

Company Introduction

Hankook Tire & Technology



Company Profile

Overview

Mission & Vision

History



Global Top Tire Company



Co-CEO

안종선, 이상훈



주요 상품

**승용차, SUV,
트럭 및 버스용 타이어**



글로벌 타이어 매출 순위

7위



매출액 (2025년)

10조 3186억원
(7,170,673,383 USD)



생산 능력

약 1억 개



글로벌 네트워크

**7개 지역본부
5개 연구소, 8개 생산기지,
39개국 법인·지점**



판매국가

약 160개 국가



임직원 수

약 20,000명

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 회사 설립

1974 국내 최초 승용차용 래디얼 타이어 개발

1979 한국 대전공장 준공

1982 한국타이어 기술연구소(중앙연구소) 설립

1985 국내 타이어 업계 최초 주행시험장 건설

1992 미국 기술센터(ATC) 설립

1997 유럽 기술센터(ETC) 설립
한국 금산공장 준공

1998 중국 기술센터(CTC) 설립

1999 중국 가흥공장, 강소공장 준공
Ford 신차용 타이어 최초 공급

2000
~ 2015



2004 New CI 발표

2005 티스테이션(T'Station) 개점
금산 테스트 트랙 G'Trac 준공

2008 헝가리공장 준공
Audi 신차용 타이어 최초 공급

2011 DTM 공식 타이어 공급 업체 선정

2012 UEFA 유로파리그 공식 후원
BMW 신차용 타이어 최초 공급

2013 Benz 신차용 타이어 최초 공급
다우존스 지속가능경영지수
아시아 퍼시픽(DJSI Asia pacific) 편입
인도네시아 공장, 중국 중경 공장 준공

2014 글로벌 전략적 브랜드 '라우펜(Laufenn)' 론칭

2015 포르쉐 신차용 타이어 최초 공급
레드닷 디자인 어워드 루미너리 상 수상

Hankook Tire & Technology History

2016
~ 2021



2016 한국테크노돔 준공
자회사형 장애인 표준사업장 한국동그라미파트너스 설립
BMW NEW 7 신차용 타이어 공급
레알 마드리드 마케팅 파트너십 체결
다우존스 지속가능경영지수 월드(DJSI World) 편입

2017 미국 테네시 공장 준공
호주 잭스 타이어즈(JAX TYRES) 인수

2018 '모델솔루션' / '라이펜-물러(Reifen-Müller)' 인수
2세대 전기차 전용 타이어 '키너지 AS EV' 출시

2019 한국타이어(주) 사명 변경
포르쉐 '카이엔', 아우디 'SQ8' OE 공급
초고성능 타이어 '벤투스 S1 에보3' 국내 출시

2020 한국엔컴퍼니그룹 판교 테크노플렉스로 본사 이전
'22 - 23 포뮬러 E 타이어 독점 공급 파트너십 체결
포르쉐 전기차 '타이칸', 아우디 'RS7', RS6아반트' OE 공급

2021 유럽 자동차 전문지 아우토 빌트
'올해의 타이어 제조사' 선정

2022
~ 2025



2022 세계 최초 전기차 전용 타이어 풀 라인업 브랜드 '아이온(iON)' 출시
다우존스 지속가능경영지수 월드 7년 연속 편입
현대자동차 아이오닉6, 아우디 Q4 e-트론,
BMW i4 전기차 OE 공급 확장

2023 'ABB FIA 포뮬러 E 월드 챔피언십(Formula E)'
전기차 레이싱 타이어 독점 공급 (시즌 9-12)
'람보르기니 슈퍼 트로페오 시리즈' 레이싱 타이어 독점 공급
파트너십 체결
한국타이어 헝가리공장, 친환경 국제인증 'ISCC PLUS' 획득

2024 포르쉐 타이칸에 ISCC PLUS 인증 최초 각인한 전기차 전용 타이어 공급
'메르세데스-AMG GT 쿠페'에 신차용 타이어 공급
국제자동차연맹 '3-Star 환경 인증' 획득
BMW 고성능 세단 'M5'에 신차용 타이어 공급
고성능 전기 SUV 쿠프라 '타바스칸'에 신차용 타이어 공급

2025 자동차 열 관리 솔루션 기업 '한온시스템(주)' 인수
'월드 랠리 챔피언십(WRC)' 레이싱 타이어 독점 공급 파트너십 체결
포르쉐 순수 전기 SUV '마칸'에 신차용 타이어 공급
미국 '투모로우 골프 리그(TGL)' 공식 파트너십 체결

Business Performance

Global Sales in 2025

Our Strategic Partners



Global Top Tire Company

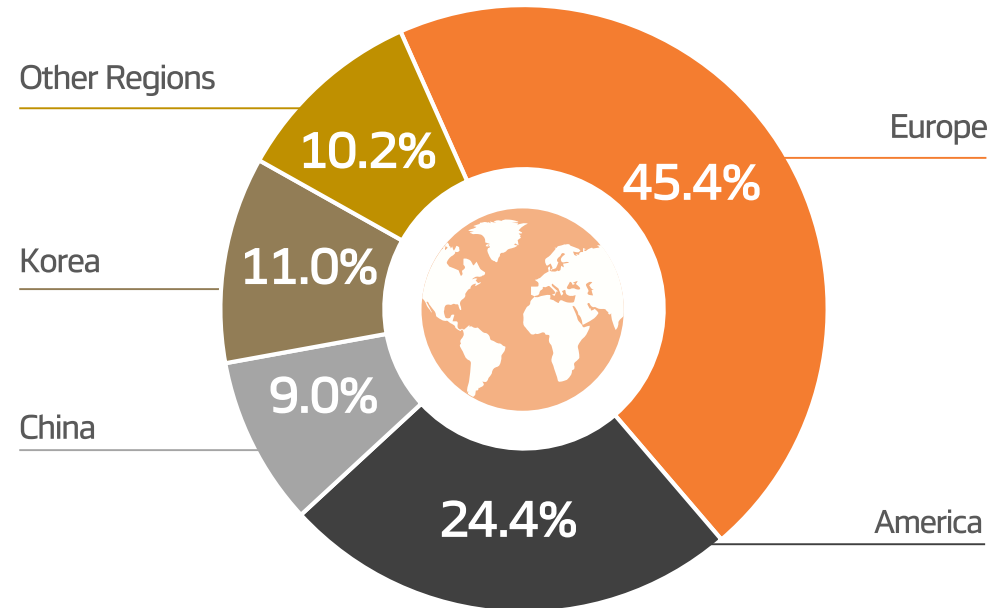
Global Sales

매출액

103,186 억원
(7,170,673,383 USD)

영업이익

16,843 억원
(1,170,742,182 USD)



*지역별 연간 판매액 기준

Global Ranking

*Tyrepress 2024 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

2. Business Performance - Our Strategic Partners

50여개 글로벌 자동차 브랜드 파트너십

포르쉐, 벤츠, BMW, 아우디, 토요타, 현대, 기아 등 신차용 타이어 공급



Global Presence

Global Network

Global Headquarters

Global Technical Center

Proving Ground

Sales Channel

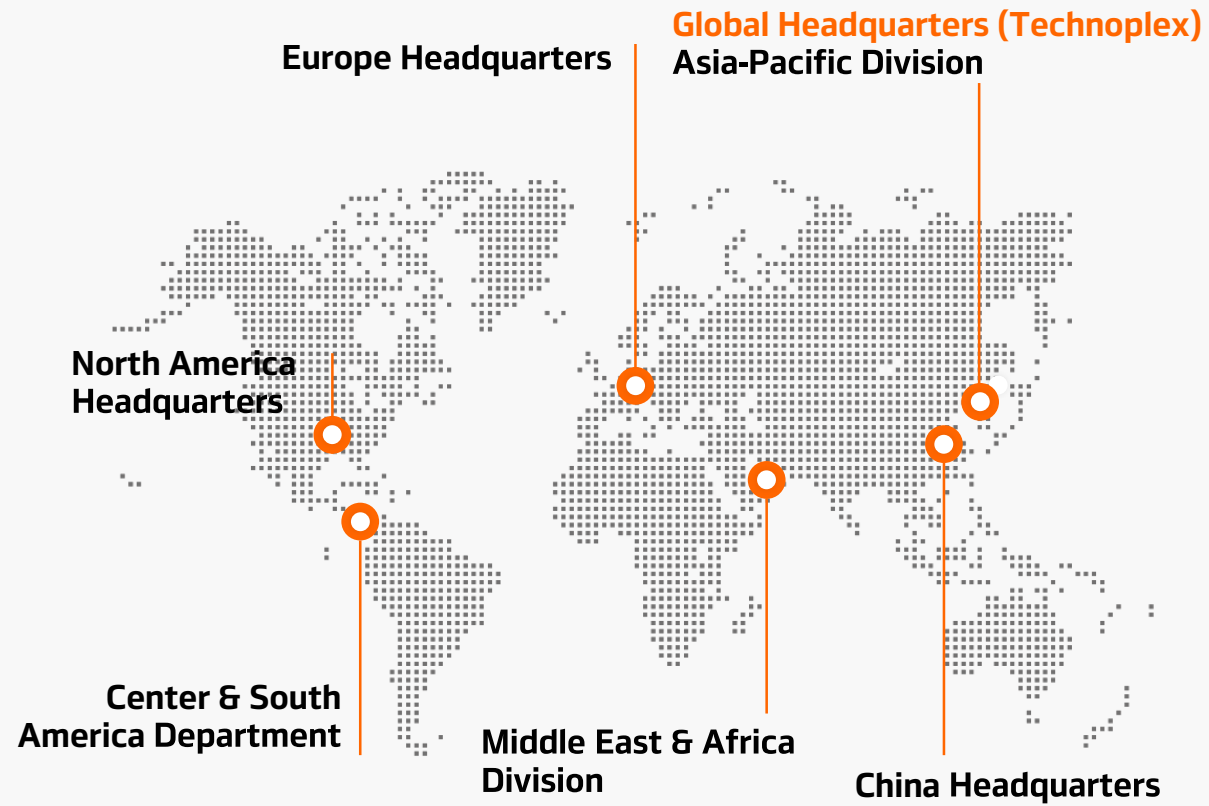


3. Global Presence - Global Network

Production capacity of **100 million units**

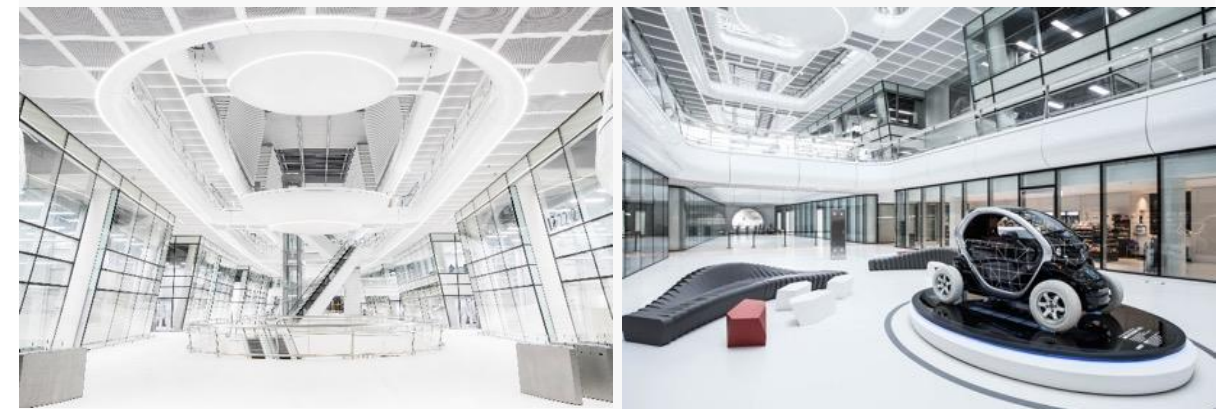
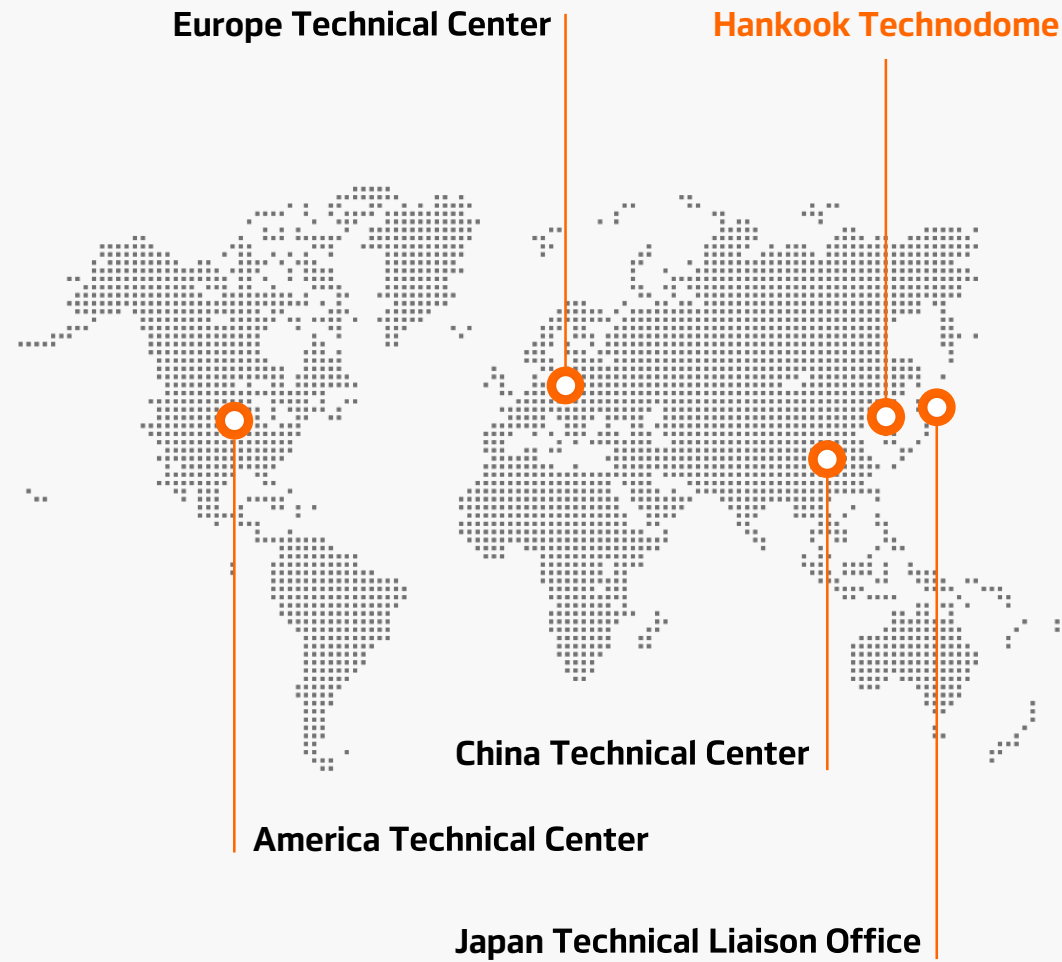


3. Global Presence - Global Headquarters



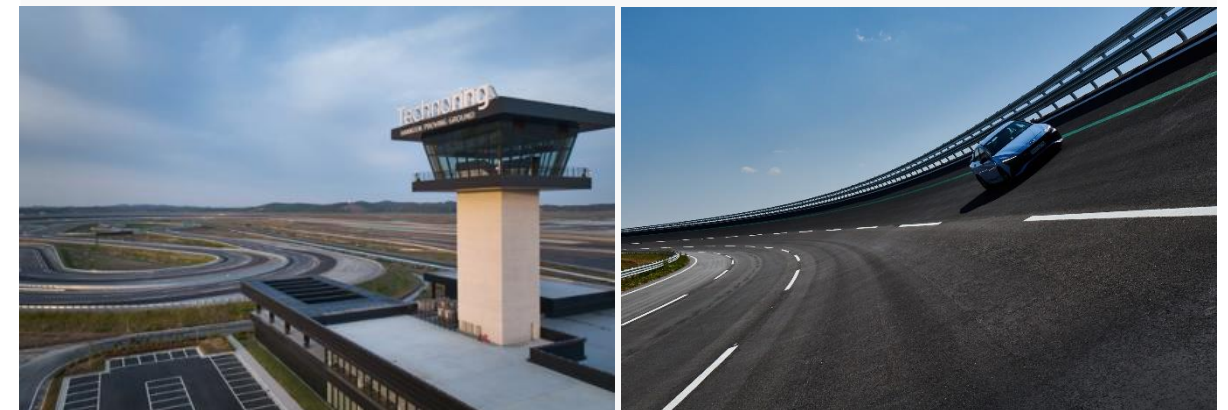
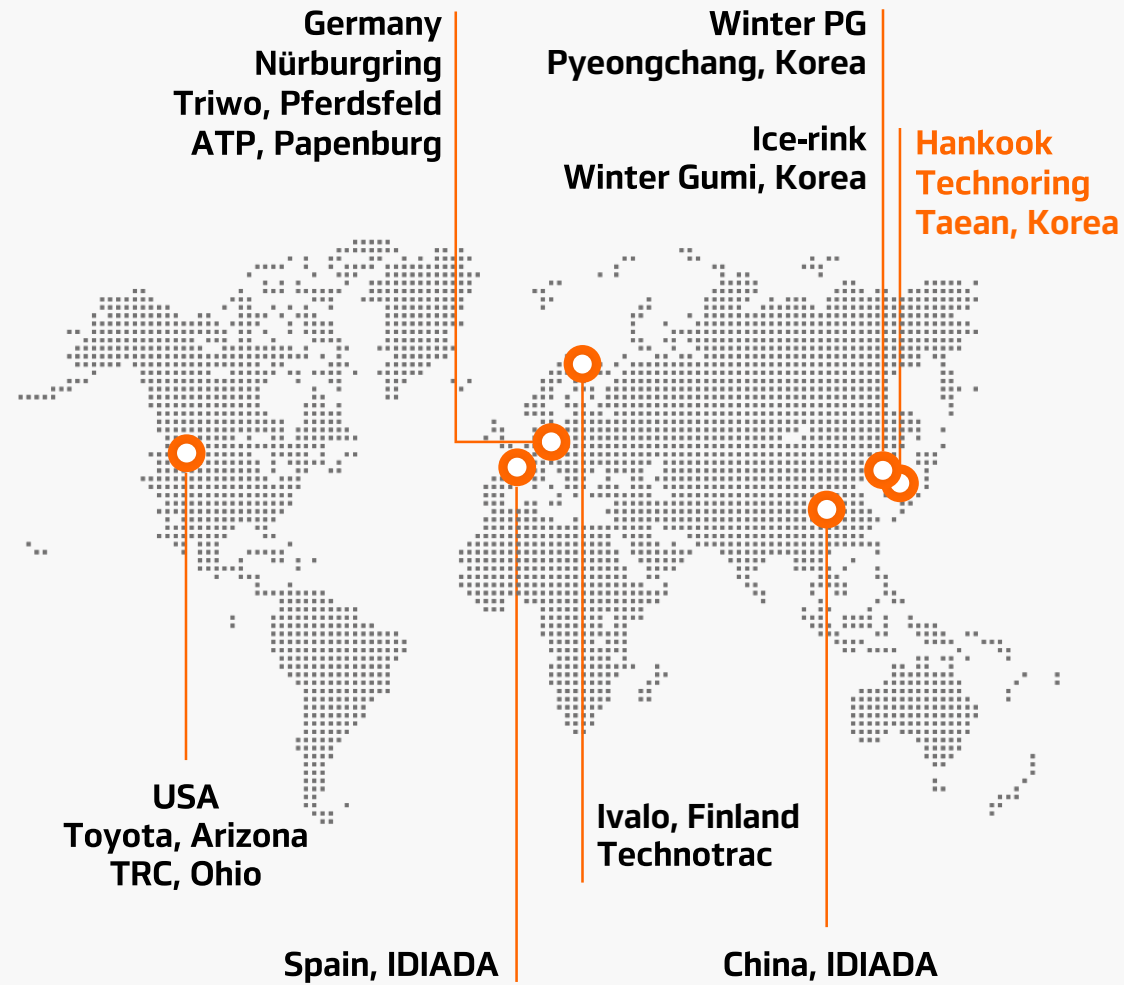
Technoplex
HANKOOK INNOVATION CENTER

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

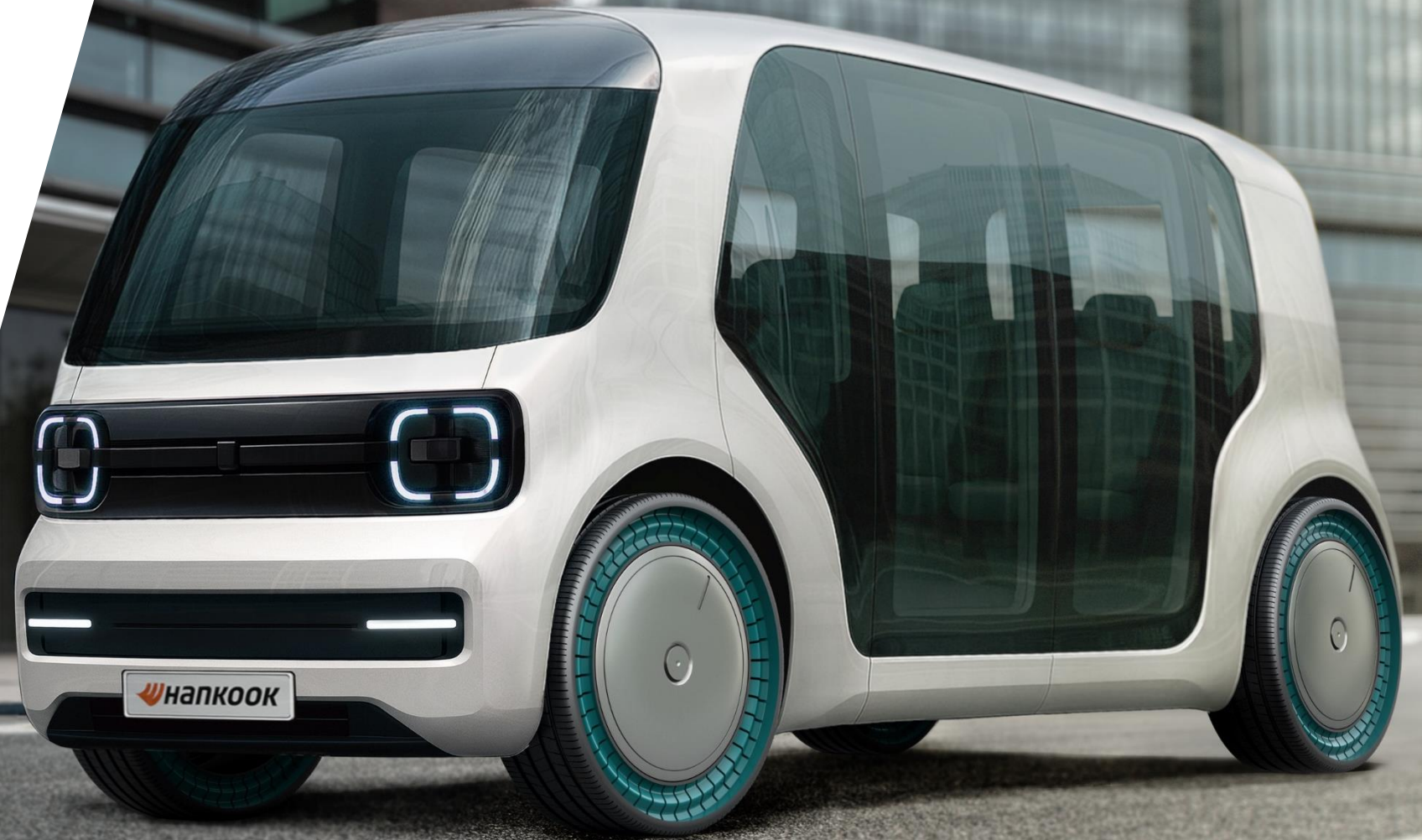
Test Result

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

Added Battery Weight

(up to 30% increase in total car weight)

High Instant Torque

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

Low Noise

for Comfortable Driving

Longer Tread Life

for Heavier Load

High Grip

for Rapid Acceleration and Braking

Low Rolling Resistance

for Less Energy Loss



i Sound Absorber



i Super Mileage



i Perfect Grip



i Extreme Lightness



Battery EV



Plug-in
hybrid EV



iON

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				
G FIT Balance Performance				
				i FIT Winter

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



Touring

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



Winter

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

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



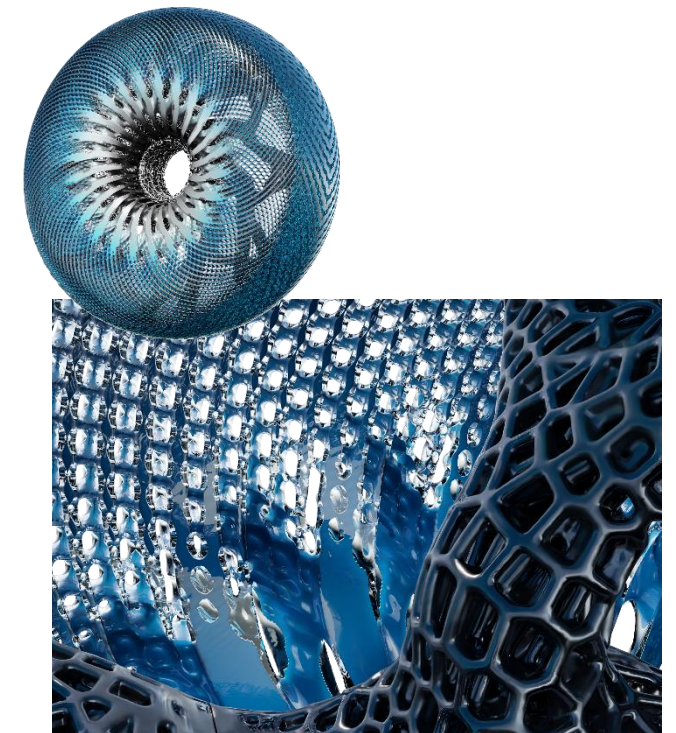
Urban reshaping 2022



WheelBot 2



Sustainable Concept Tire



6. Technology innovation - Airless Tire

i-Flex

Developed to be safe and reliable

Off Road



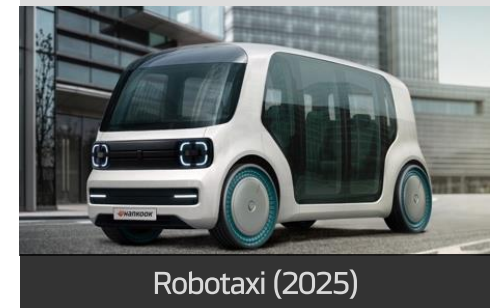
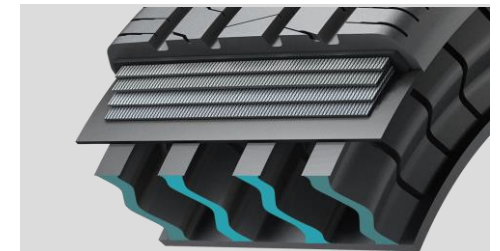
Lateral Spoke (2015~)



Robotaxi

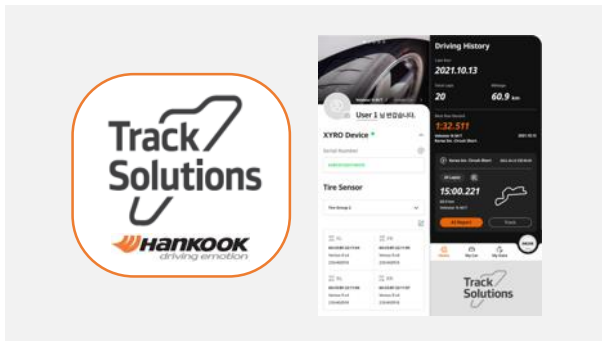


Circumferential Spoke (2025~)



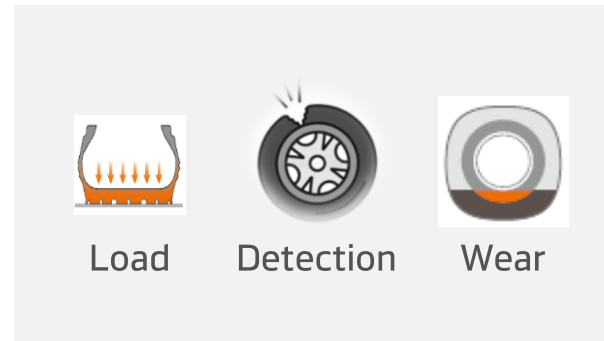
6. Technology innovation - Intelligent Tire & Fleet Solutions

Track Solutions



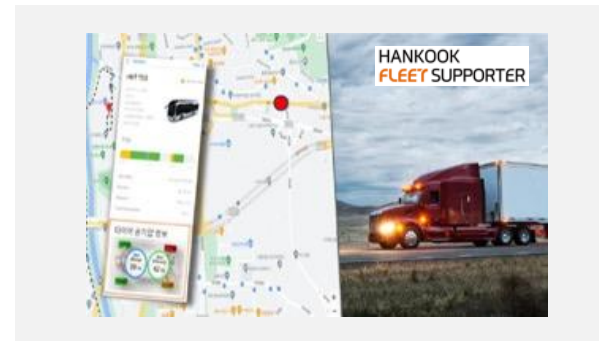
[Amateur Racer Coaching]

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



개인의 잠재력을 발휘할 수 있도록
캠페인이나 제도를 통해 구성원을 동기부여하는
한국타이어의 일하는 방식



Proactive Communication



상호존중을 바탕으로 한 양방향 소통과 능동적인 협업.
구성원간 투명하고 활발한 소통 문화 확산



Proactive Workplace



업무 환경을 통해 일하는 방식을 개선하고
임직원들이 누구나 자유롭게 소통할 수 있는 문화 구축



능동적이고 혁신적인 한국타이어의 일하는 방식

Proactive하게 일하는 법

미션&비전, 핵심가치와 연계한 행동원칙



변화관리

수평적&효율적&효과적으로 일하며
뛰어난 결과를 만들기 위한 한국애크퍼니그룹의 캠페인



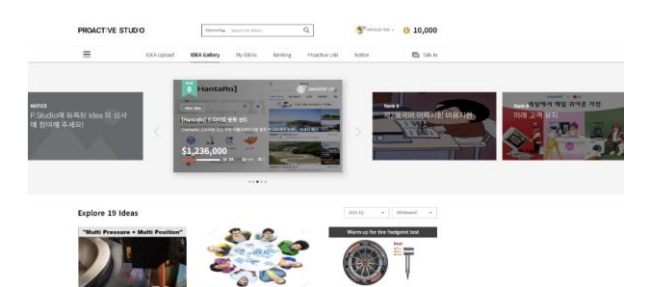
주니어보드

기업문화의 긍정적인 변화를 이끌어갈
입사 7년차 미만의 Young Opinion 리더 모임 프로그램



아이디어 제안 제도

창의적이고 자율적인 아이디어를 제안하고 실행하는
임직원 참여 제도



상호존중을 바탕으로 한 양방향 소통 및 능동적 참여

전사 소통 강화

Proactive Concert

조직별 조직장-구성원간 오프라인 소통의 장



TA-NEW & 흐브스

임직원 참여 양방향 소통 채널을 통한 주요 소식 공유



임직원 긍정경험 확대

Family Day / Driving Day

일과 가정 양립을 위한 가족 친화적 기업문화 증진 기회 마련



진급자 축하 이벤트

축하하는 문화를 통한 회사와 조직에 대한 소속감, 로열티 고취



연말/신년 이벤트

긍정적 조직문화 확산을 통한 자발적 몰입 강화



자발적, 캐주얼 소통 강화

우연한 시리즈

임원-팀간, 팀-팀간 소통을 돕는 캐주얼 런치 프로그램



CoP

창의적이고 자율적인 임직원 참여 활동 소모임



칭찬한타

칭찬하는 문화를 통해 능동적 임직원 협업과 소통 확대

2월 칭찬주인공 발표



한국타이어의 Proactive함이 실현되는 곳

소통 & 협업

Visual Connectivity



Organic 가구배치를 통한 유기적 소통

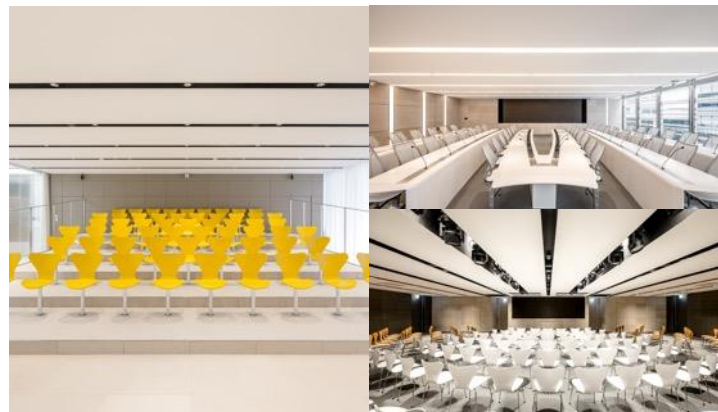


세렌디피적 만남 & 교류

Open Space



Open Communication



혁신 & 창의

창의적 영감을 주는 아트워크



Idea Room



