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Yongsoon Hwang CEO of Yujin SMRC Automotive Techno Corporation
Yujin SMRC, A Specialist in Premium Automotive Interior Components

Flagship Innovation, Essential interior parts that define the driver's first impression and daily tactile experience

Total Engineering Solution capabilities, providing a one-stop process from product planning and design to validation and production

Date of Establishment: April 1992

Core Business: Manufacturing and sales of automotive interior components (Cockpit Modules, Door Trims, Consoles, Air Vents, etc.)

Key Achievements: 2024 Revenue: Achieved 119.6 billion KRW, Certification: ISO 14001 certification for the Busan plant (2024), Awards: Received the KGM Quality Innovation Award, Named 'Best Supplier' (Supplier of the Year) by Renault Korea., Safety: Achieved 10x (Yesan) and 6x (Asan) Zero-Accident Milestone Certifications

Since its inception in 1992, Yujin SMRC Automotive Techno Corporation has been a dedicated specialist in the automotive interior component sector for 33 years. The company operates as a joint venture with the Samvardhana Motherson Group, a leading global automotive component conglomerate based in India. "Yujin SMRC leverages the global production network of the Motherson Group while building on our own design, development, and manufacturing expertise", said CEO Yongsoon Hwang. "This allows us to secure a differentiated value chain compared to other domestic competitors."

He continued, "Through our vision declaration ceremony, we aim to become a 'Global Top-tier Company Creating Future Mobility Spaces.' Our goal is to turn the dreams of all our members into reality. Over the past five years, the company has maintained its position as a Tier-1 supplier for domestic automotive OEMs, achieving a stable CAGR of 5% and healthy operating profits. Currently, approximately 175 employees work across our major domestic hubs in Yesan, Asan, and Busan. We anticipate reaching 130 billion KRW in revenue this fiscal year."

The flagship items of Yujin SMRC are the core interior components that drivers encounter first and interact with most frequently.

Regarding future plans, CEO Hwang stated, "The domestic automotive market is facing a period of crisis, as not only Chinese OEMs but also Chinese parts suppliers are entering the market and threatening Korean suppliers."

He continued, "Chinese automotive companies have grown rapidly with significant support for EV and autonomous driving research from the Chinese government, and they have secured cost competitiveness through the scalability of the Chinese market. To counter this, I believe it is essential for our government to provide strategic policy support for the domestic automotive industry. At the same time, it is a prerequisite for the survival of our domestic parts suppliers to secure their own competitiveness. We must establish our own differentiated edge through asymmetric strategies that Chinese companies cannot replicate." ①

