyong Motor holds first overseas service conference in Santiago, Chile, inviting eight Latin American service networks**
- **Diverse service measures discussed, including free auto inspections**
- **Ssangyong bolsters support on service activities, designates regional training centers**
- **Automaker to hold regular service conferences in major export markets to offer differentiated services**

Ssangyong Motor(President & CEO Lee Yoo-il; www.smotor.com), part of the US\$12.5 billion Mahindra Group, announced that it held an after-sales service network conference for the Latin American region in Chile from Nov. 8 to 9 to strengthen its overseas service capacity.

The conference, which was held in the country's capital, Santiago, is the first overseas service network conference hosted by Ssangyong Motor. Participants in charge of services at the automaker's eight major export markets in Latin America gathered to review this year's performances and set plans for next year, as well as exchange ideas on diverse measures to improve services.

The participants first discussed details for free auto inspection services similar to the "Remember Service" implemented in the Korean market, which Ssangyong plans to implement for consumers in Latin America as well. There is also a plan to develop a component-sharing system among Ssangyong service networks in the Latin American region, to cut the transport cost and time for procurement.

Ssangyong officials plan to tour around Latin American countries after the conference to meet with members of its service networks and establish measures to enhance consumer satisfaction.

Ssangyong has already decided to build a Regional Training Center for the Latin American market in Santiago as part of a strategy to expand global market and sales, according to mid- to long-term plan announced in last September. It will also establish regional training centers in other markets such as the Middle East and Europe to secure competent workforces in auto repair and maintenance.

Latin America is a strategic export market for Ssangyong, taking the biggest slice of the pie in its export along with Europe including Russia. The demand for SUVs in Latin America is huge, since the vehicles are ideal for the area's rough roads and adverse weather conditions. The Korando C and Actyon Sports are especially popular models in emerging economic powerhouses like Brazil, Chile and Colombia.

Ssangyong Motor plans to hold the conference regularly in major export markets. It will be held in Belgium next year for service networks in Europe.

“The capacity to provide differentiated after-sales service is essential in addition to product competitiveness in the fiercely competitive global market,” said Choi Johng-sik, vice president in charge of sales and marketing at Ssangyong Motor. “We are preparing various measures to ensure our consumers receive speedy and convenient services anywhere in the world,” he added.

#####