



Several managers inaugurated the Technodome in a solemn opening ceremony.

HANKOOK TECHNODOME

Technology leadership via innovative future technologies

The tyre manufacturer Hankook has inaugurated the Technodome in its newly built research and development centre in the Korean city of Daejeon during a solemn opening ceremony. The Technodome will work as a foundation when setting course for a top global company.



Seung HWA Suh, Vice Chairman & CEO at Hankook Tire, greeted the journalists and the guests of honour, among others Sandra Hoffman from Trinseo and Bernhard Schmitz from Schmitz Cargobull.

During the past years, Hankook's rise has been described as a success story. By taking small steps, the company has been able to position itself among the top ten worldwide operating tyre manufacturers because of huge technological development efforts, high OE competence and high-quality tyres. According to company information, Hankook has the fifth position in the international ranking, when the number of tyres is taken as basis. Experts estimate that Hankook produces 110 million tyres per year at the moment. When considering turnover in euros, the company regards itself to be in the seventh position.

Premium technology

The tyre manufacturer Hankook aims at supporting its technological leadership in the au-

tomotive industry based on a cutting-edge development environment. The Technodome embodies Hankook's big commitment to innovation supported by research and development and will thus be the central hub of the company's global R&D infrastructure.

The company will focus on unique tyre technologies in this high-tech area, where above all future-oriented research and development projects are to be carried out in order to turn Hankook into the international tyre manufacturer with the worldwide most innovative tyre technology based on its mid- and long-term R&D plans. Furthermore, the new R&D centre will play a key role concerning Hankook's proactive company culture by optimizing work processes in the development area and thus continuously strengthening the R&D competence of the company while becoming a top global brand.

Premium architecture

The Technodome was designed by Foster + Partners, an architectural office founded by Sir Norman Foster, which integrated Hankook's modern technology, vision and culture into the building. A total of about 220 million euros was invested. The R&D centre has a surface area of 96,328 m² and consists of six storeys and a residential building with eight storeys, where you can find accommodation for employees, a gym, medical facilities, a café and child-care facilities.

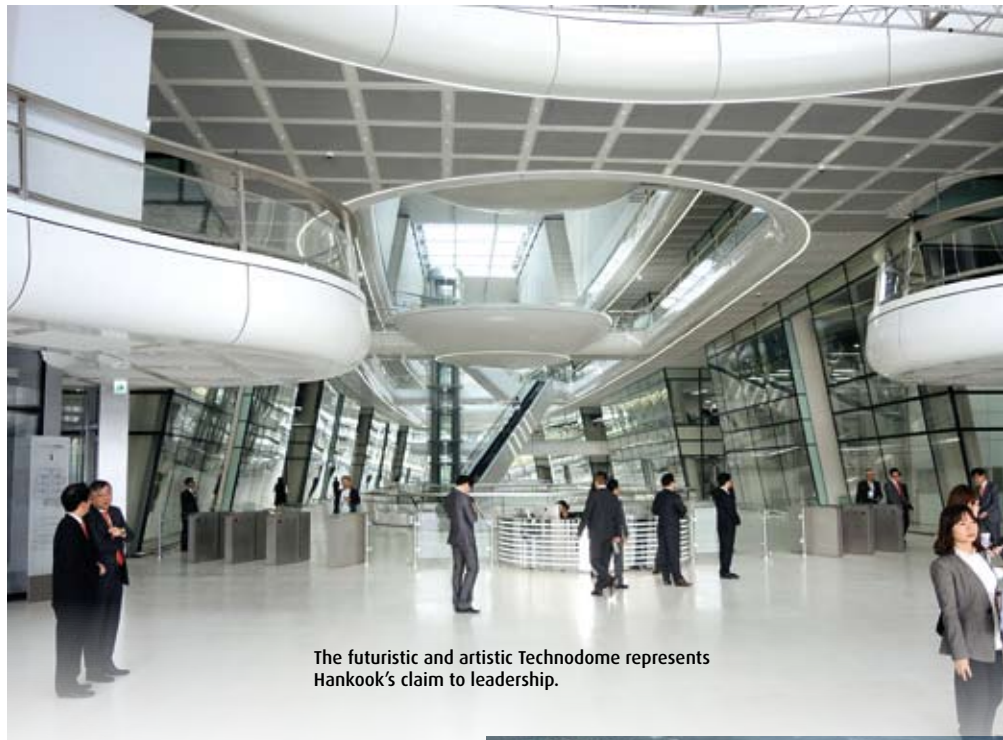
Hankook will get the gold certification LEED (Leadership in Energy and Environmental Design) of the USGBC (U.S. Green Building Council), one of the most prestigious certification systems for environmentally friendly buildings, for the Technodome.

Long-term goals

The Technodome will aim at strengthening the technological leadership of the company. As a consequence, it will have to cope with the constantly changing challenges of the working area of the automotive industry in an effective way. At the moment, Hankook is working together with 39 vehicle brands in the passenger car and truck segment and is delivering original equipment tyres for 295 vehicle models.

The new R&D centre is equipped with several cutting-edge research and testing facilities. Thus, the Technodome disposes among other things of driving simulation systems and test stands for special chassis parameters (SPMM = Suspension Parameter Measurement Machine) in order to virtualize tests and to further process results digitally. The company will focus among others on environmentally friendly materials, new material development and simulation technologies as well as networking technologies as special development areas. Ten independent offices and laboratories will be put together under the roof of the Technodome in the framework of the "One Company Concept".

Seung Hwa Suh, Vice Chairman & CEO at Hankook Tires, added the following: "The Hankook Technodome is equipped with high-



The futuristic and artistic Technodome represents Hankook's claim to leadership.

tech facilities and an optimum working environment in order to strengthen our global competitiveness with innovative technologies and at the same time to actively react to fast changes of our business area and to be able to deliver products, which are customized according to our different customer needs. The Technodome will stand for a great foundation of our company's goal to take over a pioneering role in the tyre industry, as it will represent optimized processes in the development of future technologies. We will be able to establish Hankook Tire as a top global company".

The Technodome is considered as central instrument of the company's global R&D infrastructure. The company is planning a big offensive concerning the development of new technologies together with five more technology centres in America, Europe, China, Japan and the former centre in Daejeon. Hankook invests about 3.5 up to 5 percent of its turnover in the R&D department per year. However, this does not include the high investment in the Technodome. In the future, further investments will follow, e.g. five new further production plants. Hankook has got ambitious goals and will pursue them with endurance and technical know-how.

(oth)



The recently opened Technodome in the Korean city of Daejeon was built for 220 million euros.



Our specialist journal *AutoRäderReifen-Gummireifung* is also collected, displayed and read in the library of the Technodome.

The Formula-1-Simulator in the Technodome is of the 'finest' quality.





SAXONY'S MINISTER OF THE INTERIOR CATCHES UP ON RETREADING

Precarious situation for industry of small- and medium-sized enterprises

At the beginning of October, Markus Ulbig (CDU), Minister of the Interior of the federal state of Saxony, visited the truck retreading plant of Vulco Dresden GmbH based in Burkau. He got information on the production of retreaded truck tyres and the currently growing concerns and needs of the retreading industry in Germany. He was accompanied by Peter Grüger, Managing Director at Dresdner Reifenzentrale GmbH and its subsidiary Vulco, and Hans-Jürgen Drechsler, Managing Director at BRV (German Tyre Retailer and Vulcanization Trade Association).

Markus Ulbig regularly gets in contact with handicraft and production businesses in his constituency in Dresden. During his last visit in Burkau, the CDU politician received a qualified guided tour from Tino Heusinger, Production Manager at Vulco, and got an idea how - based on the carcass of a worn-out truck tyre - a retreaded tyre is produced via so-called cold retreading. Ulbig learned that a new tread is put on the carefully checked and prepared carcass, which then undergoes a heating process lasting several hours under vacuum at 115° C and finally melts with the reused casing. Vulco produces about 7,500 retreaded truck tyres per year. "Compared with the production of a new truck tyre retreading saves approximately 57 litres of oil per tyre and CO₂ emissions are reduced by 67 kg per tyre. Only last year, Vulco's environmental contribution consisted of 427,500 litres of oil and 500 tons of CO₂ saving", explained Peter Grüger.

In spite of high-quality products "made in Germany" and a considerable environmental contribution of his company, the Vulco boss is worrying about a decreasing order situation, especially after an investment of 170,000 Euro in the plant in 2016 in order to guarantee the 10 jobs for the years to come. Moreover, not only he but the whole truck retreading industry mostly consisting of small and medium-sized enterprises feels that the existence is under threat, not only in Germany but in the whole of Europe", warned Hans-Jürgen Drechsler, Managing Director at BRV. The German Tyre Retailer and Vulcanization Trade Association (BRV - Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V.) nationwide represents the interests of tyre dealers, craftspeople and retreading companies and for the last months has been focusing on support during the fight against the two main reasons of decreasing demand in their product segment: the rising marginali-



Markus Ulbig (2.f.r.), Minister of the Interior in the federal state of Saxony, got information on the production of retreaded truck tyres and the concerns of the retreading industry mostly consisting of small and medium-sized enterprises in Germany.

sation by cheap and new tyres, which are imported from Asia, mainly from China, and not retreadable, and the discontinuation of the main part of possible subsidies for retreaded truck tyres in the framework of a program of the German federal government called "De-minimis" since the beginning of this year.

"The marginalisation of low-price imports has dynamically been growing, while at the same time the considerable limitation of possible subsidies according to "De-minimis" has caused a tremendous decrease in demand for retreaded tyres in favour of new tyres since the beginning of the year", Drechsler described the dilemma. Apart from the association member Vulco, the other small and medium-sized retreading companies in Germany - among them five further in Saxony - have to face a similar situation. According to Drechsler, both limiting cheap imports at a European level

and reintroducing retreaded truck tyres to the national program of subsidies could work as remedies. The Federal Association of Road Haulage, Logistics and Disposal (Bundesverband Güterkraftverkehr Logistik und Entsorgung - BGL) has already suggested a corresponding addition to the Federal Road Toll Act (Bundesfernstraßenmautgesetzes) for the latter, which will have to undergo a modification in any case. The German Tyre Retailer and Vulcanization Trade Association is in favour of this proposal and hopes for further political support, particularly from Members of Parliament - like e.g. Ulbig, Saxony's Minister of the Interior. They are interested in getting a personal overview of the current situation on site by talking to retreading companies. More than 1,800 employees work in the small and medium-sized enterprises on the retreading industry all over Germany. (kle)

From hidden champions to partnerships of equals

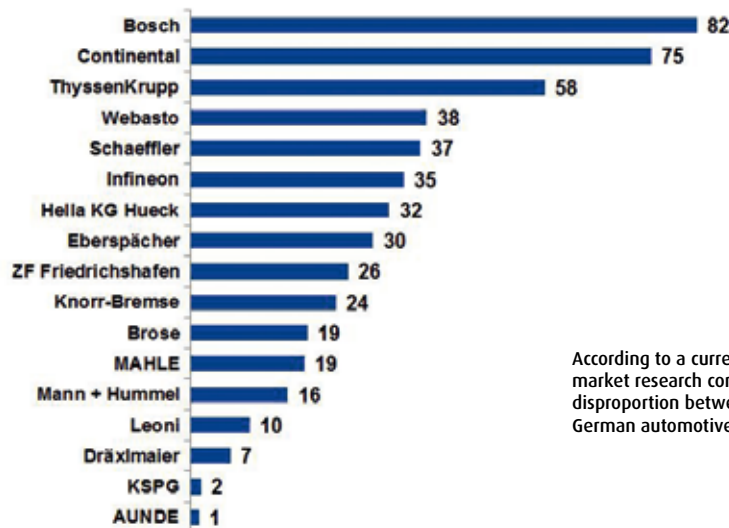
A current study of the Nuremberg market research company puls, which was based on 1,009 car purchases, has confirmed that the strategic importance of German automotive suppliers is in extreme disproportion to its recognition.

Nach Bosch und Continental fällt die Endkundenbekanntheit der deutschen Automobilzulieferer stark ab.



Gestützte Bekanntheit deutscher Automobilzulieferer

Welche der folgenden Automobilzulieferer kennen Sie, wenn auch nur dem Namen nach? (Mehrfachnennungen möglich)



According to a current study of the Nuremberg market research company puls, there is an extreme disproportion between the strategic importance of German automotive suppliers and their recognition.

Quelle:
puls Marktforschung GmbH
puls AutokäuferMonitor

Basis: n=1.009 | Angaben in %

The relationship between automotive manufacturers and suppliers is clarified by the recently settled power struggle between ES Automobilguss belonging to the Prevent Group and Car Trim. Automotive suppliers do not only play a crucial role for the innovative power of the automotive manufacturers, but in the meantime they have accounted for about 70 percent of the added value of a car. The Nuremberg market researchers of puls discovered that their level of recognition does not reflect this strategic importance of German automotive suppliers. Companies like Bosch, Continental and ThyssenKrupp with levels of recognition of 82 percent, 75 percent and 58 percent can be regarded as exceptions. When setting up a relationship

between significance for sales and recognition, particularly the disproportion concerning ZF Friedrichshafen is striking. All in all, the puls study shows that the majority of the multi-billion German automotive supply markets only achieve homeopathic levels of recognition between 38 percent (Webasto) and 1 percent (AUNDE).

“Automotive suppliers with growth ambitions are supposed to increase their end-consumer awareness if only to improve their chances in the competition for the best talented people”, Dr. Konrad Weißner, Managing Director at puls, commented the results. According to Weißner, the two benchmarks Bosch and Continental demonstrate that and how automotive suppliers are able to deve-

lop into a strong brand. Apart from the successful end-consumer business areas of the two companies, Bosch makes use of a slogan “Technology for life”, which indicates a clear end-consumer orientation. Continental, however, stresses its commitment to sponsoring big international events and actively contributes to the technology of the car and tomorrow’s mobility. According to Weißner, these examples show that automotive suppliers can be good at developing from hidden champions into partnerships of equals by clever brand management. Nonetheless, automotive manufacturers should no longer depend on single suppliers. This will particularly be important concerning future topics like battery systems. (kle)