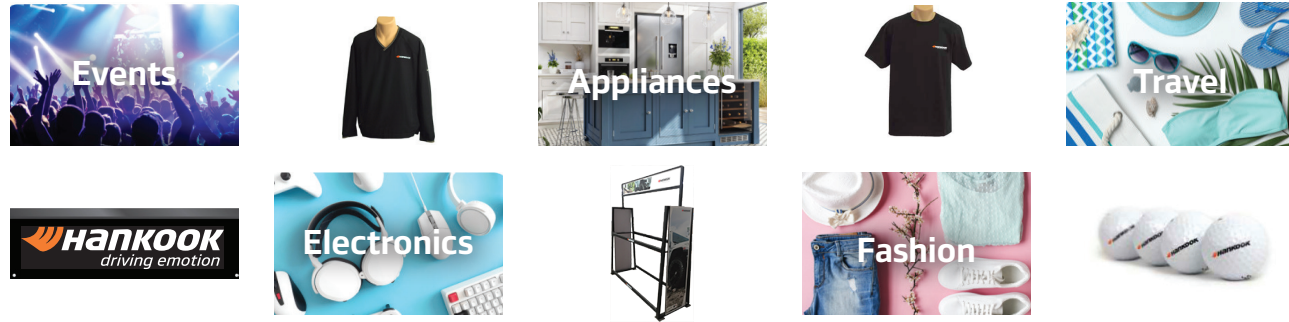
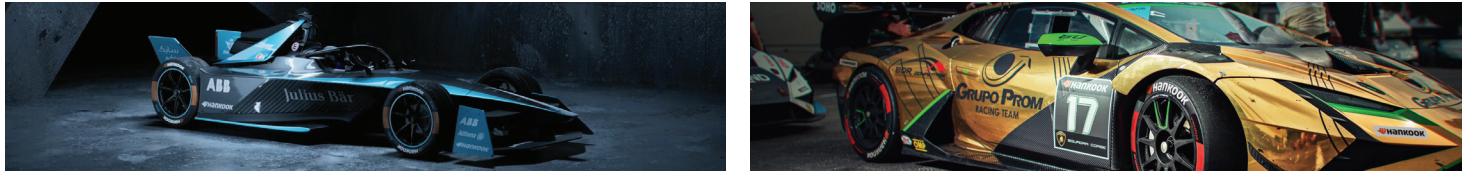


Showroom and Apparel POP - Points can be used to buy not only HK POP, but also business Items



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 is Hankook is present. By positioning ourselves at consumer-facing events like Overland Expo, Electrify Expo, and Jeep Invasion, will continue to drive brand awareness and establish strong relationships to stay at the forefront.

Nationwide Promotion



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

2024 Release Schedule	
The Great Catch Rebate (TBD)	March-April
Grand Slam Rebate (TBD)	September-October

* Subject to change

Comprehensive Support Platform

Online Support



Access to our premium Hankook One Program web portal at www.hankookone.com is 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.

To gain access to our new training platform please reach out to your Hankook Sales Representative.



Official Sponsorships



Hankook will be the new and exclusive technical partner and tire supplier of the 2024 ABB FIA Formula E World Championship. Hankook Tire's iON race tires have been developed in close cooperating with the racing series and is particularly aimed at meeting needs of Formula E and the future of e-mobility.

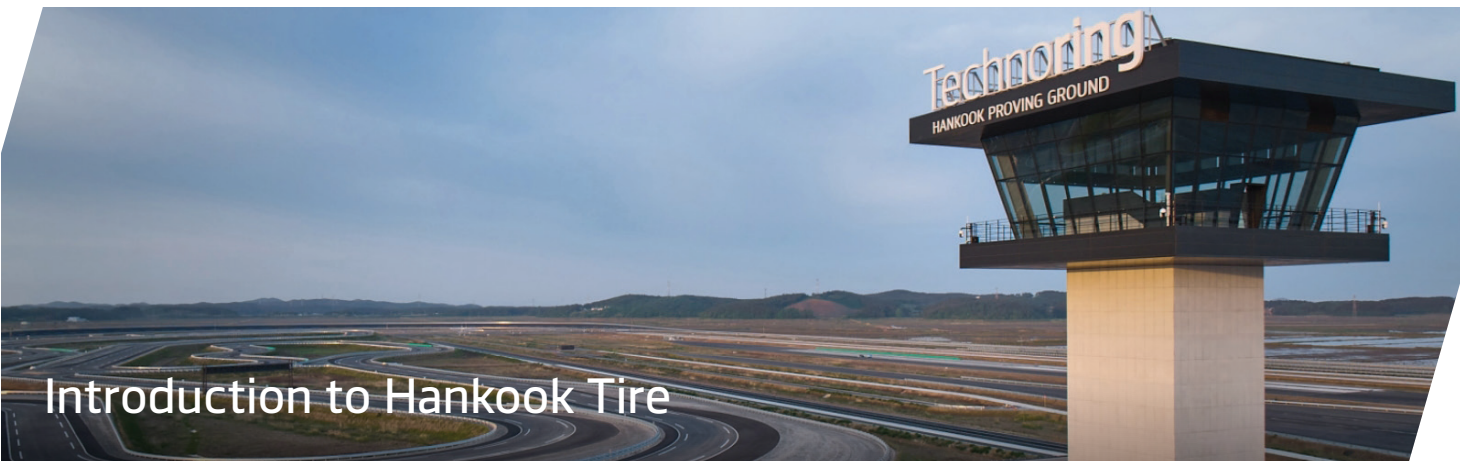


Hankook has developed a new, high-performance race tire. The Ventus Race is specifically tailored to the Lamborghini Huracán Super Trofeo Evo2 racing car. The brand-new tire will be used in Lamborghini Super Trofeo Europe, North America and Asia. Hankook will also provide technical support at the racetracks, while Hankook engineers and mechanics will be on site to assist the drivers and teams.

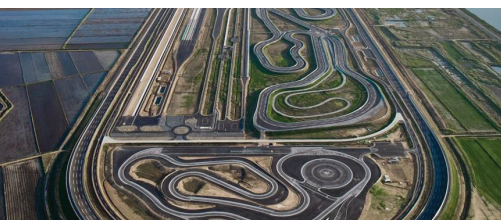
Hankook Tire America Headquarters
333 Commerce Street, Suite 600 Nashville, Tennessee 37201, USA T +1 615 432 0700 F +1 615 242 8709
www.hankooktire.com/us

HK-2024-One_Program-leaflet-0124-01





Introduction to Hankook Tire



Hankook Tire America Corp. is a growing leader in the U.S. tire market, leveraging investments in technology, manufacturing and marketing to deliver high-quality, reliable products that are safer for consumers and the environment. We take pride on expanding our R&D infrastructure for future mobility and Hankook products, our Technoring in Taean, South Korea is proof, being the largest proving ground in Asia, it serves as a state-of-the-art R&D facility for Hankook's most advanced products to come

To support our local-to-local approach, in 2022, we announced our investment to the Tennessee Plant in Clarksville, TN. Once complete, the investment will result in double U.S. PC/LT production to 11million units and enable production of 1 million TBR tires annually and overall, show our commitment to the U.S. market.



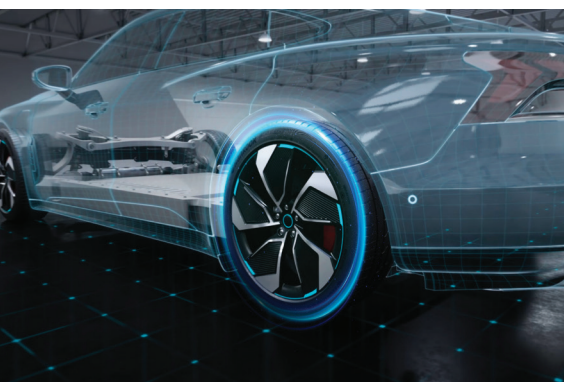
Hankook provides OE fitments for the leading Automobile Manufacturers

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

Electric vehicles are fundamentally different from internal combustion engine vehicles and the tire requirements are different, too. Hankook Tire delivers cutting-edge tire technology to enhance both safety and convenience during all of your journeys. We are proud of our latest advancements including **Hankook Sound Absorber**. We are committed to research emerging concepts and trends, to continue delivering innovative tire technology.



Cash Rewards for Hankook and Laufenn Branded Products

	SILVER	GOLD	PLATINUM	DIAMOND
Annual Volume	240 - 499	500 - 999	1,000 - 1,599	> 1,600
Quarter Volume	60 - 124	125 - 249	250 - 399	> 400
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 2024. These popular products have been chosen for their unique potential to add value to your in-store line up.



* 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. We are excited about a new addition to our points system to involve partners during the upcoming 2024 events. More details to come.

	Level 3 - Platinum - 1 Point / Tire	Quantity	1,000 ~ 1,596 (250 - 399 Qtrly)
	Level 4 - Diamond - 1.25 Point / Tire	Quantity	> 1,600 (> 400 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.