

# Kia Motors Slovakia

## CSR in practice

### 2017



## Introduction

- Automotive industry in Slovakia
- Hyundai Motor Group
- Kia Motors Corporation
- Kia Motors Slovakia



## Corporate Social Responsibility

- Strategy
- Management Areas
- Conclusion



125,000

**125,000**

**people directly employed in auto makers:  
Kia Motors Slovakia, VW, PSA & Tier 1 suppliers**

250,000

**250,000**

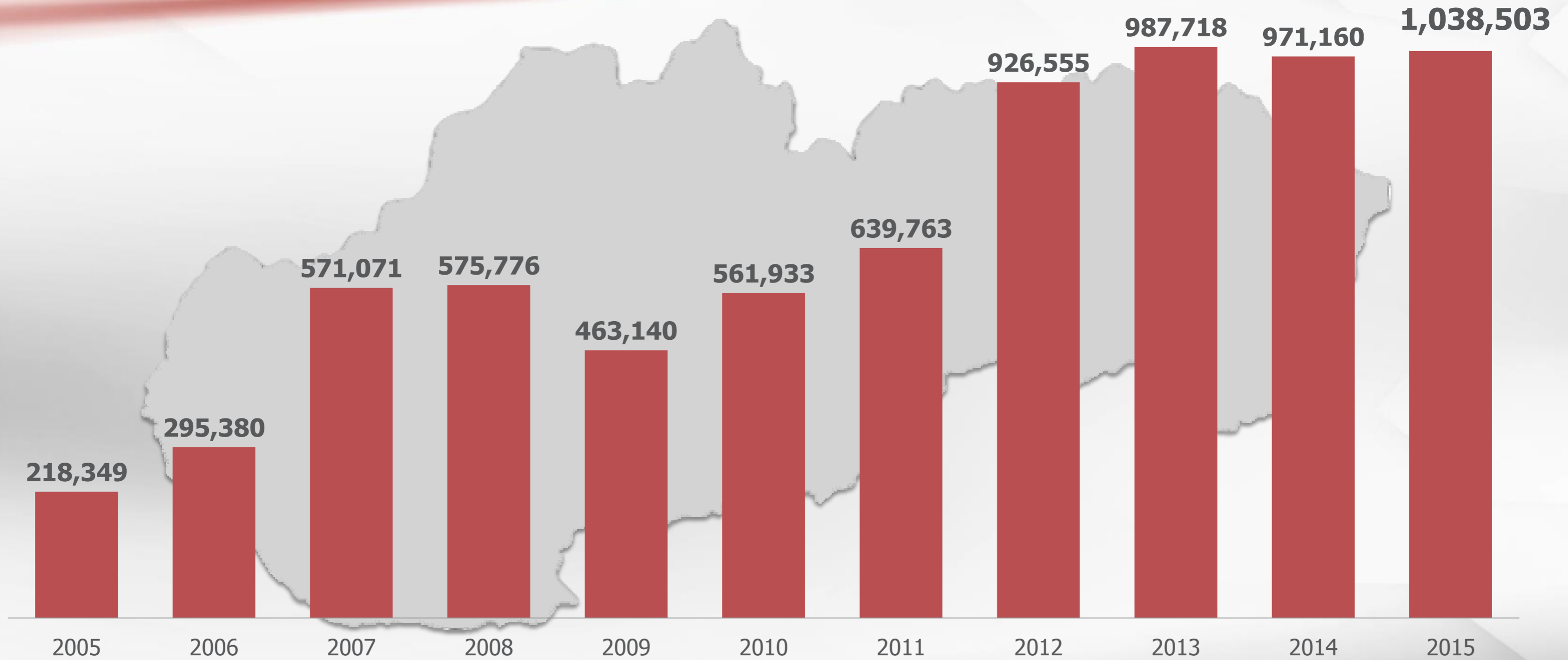
**people directly or indirectly employed in the  
automotive industry**

44%

**44%**

**share of automotive industry in the country's total  
industry production**

# Car Production in Slovakia

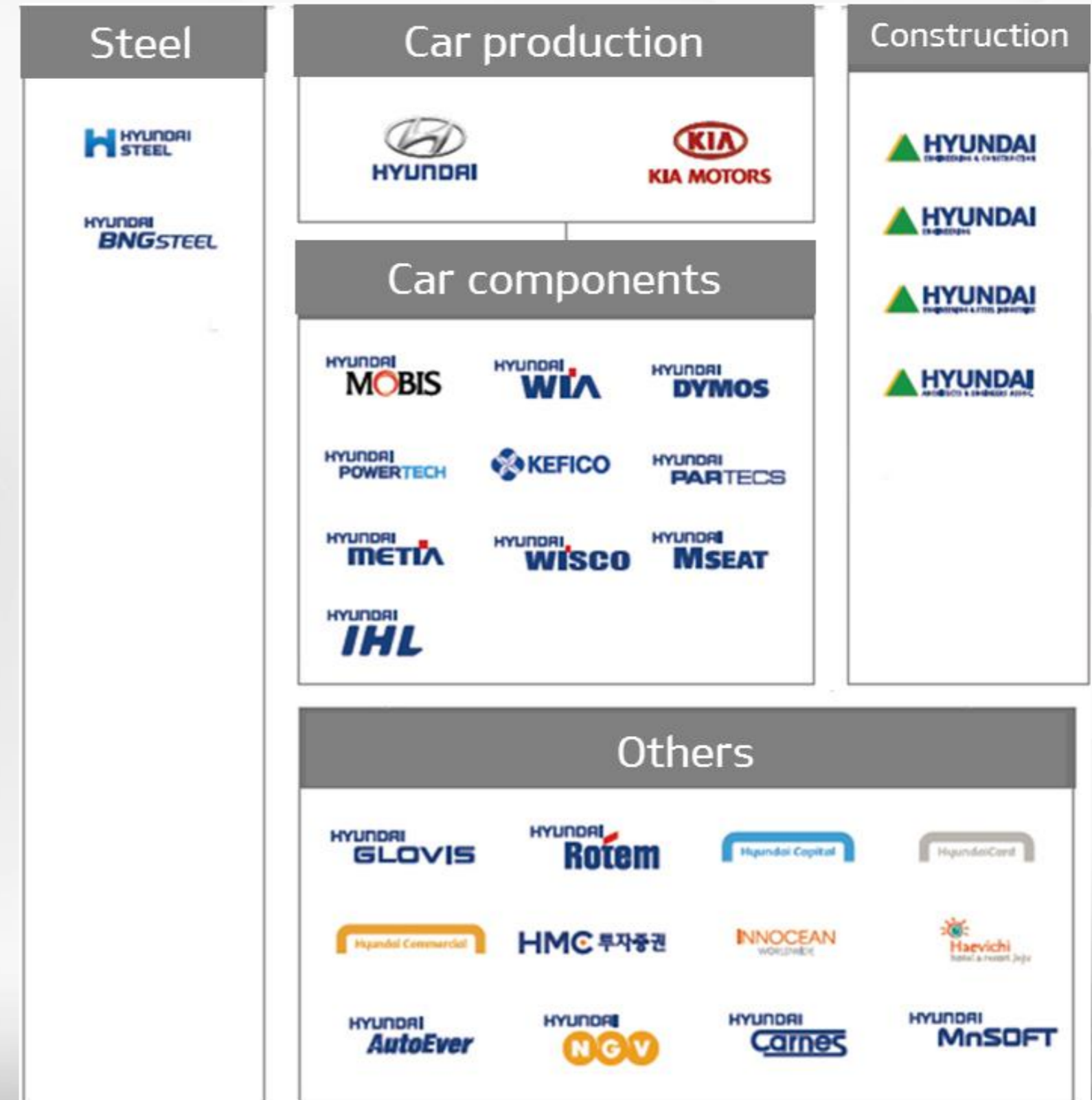


## Basic information

- Established in 1998
- Sales in 2016: 7.9 mil. cars
- Kia: 3 mil. cars

## Hyundai Motor Group

- 63 companies
- 220,000 employees
- Annual revenues of 53 billion USD





- **Investment:** 1.7 billion EURO
- **Capacity:** 350,000 units
- **Products:** 3 models

- **Engines:** 6 types
- **Employees:** 3,800
- **Export:** 95 countries



# Kia Motors Slovakia Products

## Kia cee'd



June  
2015

April  
2012

Sep.  
2010

Dec.  
2006





# Kia Motors Slovakia Products

## Kia Sportage



- Dec. 2015
- Jan. 2014
- June 2010
- June 2007



reddot design award

# Kia Motors Slovakia Products

## Kia Venga



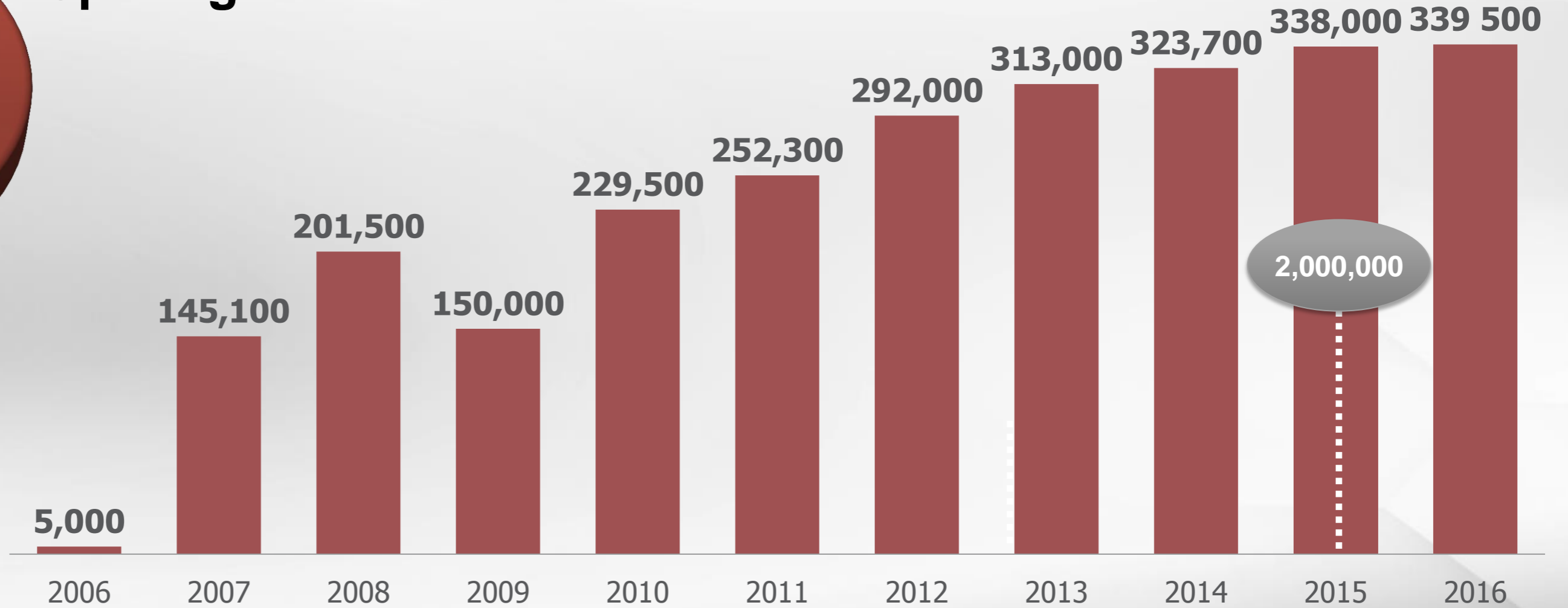
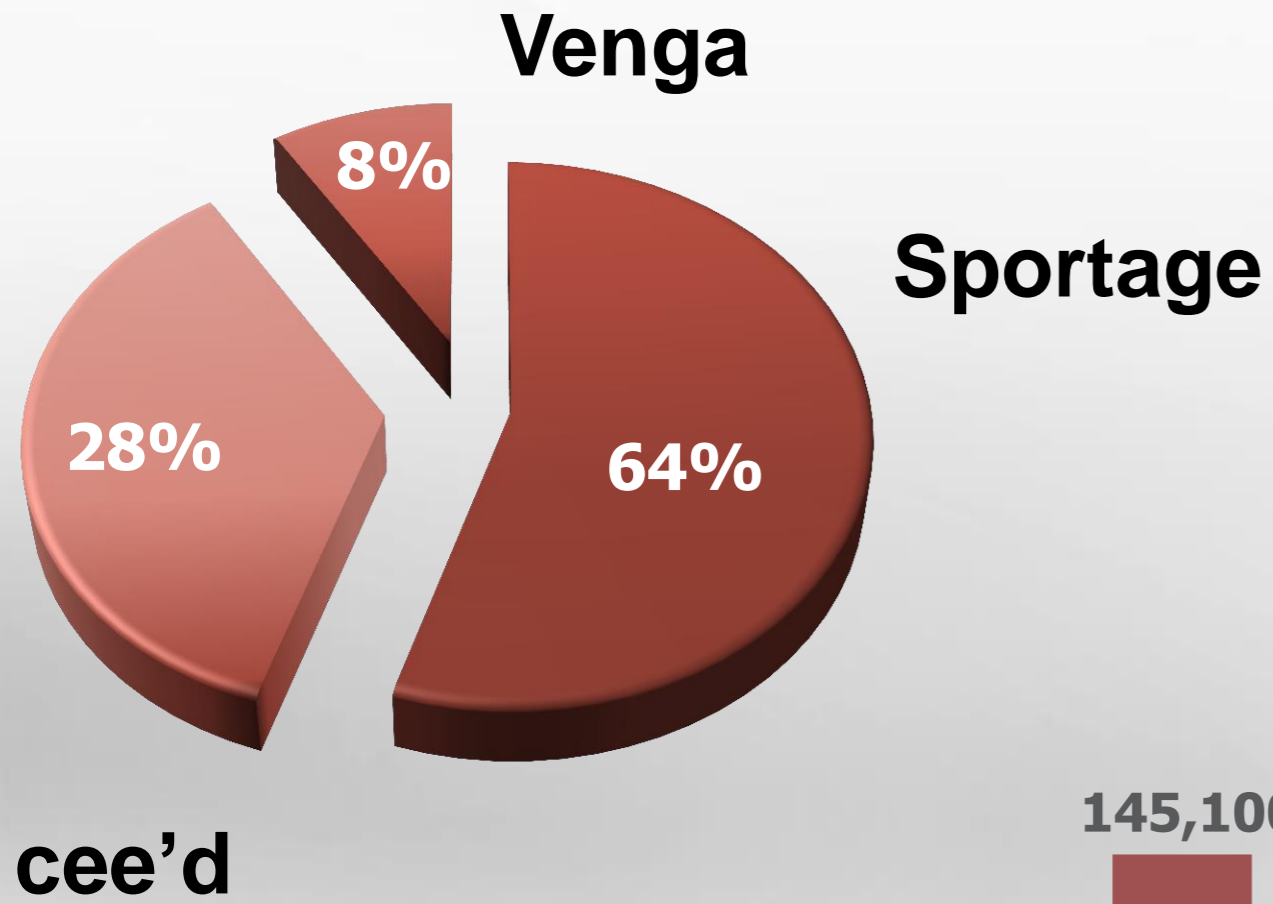
↑  
○ Oct. 2014  
○ Oct. 2011  
○ Sep. 2009



# Overall Car Production (2006 – 2016)



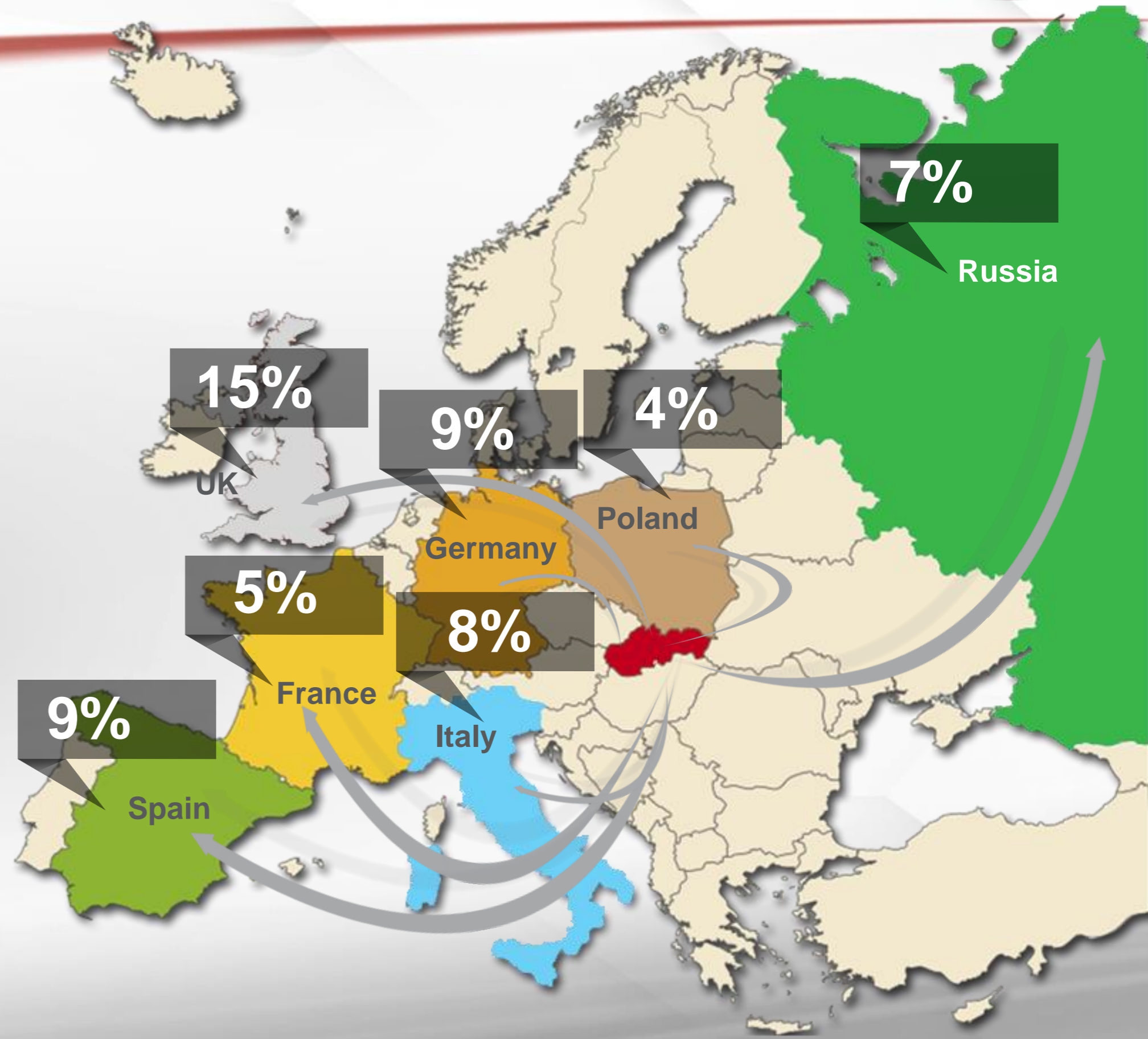
2016



# Main Export Markets (2016)



**59%**  
of EU sales come from KMS



## CSR Management Framework

### Social Outreach

**Development of society as an upright corporate citizen**

- Domestic social projects
- Global activities
- Volunteering

### Environmental Management

**Mitigate climate change**

- Green production system
- Conserve energy and reduce greenhouse gas
- Resource circulation system

### Trust-Based Management

**Transparent and ethical business management**

- Perform CSR that meets global standards
- Collaboration
- Communication

## **Kia Motors Slovakia Foundation**

- Increase safety on roads
- Cycling paths development
- Support of cultural and sport events
- Renovation of parks and urban green areas
- Reconstruction of health and school facilities

## **Kia Motors Slovakia**

- Volunteering, Blood Donation, Car donations
- Green Light project in Africa



# Community in 2016



We supported the community with a total of **€1,612,843** (incl. tax assignation)

Using our resources and 2% of our taxes we supported **180** non-profit projects

We cooperate with **159** non-profit organizations

We motivated **468** of our employees to support the community



## Direct support & realization

- 715,000 EUR
- 64 volunteers (KMS employees)



## Support

- 60,000 EUR in 2016
- Kindergartens & Elementary schools
- Since 2014





## Cycling routes

- Project BikeKIA Zilina region
- 290,000 EUR since 2012



## Employee grant programs

- 3 programs (safety, sport, culture)
- 123 projects, financial support 300,000 EUR



## Environmental protection

- State-of-the-art technologies
- Environmental Protection Management System
- International certificate ISO 14001

## Achievements

- Recycling 91%
- CO<sub>2</sub> reduction by 13 %
- 100% green energy
- Energy savings 6,750 MWh (310 houses / year)



## Suppliers and business partners

- **Quality, delivery terms, price**
- **Transparency – Electronic system VAATZ**
- **Annual seminars for main key suppliers**
- **38 seminars and trainings in 2015**
- **Suppliers auditing - recommendations**



## Employees relations

- Education and trainings
- Safe and pleasant work environment
- Harmony council and Harmony rooms
- Unique remuneration and benefits
- Events for employees and their family members
- Legal, Psychological counseling
- Compliance system



## „Kia family“

- Long term partnership building
- Transparency
- Trust
- Mutual support
- Together for a better future



# Thank you!

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