

FORMULA *e*

**HANKOOK**  
driving emotion

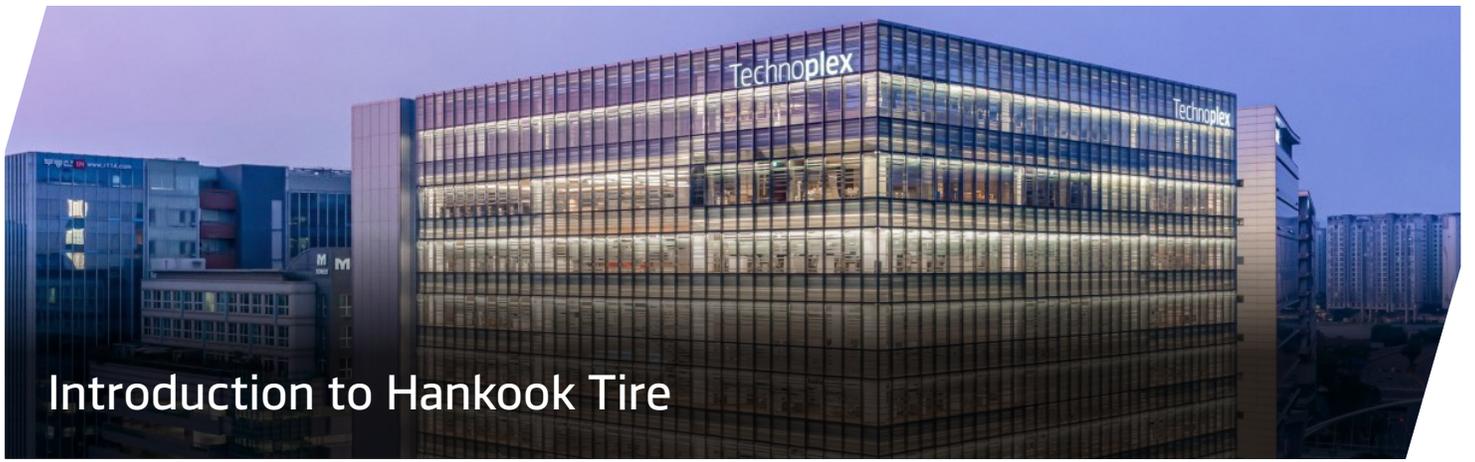
Official Partner



**one**



Hankook One Program



## Introduction to Hankook Tire

Hankook Tire is a global leader paving the way for the tire industry with premium brands, high-tech leadership, and ESG management. We promote changes in the future mobility landscape for electric vehicles, green vehicles, and digital technology, realizing a steady increase in its tire supply for the new vehicles of major automakers across the world. We continue to study the rapidly changing trends in the mobility industry centering on electric vehicles and digital technology. iON, our most recent product line highlights our dedication to tire technology as well as advancing the mobility transition towards zero emission vehicles.

As one of the world's leading original equipment manufacturers of electric vehicles from premium car brands, Hankook has dominated this demanding segment many times. Original equipment tires from Hankook the have been utilized for electromobility are used by Audi, BMW, Porsche, VW, and other premium leading brands. Hankook's EV tire technology is also being developed at the pinnacle of electric motorsport: the ABB FIA Formula E World Championship, where the Hankook iON race tire makes its debut.

We are taking the leap to become a leading global tire company that provides sustainable solutions to deliver the ultimate driving satisfaction to all customers.

## Hankook provides OE fitments for the leading Automobile Manufacturers

Hankook supplies original equipment to many of the most well-known and prestigious automotive manufacturers in the world. We are proud to partner with these brands in the North American market.



## Evolution Technology

Hankook supplies original equipment to many of the most well-known and prestigious automotive manufacturers in the world. We are proud to partner with these brands in the North American market.



## Cash Rewards for Hankook and Laufenn Branded Products

	SILVER	GOLD	PLATINUM	DIAMOND
Annual Volume	320 - 499	500 - 1,199	1,200 - 1,799	> 1,800
Quarter Volume	80 - 124	125 - 299	300 - 449	> 450
Volume Reward	\$3	\$4	\$5	\$6
		Laufenn Journey in Style	\$1	

Earn an extra

**+\$2**

Premium Line  
Reward

Premium line rewards are assigned to the following patterns for the duration of 2023. These popular products have been chosen for their unique potential to add value to your in-store line up.

*ION evo AS    KINERGY PT    ventus S1 AS    ventus S1 evo Z AS X*  
*Dynapro HT    Dynapro HP2    DYNAPRO AT2 Xtreme*

\* Additional lines may be included quarterly for special promotions.

If your annual purchases exceed the level earned on a quarterly basis, the difference between the higher level and the amount already paid will be issued by check or direct deposit during the first quarter of the following calendar year.

### Points

As an additional incentive, points are achievable by dealers who attain platinum and diamond levels within the program. Points may be redeemed in our One Program online portal.



Level 3 - Platinum - 1 Point / Tire

Quantity

1200 ~ 1799  
(300-449 Qtrly)

Level 4 - Diamond - 1.25 Point / Tire

Quantity

> 1800  
(> 450 Qtrly)

**?** Have a question about the program?

**We're here to help!**

Reach out to your local Hankook sales representative or contact (855) 324-3655 for further information related to the ONE Program.

**Showroom and Apparel POP** - Points can be used to buy not only HK POP, but also business Items



## Brand Marketing

World-class marketing assets that drive demand for Hankook in the market. This includes brand visibility and exceptional opportunities to access top tier sporting events where Hankook is present. As the official Tire of Major League Baseball, Hankook enjoys a strong connection to many events and opportunities throughout the market.

### MLB



### Formula E



## Nationwide Promotion



Our rebate program provides great sell-out support driving consumer demand and keeping our product top of mind with your customers.

#### 2023 Release Schedule

The Great Catch Rebate	Grand Slam Rebate
March-April	September-October

\* Subject to change

## Comprehensive Support Platform

### Online Support



Access to our premium Hankook One Program web portal at [www.hankookone.com](http://www.hankookone.com) where all relevant program data is available at your fingertips 24/7. Our easy to navigate reporting structure and program tracking makes monitoring results, identifying value, and redeeming rewards a breeze

## Official Sponsorships



Official Partner



OFFICIAL TIRE OF MAJOR LEAGUE BASEBALL

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Hankook will be the new and exclusive technical partner and tire supplier of the 2023 ABB FIA Formula E World Championship. Hankook Tire's iON race tires have been developed in close cooperation with the racing series and is particularly aimed at meeting needs of Formula E and the future of e-mobility.