



### Billy's Final Words

#### Customers

Finally I would like to give you my advice on your choice of the right tyres for your car:

- ☞ If your budget is tight or you want to sell your car soon then go ahead with any cheap tyre.
- ☞ If you have a brand in mind and don't want to listen to anything else then go for it.
- ☞ BUT.....
- ☞ If you have no preference with regards to brand and you are looking for a tyre as good as (or better) than one of the 'big 6' at a reasonable price, then *definitely* go for Hankook.
- ☞ If you look around my premises, you will see that the majority of the tyres are of the Hankook brand. If they are not good tyres why have they been the most popular tyres in my business for the last 10 years? Over 10 years is the period that many cars of my customers have been fitted with Hankook tyres on many occasions.
- ☞ If Hankook is not good, how come so many cars are factory-fitted with Hankook Tyres?
- ☞ Think about the quality of Korean brands, other products that are Korean made and the standard of their economy...

Hankook's Slogan is 'Driving Emotion', so why don't you gear up and accelerate your car with fantastic Hankook tyres today? I am more than 100% sure that your emotion will be deeply touched by their true top quality and brilliant performance - you will use Hankook Tyres for years to come.

Look out Hankook is Coming!. Just like their Ambitious Symbol! 

Trust with satisfaction.

Billy Chun  
Owner  
Auto Stop Leamington Ltd



# THE TYRE



# Hankook



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## Driving Emotion with Hankook Tyre

Dear valued customer,

My name is **Billy Chun** and I am the owner of **Auto Stop Leamington Ltd**. Before I took over **Tyre Stop** in 2004, I worked for more than 15 years at **Korean Tyre Manufacturer, Hankook Tyre**. We are the member of **Hankook Masters** in this area.

### Why do I tell you about Hankook Tyre?



**Hankook Tyre** has become the fastest growing tyre manufacturer in the world since its establishment in 1941. **Hankook** means 'Korea' and they are well known for their top quality products and leading technology.

Since being involved with this company, I have been making great efforts to sell and promote **Hankook Tyres** in this area. As a result of my hard work and my customer's satisfaction, **Hankook Tyre** sales are nearly 70% of the total tyre sales in our company.

Despite this, it seems to me many of my customers or potential ones still do not have much knowledge or experience about the worldwide tyre industry. The world is now changing so fast and technology is making it almost like just one country, getting closer than ever – yet despite **Hankook's** reputation throughout the rest of the world, **Hankook** is still not the top brand in **Europe** but it is now happening **here**.

**Hankook,**

### 7<sup>th</sup> Largest Tyre Company in the World

Do you know **Hankook Tyre** is the 7<sup>th</sup> largest tyre company in the world in terms of turnover? - very similar, in fact, to **Pirelli's**. If their growth continues as it has done, soon they will overtake **Pirelli**. After that their aim is to become one of the Big 5 or even higher.

#### So who are the 6 biggest tyre manufacturers in the world?

You'd probably be able to name **Michelin, Bridgestone, Continental, Goodyear, Dunlop, and Pirelli**. Maybe even some of you know **Yokohama** or **Toyo** too!



Do you know which tyre manufacturer is next after the big 6? That's right...

**Hankook Tyre.**  **PERFORMANCE TYRES**

Can you believe there are more than 200 tyre brands (not manufacturers) in the U.K market? It is a funny industry indeed. It looks like almost every country on Earth produces tyres! But tyres are such important and technology-driven products - not just black rubber. They are incredibly important to our safety on the road.



Hankook Global Head Office - Seoul Korea



## Korean Brands, Standard and Position in the World



**KOREA KOREA KOREA KOREA KOREA**

So, can you trust **Korean Brands**? Let's talk about **Korea, my country...not tyres!**

**South Korea** is a small country with few natural resources but an economy driven by high technology (World Trade Volume 11<sup>th</sup>). I don't know what mobile, television or computer you have but if they are **Samsung** or **LG** or the like - they are all **Korean companies (not Japanese !)**.

Let's look at cars – **Hyundai, Kia, Chevrolet (GM Daewoo) and Ssang-yong**, all **Korean**. **Korean-made cars** are the fastest growing market and are the most improving cars in the world car industry. **Korean cars** are well reputed and rapidly growing in the **American** and other markets but when it comes to the **European** market, they are still not strong enough yet. However, it will be happening soon. **Korea** has leading edge technology to build some of the worlds most sophisticated and modern ships (an industry which used to be led by **Britain**, then **Japan**). Other thriving industries include IT businesses, the internet (downloading a movie in **Korea** takes just a few seconds, unlike here in **Britain!**) and other high technology gadgets as well. Even **In-cheon airport** has been named the world's best airport service, has the best clearance times, operation and facilities for eight years in a row. If you go to **Korea**, you will be very impressed just on your arrival alone! These are just a few examples.

A nation's standards are reflected in their economy. I am not saying **Korea** is the best but I would say **Korea** has one of the best service levels and most efficient systems of any developed nation in many areas. **Korea's** presence in the world is getting bigger and more powerful. **The world has been changed!**

*Their tyres are the same - you can rely on Hankook Tyres.*

## Hankook's Global Marketing Activities – Motor Sports, Sports, TV Campaigns and Others



LE MANS 24hr



BRITISH RALLY CHAMPIONSHIP



SCOTTISH RALLY CHAMPIONSHIP



JAPAN SUPER GT



ATLANTA FORMULA DRIFT

Hankook has been working very hard to increase their Brand Awareness in the past decades. This includes a great deal of investment in marketing activities around the world. Hankook racing teams are all over the world;

- Le Mans 24
- the International Rally Championship
- Scottish Rally, British Rally
- World rally championship
- Korea, Japan, America & China racing championships and many other equivalent major racing events.

The quality and technology of Hankook racing tyres are truly top class indeed. They are also involved in global TV campaigns including BBC World News, SKY, Discovery, the official partner of UEFA EUROPA league and many other sports activities (football, rugby, baseball etc). They have been working with leading car manufacturers closely which has been raising the profile of Hankook around the world.

Now they are enjoying the fruits of their labour and success (more champagne bottles are around the corner!).

**HANKOOK**  
OFFICIAL UEFA EUROPA LEAGUE PARTNER



## Hankook's Power, Leading Technology, State of the Art Facilities and Global Operations

Hankook uses the latest technologies (called "Kontrol Technology") to produce top quality products which are popular and highly regarded in the market. In addition to this, they put a great deal of investment into developing better products to meet market demands and environmental regulations. This creates energy savings, lower fuel consumption and reduction of CO2 levels as well as this provides better performance and satisfaction to Hankook customers. Hankook is working hard to develop 'green and eco-tyres' to address the evermore important 'green issues'. Their use of the latest technologies and constant efforts to produce high quality tyres make Hankook's name ever stronger and bigger in the world tyre industry.

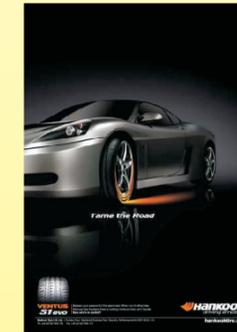
Hankook's name goes hand in hand with high performance tyres and their run-flat tyre technology (mainly for BMW models at the moment) is second to none. Hankook's advanced technology is continuously developing new generation tyres like; tyres

- High performance
- New concept tyres
- Eco-tyres
- Run-flat tyres

This provides not only better comfort, performance and safety but ensure less rolling resistance which leads to lower fuel consumption and less CO2 emissions. This will also lead to Hankook getting more opportunities to work with the major car manufacturers.



Hankook Kontrol Technology



High Performance Tyres



Environment Friendly Tyres



HRS (Hankook Runflat System) Tyres



Kumsan(top left), Daejeon (bottom left) plants in Korea, Jiaxing(top right) in China, Dunaujvaros (bottom left) in Hungary

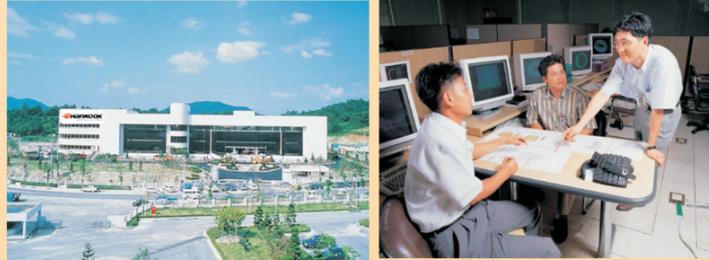


If you have a chance to visit the Hankook Head Office or factories in Korea (2), China (2), Hungary (1) or their Research and Development centres, other facilities and operations over the world, you will be very surprised at their grand size, state of the art facilities and efficient operations – that's is to say nothing of their leading technology. When I was working for Hankook, I met a great deal of tyre dealers who had many experiences visiting tyre factories and facilities in the world including the 'big 6' and many others. Their first words to me were always like this;

*"Billy, I have never seen such clean and tidy tyre factories like Hankook's in my life "*



Hankook Kumsan Plant in Korea



Hankook Global R&D Centre in Korea

Hankook's global operations and business are rapidly increasing and expanding, making the 'big 6' nervous as they lose their market share. Some of them have even made offers to Hankook to buy their brands ! Some have offered to work with Hankook.

In my opinion there is not much difference between Hankook (No. 7) and the other big 6 brand names in terms of technology, quality of product and performance for most ordinary cars (please don't get me wrong, I am not talking about Formula 1 Tyres!). I would say Hankook tyres – for cars, 4x4s, vans, racing (not F1, they produce F3 tyres!) and truck tyres are as good as the other big boys' and even outperform them in

certain areas. This has been proved by many test results in different environments and areas in the world, not to mention the recommendations and referrals from customers all over the world. You can see many great test results of Hankook's tyres on their web site [www.hankooktire.com](http://www.hankooktire.com) or other sources like internet or car magazine reviews etc.

## LOOK AT HANKOOK'S FANTASTIC TEST RESULTS!



Having said all this, there actually is quite a difference between Hankook and the other big boys' ... **Price!!**

Personally, I am sad to sell such good products as Hankook tyres at lower prices than those of the big 6. It's all about brand names and values instead of true quality and performance, isn't it? Hankook is fully aware of this, but there is no doubt at all that over the next few years Hankook's true power will become bigger and stronger than ever.

## Hankook with Leading Car Manufacturers

My opinion of Hankook Tyre and its presence in the world tyre market have been backed up by Hankook's original equipment with leading car manufacturers and they will be more and more coming with the big names.

Hankook tyres are today fitted on:-



- Hyundai
- Kia
- Chevrolet (Daewoo)
- Ssang-Yong
- Ford
- Vauxall (Opel)
- Chrysler
- Mercedes
- BMW
- Mini
- Audi
- VW
- Seat
- Renault
- Toyota
- Mitsubishi
- Land Rover



Of course, Hankook is the main supplier of all Korean Car Manufacturers – Hyundai, Kia, Chevrolet (GM, old Daewoo) and Ssang-yong. Hankook has already supplied tyres to major car manufacturers such as Mercedes, BMW, Audi, VW and Ford etc. Soon all the leading car makers will fit Hankook Tyres as original equipment. It will prove to everyone how good Hankook Tyres are. In these times of world recession everyone tries to limit spending as much as they can so it is likely that many of the bigger badges will be made with Hankook Tyres.

**You will soon find out whether I am right or wrong!**