

Hongjin Crown Co.

Global Motorcycle Helmet Kingpin

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All the riders placing first to third in the bike category at the world-class 'La Guna Seca' racing rally held in Monterey, California, last year wore the same helmet, drawing concentrated attention from fans and the media. The helmet was the new 2003 model AC-11 of Hongjin Crown (HJC). The race was a brilliant opportunity to reconfirm the true character of HJC, which has not relinquished its No. 1 market position in the United States since the 1990s.

How could HJC think of filing a challenge to the world market with its motorcycle helmet? In a word, it is a 'triumph' produced by HJC founder Hong Wan-Gi's spirit of challenge and experimentation.

From the outset, President & CEO Hong reportedly was very interested in 'Business Through Idea.' Hong, who had operated a sewing factory to form ties for helmets, started with the supply of helmet linings to helmet manufacturer 'Crown.' Then, his challenge and experimental spirit began after his take-over of Crown, which was suffering financial difficulties by chance.

HJC's No.1 position in the global market can be seen as the achievement of technology prowess and quality realized through ceaseless R&D and global management - catching the eye of the world at an early stage. To enhance quality and technologies, HJC assigns about 40 of its 300 employees to R&D to develop technologies at its own research institute on a non-stop basis. The company also reinvests 10% of sales in R&D.

Thanks to its bold investment in quality and technology development, HJC helmets have passed the industrial standards of major countries, such as EU standard, Japanese industrial standard (JIS), British standard (BS), etc. while securing some 42 patents as well. Moreover, HJC helmets are widely recognized by consumers as the most popular and excellent quality products, so they are always displayed at the very center of showrooms at motorcycle helmet shops in the United States, commanding all other brands.

At present, HJC's domestic market vs. overseas market sales ratio is roughly 5:95. The overseas market share is overwhelmingly higher due to its global management strategy.

In June last year, production of HJC helmets surpassed 60 million, and it enjoyed the honor of being selected among 'Superior Patent Product of Top 100 Enterprises' by the Korean Intellectual Property Office (KIPO).

