

Re: Hankook “2016 Great Catch” Mail-In Rebate

To Our Valued Customers,

We are very pleased to announce this year's first consumer promotion: The “2016 Great Catch” Mail-in Rebate Promotion. This Spring promotion is designed to attract consumers to purchase a set of Hankook's most popular lines of tires and is themed to capitalize on our Major League Baseball marketing focus.

The promotion will run between March 19th and May 22nd, 2016 featuring 7 great Hankook lines:

- \$100 rebate** with the purchase of 4 Hankook Ventus V12 evo2 (K120)
- \$80 rebate** with the purchase of 4 Hankook Ventus S1 noble2 (H452)
- \$40 rebate** with the purchase of 4 Hankook Ventus V2 concept2 (H457)
- \$50 rebate** with the purchase of 4 Hankook Optimo H727 (H727)
- \$100 rebate** with the purchase of 4 Hankook Ventus S1 evo2 SUV (K117A)
- \$100 rebate** with the purchase of 4 Hankook Dynapro HP2 (RA33)
- \$50 rebate** with the purchase of 4 Hankook Dynapro HT (RH12)

Hankook will be promoting the “2016 Great Catch” Mail-in Rebate via online and social media advertising including Facebook (www.facebook.com/hankookusa) and Twitter (@HankookUSA). We will also be promoting the “2016 Great Catch” promotion in trade publications such as Tire Review, Modern Tire Dealer, and Tire Business.

Your Hankook sales manager will soon provide you with our plans for point-of-sale support which will help attract consumers to take advantage of these rebate offers.

We are really excited about the sales and profit potential you can achieve this spring.

Thank you for being an important part of the Hankook Tire team!

Sincerely,



Shawn Denlein
Senior Vice President of Sales
Hankook Tire America Corp.