

Hyundai Samoter Display Sends Message to Italian Market

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Hyundai is to present an extensive range of equipment for both the construction and forklift industries at Verona's Samoter 2017 show. The company is launching two world premieres: the R30Z-9AK mini-excavator and the new HL975 wheel loader.

Commenting on the importance of Samoter, Alain Worp, Managing Director of HHIE said, "Hyundai intends to send a strong message to the Italian market. We will focus on the strength of our brand, our service and the reliability of the Italian network. Our booth is the ultimate arena to meet the complete Italian dealer network, the staff members from Hyundai Europe and the product specialists. No question will be left unanswered. Entrepreneurs looking forward to join the Italian dealer network will be welcomed as well."

Hyundai has created an authentic "Rule the Ground" scene where machines will be displayed in their natural environment – a construction site. In the forklift corner the focus will be on logistics & warehousing which will include visual entertainment.

Hyundai look forward to meeting operators, customers, dealers, journalists and families on the booth at the show where everyone will receive a very warm welcome. Construction machinery professionals looking to join the Hyundai dealer network will also be welcomed. In addition to the impressive machine line-up and the imaginative stand design – visitors to the booth can enjoy the spacious hospitality area where hostesses will be serving refreshments. The Hyundai team will also be on hand to help with the Hyundai product ranges. Last but by no means least there will be a 'sledgehammer game' on the booth for added entertainment!