



The TYM Times



A Division of Tong Yang Moolsan

Winter 2010

tym-tractors.com



SEASON'S GREETINGS TYM FAMILY!!

2010 is drawing to a close and I would like to thank all our dealers, customers and staff for making this a record year for TYM Tractor sales.

As I look back I see the success of our promotions and financing programs. Yes, these marketing programs do cost a large amount of money. However, this investment effectively publicized the TYM brand and provided you the opportunity to increase sales for TYM tractors. In 2010 we bought market share and for 2011 we intend to build on that growth with financing programs as aggressive as we can make them within the limits of our budget. We will continue to compete well in the market place if we keep on showing our potential customers the true differences in the standard specs of our tractors compared to those of our competition.

I know the availability of our current products were an issue this year. This was primarily due to the Korean manufacturing plant close down and move to their new facility as well as the robust increase in sales in 2010. Yes, my forecast for 2010 sales and delivery was wrong. It's always a balancing act to predict what items need to be ordered and built. We are now getting back up to speed and I have our orders in place with Korea for the first half of 2011. Our products are being built and shipped and we should be back to normal stock levels very soon and have no problems next year. I will do my very best to make sure we do not have an inventory problem like this year ever again.

Some new products are under discussion for 2011 but I cannot reveal the details yet. Hopefully, we can introduce them at the shows early next year or, at the latest, during our National Dealer meeting in March.



We all look forward to working with you again in 2011 and we wish you a very prosperous New Year.

Best regards,

Robert Mullett
President TYM-USA

TYM National Dealer Meeting Coming Soon!

TYM will hold its 2011 National Dealer Meeting on March 9th – 10th in Wilson, NC. Our last dealer's meeting in January, 2009 was a great success. However, we have incorporated many of the suggestions you made to make this event even more enjoyable. Many dealers requested that we move the date to a warmer time of the year. Moving the date to March will allow us to avoid winter storms thus making flights and driving less problematic.

The event will be held at the Bill Ellis Convention Center in Wilson. The convention center is climate controlled, has ample seating and is conveniently located near several hotels and restaurants. We are over seeding a nearby field so you will have a chance to operate a variety of tractor models and attachments in a realistic environment. Our spring release products will be available to see and use as well. We have also scheduled a visit to our Wilson TYM facility so you will have ample opportunity to see all our tractor models and attachments, view our parts and service departments and meet our staff. Plus, we will provide plenty of time for you to meet with your Territory Manager to answer questions and to discuss your tractor order.



Attendees

More information regarding the logistics for the meeting will be coming soon and we look forward to seeing all of our dealers at the upcoming meeting.

Grand Opening of TYM's New Plant in Korea!



1 Plant

Employees and guests celebrated with pride on the morning of September 28, 2010 as Tong Yang Moolsan Co., LTD. opened their new production facility, for agricultural products, in Iksan City, South Korea. This significant event took place exactly 59 years from the date that Tong Yang Moolsan Co., Ltd. was founded.

TYM's Chairman Hi-Yong Kim was joined by JunBok Provincial Governor Wanju Kim, Iksan mayor Hansu Yi, the Ambassador to Rwanda as well as 350 foreign buyers and local residents as he began his commemorative speech. He stated that TYM looked forward to bringing the same passion for creating a business friendly environment to Iksan City that TYM enjoyed at its plant in Changwon. He said that TYM's state of the art plant would help Iksan City attract new companies and help the local economy.

The new manufacturing plant sits on a 30 acre parcel of land. The building is approximately 10 acres in size and has nearly 345,000 square feet dedicated to the factory and the specialized manufacturing assembly line. The assembly line started a full production of tractors, combines, and other agricultural machinery in October.

The total cost of the new Iksan Plant was approximately 623 million dollars. With 350 factory staff present on the assembly line, the first year's production is estimated to produce 20,000 units of tractors, combines, and other agricultural equipment.



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Congratulations to the Picture Perfect Contest Winners!

Earlier this year we announced a promotion that would provide an opportunity for our sales force to register to win some fantastic prizes. The prize drawing resulted in the lucky winners below:

1st prize – a high definition, Samsung LED, 1080p, 55” Flat Screen TV and Samsung Blue Ray Disc Player goes to **Linda Smallwood** of Smallwood Enterprise in Emory, TX

2nd prize – a high definition, Insignia LCD, 1080p, 42” Flat Screen TV goes to **Cathy Palan** of Mueller Implement, Inc. in Dodgeville, WI

3rd prize – a Hewlett Packard Model G71-447US, 17.3” Laptop featuring HDTV and movie playback goes to **Joshua Clagg** of Clagg’s Tractors and Equipment in Lindsay, OK

TYM Helps You With Winter Snow Removal!



TYM T433

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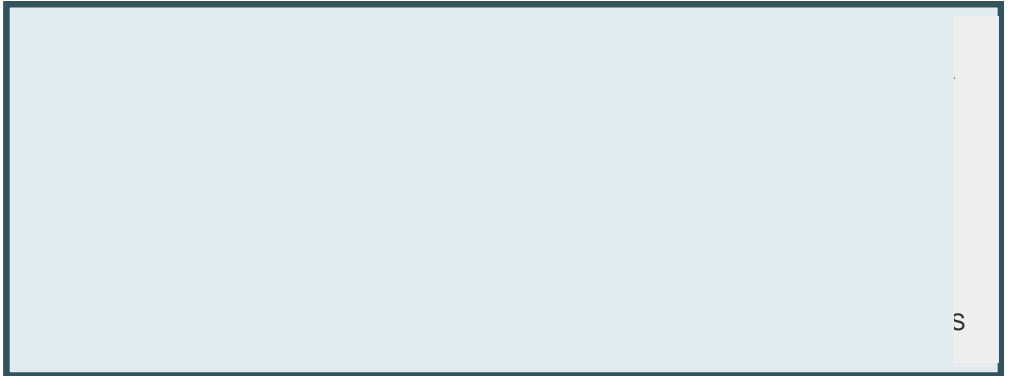
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