



By launching new models consecutively, SsangYong will continue to strengthen its product competitiveness in the global market

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Rise.

Johng-sik Choi is at the forefront of leading the turnaround at SsangYong Motors. With his vast experience and sales acumen, he takes charge at a time when the company is poised to regain its past glory and market share

Referred to as a global sales master and automotive expert with 40 years of career in the automotive industry, he is credited with driving growth and presenting a future vision for SsangYong based on his diversified experience in sales, marketing and planning. Under his leadership, the company is expected to regain its position as a prestigious SUV automaker in the overseas market.

Thank you

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