



The Hyundai 740, another workhorse from HPE.

Back to basics with 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.

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. 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 brand growth.

"Hyundai Earth-moving 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," Grady says.

"With over 25 years experience in the earth moving equipment business, HPE Africa has built a name for itself by offering quality products and uncompromised

service to clients in various industries, including plant hire, construction, government, mining, demolition and materials handling."

"All Hyundai machinery has a strong work performance 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," Grady says.

Grady refers to Hyundai as 'the anchor of the construction sector'.

"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 all equipment supplied into the harsh African market meets challenges at 100%."

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 means that when HPE Africa meets with clients to evaluate their needs, they are able to offer best practical advice, product knowledge and applied product reports.