



2004 1

2004 - 5 - 6

 **Hankook**

# Contents

- 01** 2004 1/4
- 02** 가
- 03** UHPT
- 04** FORD Mondeo OE
- 05** OE Biz

# 01 2004 1/4

1\_1 2004 1/4

1\_2 2004

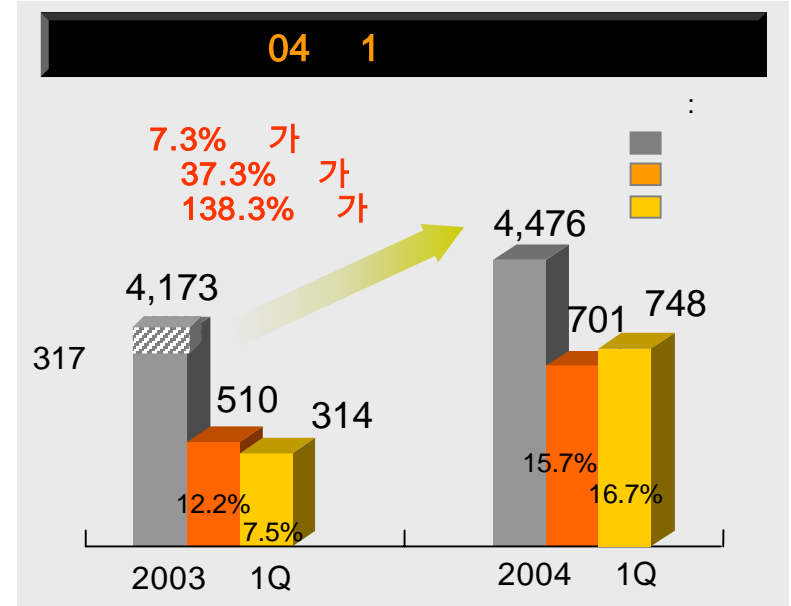
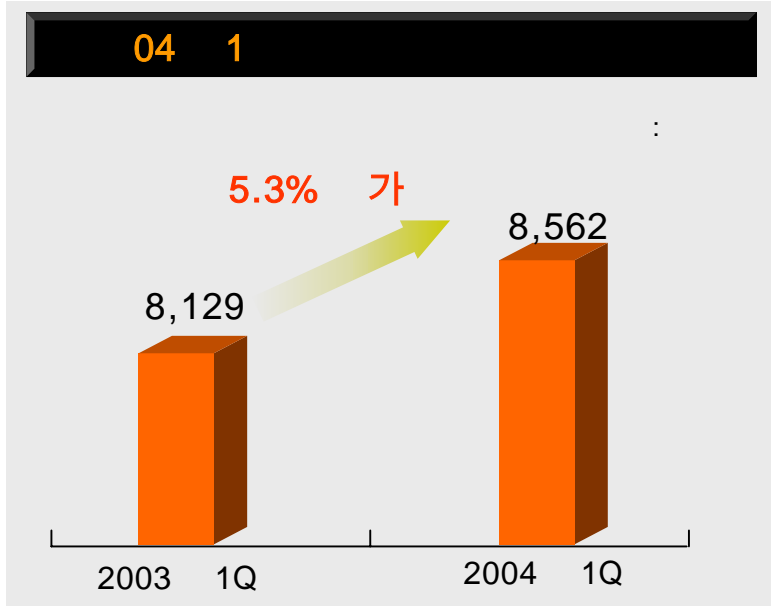
1\_3

1\_4

1\_5

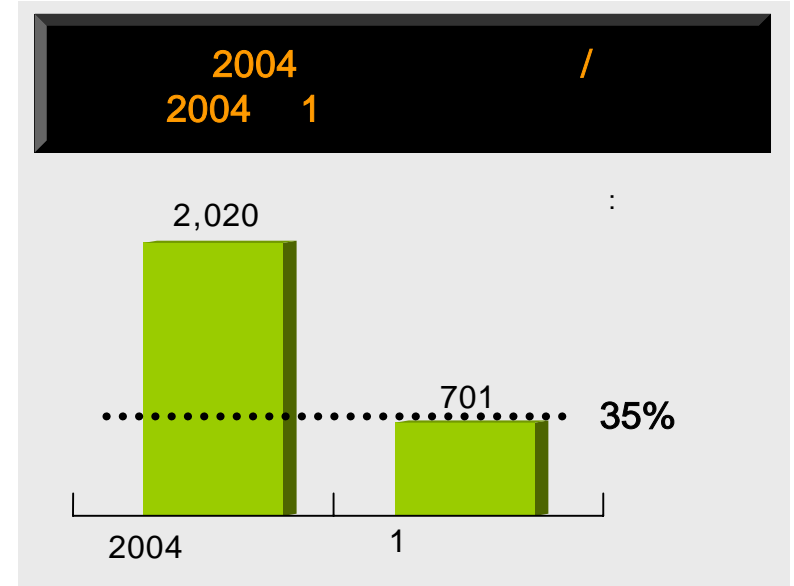
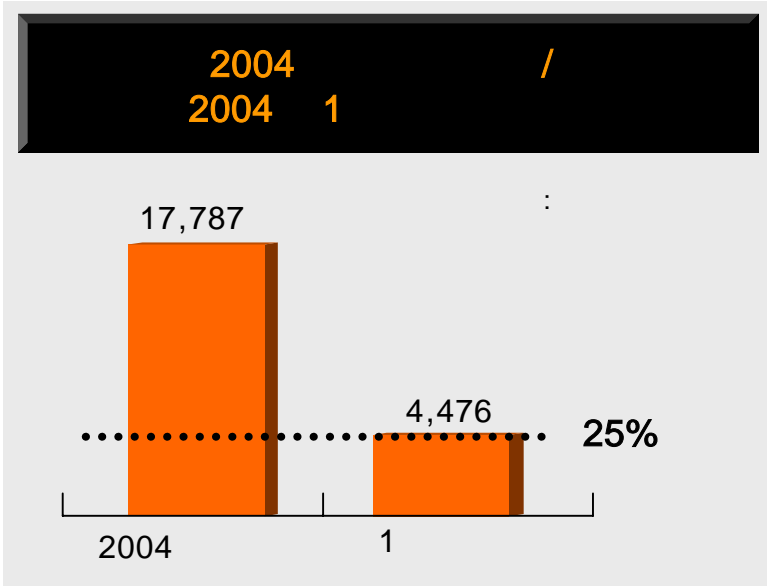
1\_6

- 03 1 7.3% 가, (03 1 가 16.1%)
- 37% 가, 138% 가
- 가 5.3% ( 433 가 )



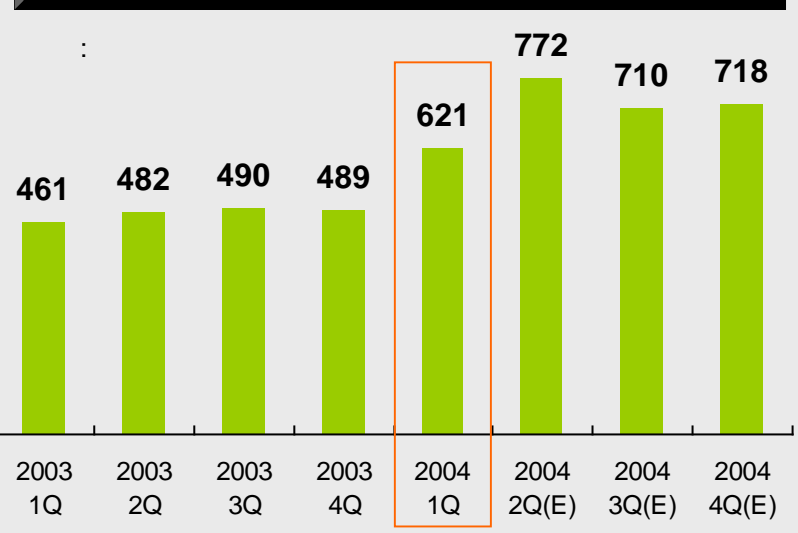
		가							
303	가	25	가	87	가	119	가	125	
504	가	* 238	가	* 41	가	* 81	가	* 60	
116	가	( 가 : 48 )		* 24	가	* 가 38	가	* 가	
317		( 가 : 138 )		* 22	가			56	
		* ( ) 213						* 9	

- 2004 1 : 04 25% , 35% , 46%
- 1/4



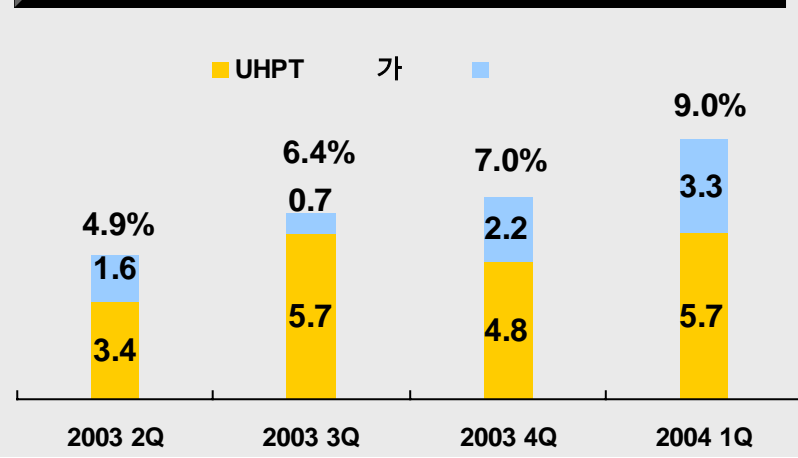
	02 (A)	03 (B)	04 (C)	04 1Q (D)	02	03	
	1,578,516	1,676,892	1,778,735	447,551	28%	27%	25%
	103,276	170,417	201,961	70,053	68%	41%	35%
	74,196	143,415	163,588	74,795	101%	52%	46%
	31,660	32,749	34,791	8,562	27%	26%	25%

### UHPT 가



- UHPT 35% 가, 27% 가
- UHP 가 123 가, 49 가
- UHPT 04 1 18% 가

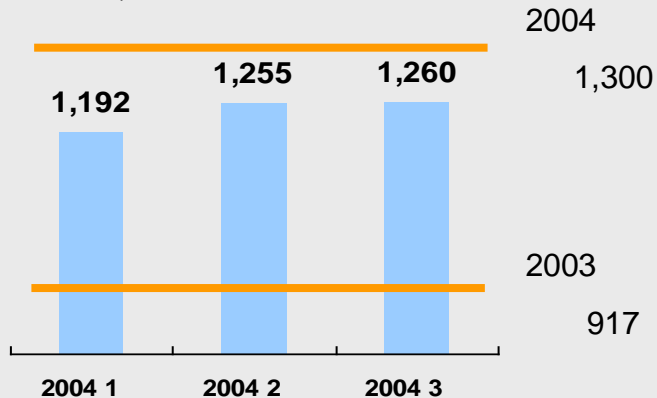
### ASP 가 (2003 1 )



- ASP 03 1 9% 가
- ASP 가 :
- 가 가
- 03 1 5.7% ASP 가

가

( : \$/Ton)



· Wintering (2 5 ) NR

· 가 1,275\$/TON (2004 5 4 )

가

( : )

	1 가	가(\$)	1,400\$/ , 3% 가	1,500\$/ , 3% 가
	543,782	560,012	580,495	595,089
1 가 가		16,230	36,713	51,307

· 04 1 가 2004 가  
**162.3** 1/4 가  
 가 1% **94.3** 가  
 가가 1,400\$/ , 가 1 가 3% 가 **3.89%** 가  
 가 ( **205** 가 , 가 **2.17%** )

- 68.3% 3.2% ( 26%)
- ROE 2.28% 가, 3.62% 가 ( 가)

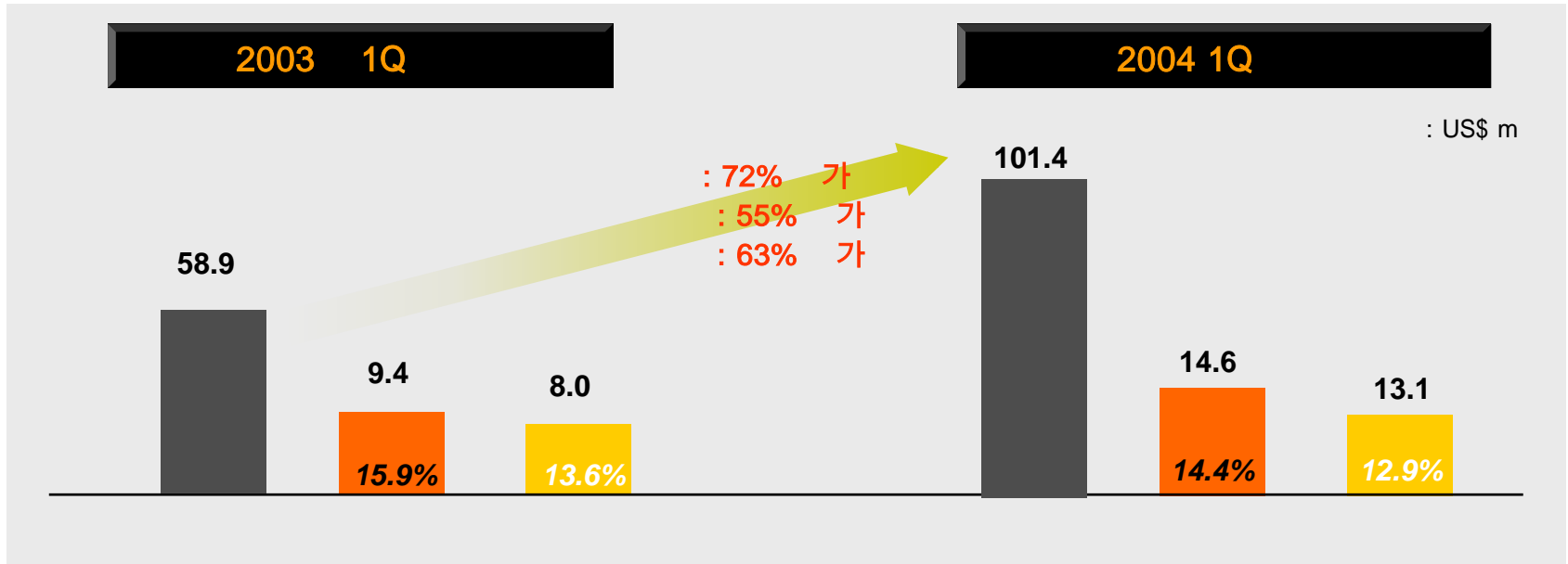
: 10

	04 1/4	03 4/4	03 1/4		
가 + .  ( )  ( )	509.4	514.0	505.8	-0.09%	0.71%
	98.3	118.2	89.0	-16.82%	10.48%
	1,367.3	1,347.7	1,369.3	1.45%	-0.15%
	1,876.6	1,861.7	1,875.0	0.80%	0.09%
	764.7	776.1	859.9	-1.46%	-11.07%
	389.5	409.4	522.5	-4.87%	-25.46%
	1,119.4	1,085.7	1,015.1	3.11%	10.27%
	75.1	75.1	75.1	0.00%	0.00%
	68.3%	71.5%	84.7%		
	26%	26.8%	42.7%		

	04 1/4	03 4/4	03 1/4		
ROE	11.63%	9.35%	8.01%	2.28%	3.62%
	7.63%	6.05%	4.84%	1.58%	2.79%
	0.90	0.90	0.90	0.00	0.00
	1.69	1.71	1.85	- 0.02	- 0.16



- 03 1                    72% 가,                    55% 가,                    63% 가
- 04 1                    26.4%,                    82.9%,                    136.4% 가



: US\$ m

: USD

	04 1Q		04 1Q		가
	Value	%	Value	%	
	80,235	100.0%	101,381	100.0%	26.4%
	7,964	9.9%	14,570	14.4%	82.9%
	5,522	6.9%	13,054	12.9%	136.4%

## 02 가

2\_1 가

2\_2 가

### (REP) 가

- LINE : (PREMIUM ), (RADIAL, BIAS )
- :
- : 2004 4 12
- : 8%, RADIAL 5%, BIAS 8%

### (OEM) 가

- LINE : (RADIAL, BIAS )
- :
- : 2004 3 1
- : RADIAL 6.5%, BIAS 7%

### (OEM) 가

- LINE :
- :
- : 8%,

.  
 . 가 4,6 가 가 . 가 가 .  
 . : , , , , 2~5%가 , 1~5  
 ( , , 가 .)

Sumitomo			01/30/04	3~5%
Continental		PCR,LTR	02/01/04	3~6%
Bridgestone			02/16/04	5%
Sumitomo	,		02/16/04	3~5%
Toyo			03/01/04	4%
Bridgestone	,		04/01/04	5%
Michelin		PCR,LTR	04/01/04	3.50%
kumho			05/01/04	3~5%
Goodyear			05/01/04	2~4%
Bridgestone			06/01/04	5~6%
Continental			06/01/04	3~5%
Yokohama			06/01/04	2~5%
Cooper			06/01/04	5%
Pirelli			06/01/04	4~5%
Michelin			07/05/04	3%

## 03 UHPT

3\_1 UHPT

3\_2 UHPT (USA)

3\_3

16 01 7.6% 04 44.7% 3 . ( )  
 16 6.6% 3

1) OE : (16" )

	'01	'02	'03	'04
12~13	7.6%	5.8%	7.3%	4.5%
14	27.8%	17.9%	14.6%	8.9%
15	57.0%	52.7%	46.3%	41.9%
16	7.6%	23.6%	31.7%	42.5%
17	0.0%	0.0%	0.0%	2.3%
15	92.4%	76.4%	68.2%	55.3%
16	<b>7.6%</b>	23.6%	31.8%	<b>44.7%</b>

2) OE : (16" )

	'01	'02	'03	'04
50'S	0.2%	0.0%	0.0%	0.6%
55'S	1.8%	2.5%	3.4%	4.4%
60'S	14.0%	22.6%	25.7%	29.7%
65'S	50.2%	41.1%	38.3%	38.3%
70'S	31.9%	30.8%	29.5%	24.2%
75'S	1.8%	3.1%	3.2%	2.9%
55'S	<b>2.1%</b>	2.5%	3.4%	<b>4.9%</b>
60-65'S	64.3%	63.7%	63.9%	66.0%
70'S	33.7%	33.9%	32.7%	27.1%

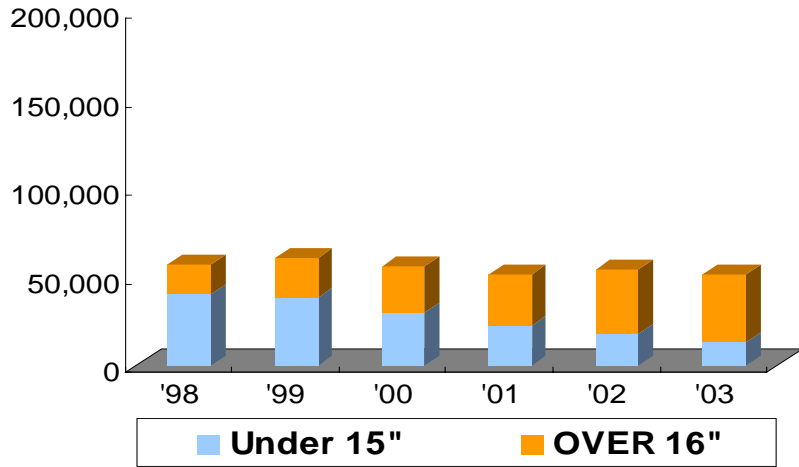
3) RE : (16" ) 가

	'01	'02	'03	'04
12~13	21.1%	18.3%	17.0%	15.2%
14	54.9%	51.8%	49.1%	45.8%
15	22.5%	26.3%	29.1%	32.4%
16	1.3%	2.8%	4.4%	6.2%
17	0.2%	0.3%	0.3%	0.4%
15	98.5%	96.9%	95.3%	93.4%
16	1.5%	3.1%	4.7%	<b>6.6%</b>

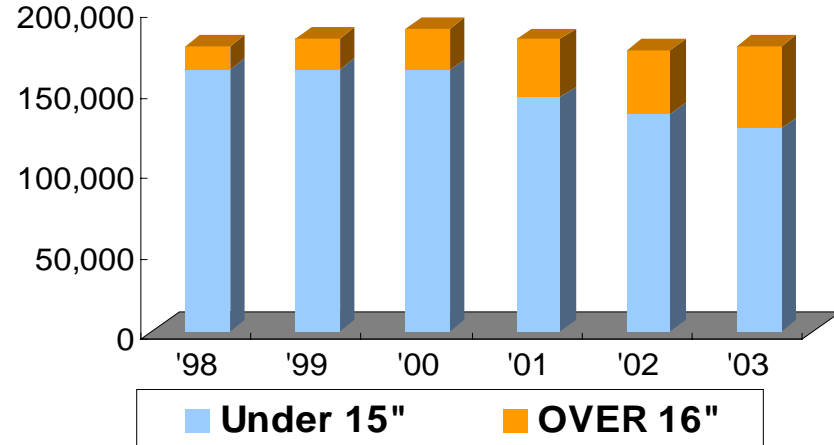
4) RE : (55'S)

	'01	'02	'03	'04
50'S	0.9%	0.9%	0.8%	0.9%
55'S	0.5%	0.8%	1.1%	1.4%
60'S	21.3%	20.9%	21.2%	21.2%
65'S	30.8%	31.6%	31.7%	32.1%
70'S	42.4%	42.3%	42.2%	41.9%
75'S	4.0%	3.5%	3.0%	2.5%
55'S	1.4%	1.7%	1.9%	<b>2.2%</b>
60-65'S	52.1%	52.5%	52.9%	53.3%
70'S	46.4%	45.8%	45.2%	44.5%

OE ( )



RE ( )



OE ( OVER 16" : 18% )

RIM DIA.	'98	'99	'00	'01	'02	'03
15"	39,995 70%	38,371 63%	29,976 53%	22,313 44%	17,874 33%	12,955 25%
16"	16,858 30%	22,318 37%	26,394 47%	28,929 56%	36,244 67%	38,541 75%
<b>Total</b>	<b>56,853 100%</b>	<b>60,689 100%</b>	<b>56,370 100%</b>	<b>51,242 100%</b>	<b>54,118 100%</b>	<b>51,496 100%</b>

RE ( OVER 16" : 29% )

RIM DIA.	'98	'99	'00	'01	'02	'03
15"	162,832 92%	162,375 89%	162,076 86%	145,381 80%	134,820 77%	125,882 71%
16"	14,368 8%	19,605 11%	26,115 14%	35,751 20%	40,089 23%	51,375 29%
<b>Total</b>	<b>177,200 100%</b>	<b>181,980 100%</b>	<b>188,192 100%</b>	<b>181,132 100%</b>	<b>174,909 100%</b>	<b>177,257 100%</b>

## 04 FORD Mondeo OE

4\_1 FORD Mondeo OE

4\_2 FORD Mondeo



- : Mondeo (Ford Europe)
- : 205/55R16 V, H K105
- : VENTUS PRIME
- : 14
- : 2004 3



**205/55R16 V, H K105**

**VENTUS PRIME**  
**UHP**

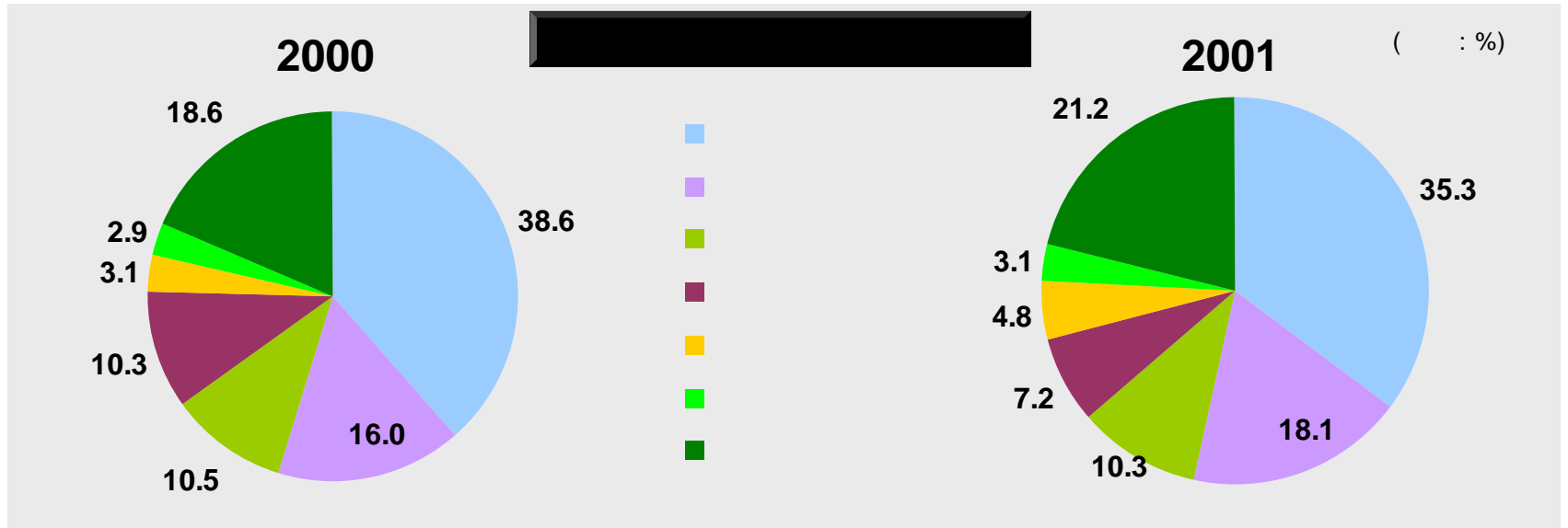
VENTUS

- 1.
- 2.
- 3.
- 4.

# 04\_2. FORD MONDEO



- FORD SEDAN 가 (Ex. )  
(Streeka < Fiesta < Fusion < Focus, C-Max < Mondeo < Galaxy < Maverick)
- ( , Automotivenews Euorpe ) 2003 199,370
- FORD Europe Mondeo ( 5 + = 6 )



# 05

# OE Biz

5\_1 OE

5\_2 OE

5\_3 LOYALTY RATE ( )

5\_4 FORD 가

5\_5 OE

5\_6 OE

5\_7

· OE Business

가

	Only REP	OE+REP
가	가	가
	Dealer 가 (가 )	(OE Loyalty )
	( )	Motivation ( )

R&D/ / ( )

OE Car Maker  
 Tire Maker / ( )  
 ) R&D/ /  
 ( ) 가 ,  
 ( )

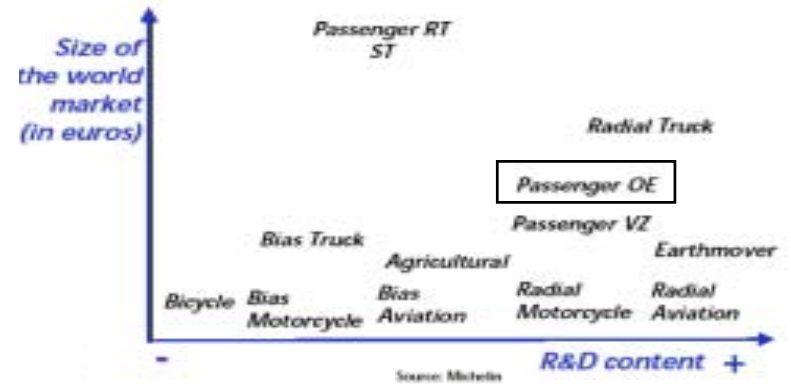
OE Loyalty

OE Brand REP  
 1st Replacement 1~2 가  
 OE Tire

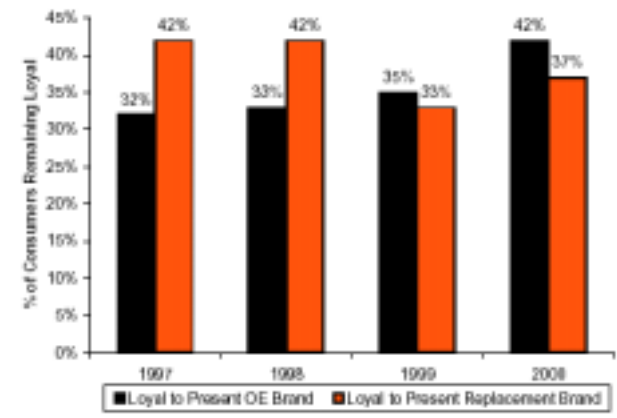
Segment High Performance Segment가

Brand  
 Car maker가  
 (Car maker )

Market value and R&D content by tire segment



US tyre replacement brand loyalty



Source: Tire Business

OE Business

가

RE

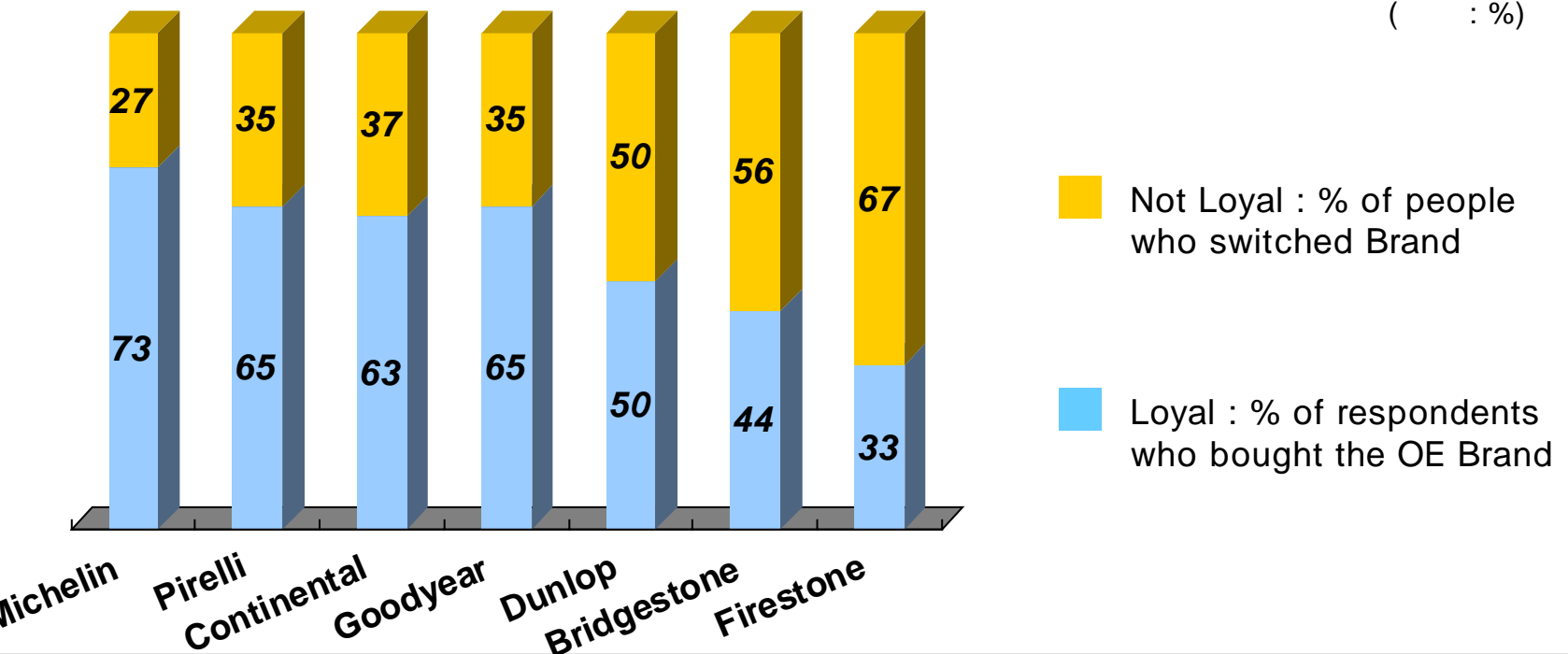
LOYALTY RATE  
가

( Average 35%)

OE

OE/RT Loyalty Rate for top-of-the-range vehicles by tire brand(2001) - Europe

( : %)



- : , , , , ( 6 )
- FORD 가 (2002.3 ) : 6 3
- 6 3
- 6 4

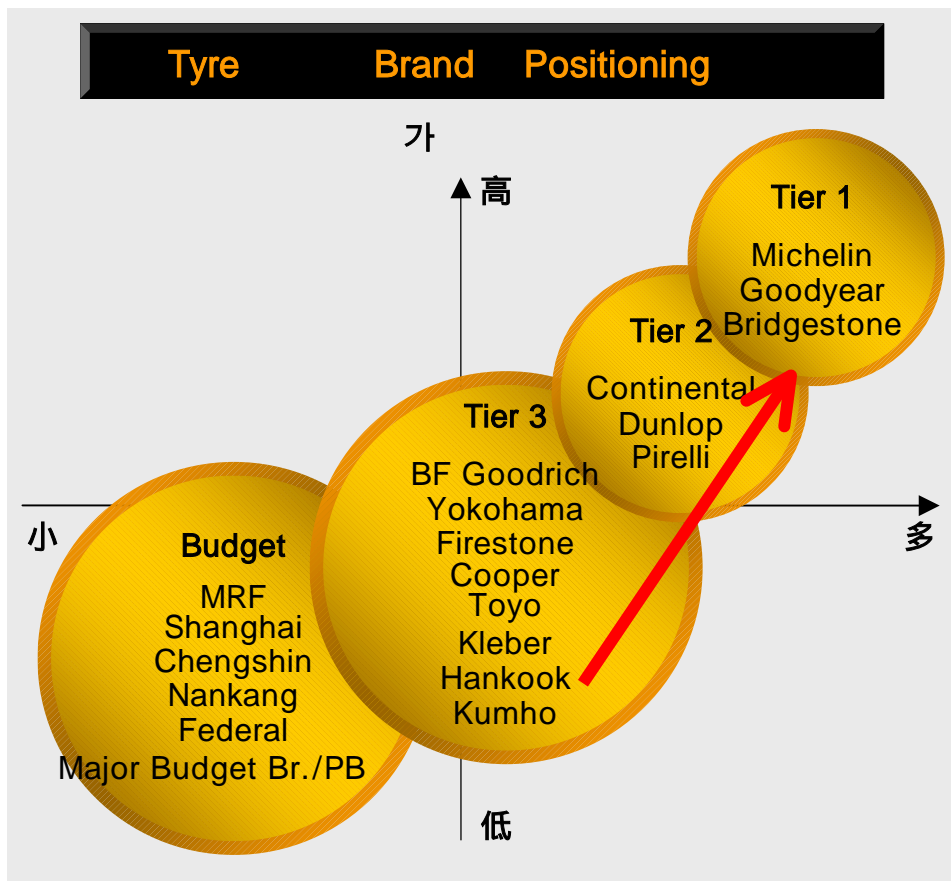
**가**

Item	가	2002 Rank & Ratings			Top	Bottom
		Global	NAE	FOE		
<b>Total Technical Rating</b>	<b>100%</b>	<b>#3 of 6 (7.90)</b>			<b>8.33</b>	<b>6.34</b>
T1 .	20%	#3 of 6 (7.93)	#2 of 4	#6 of 6	8.29	6.10
T2. ( , )	20%	#4 of 6 (7.61)	#4 of 5	#6 of 6	8.59	5.70
T3.	20%	#1 of 6 (8.08)	#2 of 5	#5 of 6	8.08	6.82
T4.	20%	# 3 of 6 (8.12)	#2 of 5	#6 of 6	8.50	6.58
T5.	20%	# 5 of 6 (7.75)	#5 of 5	N/A	8.60	6.00

**가**

Item		가	Rank	HK Rating	Top	Bottom
<b>Total Quality Rating</b>		<b>100%</b>	<b># 4 of 6</b>	<b>7.11</b>	<b>8.11</b>	<b>5.76</b>
(N.A)	Best In Quality Plan	20%	#4 of 5	7.00	9.00	0.00
	Q1 plant assesment	10%	#1 of 6	8.00	8.00	4.70
Uniformity CPK	N.A.	40%	#5 of 5	6.01	8.17	6.01
	Europe	10%	#3 of 6	8.00	9.00	6.00
/	Ford Assembly Plant	5%	#6 of 6	7.00	8.13	7.00
	Global Ratings	15%	#3 of 6	9.01	9.58	6.81

- Maker OE market 5 Tire maker가
- OE market Major
- TIER 3 GROUP FORD
- REP TIER 2

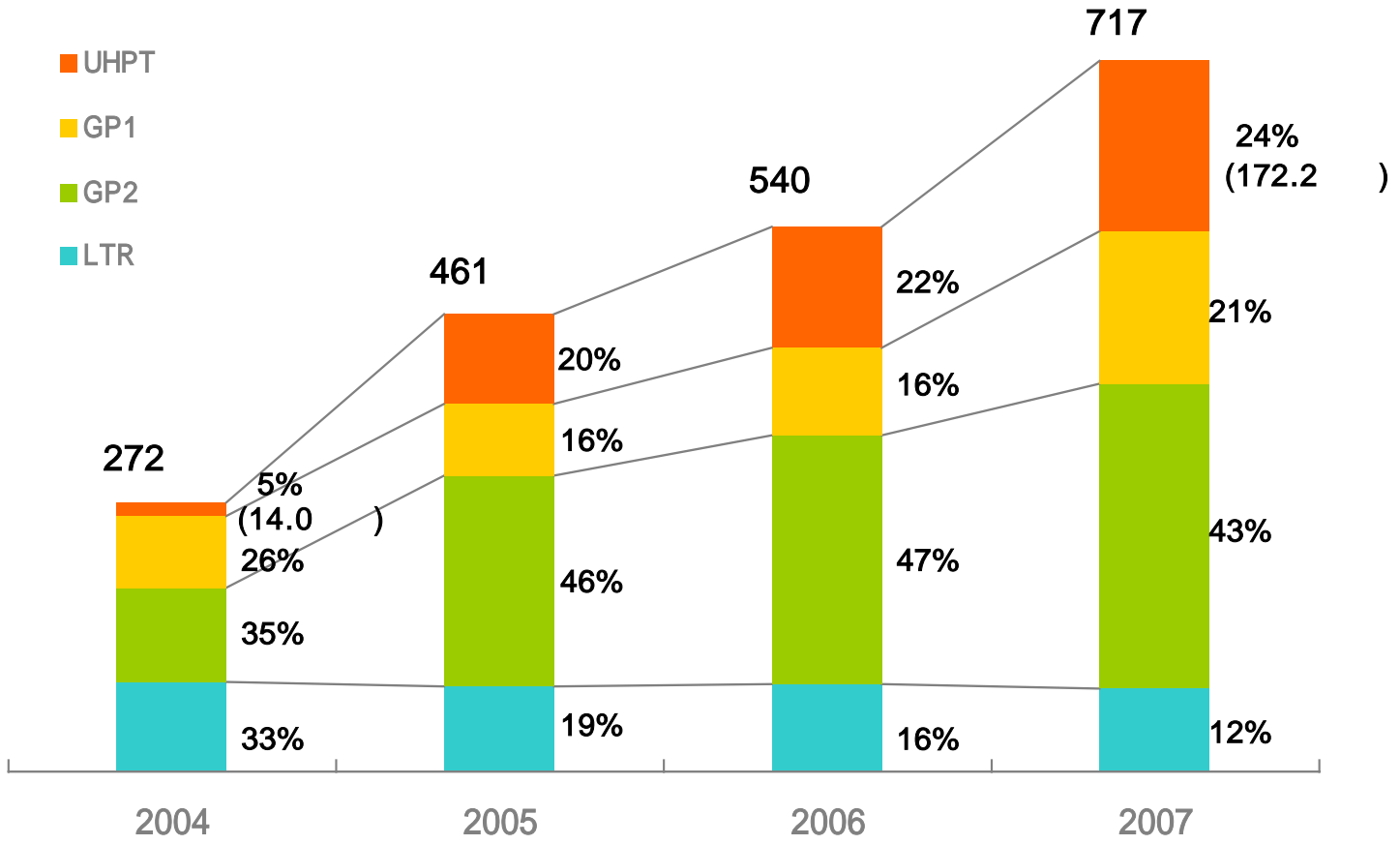


**2001 OE BRAND SHARES**  
(U.S./Canada light vehicles, excluding imports)

<b>Chrysler</b>		<b>Mazda</b>	
Goodyear	78.0%	Firestone	52.0%
Michelin	22.0%	Bridgestone	39.0%
		BFGoodrich	8.0%
		Michelin	1.0%
<b>Ford</b>		<b>Mercedes</b>	
Goodyear	29.0%	Dunlop	65.0%
Firestone	28.0%	General	35.0%
General	21.0%		
Michelin	12.0%	<b>Mitsubishi (MMMA)</b>	
Continental	5.0%	Goodyear	60.0%
BFGoodrich	3.0%	Bridgestone	40.0%
Uniroyal	2.0%		
		<b>Nissan</b>	
<b>General Motors</b>		General	54.0%
Goodyear	33.0%	Firestone	18.0%
Firestone	24.0%	BFGoodrich	15.0%
General	18.0%	Bridgestone	14.0%
BFGoodrich	10.0%	Dunlop	13.0%
Uniroyal	10.0%		
Michelin	5.0%	<b>NUMMI</b>	
		Firestone	30.0%
<b>BMW</b>		Goodyear	30.0%
Michelin	75.0%	BFGoodrich	16.0%
Continental	15.0%	Bridgestone	14.0%
Bridgestone	5.0%	Dunlop	10.0%
Dunlop	5.0%		
		<b>Saturn</b>	
<b>CAMI</b>		Firestone	100%
Goodyear	60.0%		
Uniroyal	40.0%	<b>Subaru</b>	
		Firestone	51.0%
<b>Honda</b>		Bridgestone	49.0%
Michelin	40.0%		
Firestone	32.0%	<b>Toyota</b>	
Goodyear	18.0%	Dunlop	28.0%
Dunlop	5.0%	Bridgestone	20.0%
Bridgestone	5.0%	Michelin	14.0%
		Goodyear	12.0%
<b>Isuzu</b>		General	11.0%
Bridgestone	70.0%	Firestone	10.0%
Yokohama	20.0%	BFGoodrich	5.0%
Goodyear	10.0%		






















- OE 2007 164% 가
- UHPT GP2 (SUV, RV) 가가 (2007 342% 가)
- 14 OE



OE 16

가 2003

7

2003	      <b>SMART</b>
2002	     
2001	 <b>Daihatsu <u>MIRA</u></b>  <b>Volvo <u>spare (S80,S60,C70,V70)</u></b>
2000	 <b><u>TRANSIT</u> China 7Makers</b>
1999	 <b><u>FOCUS (spare tire)</u></b>
1998	 <b><u>Hi-Jet</u></b>
1997	 <b><u>(CHINA)</u></b>
1996	 <b><u>SUPPLIER</u></b>
1995	 <b><u>CORSA</u></b>
1993	 <b><u>ASPIRE</u></b>
1991	 <b><u>GOLF</u></b>
1988	 <b><u>PONTIAC LEMANS</u></b>

- : Auto Bild Test ('03 3 )
- : 225/40R18 W/Y (18 UHPT)
- : FORD MONDEO
- / : 3 / 6
- 가 : ( , Handling, Cornering )

Spartreifen 225/40 R 18: alle Testnoten auf einen Blick														
Marke	Masse					Trockenheit					Schnelllaufbestanden	So haben wir bewertet		
	Aquaplaning	Kreuz-Aquaplaning	Handling	Kristallein	Bremsen	Durchschnitt	Handling	Bremsen	Abrollkomfort	Vorbefahrerlurch			Rollwiderstand	Durchschnitt
Bereitungsanteil in Prozent	15	15	30	10	30	Durchschnitt	30	30	15	15	10	Durchschnitt		Die Bewertung erfolgt in Schulnoten von 1 = „sehr gut“ bis 6 = „ungenügend“ Die Prozentzahlen unter den Einzeldisziplinen entsprechen der Gewichtung. Eine Kapitelnote schlechter als Zwei und Einzelnoten schlechter als Drei erlauben kein „verbildlich“ mehr.
<b>Bridgestone</b> Potenza RE 050 (88 W)* ca. 218 Euro	2	1	1	1	1	1	2+	1	2	2	2	2+	ja	<b>Stärken:</b> der Überflieger bei dem Nässe Tests, kürzester Bremsweg auf trockener Piste, perfekte Seitenführung, gutmütiges Fahrverhalten <b>Schwächen:</b> hoher Preis
<b>Continental</b> SportContact 2 (87)* ca. 238 Euro	2-	2+	1-	2+	1	1-	2	2	2	2	2	2	ja	<b>Stärken:</b> gute Lenkpräzision und stabile Seitenführung, kürzester Bremsweg auf nasser Fahrbahn <b>Schwächen:</b> nur durchschnittliche Aquaplaningreserven
<b>Hankook</b> Ventus Sport K184 (82 Y)* ca. 168 Euro	2	3	1-	2	2	2	2	2	2-	1+	2	2+	ja	<b>Stärken:</b> sehr gute Seitenführung, sicheres Handlingverhalten, lose Abrollgeräusche, günstiger Preis <b>Schwächen:</b> nur durchschnittliche Aquaplaningreserven in Kurven
<b>Michelin</b> Pilot Sport 2 (82 Y)* ca. 278 Euro	2	3-	2	2	3	2-	1	1-	2	2	1	1-	ja	<b>Stärken:</b> perfektes Trockenhandling, niedriger Rollwiderstand <b>Schwächen:</b> wenig Aquaplaningreserven in Kurven, durchschnittliches Abschneiden beim Nassbremsen
<b>Sava</b> Estate N01 18 (82 W)* ca. 165 Euro	2	2+	2+	2	2	2+	2	3	3+	2	3	2-	ja	<b>Stärken:</b> hohe Aquaplaningreserven, sicheres Nasshandlingverhalten <b>Schwächen:</b> längster Bremsweg auf trockener Piste, hoher Rollwiderstand, mäßiger Fahrkomfort
<b>Manitou</b> Estate Linas (82 W)* ca. 165 Euro	4	4	4	3-	5	4	2	1-	3	2	4	2	ja	<b>Stärken:</b> gute Seitenführung und kurzer Bremsweg (trocken) <b>Schwächen:</b> wenig Reserven bei Aquaplaning, längster Bremsweg bei Masse, hoher Rollwiderstand

Notenschlüssel: 1 bis 2 (grün), 3 (gelb), 4 bis 5 (rot) \*Tragfähigkeitskennzahl und Geschwindigkeitsindex

- : ADAC Test ('04 3 )
- : 205/55R16V K105 (16 UHPT, Ventus Prime)
- : Audi A4
- / : 5 / 15
- 가 : (Major )

Teil 1 - Sommerreifen der Dimension 205/55 R 16								
Preis (ohne Montage und Steuern, inkl. MwSt.)	102-155	115-152	84-121	114-158	72-95	91-145	88-134	85-135
Speed-Index	V (bis 240 km/h)	V (bis 240 km/h)	V (bis 240 km/h)	V (bis 240 km/h)	V (bis 240 km/h)	V (bis 240 km/h)	V (bis 240 km/h)	V (bis 240 km/h)
<b>TESTERGEBNISSE</b>								
<b>Trocken</b>	<b>1,2</b>	<b>1,0</b>	<b>1,5</b>	<b>2,0</b>	<b>1,2</b>	<b>1,7</b>	<b>1,5</b>	<b>2,3</b>
Kurvenverhalten	1,2	1,0	1,4	1,9	1,1	1,8	1,4	2,4
Spurwechsel	1,2	1,0	1,6	2,1	1,2	1,6	1,5	2,2
<b>Nässe</b>	<b>1,7</b>	<b>1,9</b>	<b>2,0</b>	<b>2,0</b>	<b>2,5</b>	<b>2,2</b>	<b>2,1</b>	<b>2,0</b>
Bremsen-ABS	2,2	2,6	2,3	2,2	2,9	2,3	2,5	2,2
Aquaplaning-längs	1,3	1,3	1,7	1,5	2,5	2,3	2,0	1,3
Aquaplaning-quer	1,5	1,5	2,0	1,5	2,7	2,5	1,7	1,5
Handling	1,5	1,7	1,8	2,2	2,1	1,9	1,9	2,2
Seitenführung	2,3	2,3	2,5	2,3	2,0	2,0	2,3	2,7
<b>Komfort</b>	<b>2,5</b>	<b>2,6</b>	<b>2,5</b>	<b>2,4</b>	<b>2,1</b>	<b>2,0</b>	<b>2,2</b>	<b>1,9</b>
Federung	2,6	2,6	2,6	2,3	2,1	2,0	2,1	1,8
Innengeräusch	2,3	2,5	2,3	2,5	2,0	2,0	2,3	2,0
<b>Außengeräusch</b>	<b>2,8</b>	<b>1,8</b>	<b>2,2</b>	<b>2,2</b>	<b>2,4</b>	<b>2,0</b>	<b>2,4</b>	<b>1,9</b>
<b>Rollwiderstand</b>	<b>2,5</b>	<b>2,3</b>	<b>2,7</b>	<b>2,3</b>	<b>2,5</b>	<b>2,3</b>	<b>2,0</b>	<b>2,0</b>
<b>Verschleiß</b>	<b>2,0</b>	<b>2,3</b>	<b>2,3</b>	<b>2,0</b>	<b>1,7</b>	<b>2,3</b>	<b>2,7</b>	<b>2,3</b>
<b>ADAC-URTEIL</b>	besonders empfehlenswert	besonders empfehlenswert	besonders empfehlenswert	besonders empfehlenswert	empfehlenswert	empfehlenswert	empfehlenswert	empfehlenswert
<b>FAZIT</b>								