

TIRE JOURNAL

KUMHO TIRE MEMBERSHIP MAGAZINE / 2016. NO1



DYNAMIC

Dynamic experiences excite us. We dramatically feel alive through experiences that awaken our five senses making our hearts pound, offering hair-raising thrills and vividness. However for these experiences to become joy, confidence in safety is needed. Only through advanced technology innovations providing dynamism coupled with safety can dynamic experiences become true experiences of joy. One of the brand core values of Kumho Tire, "Dynamic" is no different. As a prestigious technological specialist, Kumho Tire provides dynamic driving pleasures through tire technological innovations and quality. This is the enjoyable value Kumho Tire would like to deliver to its customers.

**BRAND
CORE VALUE 4**

DYNAMIC
COMFORTABLE
REASONABLE
RELIABLE

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Kumho Tire Racing Towards F1

World Class

Possessing World Class Racing Tire Technology

The world's prominent tire makers are devoted in developing racing tires and sponsoring motorsports. Motorsport races offer extreme conditions for tires and becomes a venue to show off a company's technical skills. This is the reason for Kumho Tire's tireless challenge towards Formula One.

On September 2014, Kumho Tire conducted F1 real car tire tests at the Circuit de Catalunya in Montmeló, Spain. Researchers from the Kumho Tire R&D Headquarters Advanced Development Team and Europe Motorsport officials meticulously check tire and vehicle conditions.



- ▼ The machine departs with tires installed filling the quiet circuit with sharp engine noises. The machine exceeding 300km/h tests the tires in extreme conditions for traction, braking performance and durability.
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- ▲ Kumho Tire has had strong presence in the global motorsport stage sponsoring the Auto GP Series and VLN Series(Veranstaltergemeinschaft Langstreckenpokal Nürburgring).

- ▲ Kumho Tire is the official tire distributor for China's largest motorsport event, the CTCC(China Touring Car Championship). Kumho Tire has exclusively supplied tires for the CTCC event since 2013.



- ▲ F1 tire tests consists of tire replacement depending on compound (soft, medium, hard) where "soft" excels in grip but with accelerated tire wear to "hard" excelling in tire wear with lower grip.

- ▲ The Circuit de Catalunya where Kumho Tire conducted its tire tests is ideal for testing with long straight courses and various low, medium and high speed corners.

Kumho Tire, Adding Technology to Passion

Motorsport races, especially Formula One, is an arena of competition among the world's prominent automobile manufacturers and tire companies. However, the challenge does not always lead to success. Racing tires need durability to endure speeds exceeding 300 km/h and severe g-forces in corners, while maintaining traction during quick braking, quick acceleration, sharp curves and wet surfaces conditions due to rain. This challenge is impossible without advanced technology.

Kumho Tire has challenged motorsport races worldwide for the past 20 years. Kumho Tire first appeared on the global stage participating in the 1992 "MG Owners' Club Series" in England, followed by the 1993 "SCCA Showroom Stock Racing" held in the United States, and took a high rank finish at the "SCCA 93 Runoffs" held at the United States in October, 1993. In 1994 at the "Ferrari-Porsche/BMW Car Challenge Racing" held in England, Kumho Tire was chosen as the spec tire for the competition, constantly participating in motorsport races centered on England and Australia.

Kumho Tire's racing tire ECSTA S700 used in Formula, GT and Touring events. The tires are slick tires with no tread pattern.





- ▲ Kumho Tire's racing tire technology implemented ECSTA V720 catches attention for being chosen as the Original Equipment(OE) on the 2016 Dodge Viper ACR.

F1 Prototype Tire Developed in 2007

Kumho Tire motorsport challenges reaches a turning point in 2000. Kumho Tire shows accelerated growth as the company is chosen as the official tire distributor for the "F3 GP in Changwon" held at Changwon, Gyeongsangnamdo Province in Korea. Based on the success of the F3 GP in Changwon, Kumho Tire becomes a strong rising player in the world's motorsport market consecutively participating in the "Masters F3" and "F3 Euro Series" held in Europe. Constantly participating in the American Le Mans Series (ALMS) and Le Mans Series of Europe (LMS), Kumho Tire was able to achieve rapid technological achievements participating in the 2006 "Super GT Pokka 1000km" and producing a winner at the 2007 P2 Class of "24 hours of Le Mans." In 2009, Kumho Tire owned a 40% market share in the F3 tire market. After numerous challenges and neatly accumulating technological knowledge, Kumho Tire finally succeeds in developing the "Dream Tire," a F1 prototype tire, in 2007. This prototype tire was the first ever built by a Korean tire company. Kumho Tire was the first Korean tire company to hold F1 real car tire tests in 2013 and 2014 at the Circuit de Catalunya in Barcelona, Spain. Kumho Tire has provided tires for global motorsport races from recently the Auto GP, considered the gateway to F1, to the VLN Series (Veranstaltergemeinschaft Langstreckenpokal Nürburgring) and CTCC (China Touring Car Championship), while continuously accumulating real race know-how and data. Kumho Tire advancing into the F1 Circuit is a matter of time.



- ▲ The machine departs for the F1 real car tire test. Kumho Tire tirelessly continue in F1 tire development as it is a superior stage to show off the company's world-class technology.

ECSTA W700 is a wet surface circuit racing directional tire. The tire was made to display superb grip and handling performance on wet surfaces.

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- ▲ After numerous challenges and neatly accumulating technological knowledge, Kumho Tire finally succeeds in developing the "Dream Tire," a F1 prototype tire, in 2007. And Kumho Tire was the first Korean tire company to hold F1 real car tire tests in 2013 and 2014 at the Circuit de Catalunya in Barcelona, Spain.

- ▲ ECSTA PS91 which has implemented the top class racing tire manufacturing technology. The ECSTA PS91 is a S-UHP(Super Ultra High Performance) tire optimized for high powered and high performance vehicles exceeding maximum output of 500hp.



All-season Tire For Light Trucks & Large SUVs

CRUGEN HT51

One is bound to experience various circumstances on long driving trips with heavy load. Rain will fall, snow flurries will occur and occasional off-road drives will ensue. No worries. Together with the "CRUGEN HT51," specifically made for light trucks and large SUVs tires, all will be fine.

The birth of a strong and reliable CRUGEN

Kumho Tire's CRUGEN series is a new brand keeping up with the introduction of urban SUVs. Rough off-road suitable SUVs changed their main center of activity to the smooth paved on-road urban environment naturally adjusting their focus on comfortable driving and high-speed stability. The CRUGEN Premium, boasting excellent driving comfort comparable to tires designed for sedans, together with the CRUGEN HP91, optimized for high-powered SUVs, has produced new standards for SUV tires.

The new tire in the CRUGEN series lineup, the CRUGEN HT51, differentiates itself from the series. Clearly designed for on-road situations, the tire is optimized for highway driving, rather than urban driving, providing outstanding tread life and durability best matched with light trucks and large SUVs driving long distances with heavy load.

These characteristics can be easily identified from the tire design. The sidewall design is divided into three sections using the "7" pattern following in the footsteps of the recent Kumho Tire family look. The three vertex design resembles long out-stretched roads suggesting the CRUGEN HT51 is suitable for on-road situations, especially highway driving. The deep and wide 4 channel grooves and 3D Sipe reminiscent of snow tires allow for the CRUGEN HT51 to secure optimal handling and stability in all season and weather conditions.





The new tire in the CRUGEN series lineup, the CRUGEN HT51, differentiates itself from the series. Clearly designed for on-road situations, the tire is optimized for highway driving, rather than urban driving, providing outstanding fuel mileage and durability best matched with light trucks and large SUVs driving long distances with heavy load.



Optimized for Large SUVs and Light Trucks

The vehicle chosen to be paired with the CRUGEN HT51(P265/60R18) is Kia Motors Mohave. The large powerful SUV has a masculine aura with its tough and straight line designs coupled with a V6 3.0 E-VGT Engine with a maximum output of 260hp and maximum torque of 56.0kg · m. The strong and reliable shape assumes to be an amazing fit with the CRUGEN HT51.

We drive the vehicle downtown and enter the highway. The tires which felt stiff during downtown driving feel firm and stable on the highway. The performance is realized through increased tread width compared with existing products, Square Type Cavity design and firm center blocks. Improved stability can be felt not only on straight driving but also on cornering. During high-speed cornering, the Mohave's tall body is kept stable with the tire's 3D Sipe application increasing snow grip and treads with symmetric design resulting in maximized handling performance.

On the return trip, we exit the highway and enter a local road with patches of rain. The zig-zag groove design causes turbulence quickly draining water from the tire grooves resulting in wet surface driving performance no different from dry surfaces. The tires also show satisfactory performance on dirt and gravel roads. The HT51 holds the closest position to off-road tires among the CRUGEN Series.

However, the greatest appeal of the CRUGEN HT51 is its outstanding tread life. Optimized block shaped symmetric tread design allow for even grip force distribution resulting in longer tire tread life. The tire also shows outstanding durability. Wider steel belts have been used on the treads, while rubber strip stiffeners and nylon stiffeners have been applied to the sidewall and bead respectively. The tire not only provides solid driving performance but also provides outstanding fuel-mileage and durability. The most practical tires for light truck and large SUV driver is none other than the CRUGEN HT51.



Small Plants on the Road

2016 TOYOTA FCV PLUS CONCEPT

Concept cars are the result of the combination of a brand's innovative designs, cutting edge technology and vehicle philosophies. Looking closely at concept cars provide a glimpse into the vehicles of the near future. This edition's main focus is the "TOYOTA FCV PLUS" which not only consumes energy but also generates and distributes.



- 1 **Interior**
FCV PLUS is focused on minimizing air resistance resulting in a light and highly rigid three dimensional skeletal structure. The vehicle is not large being 3800mm in length, but distance between the front and rear wheels have been lengthened to boast ample interior space.
- 2 **Electricity Generating Hydrogen Tank**
FCV PLUS exceeds the notion of merely being a means of transportation as the vehicle was developed with the concept of becoming a small generator that provides electricity to the local community. The hydrogen tank resting behind the rear seats can be used not only as a means to power the vehicle but also to provide electricity to neighbors.
- 3 **Wireless Battery Charging Panels**
Hydrogen can be fed to the vehicle to produce electricity which can be wirelessly discharged to not only neighboring vehicles but also building and homes. Such wireless battery charging panels are covers the rear wheels and is situated under the floor of the front of the vehicle.
- 4 **Head-up Display Dashboard**
Fitting its futuristic design, a head-up display system has been implemented replacing the traditional dashboard. Various driving data is projected onto the round roof-covering front windshield.
- 5 **In Wheel Electric Motor**
The FCV PLUS does not transfer power from the engine to the wheels like traditional vehicles but has implemented a next generation "In Wheel System." Each of the four wheels are powered by a separate individually attached motor resulting in decreased vehicle weight and minimized driving power loss.
- 6 **Aerodynamic Vehicle Underside**
The vehicle underside design, reminiscent of a whale's underbelly, is to minimize air resistance. The connection surfaces of the underside to the front and back of the vehicle have been streamlined with narrow tires being situated within the vehicle chassis.

Vehicle Generates Energy

The Hydrogen Fuel Cell Vehicle "FCV PLUS" is not a vehicle that only consumes energy. The principle behind the car is to generate electricity through hydrogen and oxygen chemical reaction, generating electricity from not only the vehicles internal Hydrogen tanks but also external sourced, locally created hydrogen. The manufacturer's imagination does not stop there. What makes the FCV PLUS remarkable is that the electricity generated from the vehicle is not only used to power the vehicle but can be "provided" to others. When parked, generated electricity can be provided to local power grids, including homes and offices, or neighboring vehicles. Wireless battery charging panels covering the rear wheels and situated under the front of the vehicle allow for wireless external charging. As vehicles spend vast amounts of time in parking lots, the concept car has been given an intact generator to ready itself for the hydrogen application generalized future.



Driving Tips for Safe and Comfortable Driving



Tires are built applying optimal technology to provide the driver with an environment for safe and comfortable driving. However, various tire problems can occur while driving from external conditions including impact with obstacles or severe road conditions. Kumho Tire's TORO will kindly explain possible tire problems, what conditions develop and how to handle each situation.

Pre-trip Tire Inspections are Important

Tires naturally wear with daily use while tire impact damage and abrasions will result in deteriorated tire performance. Therefore, making a habit of visually inspecting the tires before driving can prevent various small to severe accidents. Uneven wear, tread depth, abrasions, air pressure, cracks, deformation, and alignment are all important inspection points which can be inspected visually as they affect the tire's exterior.



Uneven Wear Inspection Using tires without regular rotation, underinflation and overinflation can all cause uneven wear. Uneven wear, which can significantly reducing the tire's lifespan and compromise driving safety, is an essential inspection point.



Tire Abrasion Inspection When parking or placing the vehicle near the sidewalk, tires can come into contact with cement blocks which is the cause of abrasions. Small cuts left unchecked can be dangerous, later resulting in sudden ruptures.



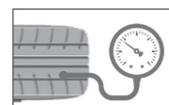
Tread Depth Inspection The tire surface contact area wears from friction against the road. General tires will have Wear Indicators informing the driver of the remaining tire lifespan and notifying the driver on when to replace the tires. Insufficient tire tread depth can result in compromised handling and braking performance on wet surfaces.



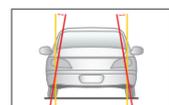
Tire Crack Inspection Although most tire cracks occur from aging, long exposure to direct sunlight and excessive application of polish can also cause cracking. Driving with underinflated tires will result in cracks where the tire bends and stretches. Severe cracks increases the possibility of accidents and tire replacement is highly recommended.



Deformation Inspection Tire deformation are bulges or depressions occurring from tire abrasions caused by tire impact with foreign objects. Tire deformation on the tire sidewalls, if left unattended, can be dangerous.



Air Pressure Inspection Tire air pressure must be maintained within recommended levels. Underinflated tires influence fuel mileage, driving performance and tire wear, while overinflated tires can cause overheating of tires, result in separation of the tire's rubber and cord layers or bead burst.



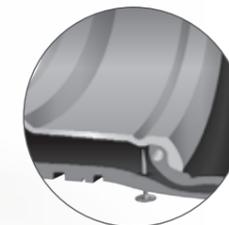
Tire Alignment Inspection This inspection is to check the vehicle and tire's optimum installment angles. If not optimized, tire alignment can help in preventing uneven wear and increase tire drivability. Although tire installment angle checks and corrections are done through specialized equipment, alignment can be visually inspected by checking the tire's wear condition.



Managing Tire Problems while Driving

Exterior Noise while Driving

An unfamiliar exterior noise can be detected when a foreign object becomes embedded in the tire while driving. When an unfamiliar noise is detected, stop the vehicle and inspect the tires. The embedded foreign object will be the cause of noise from friction against the road and is a risk to driving safety. Inspected visually as they affect the tire's exterior.



Tire Puncture while Driving

If the vehicle pulls towards one side while driving or the steering wheel shakes, stop the vehicle and inspect the tires. These indicators should be recognized as air escaping from punctured tires. The vehicle will pull towards the damaged tire when a front tire is punctured, while the vehicle will violently shake when a rear tire is punctured.

"Are Kumho Tire's Sealant Tires safe to use after a puncture?"

Kumho Tire's Sealant Tire allows for continuous driving after tire puncture with its special soft and sticky sealer substance applied within the tire to automatically self-seal the tire and preserve air pressure during the instance of tire puncture from a foreign object.



Vehicle Pull while Driving

If the vehicle pulls towards one side while driving or the steering wheel shakes, stop the vehicle and inspect the tires. Such vehicle pulls can occur when a tire is underinflated below optimal pressure levels.

Smell of Burnt Rubber while Driving

Continuous high-speed driving on heated roads or repeated sudden stops and accelerations can increase tire temperatures. A tire's critical point is 125 degrees Celsius where temperature exceeding the critical point can be dangerous resulting in deteriorated tire performance and tire separation. The smell of burnt rubber indicates heightened tire temperature from friction against the surface and the driver should stop the vehicle for 10 to 20 minutes to lower tire temperature. The driver should abstain from applying cold water to the tires to quickly lower tire temperature which can lead to change in the tire rubber properties.



A tire that handles hard work in every condition

CRUGEN HT51



Engineered with qualities, features and details to go the distance in hard working, hard driving, all-weather conditions, the CRUGEN HT51 excels in both standard and work load applications. A perfect replacement tire with an extensive line-up of sizes and applications.

CRUGEN HT51 Highlights & Positioning Map

- Long tread life with all season capabilities
- Excellent safety on the road covered with snow
- UTQG 720/A/A

Sample Vehicles

- Chevrolet Silverado & Tahoe
- Chevrolet Suburban
- Dodge Ram Series
- Ford F-Series & Explorer
- Nissan Armada & Frontier
- Toyota Tundra



WIDE & SQUARE Type Tread



- Tread width increased compared to existing products
- With Square Type Cavity design, it enforced long tread life performance and handling performance

3D Sipe applied design



- With 3D Sipe application, handling performance and snow traction performance have been improved

Reinforced durability performance



- 1 Tread section: Increased belt width
- 2 Side section: Applied rubber strip stiffener
- 3 Bead section: Applied nylon stiffener

Performance Ratings

※ Test product (size), Test vehicle : P265/70 R17, 2015 CHEVROLET TAHOE



Tread Benefits & Technology

A Improved driving straight ahead performance

Reinforced stable driving straight ahead performance and traction performance, handling performance through center block stiffening design

B Long tread life

With an optimal block shape of 4 channel symmetric layout, long tread life has been improved

*Ground contact pressure test
: With even grip force distribution, the mileage performance has been improved

C Improved stability on the road covered with snow

With 3D Sipe application, braking performance of roads covered with snow and grip force have been maximized

D Supplement of wet road driving performance

With wide groove design of a zig-zag type that causes turbulence, draining performance has been improved

E Sidewall Design

With the image of a highway as its design motive, it has emphasized stable driving emotion and pace of on-road



Designated for the iF Design Award



Kumho Tire received the iF Design Award at the “iF Design Award 2016” held in Germany in the transport device discipline. Considered the Oscars of design field, the “iF Design Award 2016” is organized by the International Forum Design of Germany. The “iF Design Award 2016” has a 63 year tradition and is generally regarded as one of the world’s top three design prizes along

with the Red Dot Design Award and IDEA Design Award. The accolade is awarded after a comprehensive evaluation considering not only design, but also innovativeness, environment friendliness, degree of competition, functionality and convenience. This year, the awards were accorded to the ECSTA HS81 and the SOLUS HA31. The ECSTA HS81 is a

UHP(Ultra High Performance) tire optimized for luxury sedans greatly improving upon driving performance by satisfying rolling resistance and wet surface grip while also providing low noise and riding comfort. Low noise levels were achieved through the implementation of tire pattern technology, while enhanced driving safety was achieved through reinforced tread patterns optimizing the degree of block distortion during braking. The SOLUS HA31 is an all-season tire with sidewall icons depicting the sun, snow and cloud recognizing the tire’s all-weather performance, together with a directional pattern to strengthen driving performance.

Taek-Gyun Jeong, Senior Managing Director at Kumho Tire R&D Headquarters, shared his thoughts stating “the receipt of the iF Design Award is yet more global recognition of the excellence and innovativeness of our designs. As tire design is closely linked to performance, we will continue striving to enhance our related capabilities in order to develop products that set us apart from our competitors.”

Participation in Tokyo Auto Salon 2016

Kumho Tire participated as the only Korean tire manufacturer at the “Tokyo Auto Salon 2016” held at the Makuhari Messe in Tokyo. The Tokyo Auto Salon, considered one of the top three modified and tuned car exhibitions together with SEMA in the United States and Essen Motor Show in Germany, is a showcase for not only global automobile manufacturers but also various tuning parts manufacturers of wheels and batteries. Over 400 different companies participated in the event with over 300,000 visitors attending this year’s exhibition. Kumho Tire has participated in the event for the past 8 years from 2009 with the “ECSTA” brand tires made from formula technology designated as the booth concept considering that mostly UHP tire customer base visit the modified and tuned car exhibition. Kumho Tire featured various lineups including the ECSTA PS91 and ECSTA V720



emphasizing the company’s high performance technology and brand image. Additionally, the SENSE SE11 was displayed which is scheduled to be released in Japan. The SENSE SE11 is an environmentally-friendly product suitable for customers searching for ECO tires with driving stability with the implementation of fuel-efficiency, handling and braking performance technology. Kumho Tire also displayed SUV tires, winter

tires and off-road tires grabbing the attention of visitors. Ho-Woo Lee, President of Kumho Tire Japan, stated “Tokyo Auto Salon is an opportunity to identify the technological strategies and trends of global automobile parts manufacturers in one single venue. Through this exhibition, Kumho Tire appealed to its customers as a dynamic premium brand with technology and quality.”



Sponsoring Korea-Vietnam Multicultural Family Homecoming Program

Kumho Tire sponsored the Korea-Vietnam Multicultural Family Homecoming Program this past January 18th through the 23rd.

The program in its fourth year stated in 2013, the “Korea-Vietnam Multicultural Family Homecoming Program” receives applications from Vietnamese multicultural families residing in Korea without the means of visiting their home country and provides round-trip airfare and all expenses including local accommodation expenses during the visit. This year 10 families totaling 36 people were chosen for the fully-sponsored heart-warming event. The applicants visited family in their home country while also visiting the Kumho Tire manufacturing facility located in Binh Duong Province, Ho Chi Minh City. A total of 43 families have received support from the program where

Kumho Tire offers various support to Vietnamese residents including sponsoring the Vietnamese Cultural Festival after signing an MOU with the Vietnamese Resident Society. Soo-Ok Kim, Kumho Tire Managing Director, stated “Kumho Tire has continuously made effort to become a bridge between the two countries from economic development and to promote mutual understanding and goodwill, while simultaneously providing support for multicultural families in Korea and the Koreans living in Vietnam. Kumho Tire expects to continue its various corporate social responsibility activities this year starting with the Multicultural Family Homecoming Program.”

First Kumho Tyre Germany sales meeting 2016

29 January 2016, the first sales meeting of Kumho Tyre Germany took place in Kumho Tyre Europe GmbH office in Offenbach am Main! The session was opened by Managing Director Steve Yeom who greeted the whole German sales team including new Division Manager Mr. Holger Niedzella and also some people of internal marketing and sales staff. The meeting started with short product training, followed by the presentation of 2016 marketing activities planned by German marketing team with a focus on actions which directly will support sales. Afterwards, sales men presented information on their customers and sales areas including the 2015 final results in detail.



Based on these sales figures, the targets for 2016 were fixed and discussed altogether. At this juncture, the essential goal was to find best ways how and with which customers we could reach 2016 sales target. Overall, the first sales meeting was very successful as we had an interesting and proactive time for all participants -now it will be essential to implement the strategy and to work even harder than 2015 to have future sales successes!



Kumho Tyre keeps increasing its brand awareness!

Kumho Tyre’s brand awareness in Spain does not stop growing. We are aware of this fact and that is why the sales force has received a new set of promotional material to spread around the nation. All this material is being given to direct sales customers with the aim of increasing our brand awareness and making our image being present in the most important POS countrywide.



Kumho Tire USA hosts National Sales Meeting in new Atlanta office

Kumho Tire USA attended the NBA All-Star Weekend in Toronto, Canada in February 12th-14th. Weekend events included the D-League All-Star Game Presented by Kumho Tire, The Rising Stars Challenge, NBA Skills Challenge, Slam Dunk and Three-Point Contests. The final event was NBA's 2016 All-Star Game on Sunday.

As an official partner of the NBA, our brand was proudly displayed throughout the venues at the various weekend events engaging with the fans. Kumho Tire USA and Kumho Tire Canada also received courtside seats during this game. Coming off a successful weekend Kumho Tire USA has already begun extending our relationship with the NBA and planning for the 2017 All-Star Weekend.



Versatility and adventure, on and off the road

ROAD VENTURE AT51

Kumho Tire Big Match Day 2016 in Hamburg!

22nd and 23rd January 2015
Kumho Tire, the official tire partner of Hamburger SV, celebrated together with 20 tire dealers the second Big Match Day in season 2015/2016! The event began at the Empire Riverside Hotel in Hamburg, actually one of the most spectacular Design Hotels in Germany, with a welcome drink for the invited dealers from Germany and Sweden. After being shuttled to the Volksparkstadion, home of Hamburger SV, an interesting VIP stadium and museum tour started. On that stadium tour the tire dealers were taken from the terraces on the north stand to the HSV Supporters Club area and up to the second tier of the stadium. On these locations everybody learned about Hamburger SV and the stadium's history and of course about the fans. After a stop in the press conference room where the guests could take a seat on the stage, just like the team managers, the tour went through the mixed

zone where the press awaits the players after each match. Finally the Kumho group entered the stadium through the player tunnel for being directly next to the pitch. Afterwards on the 700 m² museum exhibition area the Kumho guests were introduced to the more than 120 years of history of Hamburg SV by using pictures, sounds and videos.

After a delicious lunch in the Kumho Tire VIP box, another highlight was the visit of Hamburger SV idol and 1983 Champions League winner Bernd Wehmeyer! The former player took the time to all Kumho guests, gave autographs and was ready for common souvenir photos. Later actual Swedish National player Albin Ekdal (actually injured) also arrived in the Kumho VIP box where especially the Swedish tire dealers were very happy about getting autographs and taking photos from their compatriot! Afterwards the Kumho dealers enjoyed the match between Hamburger SV and FC Bayern München which was finally won by the Munich team with 2:1! After the match, all Kumho guests enjoyed furthermore the atmosphere in the Kumho Tire VIP lounge before returning to the hotel for a final drink in the 20up bar, one of the most impressive nightclubs in Hamburg.

"We've had a great day together with our dealers. This is what Hamburg and football is all about,"

explained Steve Yeom, Managing Director of Kumho Tire Germany. "It's fantastic to see so many people including our dealers here enjoying the unique atmosphere. Hamburger SV, traditional club from North of Germany and Kumho have agreed the partnership which will run until the end of the 2016/17 season beginning of 2015. As a tire partner, Kumho receives advertising space inside the stadium on TV-relevant LED boards and on the stadium TV-screen. Kumho Tire logo will also be visible at HSV homepage as well as in the stadium magazine "HSV LIVE". Furthermore Kumho also receives hospitality packages in the VIP area of Volksparkstadion.

The Hamburger SV was founded in 1887 and is today with about 75,000 members the fourth biggest sports club in Germany. The club won six times the German Championship, three times the German Cup, in 1977 the European Cup winners' Cup and in 1983 the European Cup, today called UEFA Champions League! The Imtech-Arena is the home of the Hamburger SV, up to 57,500 supporters are watching the games in one of Germany's most modern arenas.

The next Kumho Tire Big Match Days will be in April 2016 in Berlin with the top match between Hertha BSC Berlin again against former Champions League winner Bayern Munich!

Tread Benefits & Technology

A Center section rigidity reinforcement

Off-road traction performance and rigidity is reinforced through a dual pitch center block zig-zag design



B Zig-Zag Groove

Off-road performance enhancements from a full depth, longitudinal groove and spacing design



C Stone-ejector Bar

Stone-ejector bars applied along with a step design on the shoulders



E Chamfer Cut

Angle type C-cut application to maximize traction performance



D Sidewall Design

Sidewall design inspired by sharp imagery

