

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 (2024년)

94,119 억원
(6,900,356,310 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**

2030**ST5**

acts as our mid-to-long term target
to become a **Solid Top 5** tire company by 2030

Strategic Direction

- Organic & Inorganic Growth
- 1st Tier in Europe & North America
- Profitable Portfolio

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(TStation) 개점
금산 테스트 트랙 GTrac 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
~ 2020



2021
~ 2024



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

2020 한국엔컴퍼니그룹 판교 테크노플렉스로 본사 이전
'22 - 23 포물러 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 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 포물러 E 월드 챔피언십' 시즌 9 전기차
레이싱 타이어 독점 공급

2023 '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

Business Performance

Global Sales in 2024

Our Strategic Partners



2. Business Performance - Global Sales in 2024

Global Top Tire Company

Global Sales

매출액

94,119 억원
(6,900,356,310 USD)

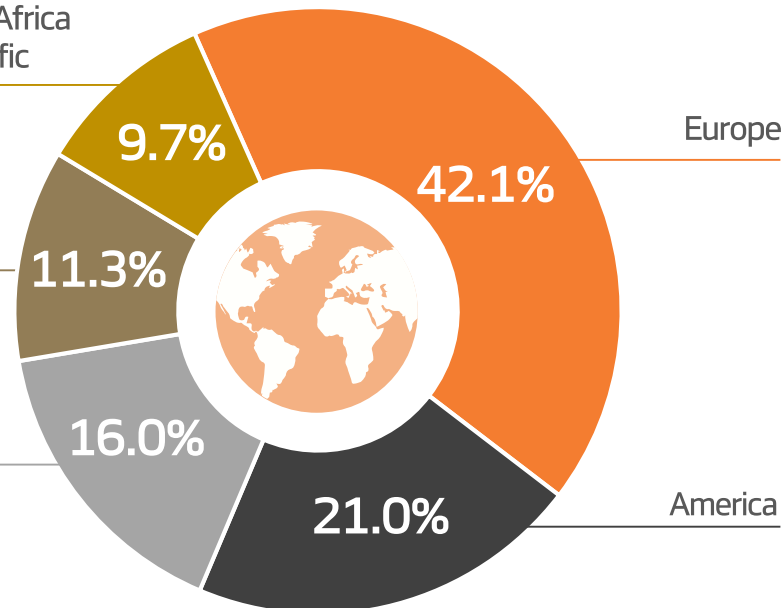
영업이익

17,622 억원
(1,291,998,416 USD)

Middle East, Africa
and Asia-pacific

Korea

China



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

50개 글로벌 자동차 브랜드 파트너십

포르쉐, 벤츠, BMW, 아우디, 토요타, 테슬라 등 신차용 타이어 공급



Global Presence

Global Network

Global Headquarters

Global Technical Center

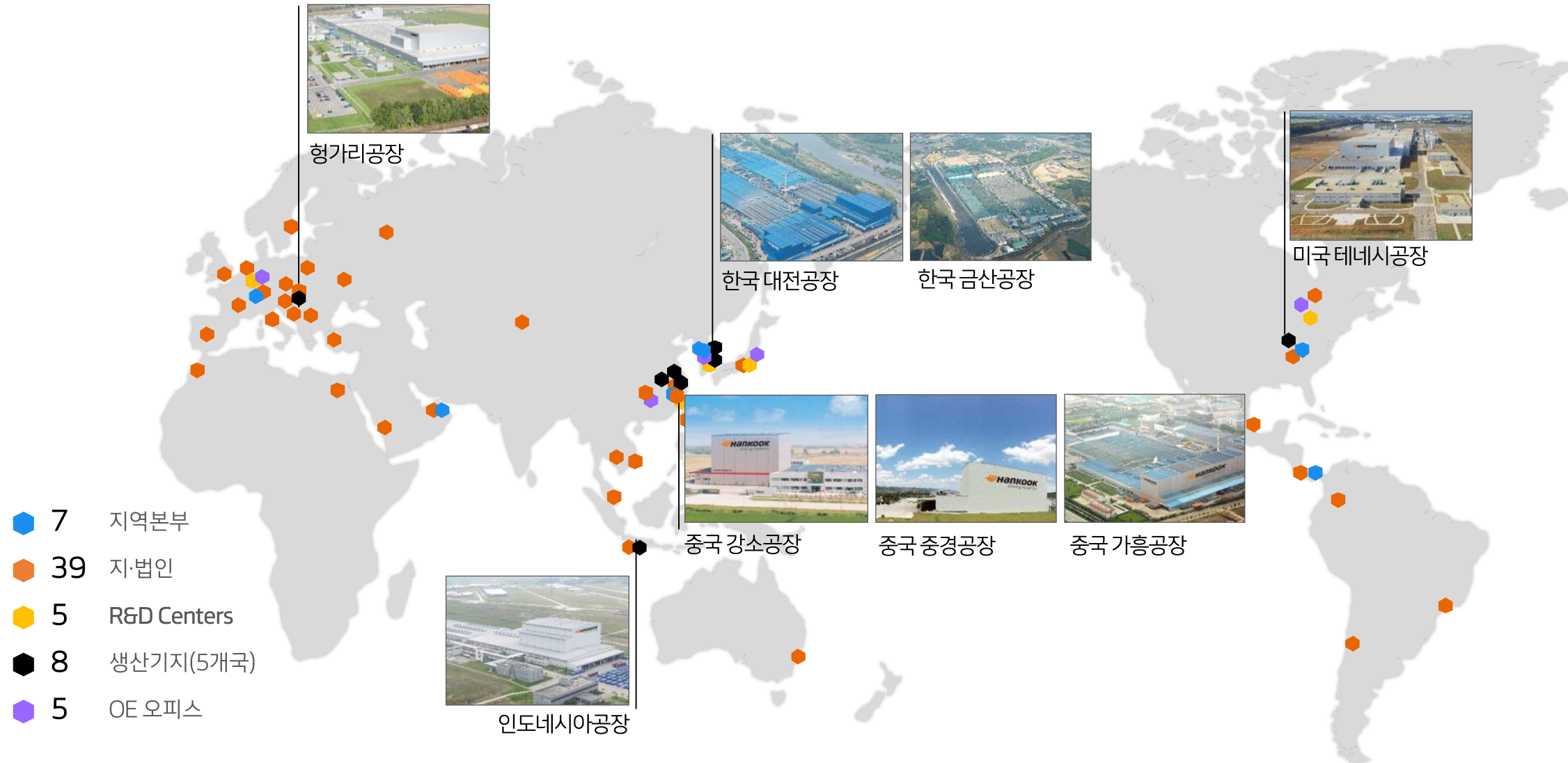
Proving Ground

Sales Channel

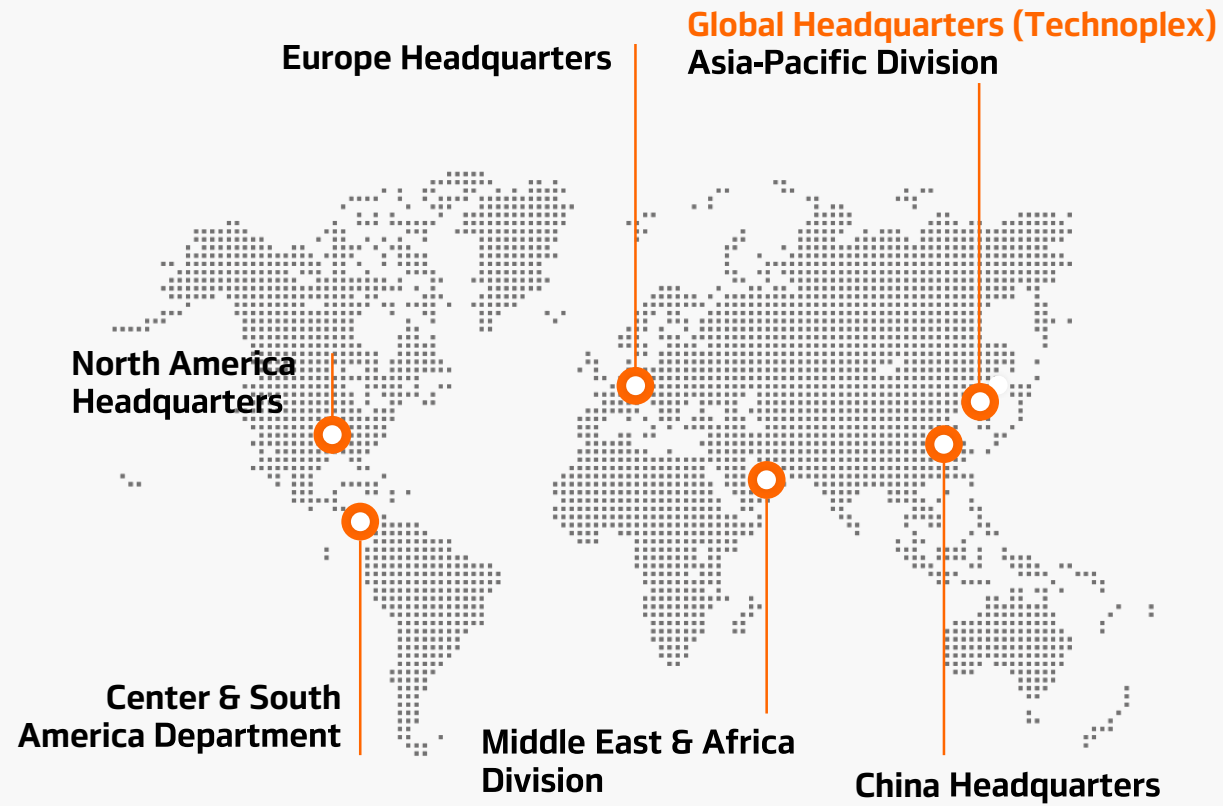


3. Global Presence - Global Network

Production capacity of **100 million units**

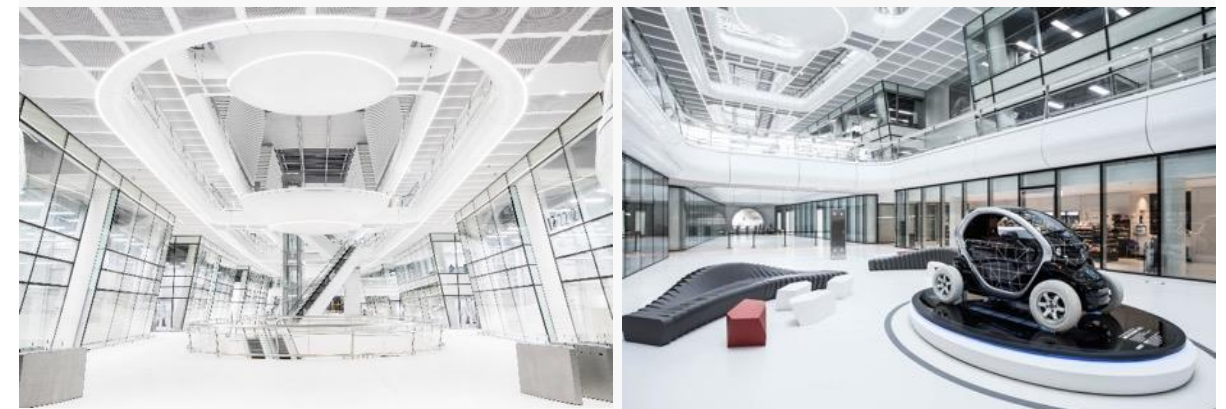
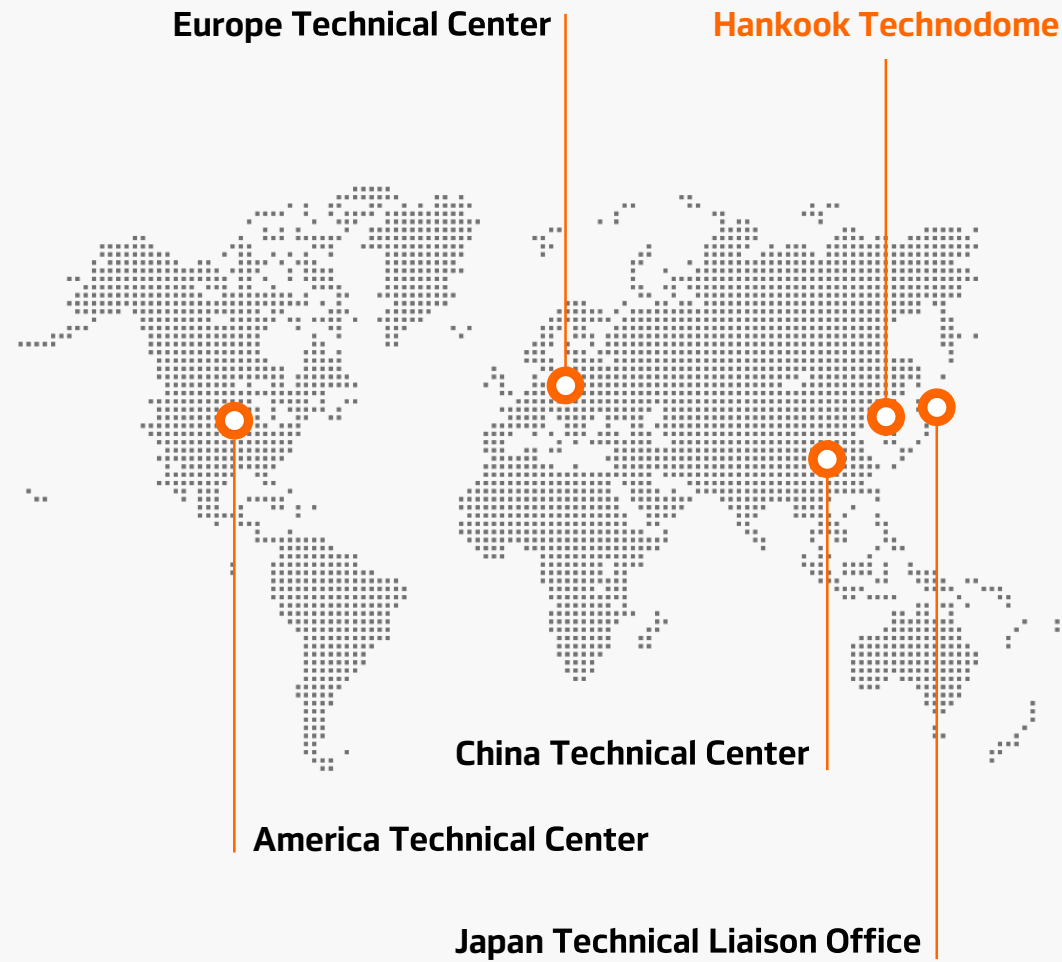


3. Global Presence - Global Headquarters



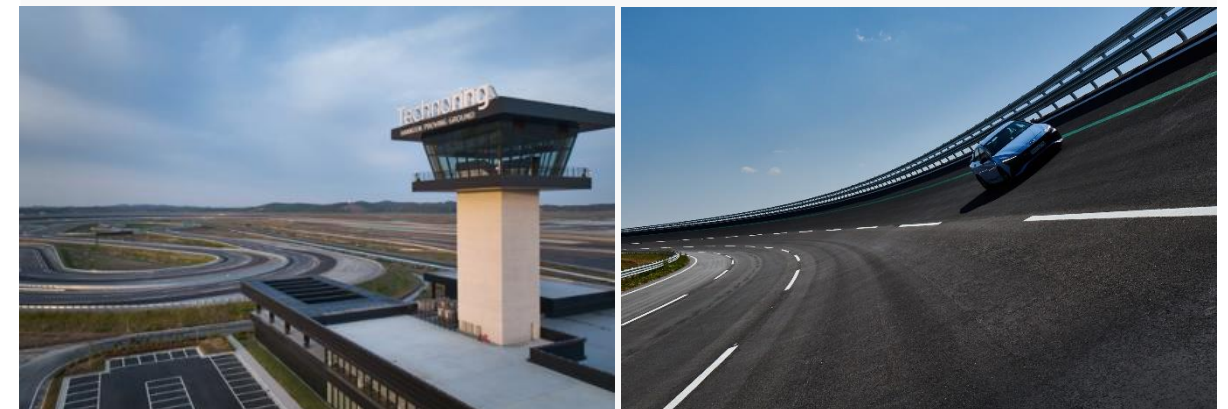
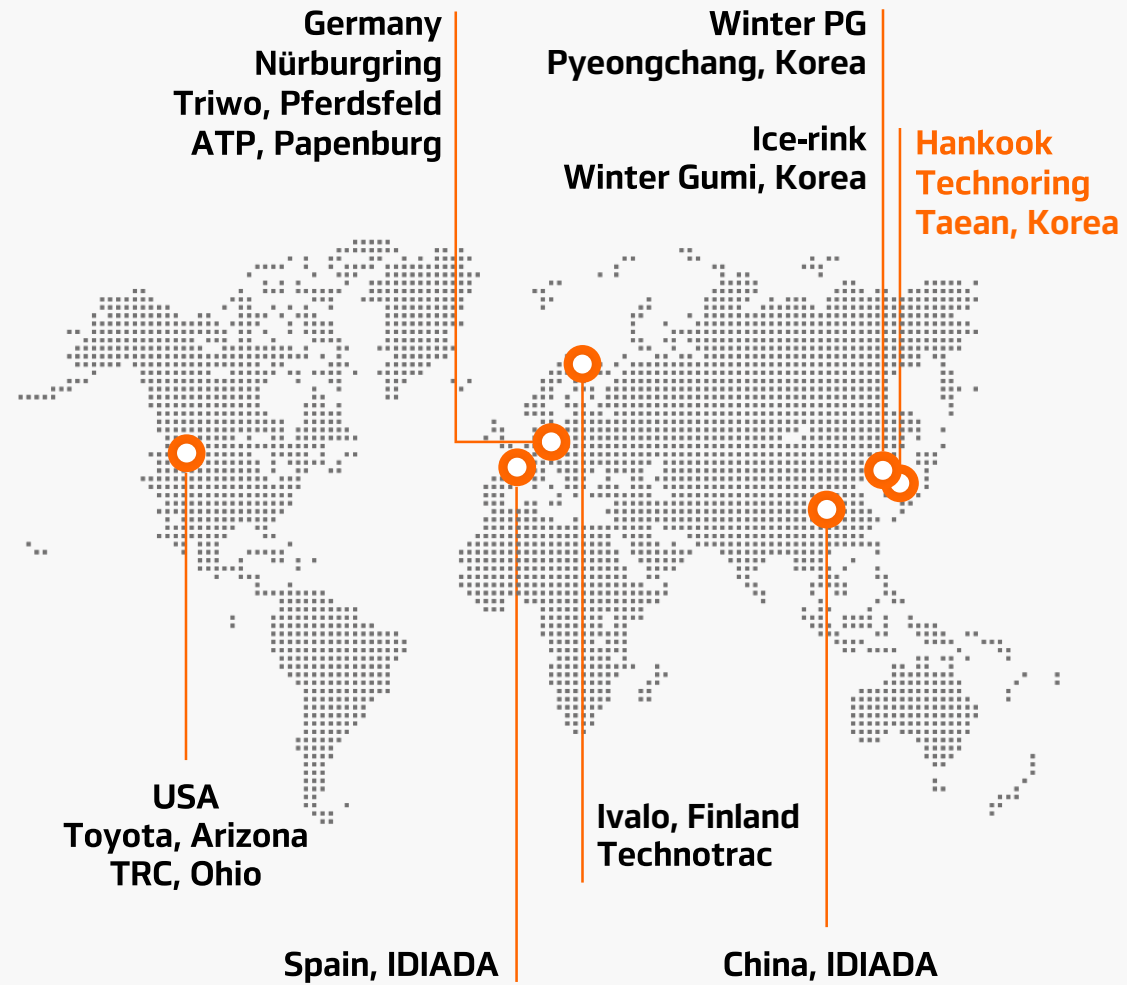
Technoplex
HANKOOK INNOVATION CENTER

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

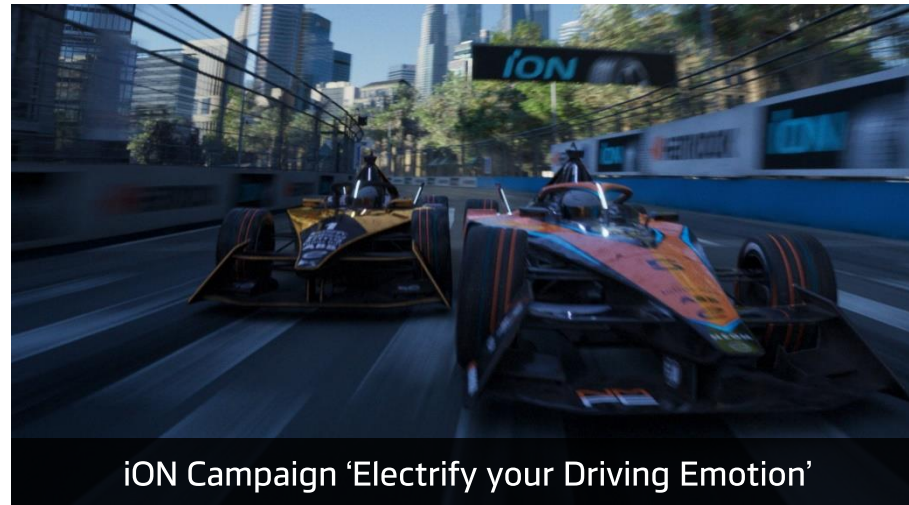
Sports Marketing

Motorsport



4. Brand Communication - Brand Campaign

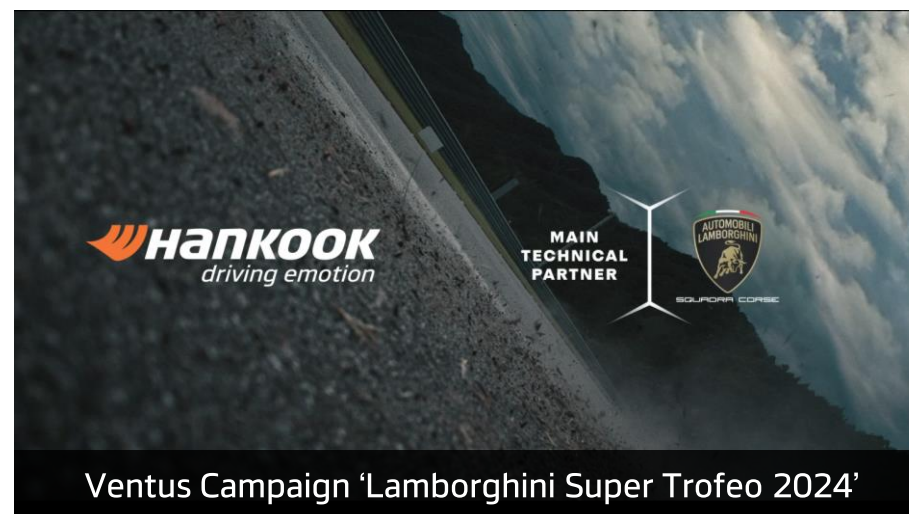
Brand Campaign



iON Campaign 'Electrify your Driving Emotion'



iON Campaign 'Glorious Moments with Premium Carmakers'



Ventus Campaign 'Lamborghini Super Trofeo 2024'



Dynapro Campaign 'Built without Limits'

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



Basketball

USA NBA Signage



Official partner of the ABB FIA Formula E World Championship

Exclusive supplier of electric tires for the ABB FIA Formula E World Championship 'the 3rd Generation Formula E Race Car(GEN3 Evo)'



Performance & Innovation

World's first electric vehicle racing competition



Sustainability

1st global sport certified with a Net Zero Carbon footprint



Races in iconic cities

Hosting in iconic cities around the world

Official premium partner of the FIA World Rally Championship

Exclusive 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 Lamborghini Squadra Corse

Exclusive supplier of Lamborghini Super Trofeo Series racing tires



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” Sustainable 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” Sustainable and Future Oriented



Technology Innovation

Products

Test Result

Motorsports

Design Innovation

Airless Tire

Intelligent Tire

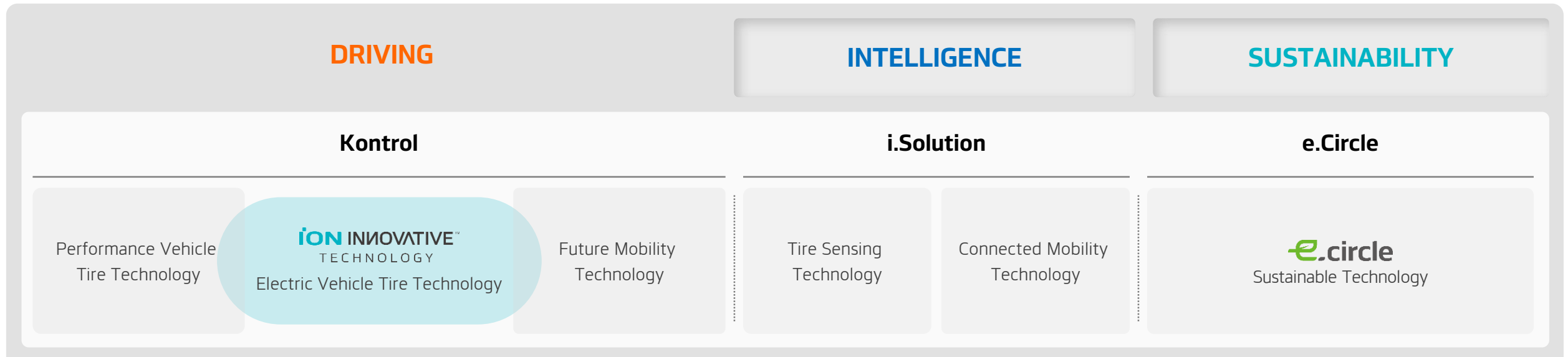


6. Technology innovation- Technology Philosophy

Hankook Innovative Performance(HIP)

Hankook Innovative Performance는 미래 모빌리티 환경을 리딩하기 위한 한국타이어의 새로운 기술철학입니다.

Driving, Intelligence, Sustainability라는 가치를 바탕으로 연구 - 개발 - 생산 전 과정에 적용되는 한국타이어만의 혁신을 대하는 자세로서 이를 통해 한국타이어는 전기자동차, 자율주행 기술, 공유서비스 및 플릿 매니지먼트 서비스와 같이 우리의 삶과 연관이 깊은 미래의 모빌리티 기술을 연구하며 드라이버의 여정과 함께합니다.



6. Technology innovation- Technology Philosophy

iON INNOVATIVE TECHNOLOGY

iON INNOVATIVETM TECHNOLOGY

	저소음 성능 i Sound Absorber	높은 마일리지 성능 i Super Mileage	높은 그립 성능 i Perfect Grip	높은 전비 성능 i Extreme Lightness
프로파일 및 구조기술	Noise Redux Quiet Flex	Round Even	Grip Boost	Power Reserve
패턴기술	Noise Guard Opti Pitch	Opti Tread	Grip Claw	Cooling Tread
컴파운드 기술	Silent Tread	ProDurable Compound	ProGrip Compound	ProCoupling Compound Opti Cure

BRAND	PC/LT					TBR
	PC/SUV	SUV/PUP	WINTER	ALL WEATHER	COMMERCIAL	
	 EV exclusive					 EV exclusive
	 High Performance	 SUV & PUP	 Winter Studless	 All Weather	 Van & Light Truck	 Truck & Bus
	 Balance Performance		 Winter Studable			
	 High Performance	 SUV & PUP	 Winter	 All Season & Weather	 Regional Haul	
	 Balance Performance				 Winter	 On/Off

iON

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

Performance

Touring

Winter

iON evo
iON evo SUV

iON evo AS
iON evo AS SUV

iON FlexClimate
iON FlexClimate SUV

Summer
Performance

All-Season
Performance

All-Weather
Performance

iON GT
iON GT SUV

Summer
Grand Touring

iON ST AS
iON ST AS SUV

All-Season
Touring

iON icept
iON icept SUV

iON Nordic ice
iON Nordic ice SUV

Winter
Alpine

Winter
Nordic Studded



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

Off-Road

Dynapro ***EVO AS***

All-Season
Sport Performance

Dynapro ***HPX***

All-Season
Performance

Dynapro ***HP³***

All-Season Touring

Dynapro ***HT2***

Highway Terrain

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
Prime 4

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^{XP}

All-Season



KINERGY^{4S²}

All-Weather



KINERGY^{ECO²}

Summer



KINERGYST

All-Season



KINERGY^{PT}

All-Season



KINERGY^{ST AS}

All-Season



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 FIT EQ+

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 AT

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
Transit
All-Season

VANTRA
ST AS²
All-Weather

VANTRA
DT
Drive



Transit - EV

e-VANTRA
Transit
All-Season

e-VANTRA
Drive
Drive



Transit - Winter

Winter
i*cept **LV**
Winter

Winter
i*Pike **LV**
Winter



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

SMART
Line TL52

e³ MAX
TL21



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 *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

All-Position

Drive

SMART
Touring AL31

SMART
Touring DL22



Urban Bus

All-Position

SMART
City AU04



EV Bus

All-Position

e-SMART
City AU56



Winter

All-Position

Drive

SMART
Control AW02

SMART
Control DW07



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

LR52

LR53



6. Technology innovation - Test Result



Product
of the year



KiNERGY 4s²

iON evo



Test
Winner



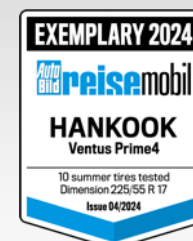
iON evo

KiNERGY 4s²

Winter i*cept evo³



Exemplary
(Very good)



ventus evo

iON evo SUV

ventus Prime4

Winter i*cept evo³

KiNERGY 4s²

Motorsports Delivering Limitless Performance



ABB FIA Formula E World Championship



FIA World Rally Championship



Lamborghini Super Trofeo



European Rally Championship



Formula Regional Americas Championship



24h Nürburgring



TCR Italy



Stock Car Pro Series

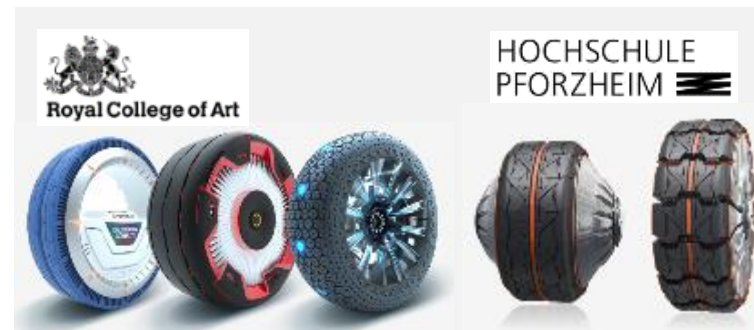
6. Technology innovation - Design Innovation



Outstanding Design award results



Design Collaboration with Global Design Univ.



Open innovation



6. Technology innovation - Airless Tire

HANKOOK **i**FLEX

Developed to be safe, reliable, and sustainable

2013

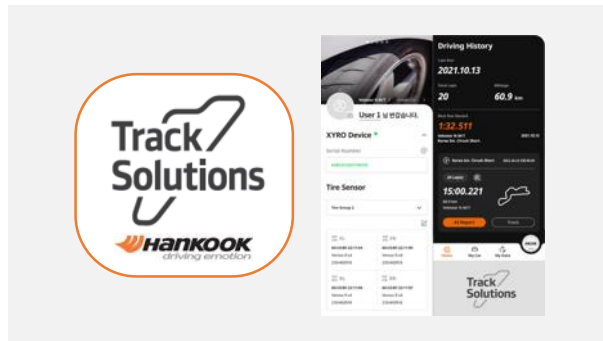
CES 2022 in January

DX Korea 2022 in September



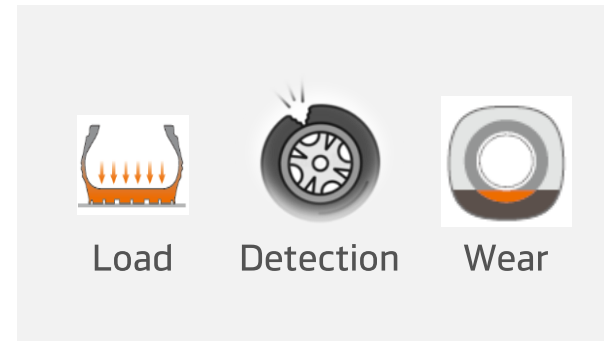
6. Technology innovation - Intelligent Tire & Fleet Solutions

Track Solutions



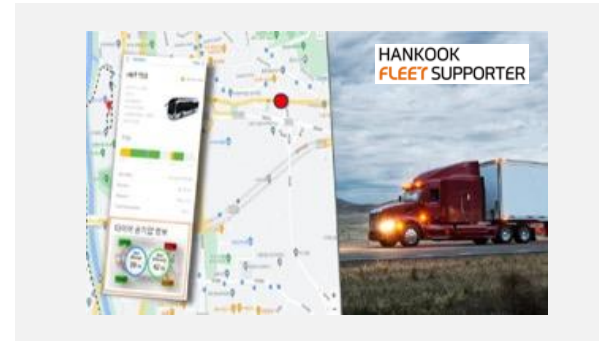
[Amateur Racer Coaching]

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



Sustainable

ESG Mission & Vision

Sustainable Material Technology

ISCC PLUS



7. Sustainable - ESG Mission & Vision

환경친화적 순환구조, 지속가능 제품 개발, 책임있는 참여 추진



7. Sustainable - Sustainable Material Technology

Natural oil*



Natural oil based on vegetable oil

Bio-based silica*



Silica extracted from agricultural by-products

Bio/circular synthetic rubber & resin*



Sustainable synthetic rubber and resin made from biomass or waste plastic pyrolysis oil



Recycled Steel



Recycled bead wire & steel cord made from recycled scrap metal

Recycled PET cord*



Recycled tire cord made from waste plastic

Reclaimed rubber



Rubber and carbon extracted from tires and rubber products at the end of their life

Recovered carbon*



Sustainable carbon black*



Sustainable carbon black made from used tires and wood by-products



Natural Resin



Natural resin extracted from cashew nutshell and wood by-products



● Renewable

● Recycled



* Sustainable materials can be supplied from ISCC PLUS certified suppliers.

7. Sustainable - ISCC(International Sustainability & Carbon Certification) PLUS

The first tire manufacturer
to receive the ISCC PLUS certification



The Standard for
Ethical Consumerism



Company Culture

Proactive Culture



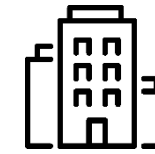
Proactive Workstyle



Proactive Communication



Proactive Workplace



능동적이고 혁신적인 한국타이어앤테크놀로지의 일하는 방식

Proactive하게 일하는 법

미션&비전, 핵심가치와 연계한 행동원칙



Less for Better

수평적&효율적&효과적으로 일하며
더욱 뛰어난 결과를 만들기 위한 변화관리 캠페인



주니어보드

기업문화의 긍정적인 변화를 이끌어 갈 새로운 리더



Proactive LAB

임직원 성장동력 확보 위한 아이디어 제안 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 채널



임직원 긍정경험 확대

Family Day / Driving Day

일과 가정 양립을 위한 가족 친화적 기업문화 증진 기회 마련



진급자 축하 이벤트

회사와 조직에 대한 소속감, 로열티 및 자부심 고취



연말/신년 이벤트

직원들 간의 소통과 협력을 강화하며 소속감 및 자부심 고취



자발적, 캐주얼 소통 강화

우연한 소통

캐주얼 임원-사원 런치 프로그램



한국타이어앤테크놀로지의 Proactive함이 실현되는 곳

소통 & 협업

Visual Connectivity



Organic 가구배치를 통한 유기적 소통

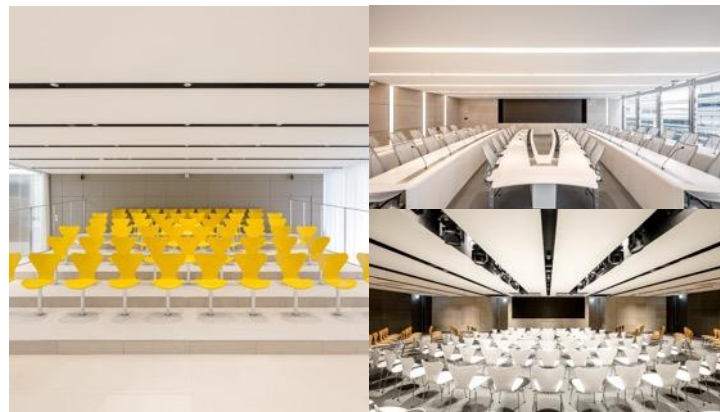


세렌디피적 만남 & 교류

Open Space



Open Communication



혁신 & 창의

창의적 영감을 주는 아트워크



Idea Room



