

Back to basics with HPE

During these tough financial times and with the influx of new brands on the market, few things give greater satisfaction than the 'tried and tested' recipes of business and industry. One of the great South African 'assurances' that fall into this category is the excellence and quality offered by Hyundai Heavy Equipment, imported and distributed exclusively into southern Africa by High Power Equipment Africa [HPE Africa.]

From a small business that started out of an old container in Jet Park 10 years ago, HPE Africa has developed into a respected and thriving company with an ever growing number of employees, all with a common goal: to provide the worlds leading earthmoving equipment to southern African companies through the HPE Africa network of branches and authorised dealers throughout southern Africa.

Hyundai remains the flagship product of HPE Africa with the Korean plant entrusting the supply and service of all Hyundai machinery throughout southern Africa exclusively through HPE Africa.

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Alan Grady, Managing Director of HPE Africa has been involved with Hyundai in South Africa since its infancy in this country and has been the driving force behind its phenomenal brand growth. Alan states, "Hyundai Earthmoving Equipment is able to compete strongly on a world scale – and I have an immense passion to continue bringing this iconic construction brand to the varied industries that the equipment is competent to work in."

With over 25 years experience in the earth moving equipment business, HPE Africa have developed a proud reputation in offering quality products and uncompromised service to clients in various industries, including plant hire, construction, government, mining, demolition and materials handling.

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All Hyundai machinery has a strong work performance and a superior tough appearance with durability and safety being key components in carrying out work in tough terrains and construction sites.

Hyundai has been able to integrate power, maintainability and convenience into the design and manufacture of their machines, which means overall advanced performance.

Alan – who has both hands-on experience on the equipment and is often seen working in the yard with the mechanics, also heads up a dynamic sales team at HPE Africa – is truly confident in Hyundai, referring to it as "the anchor of construction sector." He continues by saying, "One of the most remarkable aspects of the Hyundai and HPE Africa partnership is the flexibility that we have. With the unique conditions that South Africa has, it is important that any and all equipment supplied into this harsh African climate meets challenges at 110%."

Experience and knowledge of unique requirements to earth moving in Africa, means that expertise from HPE Africa's management is instrumental in advising Hyundai Heavy Industries in Korea on the development of equipment to meet the expectations of their customers' requirements.

This in turn assures the client of being offered the best practical advice, product knowledge and applied product reports.

HPE Africa has become renowned as 'specialists' in Hyundai equipment, passing on decades of experience



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and correct use of machinery to maintain the right piece for equipment for the right job. The HPE Africa difference is as big as their service offering of earth moving equipment, with a philosophy of 'customer is king' they strive to exceed customer expectations, backing up every bit of reliable equipment that they sell and service.



company profile