



HANKOOK TIRE

Spectacular activities at Hankook trade fair booth in Essen

The Essen Motor Show was a fitting end of a remarkable business year for the Korean tyre manufacturer. New tyres, spectacular vehicles and several sports and TV stars were presented at the trade fair booth.



ABT R8 GTR, the new vehicle of the TUNE IT! SAFE! campaign, surrounded by Hankook grid girls and protected by the police.

The tyre manufacturer Hankook can offer a completely positive balance. Sometimes it was not possible for a neutral observer to ignore the notion that a majority of the nearly 340,000 visitors paid a short visit to the Hankook booth. This was certainly a result of the extremely exciting trade fair programme that offered something for anybody.

The football players Neven Subotic, Mohamed Zidan and Patrick Owomoyela of the current German Football Champion, BVB, caused – like already last year – highly tumultuous scenes at the Hankook booth. Apart from autograph cards, the professional football players distributed hand sig-

ned football balls with Hankook design to the fans. The Dortmund players liked it that much that they chose their sponsor's booth as meeting point for their own tour of the trade fair.

Several fan activities

The performance of the "engine professionals" was definitely a further highlight. They have regularly been reporting on the TV channel Sport 1 for several months, among others about used vehicle models and their particularities. "Sid" Hoffmann and Jean Pierre "J.P." Kraemer, the moderator duo of the popular TV magazine in the "Pott" (Ruhr Area), were available for their fans for a meet and greet

activity and handed out numerous autograph cards to their fans. The two down-to-earth professionals liked to be photographed with their fans.

The DTM corner at the Hankook booth was also highly in demand. There were two racing car bodies of the only shortly finished DTM racing season. Hankook's first DTM season as exclusive tyre supplier came only recently to a very successful end. All the racing sports tyres were of course presented which had rather remarkably been praised by all the pilots. Motor sports enthusiasts could say hello to the top pilots of the most popular international DTM touring car series, who were live at the stand: DTM Champion 2011 Martin Tomczyk as

well as Ralf Schumacher, Timo Scheider, Christian Vietoris, Edoardo Mortara, Renger van der Zande and Rahel Frey passed the door handle from hand to hand. The champion team of the Audi Sport Team Phoenix came to the trade fair booth of the tyre manufacturer in order to receive an impressive crystal cup as winner of the "Best Pit Stop Award DTM 2011", which was organized by Hankook.

TUNE IT! SAFE! Initiative

This year Hankook was again main sponsor of the TUNE IT! SAFE! initiative which focuses on safe and serious tuning. The new campaign vehicle, an Audi R8 GTR refined by ABT Sportsline, was presented in front of many enthusiastic eyes at Essen Motor Show. Hankook equipped the ABT Audi R8 GTR with the high performance tyres Ventus S1 evo in dimension 235/35ZR19 (front axle) and 305/30ZR19 (rear axle). The tyre manufacturer's flagship does not only guarantee the necessary grip for the fast Audi R8 GTR with increased performance of 625 HP and a speed of 325 km/h. Moreover, the wide Ultra-High Performance tyre of the premium manufacturer provides high straight-ahead stability, precise handling even in case of highest speeds, outstanding braking performance as well as low rolling resistance and excellent ride comfort.

In addition to this, the initiative received the award "Selected Landmarks 2011", which was awarded within the framework of the federal competition "365 Landmarks in the Land of Ideas" at the trade fair. The TUNE IT! SAFE! initiative got this award in recognition of up to the present accomplished educational work. Federal President, Christian Wulff, is patron of the landmark initiative "Germany - Land of Ideas". Andreas Scheuer, ambassador of the TUNE IT! SAFE! campaign, visited the two trade fair booths of TUNE IT! SAFE! and main sponsor Hankook.

Tyres with motor sports genes

Hankook also presented its latest High-End UHP flagship, Ventus S1 evo2, the first UHP tyre of the tyre manufacturer which was developed on the basis of DTM racing technology. The latest generation of its several times awarded High-End tyre line Ventus Evo benefits from the experiences which Hankook could gain as exclusive tyre partner of the DTM touring race series. The Ventus S1 evo2 is characterized by a high number of technical innovations and design features in order to guarantee an excellent balance between wet and dry performance. Apart from this, it was also developed to meet the new EU labelling requirements.



The Marketing Communication Team with Stefan Beha (from left to right.), Martina Beer, Wonny Chung, Marketing Director, and Sascha Berck.

Highly developed tread design and optimized compound technology result in a new High-End UHP tyre that offers uncompromising performance as well as comfort, safety and environmental friendliness.

For the first time, Hankook's new Ventus S1 evo2 will predominately be produced in the state of the art European factory of the company in Hungary. The line-up for the coming spring season 2012 will first of all comprise the sizes 17 to 19 inches of the series 45 to 35 and will cover tread width of 215 to 275. Thus, it will be available for vehicles from high-performance compact cars to sports coupe, luxury limousines and sports cars. The line-up will be further completed until 2012/2013.

Aerodynamics study

Furthermore, the Koreans presented a study of an especially aerodynamically effective sidewall design for which a patent application was filed. When however, developing this prototype, which is called Hankook Ventus Aero, the focus is less on saving energy but above all on making use of it with regard to additional downforce and pulling effects at high and highest speeds.

The engineers based the development of the Ventus Aero on benefiting from the so

far mostly unused aerodynamic possibilities. Six winglets, which are built into the sidewall of the Ventus Aero, act like spoilers and thus create the downforce as first effect directly at the axles of the vehicle. Moreover, there are so-called dimple structures integrated in the upper section of three of the winglets. These small dimples create micro-vortexes and additionally decrease the drag in the lower sections of the winglets. This new technology could be applied to the fields of racing tyres as well as to new generations of Hankook Super Sports tyres for the equipment of especially powerful and fast sports cars.

The people responsible at Hankook were very pleased with the visitors' lively interest. Dietrich Olbrich, Executive Director Sales & Marketing at Hankook Tire Germany; said the following:

"We are very satisfied with our presentation at this year's Essen Motor Show. We were very pleased that we could welcome again that many visitors at our booth. The vivid interest confirms that our market activities are accepted. We especially thank our prominent partners, who spent a lot of time on fan activities.

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Direct comparison illustrates which tyre offers better wet braking performance.

Jean-Pierre Jeusette, General Director of Goodyear Innovation Centre in Colmar-Berg Luxembourg, is looking forward to the EU tyre label.

GOODYEAR DUNLOP

The impacts of the EU tyre labels

The tyre manufacturer Goodyear Dunlop informed about EU tyre labels, which will be valid from 1st November 2012 on, within the framework of the Road Safety Days. The tyre manufacturer gave a good overview of the tyre labels with the help of several workshops, driving tests and presentations.

In November 2012, the standardized tyre labels will be an obligation in the European Union. From this date on, all the passenger car tyres, as well as light truck tyres being produced from 1st July 2012 on will have to be available for sale with information about product features. Thus, all the passenger car tyres, as well as light and truck tyres will have to carry a label. The tyre label informs about central product features like wet grip, rolling resistance and exterior noise. Goodyear Dunlop is convinced that due to this the interest in tyres will be increased and both consumers and fleet operators will be in the position to pay more attention to performance possibilities of tyres when buying them.

As a consequence of the introduction of the tyre label, all the internationally producing tyre manufacturers will have to classify more than 10,000 different types and sizes of passenger car and truck tyres

according to the new EU tyre testing methods. Nevertheless, it has to be considered that the final guidelines have not yet been passed by the EU.

“The new EU tyre label will change both selling and buying tyres”, Arthur de Bok, President of Goodyear Dunlop for Europe, Middle East and Africa (EMEA) said. It will draw the attention to the important role that tyres play for road safety and as well quality which premium brands provide and which consumers can literally learn. We are going to train our business partners and explain them how the label will be able to support them in order to convince consumers of safe and environmentally friendly tyres. Premium manufacturers like Goodyear Dunlop with their high-quality products will benefit from the new tyre label because it delivers objective and comparable information on the performance of the tyres.”

Gigantic testing effort

Each tyre type and tyre size will have to be classified, tested and self-certified by the tyre manufacturers. At the moment, more than 270 test drivers, test engineers and technicians at Goodyear Dunlop are occupied with finding out data of more than 10,000 different types and sizes of passenger car and truck tyres according to the released EU tyre testing methods.

“The three EU tyre labelling criteria are already part of our about fifty performance parameters which we normally evaluate in our comprehensive testing programme for each new tyre”, Emmanuel Robinet, Director of Tyre Evaluation at Goodyear Dunlop, mentioned. “Due to the label no new criteria will be added, but new additional certifications and graduations of tyres according to the EU-wide valid testing methods will be necessary.”

It is the primary responsibility of each tyre manufacturer to grade the tyres. After self-certification, national authorities will be responsible for judging the quality of grading. The effective implementation is essential for the success and efficiency of the new tyre labels. There have not yet been stipulated any possibilities of access to data or sanctions by national authorities.

Launch of communication

"The topic of EU tyre labels has not yet been communicated very much", Jens Völmicke, Director of Company Communication EMEA Goodyear Dunlop, explained. "We are preparing workshops, training materials, trainings and events like the Road Safety Days in order to reach different interest groups. We want to guarantee with these measures that end-consumers will get high-quality and reliable information about the advantages and significance of these new EU tyre labels."

Jean-Pierre Jeusette, General Director of Goodyear Innovation Centre Luxembourg, stressed in a conversation that the introduction of the EU tyre labels is intended to increase safety and economic and environmental efficiency of the road traffic by informing drivers better about safety and environmental aspects of their tyres. "Anybody working with tyres on a daily basis like I do knows what kind of highly technological products they are. For most people, however, it is very difficult to differentiate one tyre from the other. We think that EU tyre labels will not only support end-consumers when taking decisions but also fleet operators and tyre retailers when buying safer, more fuel-efficient tyres with low noise performance."

"As a consequence of tyre labelling, big tyre

manufacturers like Goodyear Dunlop, which sold about 70 million tyres in Europe, Africa and the Middle East in 2010, will have to certify thousands of different tyre types and sizes and to attach labels to millions of tyres. From November 2012 on, information on the three label criteria will have to be available for all the tyres produced after 1st July 2012. Only passenger car tyres and light truck tyres will definitely carry a label. Nonetheless, we are talking about millions of tyres Goodyear Dunlop will have to attach a label to."

Buyers of truck tyres will not find the information on the tyres but will receive it during the selling process, on the invoice, in our promotional material or on our website. The wet grip requirements have not yet been fixed in the current regulation for light trucks and trucks as there has not been an adequate testing method when setting up the regulation. Nevertheless, it is expected that this testing method will be included in the revised regulations at the end of 2011. This new regulation will also fix when exactly before November 2011 the tyre manufacturers will be allowed to put the new regulation into practice. Only from this moment on, we will have the permission to communicate the tyre label grades of our tyres."

Simply attaching a tyre label will have huge impacts on production and logistics processes. We are confident that all the processes will work smoothly with the starting signal of the tyre label. We are convinced that car drivers, fleet operators and tyre retailers will benefit from the tyre label as it will facilitate the selection of safe and fuel-efficient tyres. This will have a positive influence on the European Union and its citizens."

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Checking the rolling resistance is already a frequently adapted testing method.



The tyre industry will especially have to concentrate on EU tyre labels in the initial phase.



Goodyear Dunlop presented an extended tyre label during the Road Safety Days. There is room for further recommendations and tips below the EU flag.



CONTI TRUCK REPLACEMENT BUSINESS

Stable market prospects

The people responsible at Conti in the Truck Division present themselves rather satisfied with the business year 2011 in spite of quite fluctuating developments. The men from Hanover expect a slightly increasing tendency for the year 2012 – provided that no dramatic specific features of the general economic development will have to be taken into account.

Marko Multhaupt, Head of Marketing & Sales Truck Tire Replacement Business D-A-CH Region (Germany, Austria and Switzerland) at Conti, took positive stock of the business year 2011. The year was characterized by a bigger volatility. He expected a decrease of about 5 per cent for the German market compared to the previous year. Nevertheless, the truck market apparently rose in Austria and Switzerland.

Within the framework of the press meetings, Multhaupt not only classified the current business year but also explained the 20-per-cent price increase in 2011. Due to extreme price rises for raw materials, Conti even had to run behind the market at times and thus, had to insist on three price increases. Furthermore, he mentioned that seasonal shifts were another characteristic of the past year. At the beginning of the year, there was a market growth of 20 per cent and the big supply volume from the industry to the trade was then completely turned around in the course of the year. "The big hype evaporated", Multhaupt said. Consequently, the high number of new registered vehicles put pressure on the replacement market. Accord-



Marko Multhaupt has an optimistic view to the year 2012.

ing to responsible people, about 1.57 million tyres were supposed to be sold on the German market. Multhaupt considered the area of retreading as a topic of outstanding importance. A strong demand in carcasses resulted into a huge price increase for them. A result of 1.3 million retreaded tyres in the D-A-CH region can be regarded as absolutely satisfying. Nonetheless, it was difficult to forecast a similar business development for retreaded tyres with regard to possible legal changes.

Facing cheap competitors from the Far East had not given the Conti headquarters considerable cause of concern so far. According to Multhaupt, the main focus was more on saving market shares on the gigantic Asi-

an market. Continental's multi-product portfolio was dominated by premium products. Multhaupt said that concentrating on products with optimized rolling resistance bore fruit. Apart from this, he thought that the still rather small segment of winter tyres would gain growing significance and supported intensively the further differentiation of mandatory winter tyres – above all with regard to the fact that there were real winter profiles for all axles in the Continental catalogue. The past two years were characterized by a remarkable market dynamic. The introduction of EU tyre labelling would be another boost for premium tyres. Nevertheless, he insisted that big improvements in relevant individual disciplines could only be achieved at the expense of something else. It was, however, very important for the brand Continental to realize a holistic further development of the products. All in all, the Head of Marketing & Sales Truck Tire Replacement Business had a rather optimistic view to the year 2012: "We expect a weak market start which will turn into normal growth in spring again." A precondition was certainly that the general economic development would not show any dramatic negative characteristics. **(kle)**

INSERENTENVERZEICHNIS 2/2012

Alcar	77	Hacobau	102	Kumho	U4	RTec	39
Aluco	103	Hagen	103	Kurz	100	RuLa	61
		Hankook	U2				
Berkvens, NL	105	Harz	104	LagerTechnik	100	Schmidt	105
Börstinghaus	105	Heidenau	41	Laurent	101	Schnellmann	102
		Heuver, NL	5	Lomakin	104	SMR	105
Danish, Dänemark	103	Hofdmann	101			Straub	35
De Klok, NL	45	Hohl	33	marcus evans	27	SW Reifenhandel	31
Dikabo, NL	103	HRV	105	Mayerosch	103		
Dinser	105			Messe Essen	17	Tepe	100
Dunlop	U3	Infinity, Verein. Arab. Emirate	13	Mitas, Tschechische Rep.	7	Tielemans, NL	105
		Inter-Sprint, NL	21, 51			Tyre100	102
Finsterwalder	102	Intyre, Belgien	105	Nagelschmidt	101, 102		
Fulda	10, 11			NDI	101	Van Den Ban, NL	47
		Jakobs, NL	105			VDAT	101
Gebhardt	102			Obo, NL	49		
German Tyre Service	102	Karkassen Centrale, NL	104			Wesseler	104
Gern	103	Keiper	101	Reedijk, NL	55	Wheelworld	79
GiTi	69, 99	Klausmeier	104	REG	104		
Göggel	100	Kossen, NL	101	Regatix	102		
Goodwheel	15	Kraan, NL	104	Rösler	63		
Goodyear	U1	Krupp	37	RTC	100		