

Transition to Future Vehicle in South Korea



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01

Automotive industry



Automotive industry in South Korea

World's 5th largest automobile manufacturing country

5th

in Car
manufacturing
countries

60%

Export rate

1.8 M

on car demands

10

Korean Companies
out of the top 100
auto parts
companies
worldwide

01 Transition to Future Vehicles Through Special Strategies by Region




Metropolitan
(Seoul, Gyeonggi, Incheon)
Center of Future Vehicle



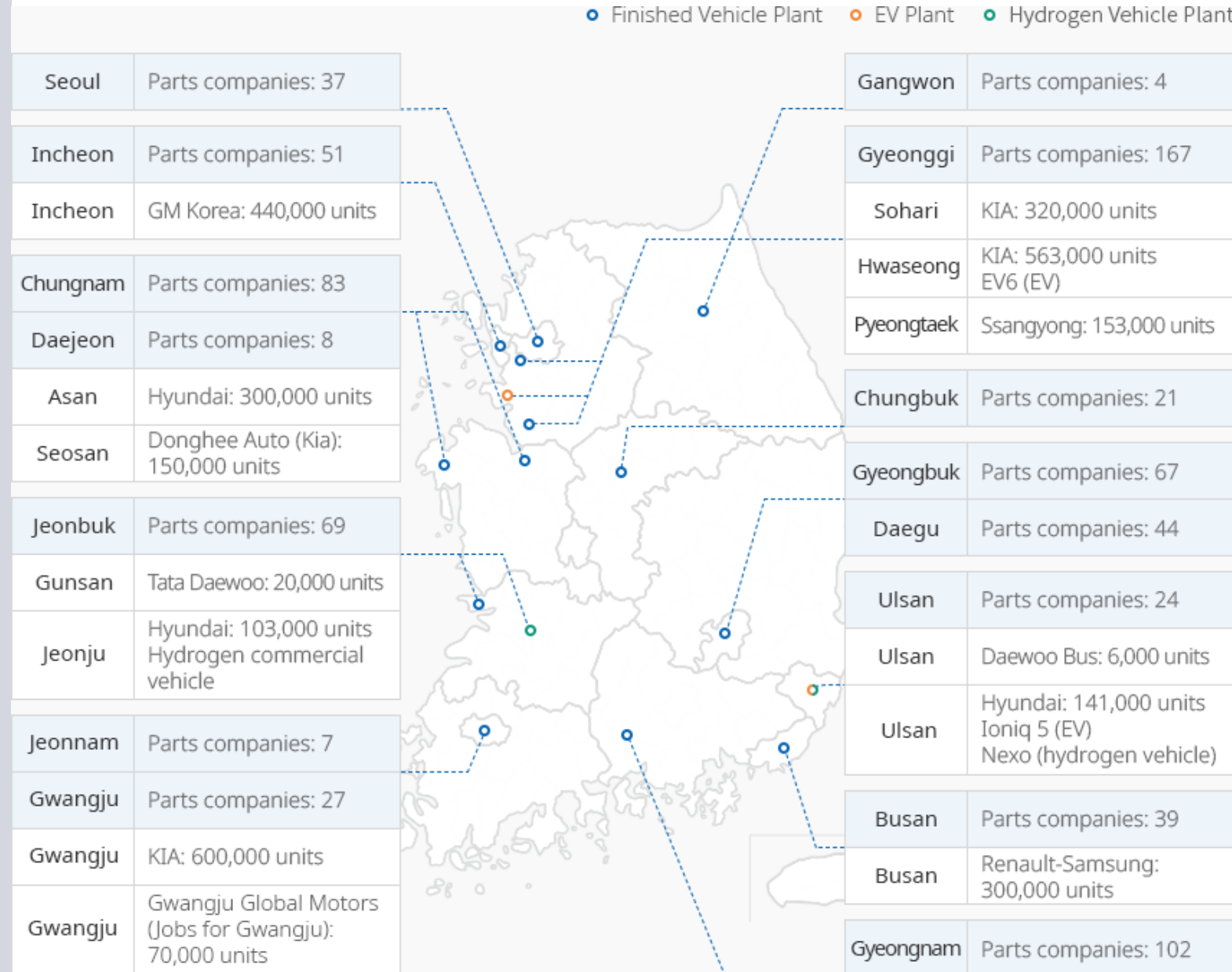
Dongnam
(Gyeongbuk, Ulsan, Gyeongnam)
Traditional Automaker
Production



Chungcheong
(Chungbuk, Chungnam)
Strong in the automotive parts
industry



Honam
(Jeonbuk, Jeonnam)
Heavy vehicle (e.g. Truck,
Lorry) production base



* Source : Invest Korea

MACHINE LEARNING SIMULATIONS
/ Wind Tunnel Test /

START SIMULATION

Build Cash
Estimated Time: 231 sec

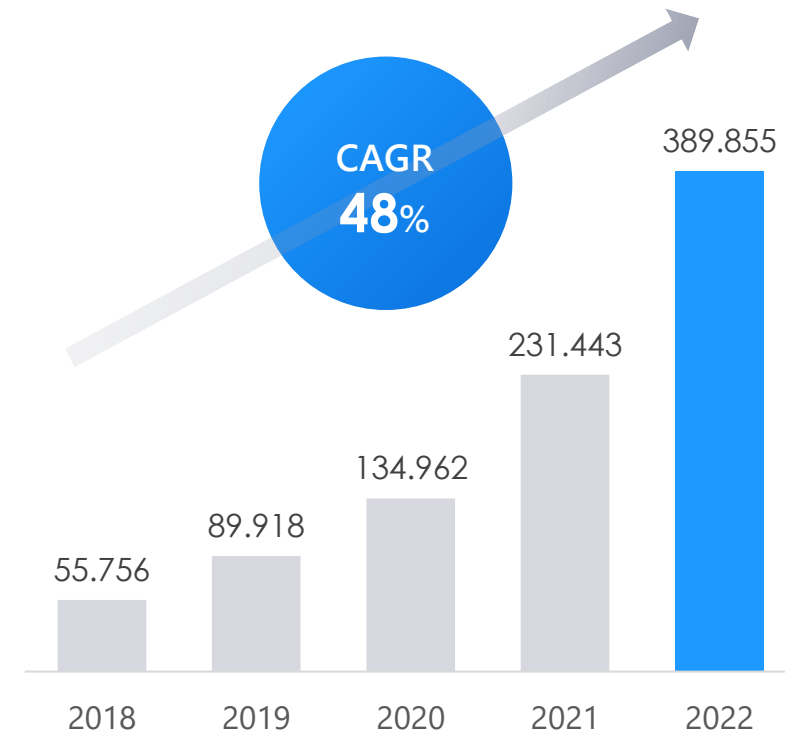
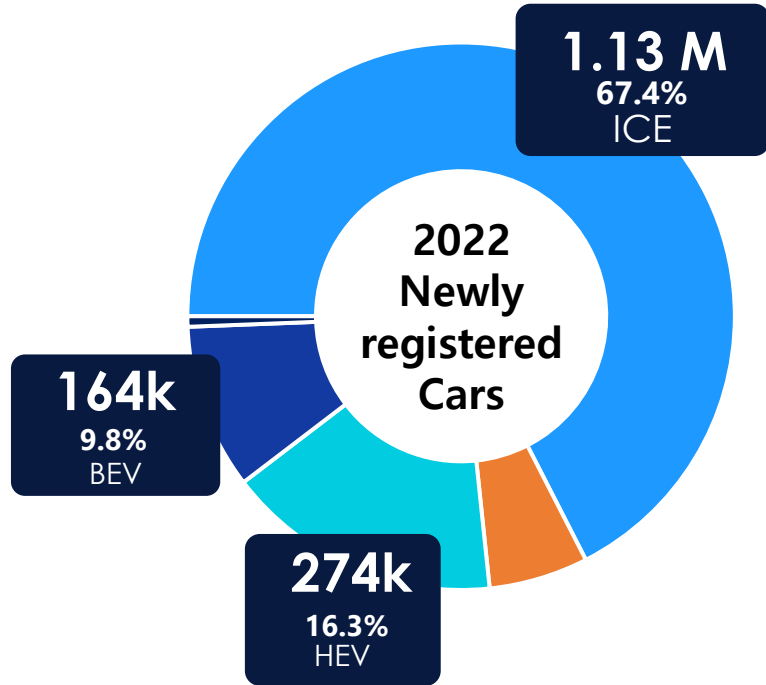
02

E-Mobility Trend



10% of newly registered vehicles are electric
An average annual increase (CAGR) of 48% over the past five years

Number of newly registered EVs (last 5 years)



* Source : Korea Automobile & Mobility Association (Feb 2023)

Domestic EV sales by brand in Korea

Brand	2020	2021	2022	CAGR 21-22
Hyundai	18,952	42,889	71,019	65.5%
Kia	8,936	28,998	49,419	70.4%
Tesla	11,826	17,828	14,571	▽18.3%
Mercedes Benz	608	1,363	5,006	267.3%
BMW	152	366	4,888	1,235.5%
Audi	601	1,553	2,771	78.4%

EV sales ranking by model (passenger cars)

Model	Brand	Nr of units
IONIQ5	Hyundai	27,399
EV6	Kia	24,852
IONIQ6	Hyundai	11,289
NIRO	Kia	10,164
Model3	Tesla	6,965

EV Production of Hyundai – expected to expand significantly

Hyundai Motor aims to produce
3.64 million electric vehicles per year by 2030

In the first half of 2023:

HM reported brisk sales of EVs in Korean and
overseas markets

- Ranked second after Tesla in Electric car sales in the US
 - 11% increase compared to 2022

Hyundai Motor's electric vehicle production plan



USA EV sales ranking in the 1H in the US


	Brand	Units
1	Tesla	336,892
2	Hyundai · KIA	38,457
3	GM	36,322
4	Volkswagen	26,538
5	Ford	25,709



Price increase factors

<p>Regulation</p> <hr/> <p>U.S. IRA European CRMA</p>	<p>Increase in Demand</p> <hr/> <p>more demand over supply Preference for smaller cars</p>
<p>Reduced subsidies</p> <p>Reduced in US, Europe abolished in China</p>	<p>Material Risks</p> <p>China's raw material export restrictions</p>

Suspension of ICE sales

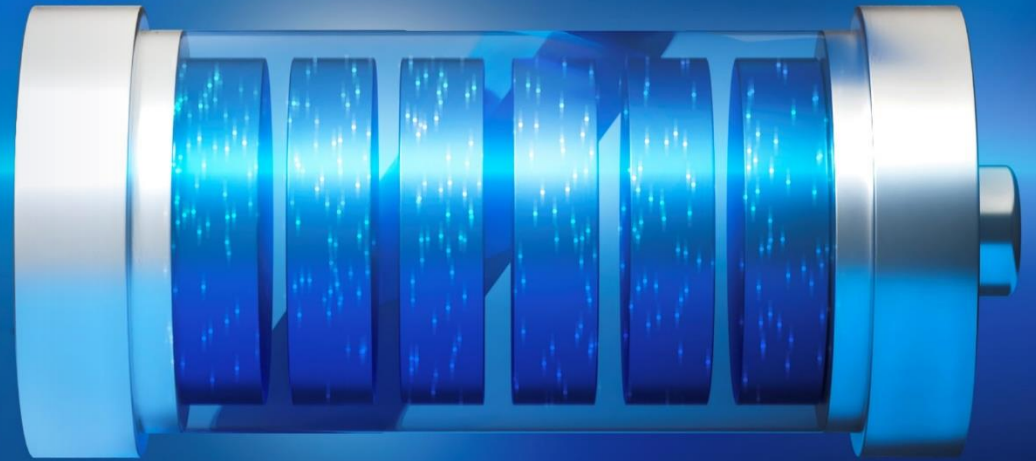
<p>Europe</p> <p>Ban on ICE sales after 2035</p>	
<p>U.S.</p> <p>50% electric vehicles by 2050</p>	
<p>South Korea</p> <p>No political restrictions, but OEMs plan to end production on ICE</p>	



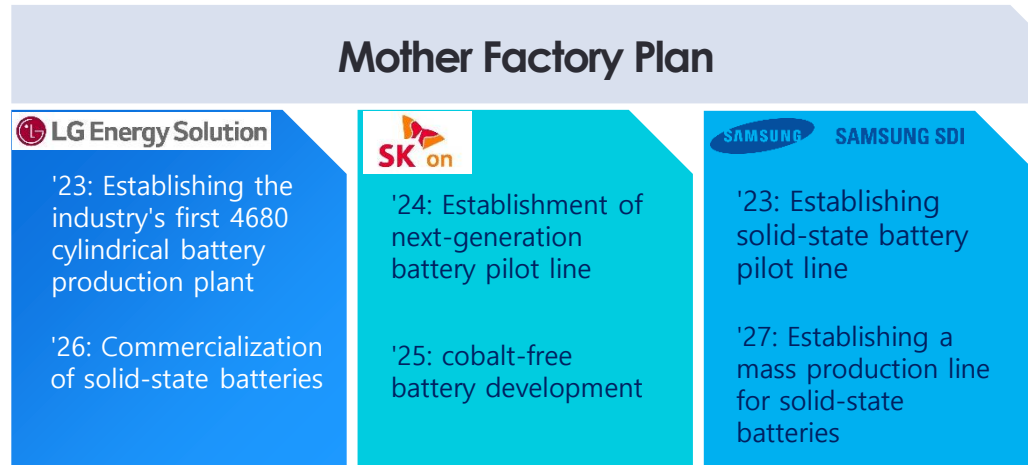
To popularize EVs
Key factor: Securing favorable pricing for batteries, which account for 40% of the cost of EVs

03

Korea Strategy for Battery



R&D investment of more than \$18B by 2023



- Korean government promotes large-scale R&D for next-generation battery development
- Supports the development of solid-state batteries, lithium metal batteries, lithium-sulfur batteries, etc.



Mass production of the world's first solid-state battery

Enhancing Rechargeable (Secondary) battery competitiveness

- **Support for materials & equipment suppliers**

- Tax deduction
- Establishing specialized industry complexes
- R&D support in equipment development
- Human resource development

- **Reinforcing the secondary battery product line**

- Investing \$130 million in R&D for ternary batteries
- By '25: Mass production of LFP batteries for EV
- By '27: Securing world-class competitive
- By '30: increase export 5 times by investing \$130 million in ESS battery R&D

- **Establishment of a recycling system for secondary batteries**

- Revving up recycling
- Introducing battery passport
- Establishment of a certification system

* Source : Ministry of Trade- Industry and Energy (Apr 2023)

Battery supply and demand plan by Korean OEMs



Hyundai-Kia

- Next 10 years: Investing \$ 8,300 Million (₩ 9.5T) to improve battery performance, technology development, and infrastructure construction
- Establishing a joint venture with SK ON and LG Energy Solutions
- Establishment of used battery collecting and recycling system
- within '23: A hybrid model with a self-designed battery to be released
- By '25: equipped with a jointly-developed LFP battery



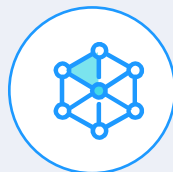
Renault Korea

- Per year: 200,000 EV production facilities investment in Busan



KG Mobility

- By November '23: EV SUV launch and collaboration with BYD in China



GM

- Due to IRA in the US: No plan to produce EVs in Korea - Only US production is being reviewed

Successful Transformation

Webasto's first passenger car battery

- Factory in KR: Its First car battery pack factory in Dangjin, Chungcheongnam-do since 2022
- Production Scale: 110,000 battery packs annually
- Buyer: Hyundai Motors
- Goal: Producing 160,000 batteries annually by 2025

World's
No. 1 car roof
company with
more than
100 years of
history

Battery
supply
contract with
Hyundai
Motor
Company

Successfully
transformed
into an EV
parts
company



04

InterBattery Europe 2023



InterBattery Europe 2023

2023. 6.14(WED) – 16(FRI)
Messe Munich, Munich, Germany



Exhibition

- LG Energy Solutions, Samsung SDI and more
- 74 companies from the battery sector participated



Battery Day Europe

- 56 sessions from LG Energy Solutions, Samsung SDI, ACC, Freyr, and more



Business Meeting

- Meetings between major Korean battery material, component, and equipment companies and European companies



2024 Exhibitions

- '24 March .6-8: Coex, Seoul, Korea
- '24 TBD : Europe



kotra

Korea Trade-Investment
Promotion Agency

Thank you



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