



PRODUCT LINE UP

TIVOLI



TORRES EVX



KORANDO



REXTON



TORRES



MUSSO & MUSSO GRAND



Major awards

1994. 96	The Musso presented with the 'Best Car Award' in the four-wheel drive category at the Birmingham Motor Show in England	2015. 07	The Tivoli presented with a Low CO ₂ Award at the Energy Winner Award
1997	The Korando presented with a Korean Industrial Design Award	2015. 12	The Tivoli nominated as the 2015 Good Design Product
2001. 07	The Rexton presented with a Good Design Award	2015. 12	The Tivoli presented with the Family Car of the Year 2016 (Belgium VAB)
2004. 07	The New Chairman, Rodius presented with a Good Design Award	2016. 01	The Tivoli presented with the SUV of the Year Award (Korean Car Journalists' Association)
2005. 08	The Kyrion presented with the 2006 Energy Winner Award	2016. 12	The XLV presented with the Family Car of the Year 2017 (Belgium VAB)
2006. 07	The Rexton presented with the 2007 Energy Winner Award	2017. 01	The Tivoli presented with an award in the SUV category at the 2017 The Most Trusted Brand Awards
2007. 07	The Rodius presented with the 2008 Energy Winner Award	2017. 04	The New Rexton presented with a Grand Prix at the Ergonomic Design Award
2008. 07	The Actyon presented with the 2009 Energy Winner Award	2017. 07	The New Rexton presented with an award in quality innovation category at 2017 Korea Trusted Innovation Awards
2009. 06	The Chairman presented with a Golden Award for Ergonomic Design	2017. 12	The New Rexton presented with the Prime Minister's award for Good Design of 2017
2011. 04	The Korando presented with the 2011 Beloved Brands Award in the SUV category	2017. 12	The Tivoli presented with an outstanding award at the 2017 Korea Brand Award
2012. 03	The Korando, No. 1 in the SUV category in Korea's Star Brands	2018. 05	The All-New Korando presented with Grand Prix Award for Ergonomic Design
2012. 12	The Actyon Sports presented with an award in marketing innovation category	2022. 02	The Musso and Musso Grand, presented with the Car of the Year 2022 (Korea Automobile Journalist Association and Automobile Writers' Association of Korea)
2014. 01	The New Korando presented with the Korean Green Car Award	2023. 02	Presented with the Best Brand in 2023 Korea Consumer Evaluation
2014. 03	The New Korando, No. 1 in the SUV category at Korea's Star Brands	2023. 02	Torres, presented with the Car of the Year 2023 (Korea Specialized Automobile Journalist Association)
2014. 12	The Korando brand presented with an award in brand category at Korea's Marketing Award		
2015. 01	The Tivoli presented with a Green Design Award at the Korean Green Car Award		
2015. 04	The Tivoli presented with a Grand Prix Award for Ergonomic Design		



A Respected Company,
A Proudful Company

think**K**Great



TRANSITION INTO THE LEADING FUTURE MOBILITY COMPANY

KG Mobility is the result of our challenging and pioneering spirit to create a brighter future. For more than 70 years, it has opened up new roads for SUVs as an SUV-specialized automaker representing Korea. With a passion for a better tomorrow and care for customers, KG Mobility is strengthening the ground for sustainable growth.

Now, KG Mobility takes another bold step to become a future mobility company in line with the changing paradigms of the automotive industry. The path of connecting people with technology and technology with the environment towards the future. KG Mobility will continue the journey with the undaunted spirit of a pioneer, embracing changes and innovation without fear at the same time firmly placing customer value as our top priority.

HIGHLIGHTS

Leading the popularization of SUVs in Korea with SUV full Line-up



KG Mobility has launched various SUV models with unrivalled technology in different segments ranging from compact to large SUVs, vans, and pick-up trucks and built a complete SUV line-up, leading the popularization of SUVs in Korea.

Transition into the leading future mobility company



Flexibly responding to the rapidly changing paradigms of the automotive industry, KG Mobility is committed to focus on mobility technologies including dedicated EV platforms, SDVs (Software-Defined Vehicles), autonomous vehicles, AI (Artificial Intelligence).

New business opportunities to grow as a sustainable business



KG Mobility has established KG S&C, a special-equipment vehicle corporation in order to develop customizing firms, special-equipment vehicles, and offer engineering services. We have also founded KGM Commercial dedicated to the commercial vehicle business such as large-sized electric buses and small/medium trucks and buses, and started the used car business to realize customer value and establishing our brand. KG S&C, KGM Commercial and the used car business represents a part of our efforts to venture into new businesses aiming for sustainable growth.

Design philosophy 'Powered by Toughness'



KG Mobility's design philosophy, 'Powered by Toughness', with the design value based on the theme of 'Resilience and Modernity', succeeds the spirit of 'Korean Can Do'. 'Powered by Toughness' is built upon the four pillars of the structural identity: Robust Architecture, Unexpected Delight, Vibrant Contrast, and Communion with Nature.

Building cooperative labor-management relations



KG Mobility has cooperative labor-management relations since 2010 and successfully conducted wage negotiations without a strike for 14 consecutive years. We have suggested new directions for desirable labor-management relationships, opening a new horizon for civilized labor-management culture.

Expanding into global markets



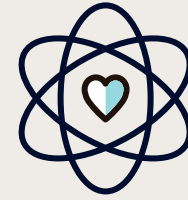
In addition to our domestic market, KG Mobility has focused on addressing the global market. We have diversified our markets to Latin America, Middle East, and Africa, in addition to Europe. We will continue to expand our global presence through the development of new markets with full dedication, such as strategic CKD business in large markets with growth potential like Saudi Arabia and Vietnam.

MANAGEMENT PHILOSOPHY

think **K** Great

“**KG** family exerts to make great thoughts and challenges constantly to be a respected company, a proud company.”

CORE VALUES



Responsibility for action, nobleness having manners, fresh challenge, great creation.

CORE GOAL



Seek newness to create the unique value of KG, with significant continuity and good growth, achieve our vision.

PURPOSE FOR EXISTENCE



To be respected for its contribution to human and social development, and to create a company that members are proud of themselves.



PIONEER ON THE ROAD

KG Mobility has been growing and developing as the pioneer of Korea's SUV industry by developing original products with the spirit of a pioneer overcoming the limits.

An SUV specialist striving to be the best

Tivoli, the No. 1 brand of compact SUVs in Korea, comes with a trendy design and the highest marketability to become the icon of change that will transform your lifestyle. Korando, the oldest yet one of the most successful SUV brands in Korea, has now adopted a low-and-wide design to add comfort in driving to the elegant form, making it the most suitable SUV for the intelligent era of today. Korando Emotion is your first electric SUV, which is both reasonable yet state-of-the-art at the same time and provides you with a practical electric life. Torres is the first product built based on the new design philosophy of 'Powered by Toughness.' With the strength and modernity carrying on the unique heritage of KG Mobility, Torres is the true authentic SUV that the world has never seen. Torres EVX, a purely electric SUV of an authentic SUV style, is equipped with an off-road sentiment that is differentiated from the existing urban EVs and opens a new frontier for electric leisure SUVs. Carrying on the legacy of Chairman, which paved the way for flagship large sedans, Rexton pioneered into the market for large SUVs and evolved once more through Rexton. Our pick-up trucks, Musso and Musso Grand, have a differentiated pleasure with an overwhelming off-road driving performance along with bold and robust styles that is completely different from all existing SUVs.



Pyeongtaek Plant
Area: 860,000m²
Production capacity: More than 250,000 vehicles per year
Product: Finished vehicles

Changwon Plant
Area: 117,000m²
Production Capacity: 230,000 units per year
Product: Engines

Realizing SUV DNA through the highest manufacturing quality

KG Mobility has been securing global competitiveness on the foundation of our fundamental philosophy, "a company that seeks novelty, contributes to the progress of the society, as a respected company, proud business," along with our original production system that has enabled our high quality and the high-efficiency manufacturing philosophy to come true. Our Pyeongtaek Plant, capable of manufacturing 250,000 vehicles per year, is equipped with a full line-up production system covering vehicles ranging from traditional SUV frame vehicles to monocoque SUVs and state-of-the-art EVs. We introduced an innovative line system to enhance quality control management and production efficiency, along with a high-quality and high-efficiency production system that actively responds to the fast-paced changing automotive market. The engine plant in Changwon, which is built as a smart factory, is equipped with a high-precision production line capable of mixed production of different engine models, and a production management system (MES and ERP). Here we produce our core automotive components such as our petrol/diesel engines and cylinder heads. We will dedicate ourselves to production that responds to the rapid changes and new technologies in line with the environment-friendly automobile market.



INNOVATOR CREATING NEW VALUES

The value of KG Mobility is proven through our long history. The pride that is instilled only to a proven SUV maker over time and the highest level of technological prowess accompanied by a bold, future-oriented mindset enables KG Mobility to shine even brighter.



Focusing on the development of the best SUV harmonizing people, nature, and technology
KG Mobility endeavors to help our customers feel the highest level of satisfaction and live a more prosperous life, while providing inspiration for the future. This spirit is clearly embedded in our design philosophy: "Powered by Toughness." Based on this philosophy, KG Mobility seeks to build robust product images and designs as well as add more value to the lives of our customers through the development of consistent high class products endowed with special differentiated values of our own. We will continue developing high-class products with sincerity and consistency, endowed with special, differentiated values, to add more value to the lives of our customers.

Actively responding to the changes in the paradigms of the automobile industry
KG Mobility plans to focus on dedicated EV platforms, SDVs (Software-Define Vehicles), autonomous vehicles, AI, and other mobility technologies in line with the changing paradigms of the automobile industry. Plans to launch models with hybrid systems are also underway. Alongside the Torres EVX that was unveiled during the 2023 Seoul Mobility Show, KG Mobility is developing ICE based EV models such as the O100, KR10, and F100 as well as other EV models with dedicated EV platforms. O100 is an electric pickup based on Torres EVX, F100 is a premium large SUV carrying on the heritage of Rexton, and KR10 is a semi-compact SUV that will be completed with the iconic design of an off-road SUV.

SAFETY FIRST

We make the safest vehicles in the world

Safety is the most important virtue of an automobile. KG Mobility applied ultra, high tensile-strength steel sheets, and quad-frames of the highest level in Korea, ensuring the safety of not only the passengers in our vehicle but also that of other vehicles and pedestrians



BODY We enable our passengers to have maximum confidence and trust through the high-tensile-strength and ultra-high-tensile strength chassis. KG Mobility has maximized stability and reduced the weight to the precise limit by applying high-tensile-strength steel sheets, which is a higher ratio than what is found in any other vehicle of the same class. At the same time, 34% of the high-tensile-strength sheets used is ultra-high-tensile-strength sheet, which is also the highest among the same class. Rexton is also built with 81.7% high-tensile-strength steel sheets, ensuring the safety of the passengers while enhancing driving performance.



FRAME Small but powerful quad frame enhanced safety and efficiency. KG Mobility, the SUV specialty manufacturer has applied the quad frame which has a four level structure to ensure high safety and efficiency at the same time to Rexton, Musso and Musso Grand. The quad frame uses ultra-high-strength giga steel of 1.5Gpa, the first in the world, while more than 60% of the vehicle is built in the ultra-high-tensile-strength steel sheets of 800MPa or higher, which enhances the strength while reducing the weight at the same time.

FUN TO DRIVE

We add pleasure to driving

KG Mobility pursues to deliver more than a means of transportation which is the very nature of automobiles. Our 4WD system, based on years of tradition and technology and the deepest understanding of SUVs, provide customers with the true pleasure of driving.



4WD With the 4Tonic of KG Mobility, you can go anywhere. The new EV platform of KG Mobility adopted motors in the front and back so that the driver may switch between front and rear, 2WD and 4WD, depending on the driving environment. Also, with an integrated design of an EPT platform featuring front 3 in 1 and rear 8 in 1, we could realize high efficiency, more efficient use of spaces, and reduced weight. The battery structure has a single-layer cell layout resembling the skateboard platform, which gives more cabin space, while the strong rectangular structure enhanced water tightness and safety against impact.



NEW EV PLATFORM Depending on the driving environment, the driver can select the front and rear wheel drive. The new EV platform of KG Mobility adopted motors in the front and back so that the driver may switch between front and rear, 2WD and 4WD, depending on the driving environment. Also, with an integrated design of an EPT platform featuring front 3 in 1 and rear 8 in 1, we could realize high efficiency, more efficient use of spaces, and reduced weight. The battery structure has a single-layer cell layout resembling the skateboard platform, which gives more cabin space, while the strong rectangular structure enhanced water tightness and safety against impact.



CREATOR OPENING UP THE FUTURE

We create the future better than yesterday. KG Mobility responds to the changes in the industrial environment for the future of the automotive industry and enhances the level of competitiveness befitting a global car manufacturer, as we venture into the future and secure a sustainable force for our growth.



KG Mobility, a SUV-specialized brand racing across the world stage

KG Mobility has been strengthening its position as a specialized SUV company recognized globally with its globally competitive products. Our strategic model, Torres, has received favorable response in overseas markets including Europe, Tivoli, Korando, Korando Emotion, Rexton, Musso, and Musso Grand have been introduced to complete our product lineup. KG Mobility has been diversifying its markets through the reconstruction of its global sales network and strengthening the product lineup over to Europe, Latin America, Africa, etc. We also established a systematic parts supply chain through our European parts center in Breda, the Netherlands, and the European Office in Frankfurt, Germany. We also established our training centers in key locations, starting with Latin America, and we are expanding to the Middle East and Europe to boost overseas service capabilities. In 2019, we established our first directly managing overseas sales incorporation in Australia to build an all-around business outfit, covering from marketing to sales and customer services. In addition, we will continue active approach to expand our businesses, such as CKD businesses in markets with great growth potential such as Saudi Arabia and Vietnam, as well as the United States. We aim to increase the sales volume in a balanced way and secure the force for the growth of the business.

GLOBAL NETWORK



Currently, we are operating global networks in more than 120 countries. With continued expansion to global markets, we have established a sales networks in every European country. We will continue to roll out progressive marketing strategy while improving our brand image and developing specialized sales strategies for each market as we seek to enhance competitiveness in global markets.

1954-1986 The beginning of history and the spirit of craftsmanship

- 1954. 01 Establishment of Ha Dong-Hwan Motor Workshop
- 1967. 05 Business partnership with ShinJin Automotive Industry Co., Ltd
- 1969. 11 Korea's first private Jeep production
- 1977. 02 Company name change to Dong-A Motor Co.
- 1979. 12 Completion of the Pyeongtaek Plant construction
- 1983. 03 Registration of the Korando trademark

1987-1997 The beginning of an era of the four-wheel drive

- 1988. 03 Company name change to SsangYong Motor Co.
- 1988. 12 Korando-Family starts to be produced
- 1991. 02 Technology alliance with the Mercedes-Benz
- 1993. 08 Launch of the dream four-wheel drive Musso
- 1994. 06 Completion of the Changwon Engine Plant construction
- 1995. 07 Launch of the light commercial vehicle Istana
- 1996. 07 Launch of the New Korando
- 1997. 10 Launch of the large-sized sedan Chairman

1998-2004 An SUV Specialized brand system

- 1998. 06 Launch of the New Musso
- 2001. 09 Launch of the Rexton
- 2002. 09 Launch of Korea's first pickup truck, the Musso Sports
- 2003. 12 Start of the XDI 270 engine production
- 2004. 05 Launch of the Rodius
- 2004. 09 Completion of the 2nd engine shop construction at the Changwon Plant / One million engines produced on an accumulated basis at the plant

2005-2009 The challenges and adventures on the path towards a global company

- 2005. 06 Launch of the Kyrion
- 2005. 10 Launch of the Actyon
- 2006. 03 Launch of the Rexton II
- 2006. 04 Launch of the Actyon Sports
- 2006. 12 Establishment of the European Parts Center (the Netherlands)
- 2008. 07 Establishment of the European Representative Office
- 2009. 01 The Kyrion completed Dakar Rally

2010- A new beginning for a new leap forward

- 2011. 03 Launch of the New Korando

HISTORY IN BRIEF