

Company Introduction

Hankook Tire & Technology



Company Profile

Overview

Mission & Vision

History



Global Top Tire Company



Co-CEO

Jongseon Ahn, Sanghoon Lee



Products

**Tires for passenger
vehicles, SUV, Trucks
and Buses**



Global Ranking in Tire Sales

7th



Global Sales Revenue (2025)

KRW 10,318.6 Billion
(USD 7.17 Billion)



Production Capacity

100 million units



Global Corporate Organization

**7 regional headquarters
5 R&D centers
8 manufacturing plants
39 local subsidiaries**



Number of Selling Countries

**Approximately
160 countries**



Number of Employees

**Approximately
20,000**

1. Company Profile - Mission & Vision

MISSION

Our dream, Why the business exists

**Future Innovated,
Innovation Realized**

Our efforts to realize mission

Core Values **Passion • Innovation • Collaboration • Global**

Business Principles

We seek **innovation** in all aspects
We think of **customers** as our top priority
We grow with our **employees**
We fulfill our social responsibilities based on **sustainability**
We make an effort to maximize **shareholder value**

VISION

Our target, What we want to become

**The Future
Driving Innovator**

Be the 1st Tier

Strategic Direction

Growth
Technology
Profit
Operation
Sustainability

Key Initiatives

Solid Top 5
Tire Technology No. 1
Strong Cash Flow & Profit
Operational Excellence
Sustainable Futures

Hankook Tire & Technology History

1941
~ 1999



1941 Founded Company

1974 Developed Korea's first radial tire for passenger cars

1979 Completed construction of Daejeon Plant in Korea

1982 Established Hankook Tire Technology R&D Center

1985 Construction of the first driving test site in the domestic tire industry

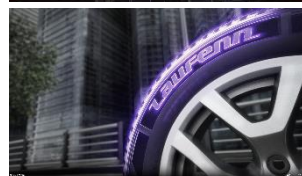
1992 Established America Technology Center (ATC)

1997 Established Europe Technology Center (ETC)
Completion of Geumsan Plant in Korea

1998 Established China Technology Center (CTC)

1999 Completed construction of Jiaxing and Jiangsu Plants in China
First supply of tires for new Ford cars

2000
~ 2015



2004 New CI announcement

2005 T'Station opens
Geumsan test track G'Trac completed

2008 Completion of Hungary Plant
First supply of tires for new Audi cars

2011 Selected as DTM official tire supplier

2012 Official sponsorship of the UEFA Europa League
First supply of tires for new BMW cars

2013 First supply of tires for new Benz cars
Incorporated into Dow Jones Sustainability Indices Asia Pacific (DJSI Asia pacific)
Indonesian Plant and Chongqing, China Plant completed

2014 Launch of global strategic brand 'Laufenn'

2015 First supply of tires for new Porsche cars
Won the Reddot Luminary Award

Hankook Tire & Technology History

2016
~ 2021



2022
~ 2025



2016 Completion of Korea Technodome
Establishment of Korea Donggeurami Partners,
a subsidiary-type standard workplace for the disabled
Supplied tires for BMW 7 new car
Signed marketing partnership with Real Madrid
Incorporated into Dow Jones Sustainability Index World (DJSI World)

2017 Completion of the Tennessee plant in the U.S.
Acquisition of JAX TYRES, Australia

2018 Acquired 'Model Solutions' / 'Reifen-Müller'
Launch of 'Kinergy AS EV', a 2nd generation electric vehicle
dedicated tire

2019 Change of company name to Hankook Tire & Technology Co., Ltd.
Supplied OE to Porsche 'Cayenne' and Audi 'SQ8'
Ultra-high performance tire 'Ventus S1 Evo3' launched in Korea

2020 Hankook & Company Group relocates headquarters
to Pangyo Technoplex
'22 - 23 Formula E tire exclusive supply partnership concluded
OE supply of Porsche electric vehicle 'Taycan', Audi 'RS7',
and RS6 Avant'

2021 European automobile magazine Auto Bild
selected as 'Tire Manufacturer of the Year'

2022 Launch of 'iON', the world's first full lineup of tires exclusively
for electric vehicles
Included in Dow Jones Sustainability Index World for 7 consecutive years
Expanded OE supply of Hyundai Ioniq 6, Audi Q4 e-tron, and
BMW i4 electric vehicles

2023 Exclusive supplier of racing tires
for ABB FIA Formula E (Seasons 9-12)
Partnership to exclusively supply racing tires
for the Lamborghini Super Trofeo Series
Hankook Tire's Hungary plant acquired
eco-friendly international certification 'ISCC PLUS'

2024 Supplied OE to Porsche Taycan with first 'ISCC PLUS'
certified iON evo
Supplied OE to the Mercedes-AMG GT Coupe.
Received the FIA's '3-Star Environmental Certification'
Supplied OE to BMW's high-performance sedan, the M5
Supplied OE to High-performance electric SUV Cupra 'Tavascan'

2025 Acquired automotive thermal management solutions company
Hanon Systems
Exclusive supplier of racing tires for the
FIA World Rally Championship (WRC)
Signed official partnership with the Tomorrow Golf League (TGL)

Business Performance

Global Sales in 2025

Our Strategic Partners



Global Top Tire Company

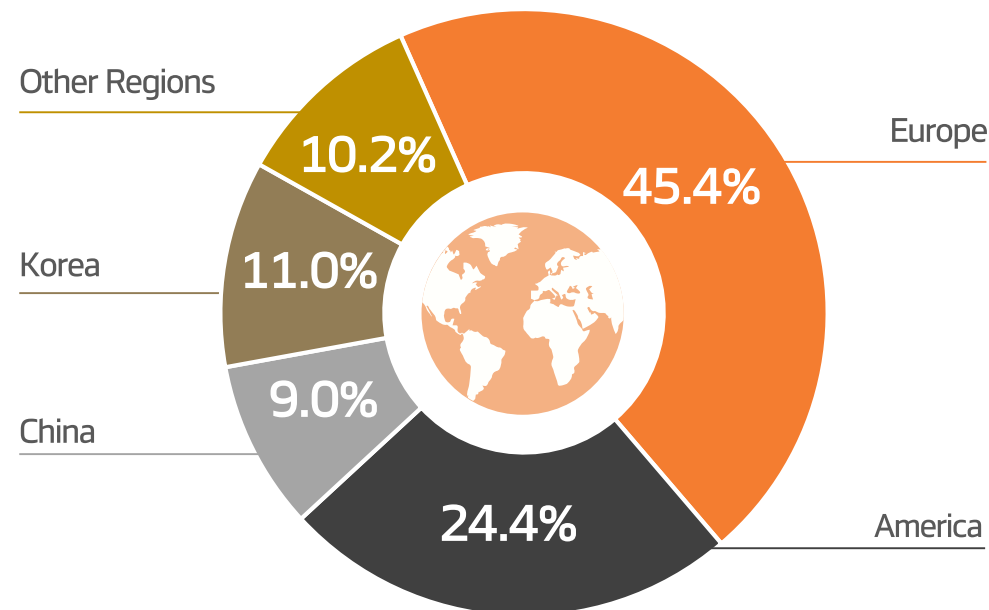
Global Sales

Global Sales Revenue

10,318.6 Billion (KRW)
(7,170,673,383 USD)

Operating Income

1,684.3 Billion (KRW)
(1,170,742,182 USD)



*Based on annual sales by region

Global Ranking

*Tyrepress 2025 FY

01	Group Michelin
02	Bridgestone Corp.
03	Goodyear Tire & Rubber Co.
04	Continental A. G.
05	Pirelli & C. S.p.A
06	Sumitomo Rubber Industries Ltd.
07	Hankook Tire & Technology Co., Ltd.
08	Yokohama Rubber Co., Ltd.
09	Zhongce Rubber Group Co., Ltd.
10	Sailun Group

50 Global Automotive Brand Partnerships

Supplying OE tires for Porsche, Benz, BMW, Audi, Toyota, Hyundai, KIA etc.



Global Presence

Global Network

Global Headquarters

Global Technical Center

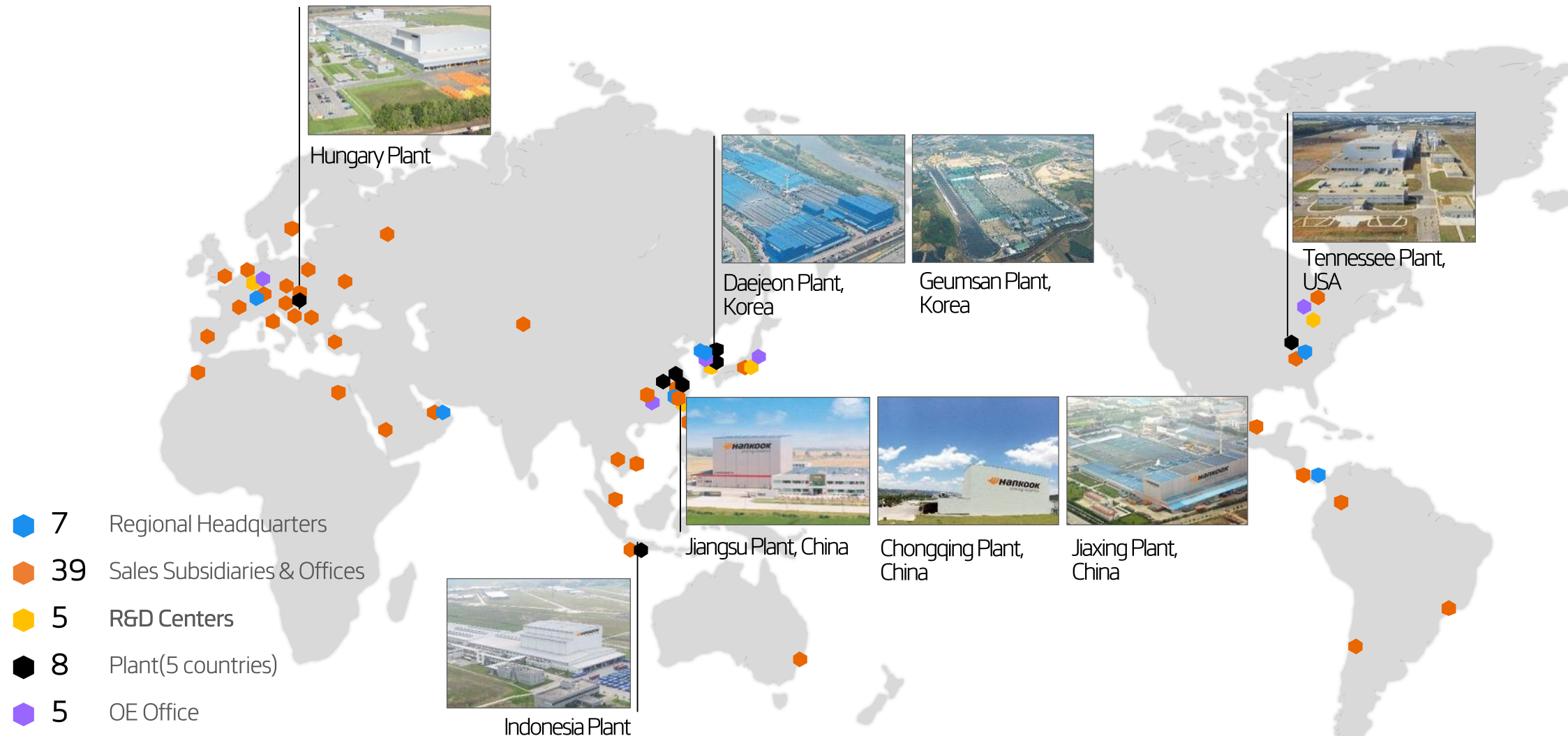
Proving Ground

Sales Channel

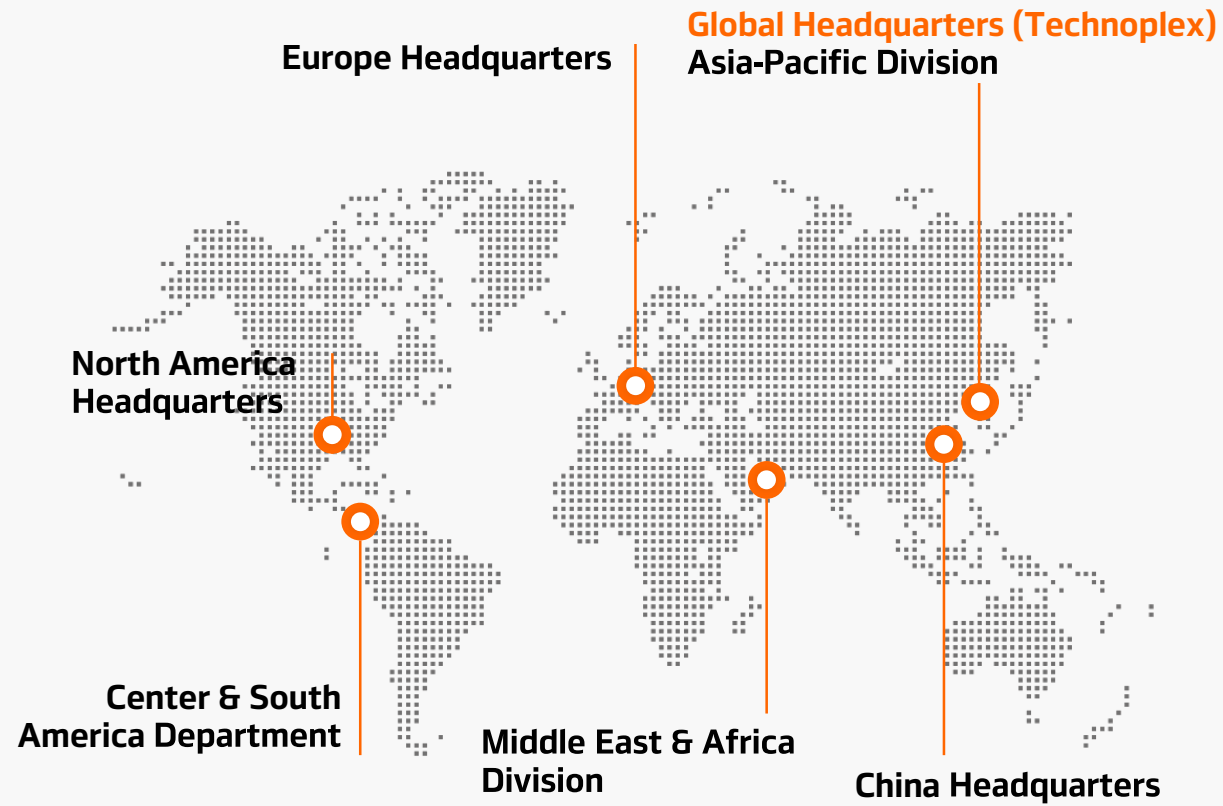


3. Global Presence - Global Network

Production capacity of **100 million units**

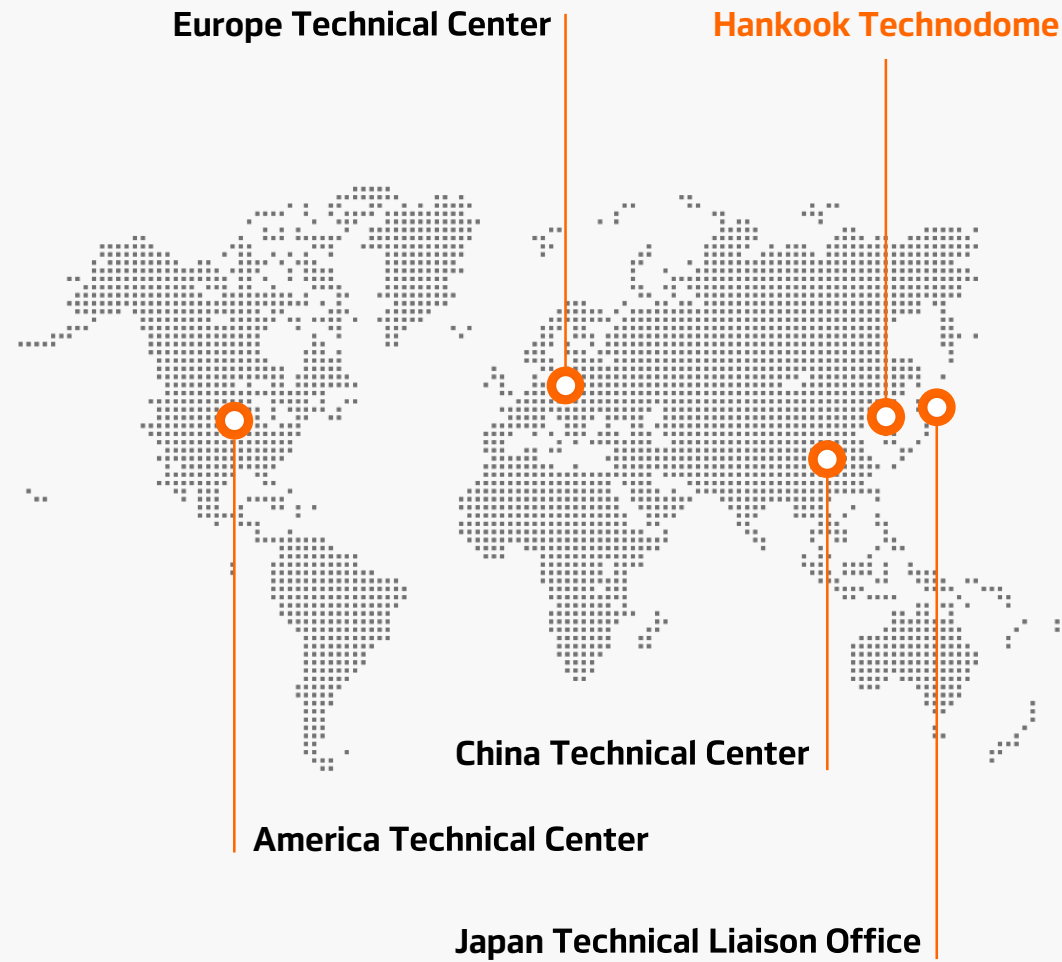


3. Global Presence - Global Headquarters



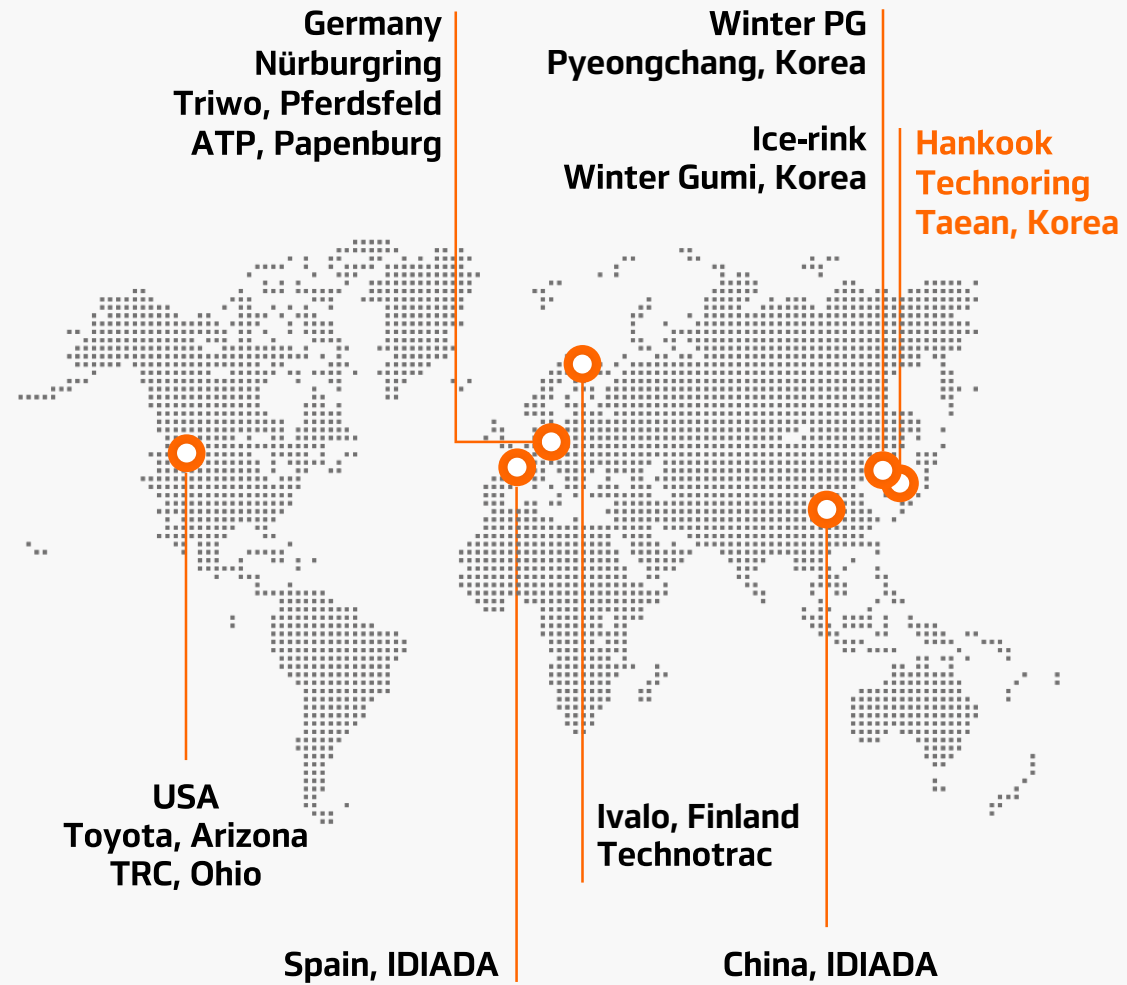
Technoplex
HANKOOK INNOVATION CENTER

3. Global Presence - Global Technical Center



Technodome
HANKOOK TECHNOLOGY CENTER

3. Global Presence - Proving Ground



Technoring
HANKOOK PROVING GROUND

3. Global Presence - Sales Channel

Global



PC/LT



TBR



Korea



PC/LT



TBR



※ PC/LT: Passenger Car and Light Truck Tire

※ TBR: Truck Bus Radial

Brand Communication

Brand Campaign

Exhibition

Sports Marketing

Motorsport



4. Brand Communication - Brand Campaign

Brand Campaign



WRC Campaign 'Gran Canaria'



Ventus Campaign 'BMW M5 Touring Collaboration'



Dynampro Campaign 'Rough Terrain'



Laufenn Campaign 'The Essence of Driving'

4. Brand Communication - Exhibition

EV Show



Automotive Aftermarket Show



Commercial Show



Outdoor Events



Tire Show



4. Brand Communication - Sports Marketing

Football

Europe UEFA UEL & UECL



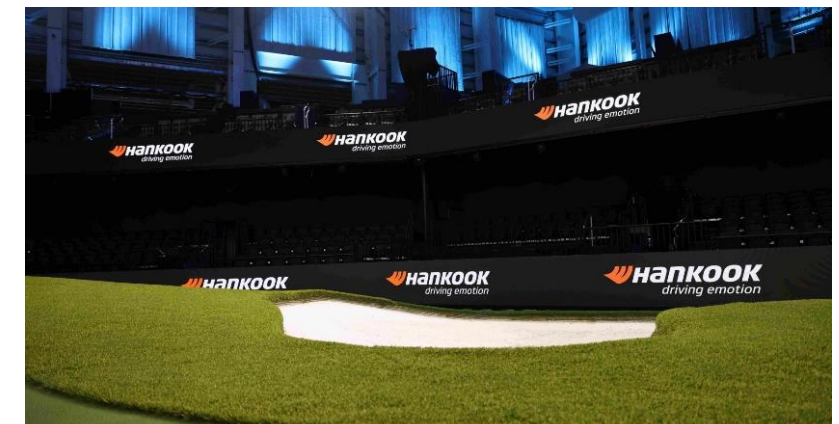
Baseball

USA MLB Signage



Golf

USA TGL (Tomorrow Golf League)



Official premium partner of the FIA World Rally Championship

Exclusive tire supplier of all classes of the FIA World Rally Championship (WRC)



OFFICIAL PREMIUM PARTNER



Dynapro
Gravel



Ventus
Tarmac



Winter i*cept & i*Pike
Snow & Ice

The Main technical partner of the Lamborghini Squadra Corse

Exclusive tire supplier of the Lamborghini Super Trofeo Series



MAIN
TECHNICAL
PARTNER



Culture Brand

Culture Brand History

Projects with 'DRIVE'



5. Culture Brand - Culture Brand History

Phase 1 (2021~2023)

MADE IN **HANKOOK**

Retro, Nationalism

Phase 2 (2024~)

 **HANKOOK TIRE**
DRIVE

Related to “Moving and Mobility” Continuous and Future Oriented



We sell tires. We sell emotion. The driving emotion.

Drive By Hankooktire

5. Culture Brand - Projects with 'DRIVE'



Related to “Moving and Mobility” Continuous and Future Oriented



Technology Innovation

Products

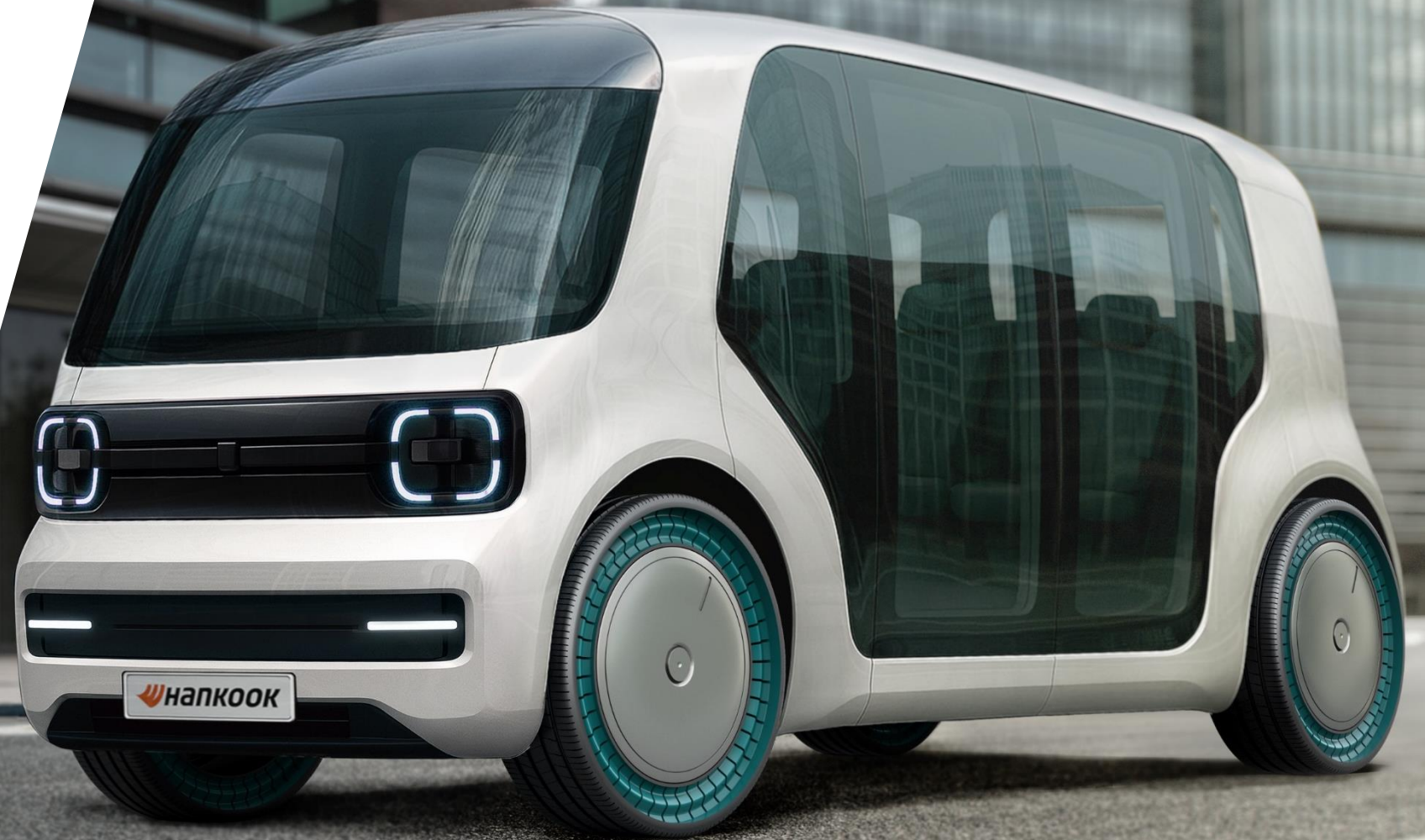
Test Result

Motorsports

Design Innovation

Airless Tire

Intelligent Tire



6. Technology innovation- Technology Philosophy



Why EV EV Tire Requirements

Why iON iON INNOVATIVE™ TECHNOLOGY

EV Features

Quiet Operation

Low Noise
for Comfortable Driving



i Sound Absorber

Added Battery Weight
(up to 30% increase in total car weight)

Longer Tread Life
for Heavier Load



i Super Mileage

High Instant Torque

High Grip
for Rapid Acceleration and Braking



i Perfect Grip

· **Long Charging Time** (0.5 to 8 hrs)
· **Travel Range < 400 to 500 km/charge**

Low Rolling Resistance
for Less Energy Loss



i Extreme Lightness



iON

* Battery EVs and Plug-in Hybrid EVs share similar characteristics, making them equally well-suited for EV-specific tires.

6. Technology innovation- Technology Philosophy

ION INNOVATIVE™ TECHNOLOGY

	Low Noise i Sound Absorber	Longer Tread Life i Super Mileage	High Grip i Perfect Grip	Low Rolling Resistance i Extreme Lightness
Profile & Structure Technology	Noise Redux Quiet Flex	Round Even	Grip Boost	Power Reserve
Pattern Technology	Noise Guard Opti Pitch	Opti Tread	Grip Claw	Cooling Tread
Compound Technology	Silent Tread	ProDurable Compound	ProGrip Compound	ProCoupling Compound Opti Cure

58 EV-related Patents

PC/LT

TB



Laufenn

PC/SUV	SUV/PUP	PC/SUV/PUP		VAN
SUMMER / ALL SEASON		ALL WEATHER	WINTER	
ion EV exclusive				e-VANTRA EV exclusive
ventus High Performance	Dynapro SUV & PUP	Weatherflex All Weather	Winter i*cept Winter Studless	VANTRA Van & Light Truck
KINERGY Balance Performance			Winter i*Pike Winter Studdable	
Z FIT Sport	X FIT SUV & PUP	G FIT All Weather	i FIT Winter	X FIT All Season & All Weather
S FIT High Performance			i FIT Winter	
G FIT Balance Performance				

TBR
e-SMART EV exclusive
SMART Truck & Bus
LF LZ LR Truck & Bus

iON

Exclusive Tire for Electric Vehicle,
from battery electric vehicle to plug-in hybrid electric vehicle.

Performance

iON evo Summer Performance
iON evo AS All-Season Performance
iON FlexClimate All-Weather Performance



Touring

iON GT Summer Grand Touring
iON ST AS All-Season Touring
iON HT Highway Terrain



Winter

iON icept Winter Alpine
iON Nordic ice Winter Nordic Studded
iON Nordic Winter Nordic



* SUV sizes included

Dynapro

Dynapro brand made exclusively for SUVs to ensure the ultimate performance on all terrains, from ordinary roads to rough off-road trails.

On-Road

Dynapro ***EVO AS***

All-Season
Performance

Dynapro ***HPX***

All-Season
Grand Touring

Dynapro ***HP³***

All-Season Touring

Dynapro ***HT2***

Highway Terrain



Off-Road

Dynapro ***AT2 Xtreme***

All-Terrain

Dynapro ***XT***

Rugged Terrain

Dynapro ***MT2***

Mud Terrain



ventus

Hankook Tire's premium brand, leads the global market with the flawless performance enabled by Hankook's innovative technology

Performance

ventus
evo Z

Summer High-end
Performance

ventus
S1evo Z

Summer High-end
Performance

ventus
S1evo Z AS

All-Season High-end
Performance
(with SUV)

ventus
evo

Summer
Performance
(with SUV)

ventus
Prime⁴

Summer
Luxury Comfort

ventus
S1AS

All-Season
Performance

ventus
air S

All-Season
Luxury Comfort



KINERGY

With exceptional performance and various features,
Kinergy offers a balanced ride quality in any environment

Grand Touring

Touring

KINERGY 4S²

All-Weather



KINERGY XP

All-Season



KINERGY PT

All-Season



KINERGY ST

All-Season



KINERGY ST AS

All-Season



KINERGY ECO²

Summer



Winter
i*cept

Winter
i*Pike

The final touch for safe and enjoyable winter driving

i*cept

Winter
i*cept evo³

Alpine
Performance
(with SUV)



Winter
i*cept RS³

Alpine
Standard



Winter
i*cept iZ³

Nordic



i*Pike

Winter
i*Pike RS²

Nordic
(with SUV)



i*Pike
RW11

Nordic



Weatherflex

Experience peace of mind, no matter the weather.

All-Weather Grand Touring

Weatherflex **GT**

All-Weather
Grand Touring



Laufenn

Engineered with Hankook Tire's cutting-edge technology,
Laufenn has a complete line up of tires that fits all your needs

Z FIT

S FIT

G FIT

Z FIT EQ

Sport



S FIT²

High Performance



S FIT aS

High Performance



G FIT EQ⁺

Balance



G FIT aS

Balance



Laufenn

Engineered with Hankook Tire's cutting-edge technology,
Laufenn has a complete line up of tires that fits all your needs

X FIT

X FIT HP

SUV/PUP



X FIT HT

SUV/PUP



X FIT AT²

SUV/PUP



I FIT

I FIT+

Winter



I FIT IZ

Winter



I FIT ICE

Winter



Laufenn

Engineered with Hankook Tire's cutting-edge technology,
Laufenn has a complete line up of tires that fits all your needs

X FIT

X FIT VAN All-Season



X FIT VAN 4S All-Weather



I FIT VAN Winter



VANTRA

A Reliable partner with
the Extended mileage and safety for commercial Customers.

Transit - ICE

VANTRA **VANTRA** **VANTRA**
Transit *ST AS²* *DT*
All-Season All-Weather Drive



Transit - EV

e·VANTRA **e·VANTRA** **e·VANTRA**
Transit *FlexClimate* *Drive*
All-Season All-Weather Drive



Transit - Winter

Winter **Winter**
i*cept **LV** **i*Pike** **LV**
Alpine Nordic



SMART Line

Smart Line offers high fuel efficiency and extreme mileage,
making it ideal for long haul use

Long haul

All-Position

Drive

Trailer

SMART
Line AL52

SMART
Line AL50

SMART
Line DL52

SMART
Line DL50

e³ MAX
TL21

SMART
Line TL52

SMART
Line TL50



SMART Flex

Smart Flex offers optimized mileage, traction and braking performance
perfect for various regional haul condition

Regional haul

All-Position

Drive

Trailer

SMART
Flex AL51

SMART
Flex AH51

SMART
Flex AH35

SMART
Flex DL51

SMART
Flex DH51

SMART
Flex DH35

SMART
Flex TH31

SMART
Flex TH51



SMART *Work*

Smart Works offers exceptional durability and superior traction,
tough on-site and safe on the road

On/Off

All-Position

Drive

Trailer

SMART **SMART** **SMART**
Work AM11 *Work* AM09 *Work* AM15⁺

SMART **SMART**
Work DM11 *Work* DM09 **DM04**

SMART **SMART**
Work TM11 *Work* TM15



SMART

We offer a variety of products designed
to expertly handle diverse vehicle types and road conditions

Coach Bus

Urban Bus

EV Bus

Winter

All-Position

Drive

All-Position

All-Position

All-Position

Drive

SMART
Touring AL31

SMART
Touring DL22

SMART
City AU04

e-SMART
City AU56

SMART
Control AW02

SMART
Control AW53

SMART
Control DW07

SMART
Control DW53



Laufenn

Laufenn offers products designed with
advanced engineering and manufacturing technology of Hankook Tire

Long haul

All-Position

Drive

Trailer

LF01

LZ02

LF92



Regional haul

All-Position

Drive

Trailer

LF22

LF21

LZ22

LF95

LF91

LF90



Laufenn

Laufenn provides a full lineup of products suitable for a wide range of applications.

Urban

All-Position

Drive

LF60

LZ60



On/Off

All-Position

Drive

LR01

LR02

LR52

LR53



6. Technology innovation - Test Result





Product of the year









Summer Products

ION evo

VENTUS evo



Test Winner











ION evo

VENTUS evo

KINERGY 4S²

Winter i*cept RS3



Exemplary
(Very good, Good)









VENTUS PRIME 4

VENTUS S1 evo Z

KINERGY 4S²

Winter i*cept evo3



Journey in Style



Good / Satisfactory



G FIT 4S



i FIT+

Motorsports Delivering Limitless Performance



FIA World Rally Championship



European Rally Championship



Lamborghini Super Trofeo



ADAC RAVENOL 24h Nürburgring



Stock Car Pro Series



TCR Italy



Eurocup-3



Spanish F4 Championship

6. Technology innovation - Design Innovation



Urban reshaping 2020



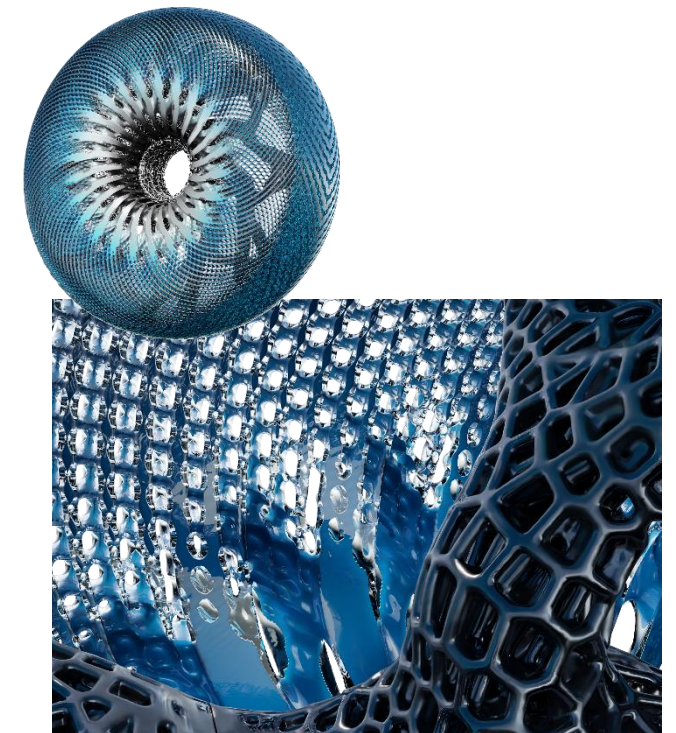
Urban reshaping 2022



WheelBot 2



Sustainable Concept Tire



6. Technology innovation - Airless Tire

i-Flex

Developed to be safe and reliable

Off Road



Lateral Spoke (2015~)



Hyundai Reconnaissance Robot (2022)

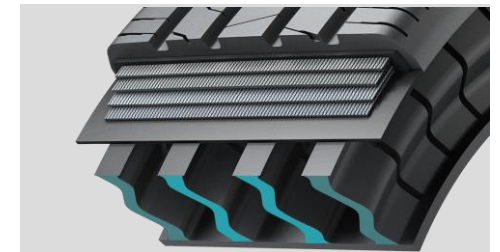


Hyundai Firefighting Robot (2025)

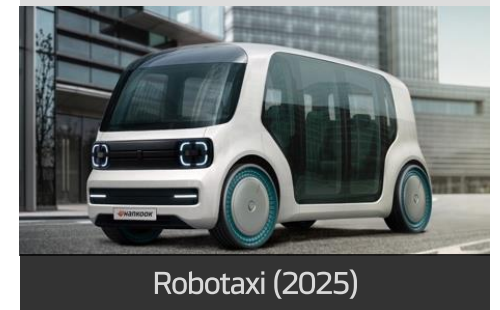
Robotaxi



Circumferential Spoke (2025~)



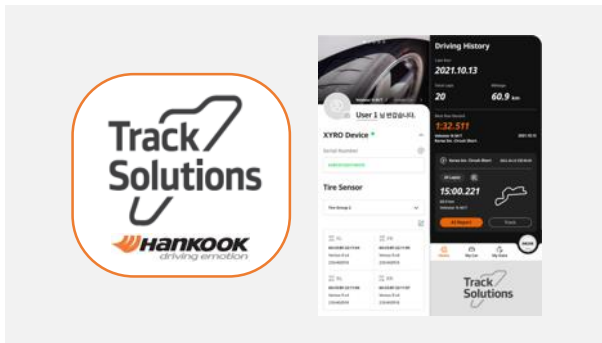
*Circumferential Spoke



Robotaxi (2025)

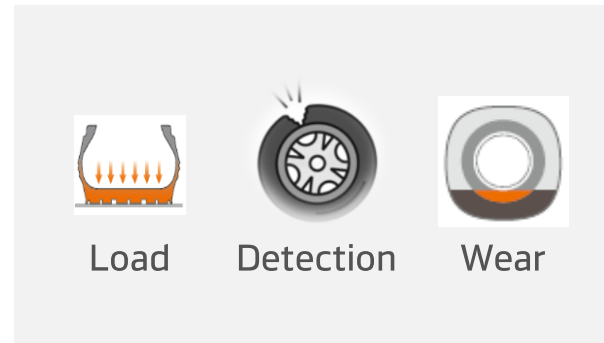
6. Technology innovation - Intelligent Tire & Fleet Solutions

Track Solutions



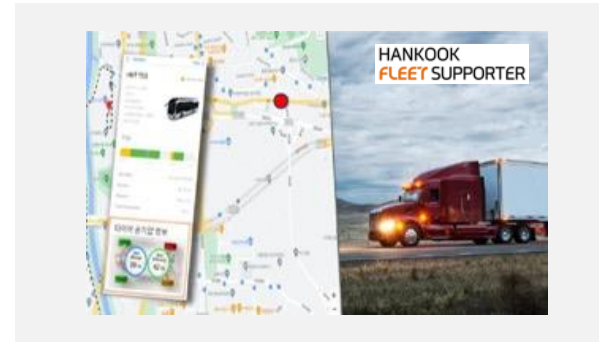
[Amateur Racer Coaching]

Tire Health



[Tire Health Monitoring]

Hankook Fleet Supporter



[Fleet TCO* Management]

TCO* : Total Cost Ownership

Driving data logger



[Vehicle IoT Device]

TMS
Tire Mounted Sensor



Company Culture

Proactive Culture



Proactive Workstyle



A way of working at Hankook Tire that motivates employees through various campaigns and programs, enabling them to realize their full potential.



Proactive Communication



Fostering a culture of transparent and active communication among employees, built on mutual respect, along with proactive collaboration.



Proactive Workplace



Enhancing ways of working through an optimized work environment, while establishing a culture where all employees can communicate freely.



Active and innovative way of working at Hankook Tire & Technology

How to work Proactively

Mission & vision, behavioral principles linked to core values



Less for Better

Campaigns to work horizontally & efficiently & effectively to drive better results



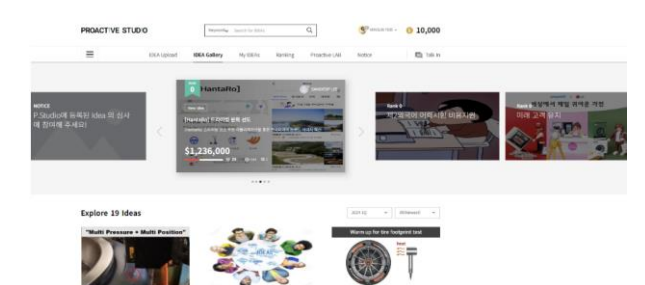
Junior board

A new leader who will lead positive changes in corporate culture



Proactive LAB

Idea Suggestion System to Foster Employee Growth



Two-way communication and active participation based on mutual respect

Strengthening company-wide communication

Proactive Concert

A place for offline communication between organization leaders and members



TA-NEW & HBS

Two-way communication channel for employee participation



Expanding positive experiences for executives and employees

Family Day / Driving Day

Opportunities to promote family-friendly corporate culture for work-life balance



Promotion Celebration Event

Fostering a sense of belonging, loyalty, and pride in the Company and Organization.



New Year's events

Strengthening communication and cooperation among employees and promoting a sense of belonging and pride



Enhance spontaneous, casual communication

Serendipitous connections

Casual executive-employee lunch program



CoP / Praise Hanta

Strengthening a sense of belonging, loyalty, and pride within the organization



2월 칭찬주인공 발표



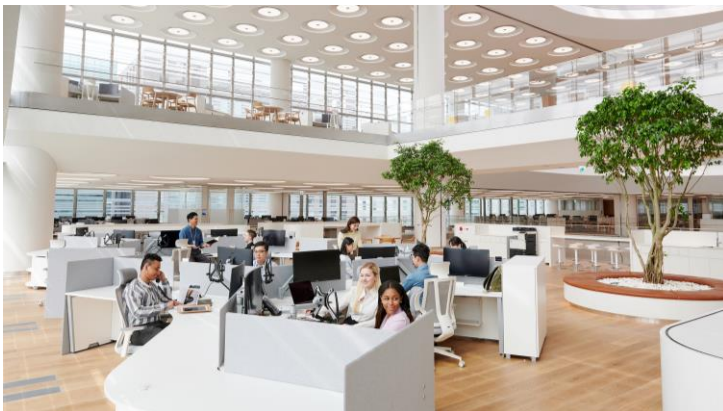
A place where Hankook Tire & Technology's proactive spirit is realized.

Communication & Teamwork

Visual Connectivity



Organic communication through organic furniture arrangement

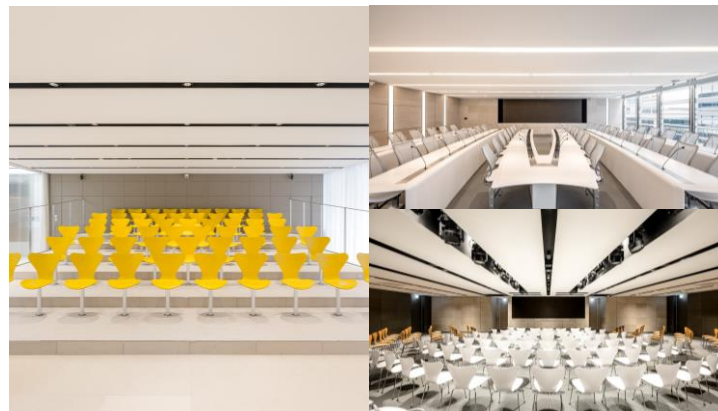


Serendipitous encounters

Open Space

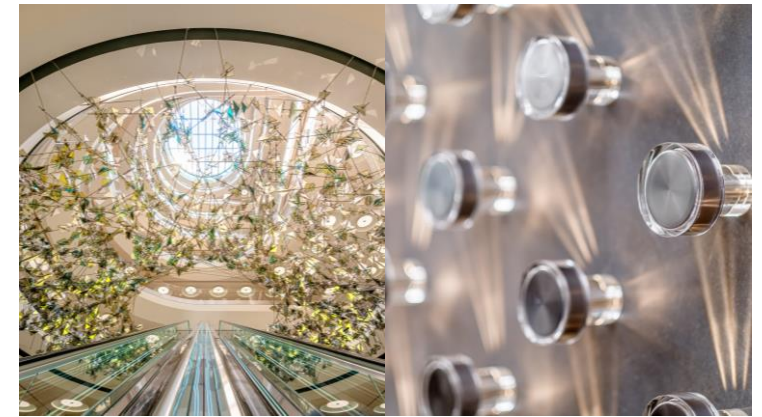


Open Communication



Innovation & Creativity

Artwork that inspires creativity



Idea Room



