

The best  
automotive parts  
manufacturer

**PRIMAX**



안전하고 좋은 자동차에는  
프라이맥스의 부품이 있습니다.

A safe and fine car most likely has parts  
made by **PRIMAX** in it.

**PRIMAX** 프라이맥스

Since founded in 1990, we have produced a range of parts from steering systems to various components and currently supply to Korean domestic companies: such as; **Mando, Mobis, KDAC, and TSCL. PRIMAX** also delivers to overseas companies: such as; **TRW, Nexteer, and America Axle & Manufacturing (AAM).**

## History

- 1990.08 Established production line for automobile components and began manufacturing
- 1996.05 Registered as Mando's Cooperator
- 2000.07 Expansion of the first factory (Bankye-Ri, Munmak-Eup)
- 2000.12 Expansion of the second factory (Chibyeong-Ri, Munmak-Eup)
- 2001.05 Registered as components supplier for Delphi
- 2001.12 Acquired certification of QS9000 / ISO9002
- 2002.11 The first factory extended
- 2003.03 Nominated as Promising Small and Middle Business of Gangwon-Do
- 2003.07 The second factory extended
- 2004.09 Acquired certification of ISO/TS16949:2002
- 2005.11 Awarded "Tower of 5 million dollars export"
- 2011.07 Investment contract with Taeyang Metal Industrial Co., Ltd.
- 2011.10 Representative Director Howard Hahn, inaugurated as president
- 2013.03 Company Name Change to **PRIMAX**

## 연혁

- 1990.08 자동차 부품 생산 설립 및 시행
- 1996.05 만도 협력업체로 등록
- 2000.07 제 1공장 설립. (문막읍 반계리 소재)
- 2000.12 제 2공장 설립. (문막읍 취병리 소재)
- 2001.05 Delphi 부품 공급업체로 등록
- 2001.12 QS9000 / ISO9002 자격 취득.
- 2002.11 제 1공장 증축 및 확장.
- 2003.03 강원도 유망중소기업 선정.
- 2003.07 제 2공장 증축 및 확장.
- 2004.09 ISO/TS16949:2002 인증 취득.
- 2005.11 무역의날 "500만불 수출탑" 수상
- 2011.07 태양금속공업(주)와 투자계약 체결.
- 2011.10 대표이사 한성훈 사장 취임.
- 2013.03 회사명 변경 "프라이맥스"



## About PRIMAX

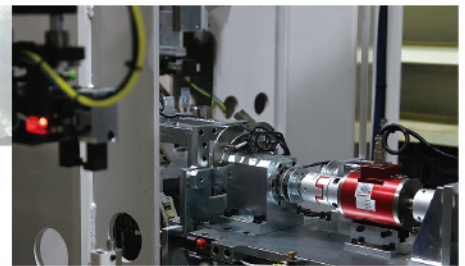
Since founded in 1990, **PRIMAX** Corporation has manufactured automobile engine components and parts for steering systems and has come to be renowned as a world-class components maker supplying major domestic manufacturers and the three biggest international components manufacturers: TRW, Nexteer and AAM.

From early on we obtained the global quality management system license ISO/TS 16949 to confirm we have manufacturing systems based on systemized quality control and recognizing that the basis of quality automobile components lies in the manufacturing and assembly technology. We always try to maintain the best technology by managing our own research institutes and laboratories.

As always, we will substantiate our reputation as the best automobile components manufacturer with proven technologies and ability to earn continuing trust from our customers. We will put forward our efforts to create new visions based on our customers' trust, and we will always deliver the best quality products on time for our customers.



당사는 1990년 설립 이후 조향 부품을 시작으로 만도, 모비스, KDAC, TSCL 등 여러 국내 고객과 TRW, Nexteer, AAM과 같은 해외 고객에 각종 부품을 공급하고 있습니다.



## 회사소개

(주)프라이맥스는 1990년 설립 이래 자동차 조향장치 부품과 현가장치 부품을 국내업체 (만도, 모비스, KDAC, TSCL 등)와 해외업체 (TRW, Nexteer, AAM)에 공급하고 있는 세계적인 업체입니다.

일찍부터 품질보증체계에 입각한 제품생산을 위해 글로벌 품질경영 시스템 TS16949를 인증획득하였고, 생산기술과 설계기술이 자동차 부품사업의 기본임을 인식하여 기술연구소와 자체시험실을 운영, 기술개발 축적에 만전을 기하고 있습니다.

앞으로도 당사는 축적된 생산기술과 개발능력, 고객의 신뢰를 바탕으로 자동차 부품의 세계적 공급업체로서의 지위를 확고히 하고 새로운 비전을 창조코자 노력할 것이며 품질로서 고객의 신뢰에 보답코자 합니다.

## Contents

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**PRIMAX**  
프라이맥스

## Production Information 제품소개

We are a technology-oriented company and our quality products are widely recognized by both domestic and international customers: such as; HMC, KIA, GM, VOLKSWAGEN, CHRYSLER and NISSAN.

당사는 기술주도형 회사로서 HMC, 기아, GM, 폭스바겐, 크라이슬러, 닛산 등 세계적인 자동차에 적용되어 당사제품의 우수한 품질을 인정받고 있습니다.

### STEERING Parts

Inner Tie Rod · Outer Tie Rod · Cylinder Tube · Rack & Pinion Housing



▲ Inner Ball Joint (Inner Tie Rod)



▲ Outer Ball Joint (Outer Tie Rod)



▲ Rack & Pinion Housing(MDPS)

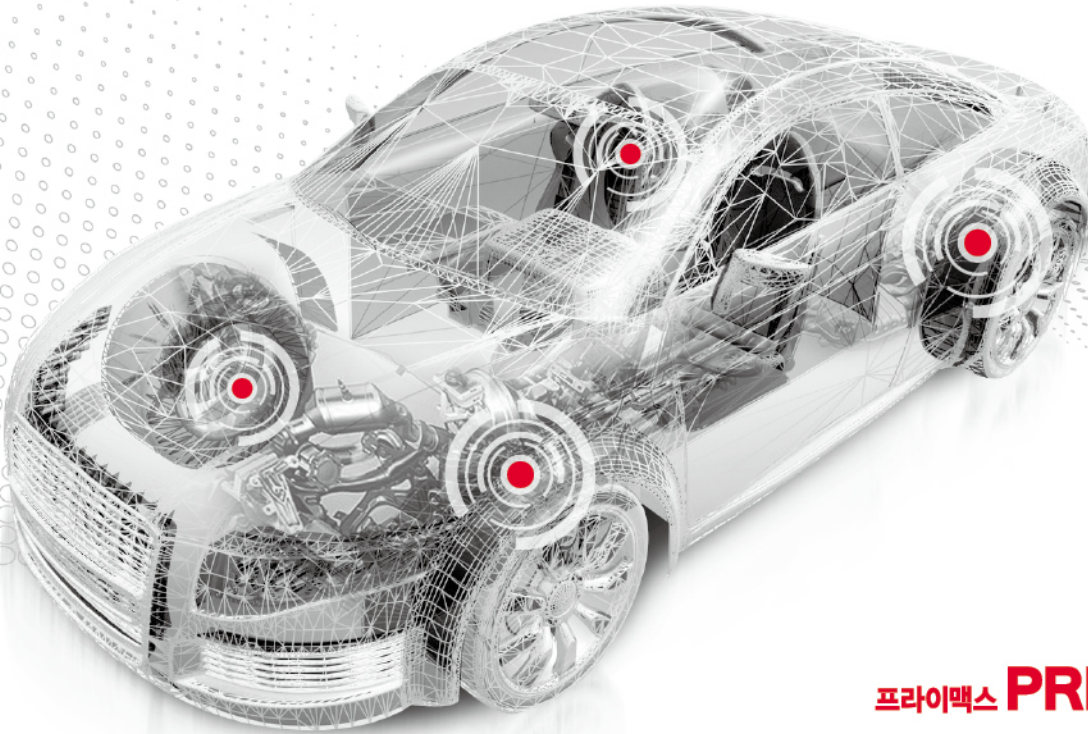


▲ Rack & Pinion Housing(HPS)





Providing Innovative Technology for Over 20years



프라이맥스 **PRIMAX**

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## SUSPENSION Parts

Suspension Ball Joint · Cross Axis Ball Joint · Link Assy's



▲ Suspension Ball Joint & Stabilizer Link Ass'y





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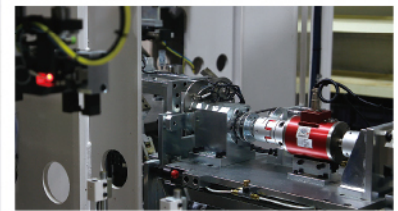
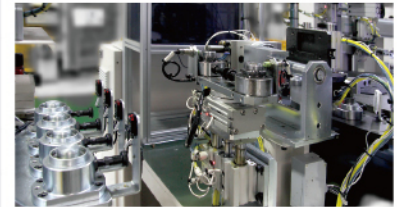
**PRIMAX**  
프라이맥스

## Products Facilities 생산설비

### IBJ Auto Assembly Line

IBJ 자동조립 라인

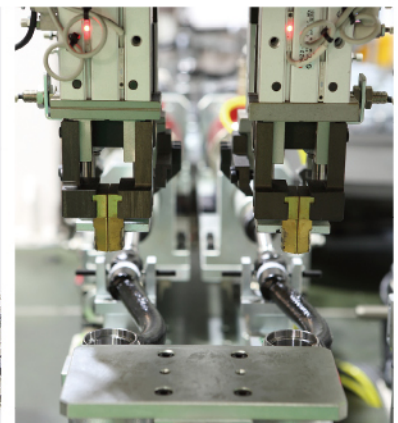
We intend to maximize efficiency by continuous and integrated process improvement of manufacturing to include burnishing surfaces, assembly, and inspection.  
가공, 버니싱, 조립, 검사까지 연속공정으로 구성되어 생산 효율을 최대화함



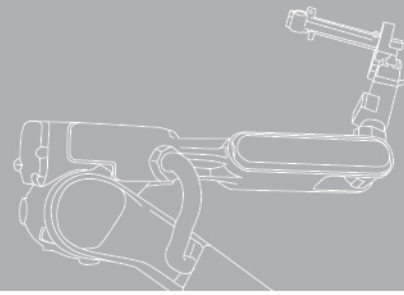
### OBJ Auto Assembly Line

OBJ 자동조립 라인

We intend to maximize efficiency by continuous improvement of automatic processes and error proofing to include 100% torque testing.  
단품검사에서 토오크검사까지 자동공정으로 구성되어 생산 효율을 최대화함







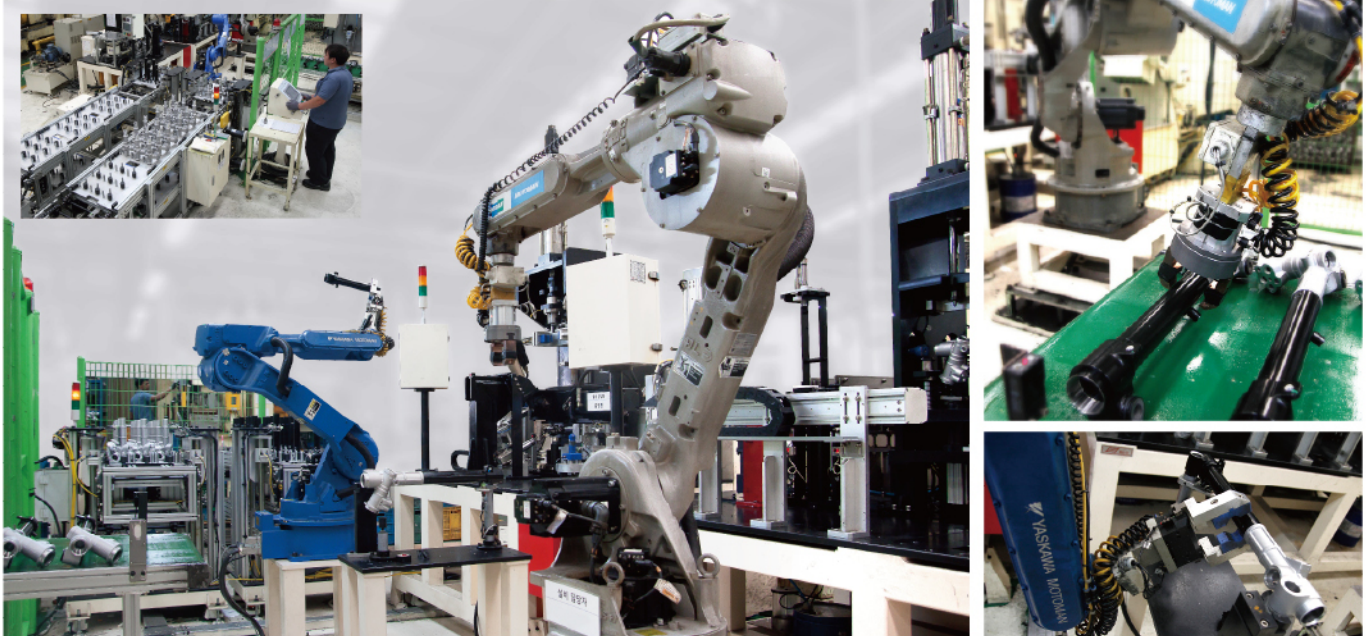
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## Rack Housing Auto Assembly Robot

Rack Housing 자동조립 로봇

We intend to maximize efficiency by continuous improvement of automatic processing for rack housings, tube, and rack bushing assembly.

렉하우징, 튜브, 렉부쉬조립 및 세척까지 연속공정으로 구성되어 생산효율을 최대화함



## Rack Housing machine

Rack Housing 가공기

PRIMAX has 5-axis machining centers, which are capable of machining 2 parts simultaneously.

5축가공 설비이며 2개 제품을 동시 가공완성 가능함





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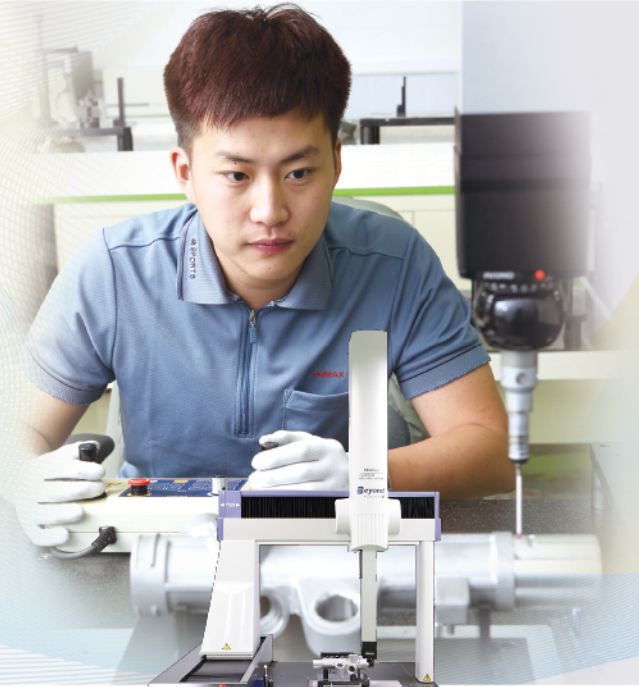
YASKAWA MOTOHANN

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## Research & Development 연구개발

After the establishment of the company, **PRIMAX's** product design was made a high priority by the establishment of our **PRIMAX** Technology Research Center in 2000. We continuously perform research for product design, new manufacturing techniques, and future technologies. Our R&D goal is to develop products which will delight and satisfy our customers.

회사 설립과 함께 시작된 **프라이맥스**의 제품 설계 기술은 2000년 기술연구소 설립으로 본격화 되었고 제품 설계, 신공법 개발, 미래 선행 기술까지 고객이 원하는 품질 수준 이상의 제품을 개발하기 위해 오늘도 지속적으로 연구하고 있습니다.



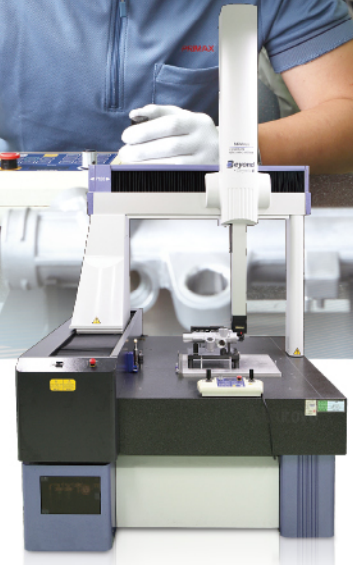
Axial IBJ Durability Test Machine

IBJ ASSY 환경 내구 시험기



OBJ Dust Cover High Pressure Spray Tester

OBJ Dust Cover 고압 분사 시험기



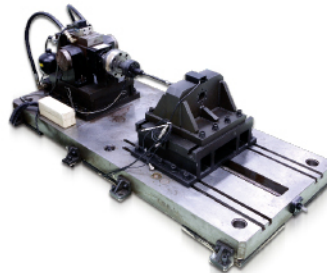
Three dimensional tester

3차원 측정기



Surface roughness tester

조도측정기



Ball Joint High Load Durability Tester

Ball Joint 고하중 내구 시험기



Shape Measuring Machine

형상측정기





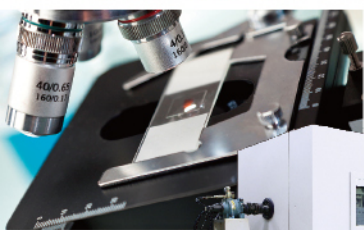
▶ **Testing Equipment**

2-Axis Durability Tester | Lash Tester | Ball Joint Wear Tester | OBJ & IBJ Durability Tester | Impact Tester  
Ball Stud Fatigue Tester | Universal Testing M/C | Micro Vibration M/C | Block Tester | Salt Spray Tester | Etc.



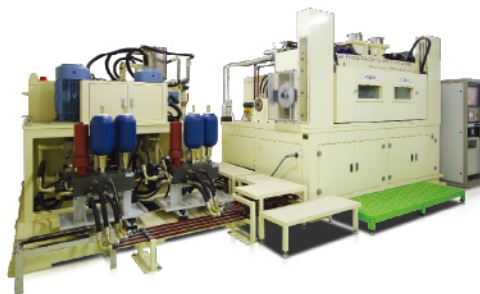
▶ **Measuring Equipment**

3D Coordinate Measuring M/C | Roughness Tester | Roundness Tester | Optical Comparators  
Metallurgical Microscope | Coating Thickness Gage | Micro Hite | Etc.



3Axial B/J Durability Tester

3축 볼조인트 환경내구 시험기



OBJ Assy Dust Cover

환경 내구 시험기



U.T.M

만능시험기



Lash Tester

유격 시험기



OBJ Environment Endurance Tester

OBJ 환경내구 시험기



Inner Ball Joint Endurance Tester

Inner Ball Joint 내구 시험기

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## Domestic / Overseas customers 국내 · 외 거래처



### Domestic Market | 국내 시장

HYUNDAI  
**MOBIS**  
driving science

**MANDO**  
Corporation

**DAC**

### Overseas Market | 해외 시장

**nexteer**  
AUTOMOTIVE

**TRW**  
Automotive



#### H.Q. **TAEYANG METAL**

경기도 안산시 단원구 해봉로 212  
212 Haebong-ro, Danwon-gu, Ansan city,  
Gyeonggi-do, Korea  
Tel : +82-31-490-5500  
Fax : +82-31-492-2112

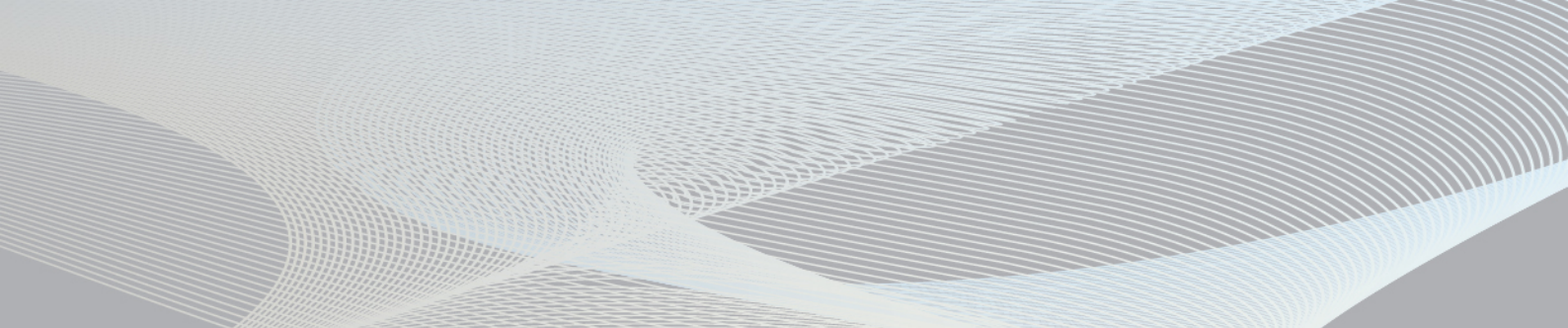
#### U.S.A. Office

33533 W. Twelve Mile Rd. Farmington  
Hills, MI 48331  
Tel : (248) 553-4290  
(Mr. Len Damico / Gary Whitford)  
Fax : (248) 553-7758  
E-mail : ldamico@olsen-assoc.com  
(Len Damico)

#### China Office

No 2 Jijing Road, Tanghi, Economist  
Development Zone, Zhangjiagang City  
Jiangsu Province, China 215618  
Tel : (8621) 6854-4439 (Mr. Robert J. Lifsey)  
Fax : (8621) 6854-4449  
E-mail : blifsey@olsen-assoc.com (R. Lifsey)





The advanced technologies of **PRIMAX** Corporation extend around the world and have become accepted safety components on the vehicles produced by the world's most famous car makers.

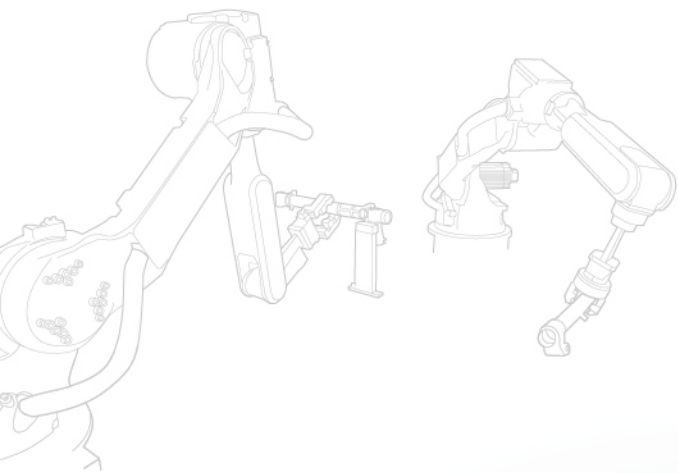
최고의 앞선 기술로 만든 (주)프라이맥스 기술은 국내·외 최고의 자동차회사들이 만드는 명차들의 소중한 일부가 되어 지구촌을 누비고 있습니다.



## Certificates 인증서

Our policy of overall quality management satisfies ISO/TS 16949.  
 우리의 전면적 품질경영방침은 ISO/TS 16949를 충족시킵니다.





**PRIMAX** 프라이맥스  
[www.theprimax.com](http://www.theprimax.com)

**PRIMAX** Corporation

220-807 강원도 원주시 문막읍 취병로 133  
133, Chwibyeong-ro, Munmak-eup, Wonju-city, Gangwon-do, Korea Zip. 220-807  
Tel. +82-33-731-0677 Fax. +82-33-732-2674