

Company Introduction

Hankook Tire & Technology



Company Profile

Overview

Mission & Vision

History



Global Top Tyre Company



Co-CEO

Jongseon Ahn, Sanghoon Lee



Products

**Tyres for Passenger Cars,
SUVs, Trucks, and Buses**



Global Ranking in Tyre 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 centres
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



2000
~ 2015



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 Centre (ATC)

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

1998 Established China Technology Centre (CTC)

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

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 tyres for new Porsche cars
Won the Reddot Luminary Award

Hankook Tire & Technology History

2016
~ 2021



2022
~ 2025



2016 Completion of Korea Hankook Technodome
Establishment of Korea Donggeurami Partners,
a subsidiary-type standard workplace for the disabled
Supplied tires for BMW NEW 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 tyre

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 'Tycan', Audi 'RS7',
and RS6 Avant'

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

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

2023 Exclusive supplier of racing tyres
for ABB FIA Formula E (Seasons 9-12)
Entered into a partnership as the exclusive tyre supplier for the
Lamborghini Super Trofeo Series
Hankook Tyre's Hungary plant obtained the international
eco-friendly certification 'ISCC PLUS'

2024 Supplied OE tyres for the Porsche Taycan with the first 'ISCC PLUS'-
certified iON evo
Supplied OE tyres for the Mercedes-AMG GT Coupé
Received the FIA's '3-Star Environmental Certification'
Supplied OE tyres for BMW's high-performance saloon, the M5
Supplied OE tyres for the high-performance electric SUV Cupra
'Tavascan'

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

Business Performance

Global Sales in 2025

Our Strategic Partners



Global Top Tyre Company

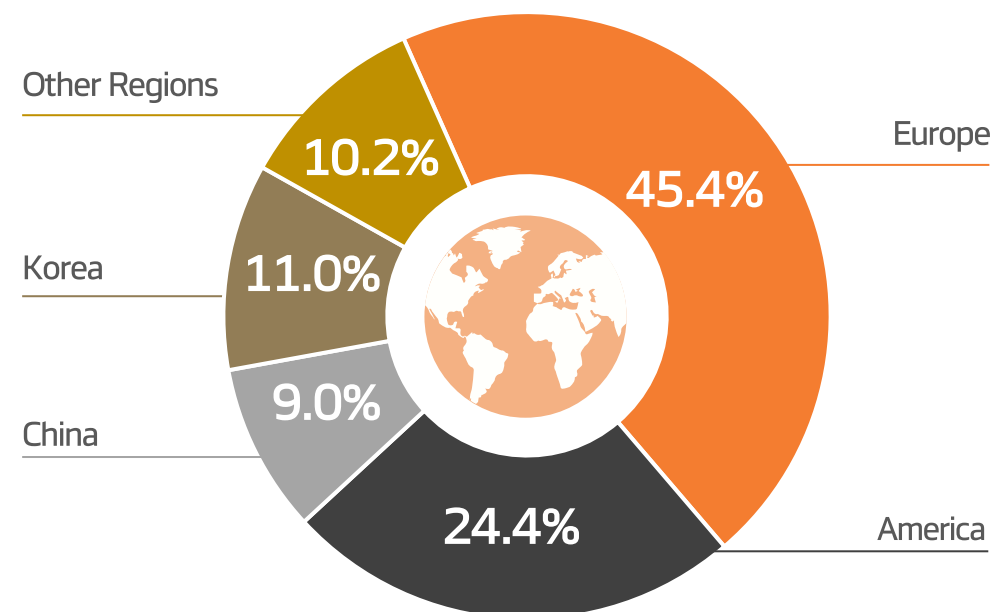
Global Sales

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

2. Business Performance - Our Strategic Partners

50 Global Automotive Brand Partnerships

Supplying OE tyres for Porsche, Mercedes-Benz, BMW, Audi, Toyota, Hyundai, KIA, etc.



*Based on PC/LT/TB

Global Presence

Global Network

Global Headquarters

Global Technical Center

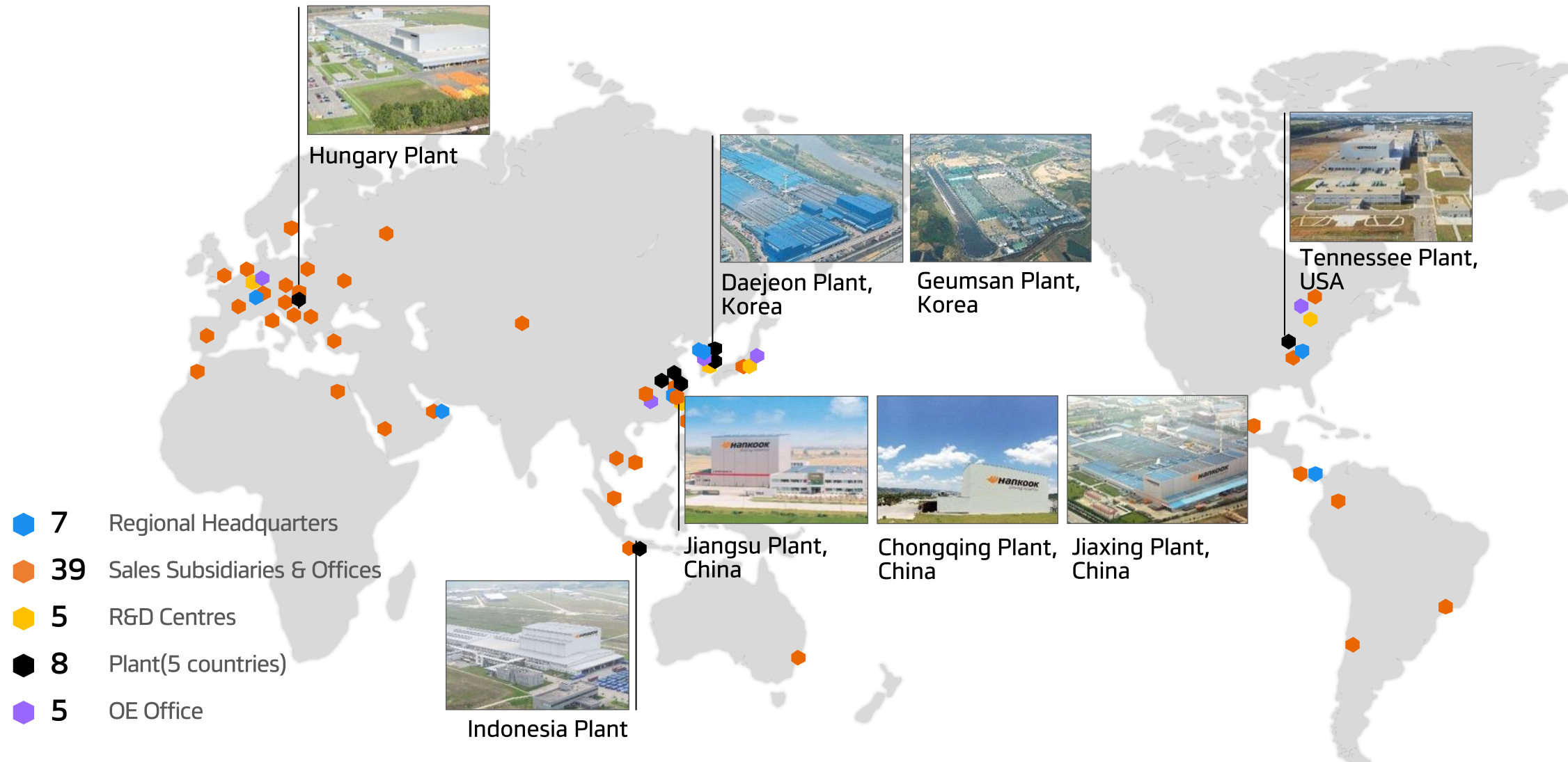
Proving Ground

Sales Channel

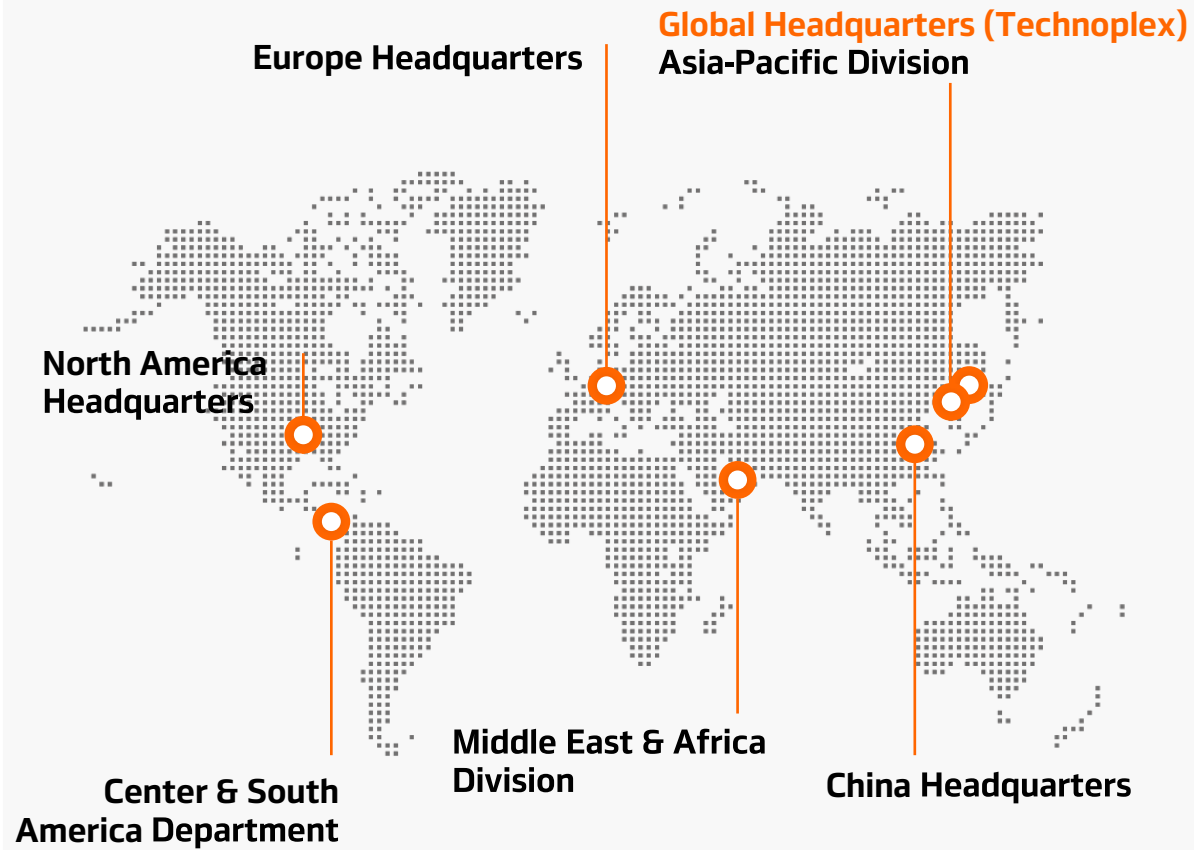


3. Global Presence - Global Network

Production capacity of **100 million units**

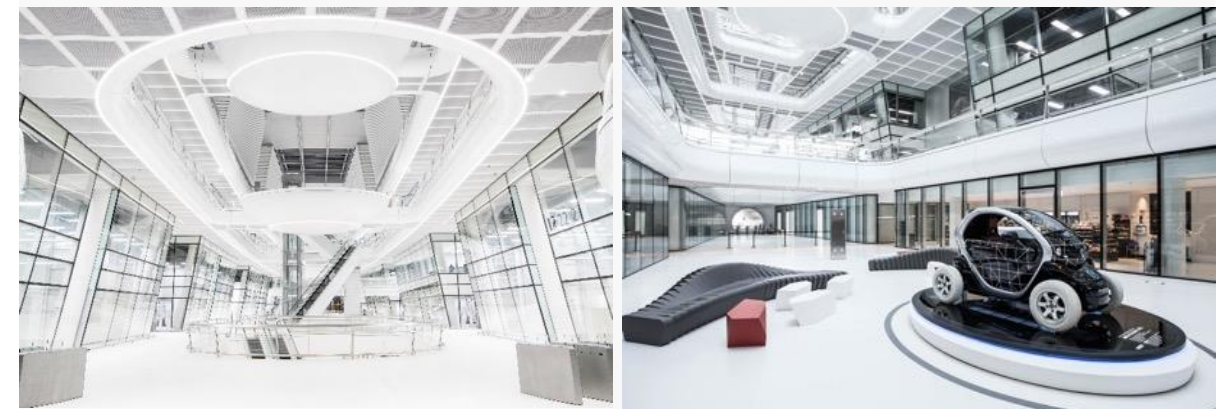
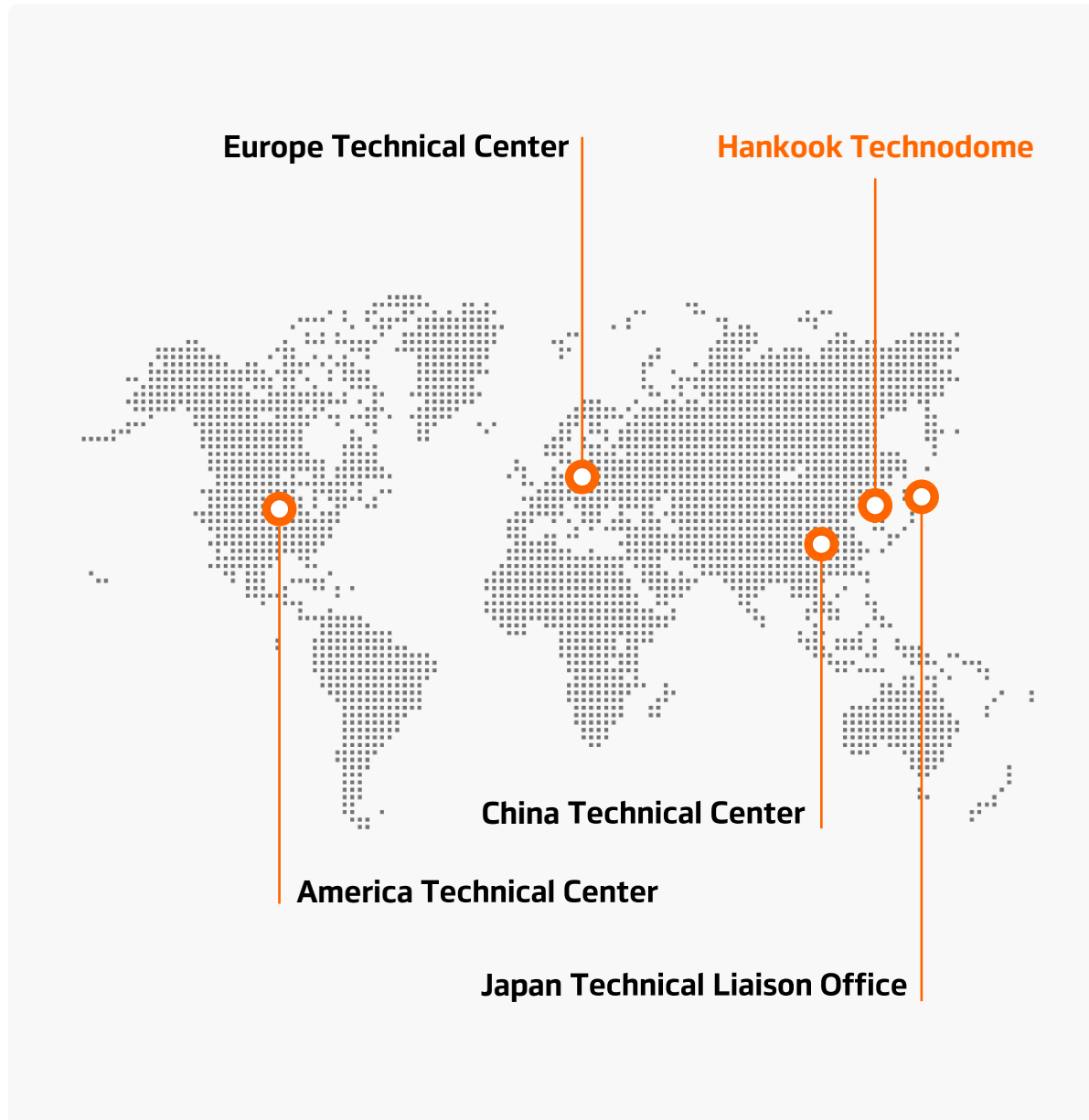


3. Global Presence - Global Headquarters



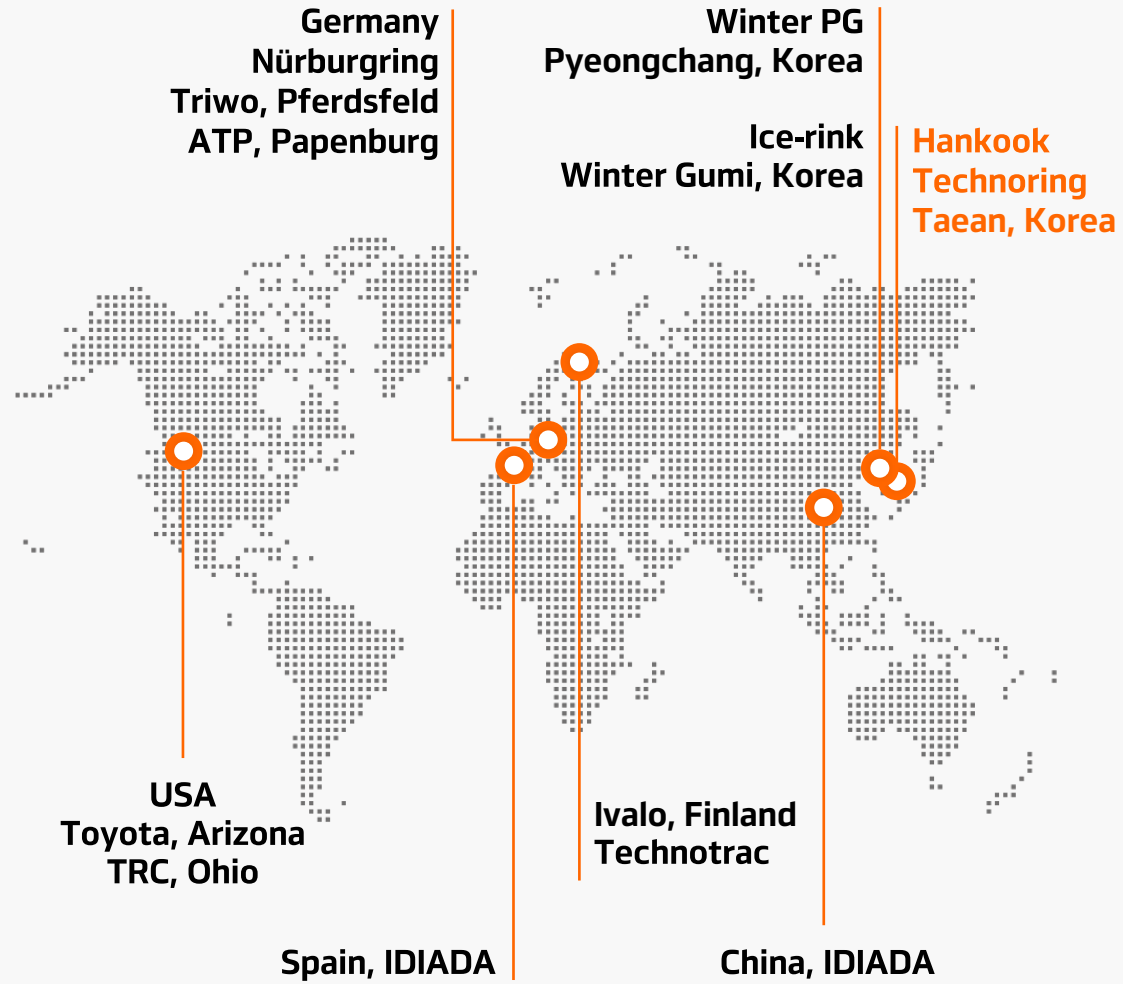
Technoplex
HANKOOK INNOVATION CENTER

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 Tyre

※ TBR: Truck Bus Radial

Brand Communication

Brand Campaign

Exhibition

Sports Marketing

Motorsport



4. Brand Communication - Brand Campaign

Brand Campaign



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 tyre supplier for 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 Lamborghini Squadra Corse

Exclusive tyre supplier for 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~)

 **DRIVE** HANKOOK TIRE

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'

F&B



Art



Music



Fashion



Related to “Moving and Mobility” Continuous and Future Oriented



Technology Innovation

Products

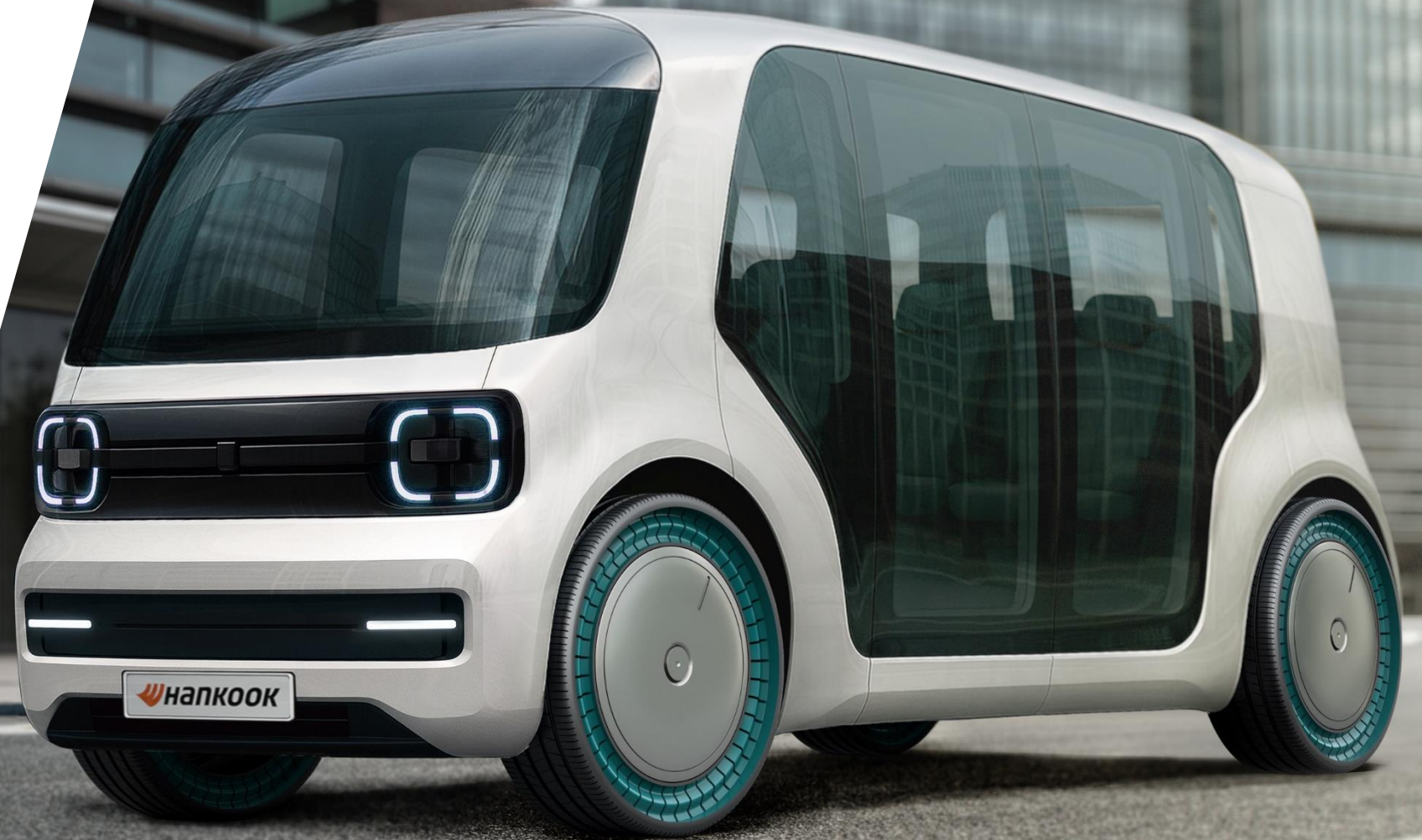
Test Result

Motorsports

Design Innovation

Airless Tyre

Intelligent Tyre



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



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			i FIT Winter	
G FIT Balance Performance				

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

			Compact	Sedan	Sport Sedan	Sport & High	Compact SUV	Large & High SUV	Pickup truck	Van/Light Truck
Summer			Extreme Sport							
			Sport							
			Balance							
		On&Off								
All Season			Balance							
Winter		3PMSF	Studless							
Extreme Winter			Stud							

6. Technology innovation - Products

Hankook EV (EU)

				 Compact	 Sedan	 Sport Sedan	 Sport & High	 Compact SUV	 Large & High SUV	 Van/Light Truck
Summer			Sport							
			Balance							
			Standard							
All Season	M+S  3PMSF		Performance							
Non-Stud			Alpin							
Stud			Nordic							
Studless										

6. Technology innovation - Products

Laufenn PC/LT (EU)

 Journey in Style			 Compact	 Sedan	 Sport Sedan	 SUV	 Pickup truck	 Utility Vehicle
Summer		Sport						
		Balance						
								
		On&Off						
All Season		Balance						
Winter		Non Stud						
								
Extreme Winter		Stud						

6. Technology innovation - Products

Hankook TBR (EU)



Long Haul

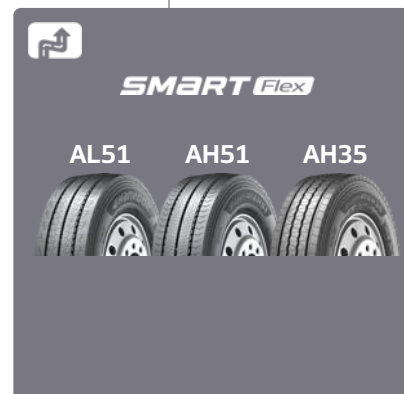
Regional Haul

Winter

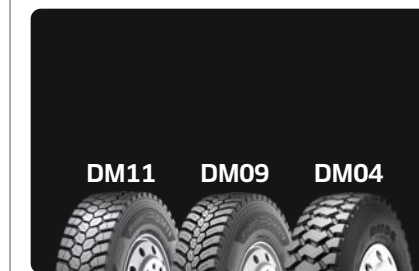
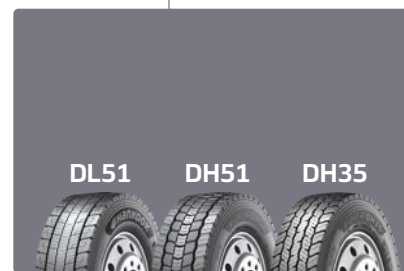
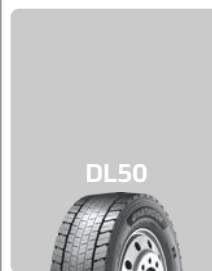
Urban

On&Off

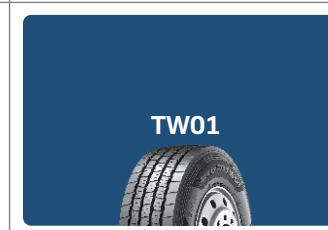
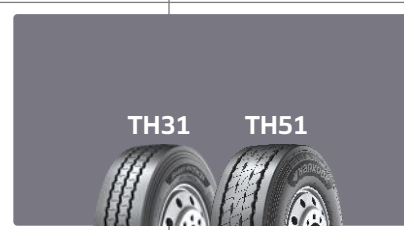
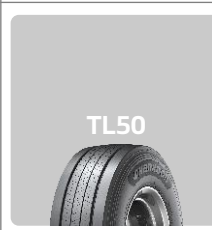
All-Position



Drive



Trailer



6. Technology innovation - Products

Laufenn PC/LT (EU)

Laufenn Journey in Style			 Compact	 Sedan	 Sport Sedan	 SUV	 Pick up truck	 Van	
Summer	M+S	3PMSF	Sport	Z FIT EQ 					
			Balance	G FIT EQ+ 	S FIT EQ+ 				
							X FIT HT 		X FIT Van 
All Season	M+S	3PMSF	On&Off				X FIT AT 		
			Balance	G FIT 4S 			G FIT 4S 		X FIT Van 4S 
Winter	M+S	3PMSF	Non Stud	f FIT+ 				f FIT Van 	
				f FIT IZ 					
Extreme Winter	M+S	3PMSF	Stud	f FIT ICE 			f FIT ICE 		

6. Technology innovation - Products

Laufenn TBR (EU)

Laufenn
Journey in Style



Long Haul

Regional Haul

Urban

On&Off

All-Position



LF22

LF21

LF60⁽⁺⁾

LR01

LR02

Drive



LZ22

LR53

Trailer



LF95⁽⁺⁾

LF91



6. Technology innovation - Products

Hankook Motorsports

	Circuit		Extreme	Rally	
				Tarmac	Gravel
 Dry					
 Wet					
 Winter/Ice					

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 RS 3



Exemplary
(Very good, Good)



VENTUS Prime 4

VENTUS S1 evo Z

KINERGY 4S²

Winter i*cept evo3



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



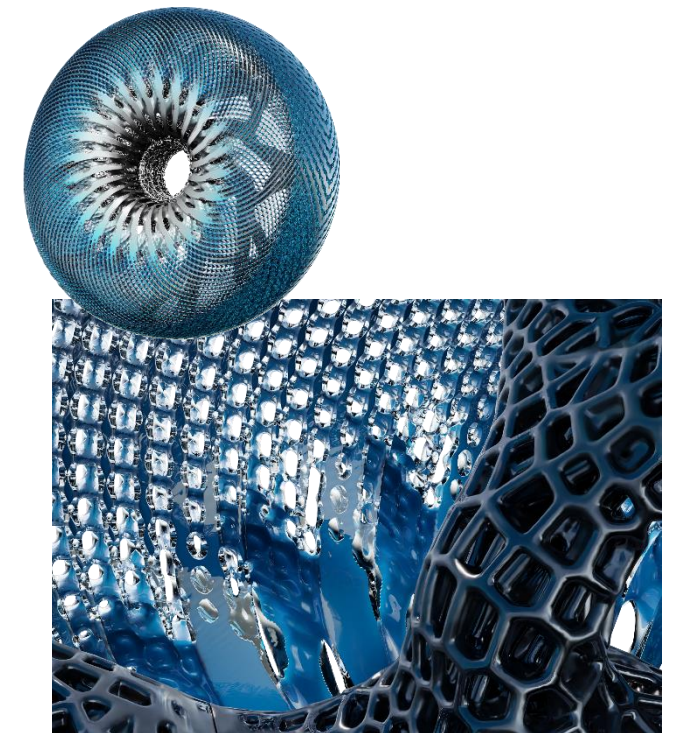
Urban reshaping 2022



WheelBot 2



Sustainable Concept Tire



6. Technology innovation - Airless Tire

i-Flex

Developed to be safe and reliable

Off Road



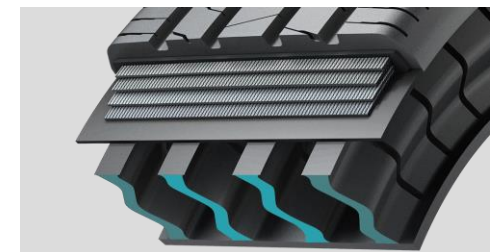
Lateral Spoke (2015~)



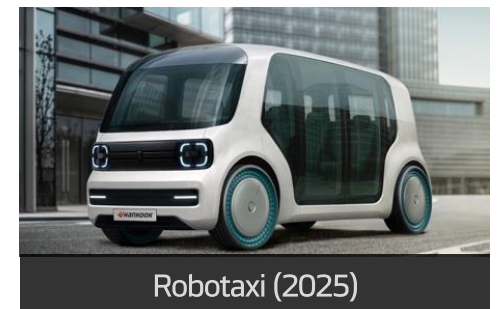
Robotaxi



Circumferential Spoke (2025~)



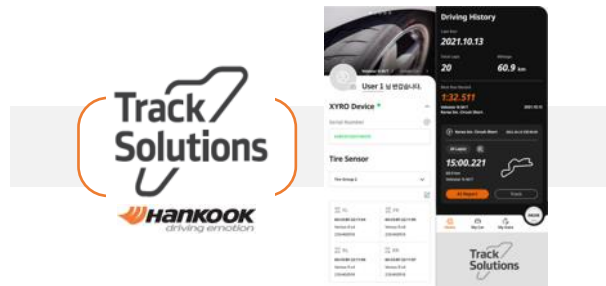
*Circumferential Spoke



Robotaxi (2025)

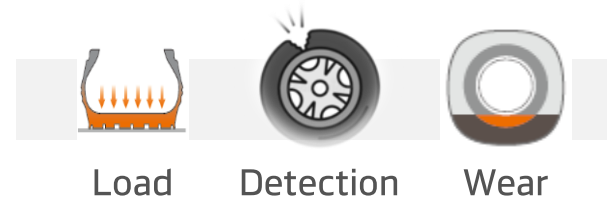
6. Technology innovation - Intelligent Tyre & Fleet Solutions

Track Solutions



[Amateur Racer Coaching]

Tyre Health



[Tyre Health Monitoring]

Hankook Fleet Supporter



[Fleet TCO* Management]

TCO* : Total Cost Ownership

Driving data logger



[Vehicle IoT Device]

TMS
Tyre Mounted Sensor



Company Culture

Proactive Culture



Proactive Workstyle



A way of working at Hankook Tyre that motivates employees through various campaigns and programmes, enabling them to realise their full potential.



Proactive Communication



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



Proactive Workplace



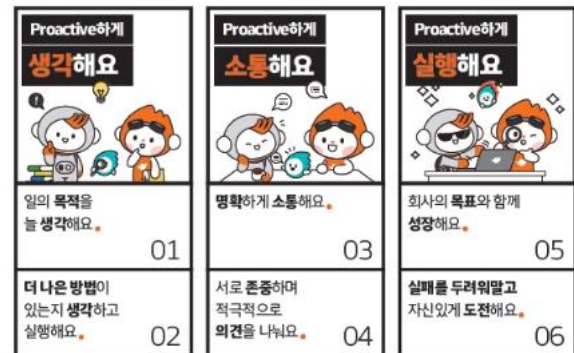
Enhancing ways of working through an optimised work environment, while establishing a culture in which all employees can communicate freely.



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



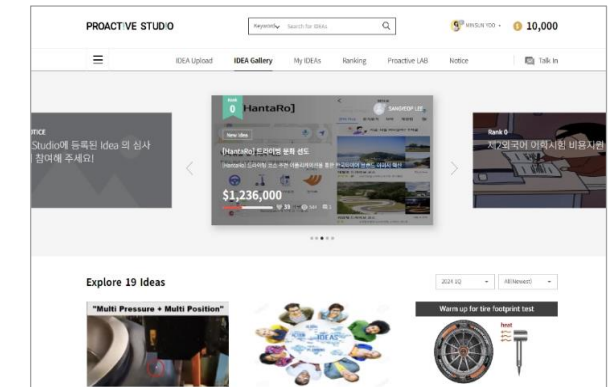
Junior board

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

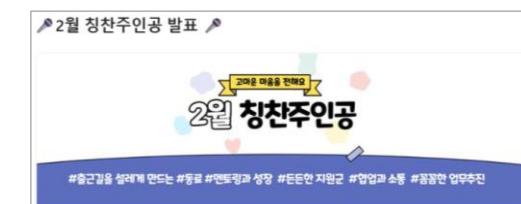
Serendipitous connections

Casual executive-employee lunch program



CoP / Praise Hanta

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



4. Proactive Workplace

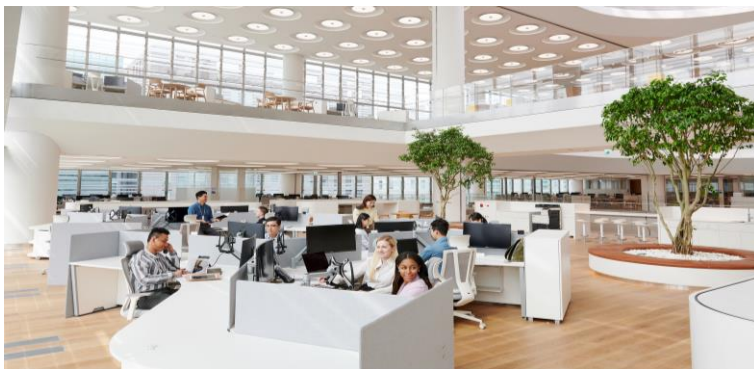
A place where Hankook Tire & Technology's proactive spirit is realized.

Communication & Teamwork

Visual Connectivity



Organic communication through organic furniture arrangement

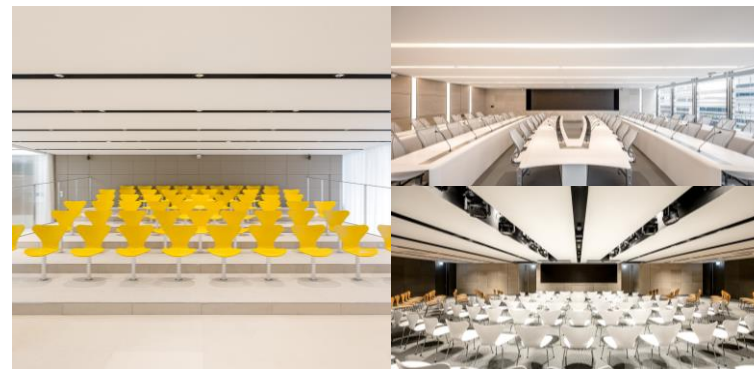


Serendipitous encounters

Open Space



Open Communication



Innovation & Creativity

Artwork that inspires creativity



Idea Room

