

AVL



THINKING GLOBALLY, ACTING LOCALLY

Hyundai placed the largest order ever of AVL's M.O.V.E iS RDE systems



SUCCESS STORY

HYUNDAI
MOTOR GROUP



THE CHALLENGE

Global legislation and Real Driving Emissions (RDE) requirements are becoming stricter all the time, so automotive manufacturers need to be agile enough in their development process to accommodate these changes quickly if they want to operate on a global level. This makes keeping abreast of the changing legislative landscape and choosing the right supplier for testing solutions more important than ever.

Hyundai Motor Company (HMC) has two teams dedicated to the sole purpose of anticipating and exceeding these requirements both globally and regionally. The duality of this approach reflects the company's overall development strategy, which enables the organization to operate in local markets without losing sight of the bigger picture.

"In terms of engine development we follow one global strategy," explains Dr. Jin Ha Lee, Senior Research Engineer at HMC. "The vehicle development and design, however, is specific to a certain country or market."

In order to meet the demands and standards of different markets around the world, HMC works with local companies who have a strong understanding of their region's requirements. For example, they may work with a different company to design a seat in China than they do in Europe. "This is because we feel that a Chinese design company understands the Chinese market and its customers better than a European or US one, and vice versa," explains Dr. Lee. "So we employ different design companies in different countries and markets. This way we are sure that we can provide the optimum configuration for each market."

THE SOLUTION

When it came to choosing a PEMS system, this appreciation of external know-how played an important role in HMC's choice of supplier. And, after a year of evaluating the different options available to them, they placed the biggest order ever for AVL's RDE M.O.V.E system. But it wasn't just AVL's experience of legislative requirements that swung the decision – a much more human element helped seal the deal. "The reason we decided to go with AVL can be summed up in three words," says Dr. Lee. "User-friendliness, trust, reliability. AVL is a supplier with great experience and an excellent track record in supplying reliable and accurate RDE systems."

Resources for RDE testing are currently limited in Korea, and the flexibility of the RDE M.O.V.E system frees Hyundai from the constraints of the testbed, while still providing reliable and accurate data. And while the manufacturer currently only carries out RDE testing on Korean roads, choosing AVL's PEMS systems means that if overseas testing is required, implementing it will be simple.

THE RESULT

AVL worked closely with HMC to share the benefits of the M.O.V.E systems, and it was this close collaboration that finally helped HMC to make their decision to choose AVL's products over the others on the market. Marco Schögggl, the responsible Business Development Manager for M.O.V.E, explains: "This was a long, hard and finally successful team effort with the local AVL Korea M.O.V.E team, to prove AVL is the right partner for a global leading OEM like Hyundai."

With this push for ever more efficient and cleaner engines to meet increasingly strict legislation, AVL will be an important partner for the industry for years to come. And with HMC's purchase of the complete RDE M.O.V.E systems, including mobile exhaust measurement systems (GAS PEMS iS) for evaluating dieselNOx emissions, particle counting systems (PN PEMS iS) for GDIs, high-speed exhaust flow measurement systems for the exact determination of mass emissions, and Concerto 5 M.O.V.E Data Toolbox for data evaluation, the company will be equipped for whatever the future holds.



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Dr. Jin Ha Lee,
Senior Research Engineer at HMC





THE ADDED VALUE OF AVL M.O.V.E iS

The AVL M.O.V.E iS system is a comprehensive, tailored solution for the RDE testing of passenger cars. Quickly recognized as the industry standard, it has been designed to support the customer's needs.

- Provides best-in-class performance and most reliable test results in all RDE scenarios (proven in more than 10,000 customer on-road tests)
- Unmatched ease of use thanks to standardized workflows (established in our long-term partnerships with leading OEMs)
- RDE certification made easy thanks to our experienced, global application support
- Global market leadership and track record of more than 500 M.O.V.E PEMS systems already installed

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