



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

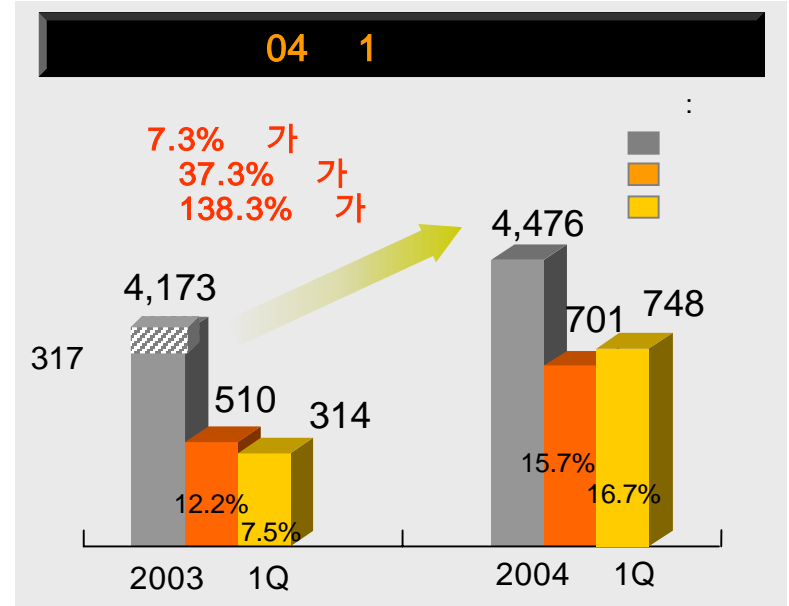
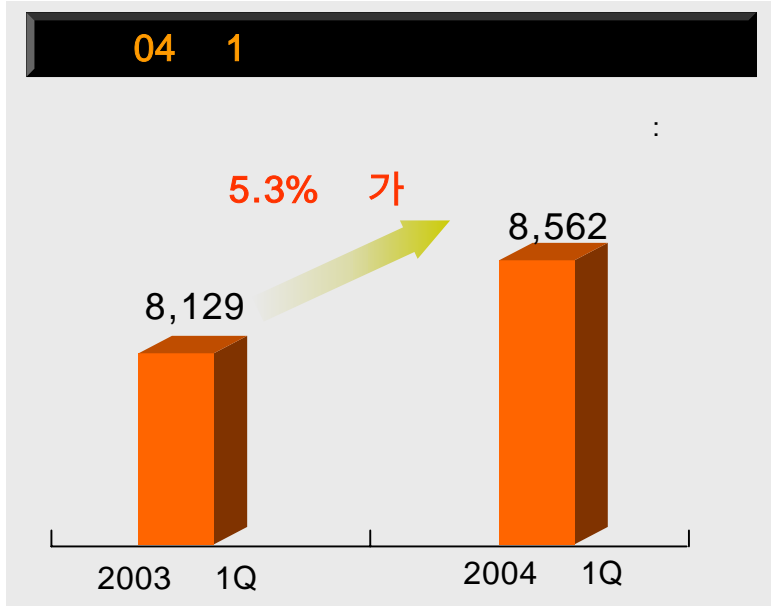
1_3

1_4

1_5

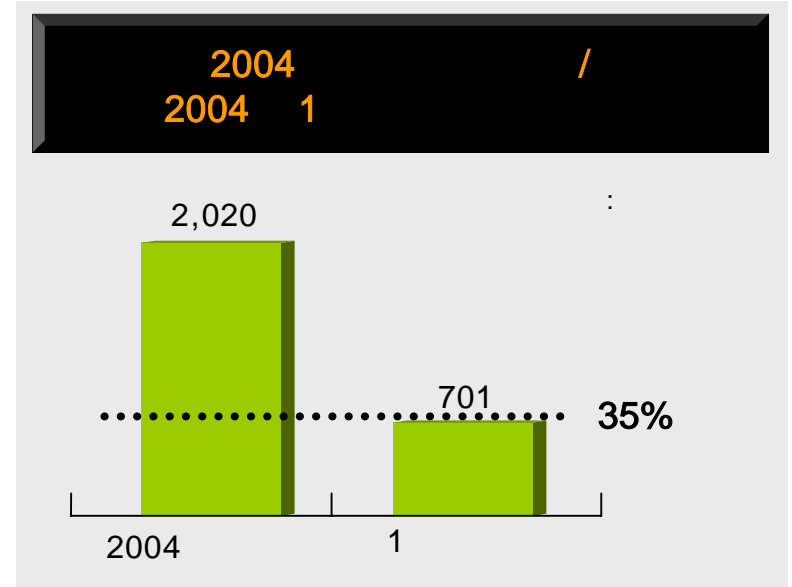
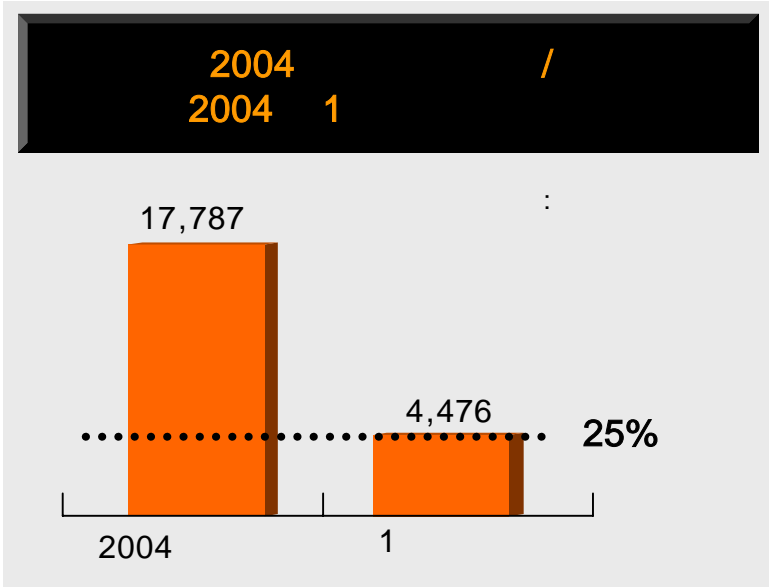
1_6

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



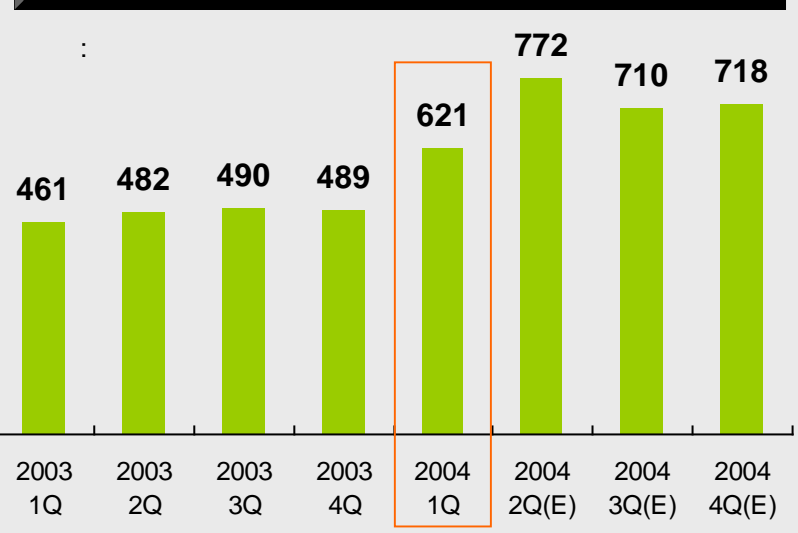
가		가		가		가		가	
303	가	25	가	87	가	119	가	125	가
504	가	* 238	가	* 41	가	* 81	가	* 60	가
116	가	(가 : 48)		* 24	가	* 가 38	가	* 가	
317		(가 : 138)		* 22	가			56	
		* () 213						* 9	

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



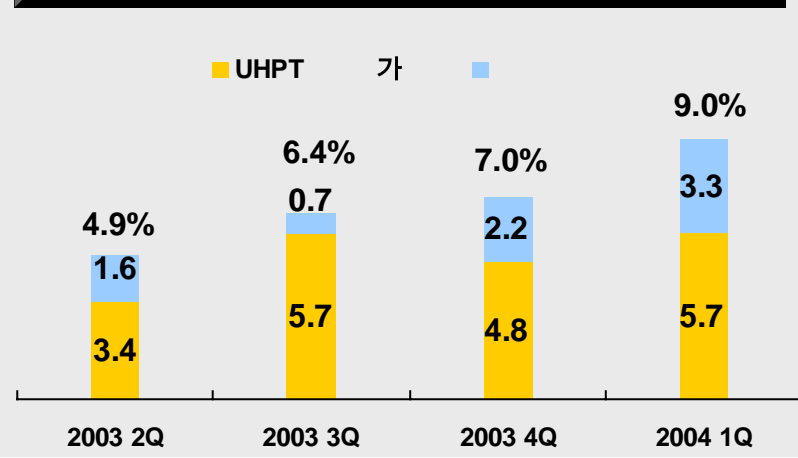
	02 (A)	03 (B)	04 (C)	04 1Q (D)	02	03	
	1,578,516	1,676,892	1,778,735	447,551	28%	27%	25%
	103,276	170,417	201,961	70,053	68%	41%	35%
	74,196	143,415	163,588	74,795	101%	52%	46%
	31,660	32,749	34,791	8,562	27%	26%	25%

UHPT 가



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

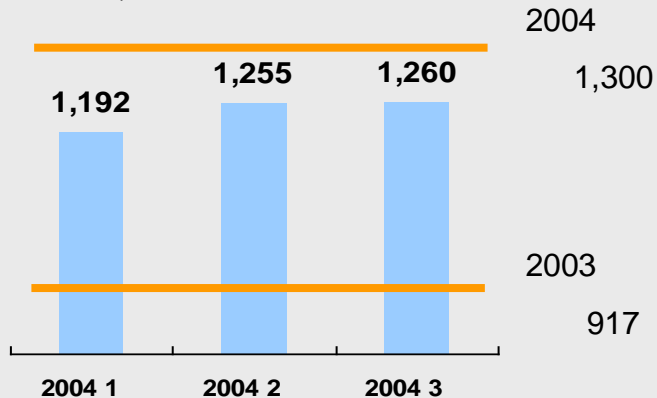
ASP 가 (2003 1)



- 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

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 .)

6 1 3~5% 가 .
 가 4,6 가 가 가 .
 : , , , , 2~5%가 , 1~5

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	7.6%	23.6%	31.8%	44.7%

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	2.1%	2.5%	3.4%	4.9%
60-65'S	64.3%	63.7%	63.9%	66.0%
70'S	33.7%	33.9%	32.7%	27.1%

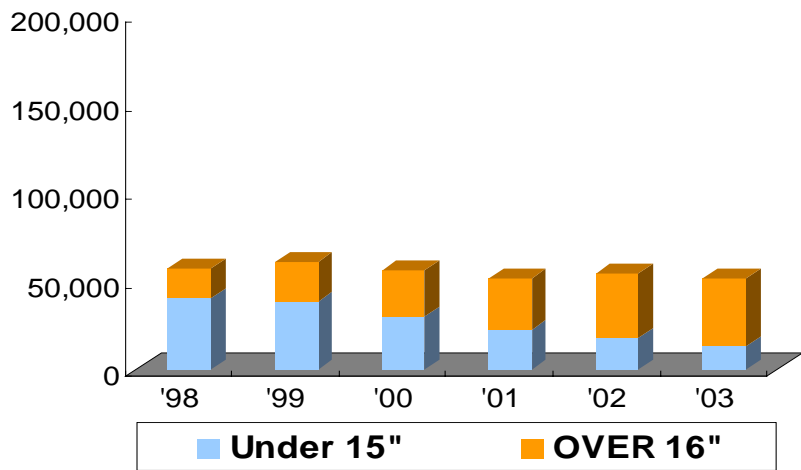
3) RE : (16") 가

	'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%	6.6%

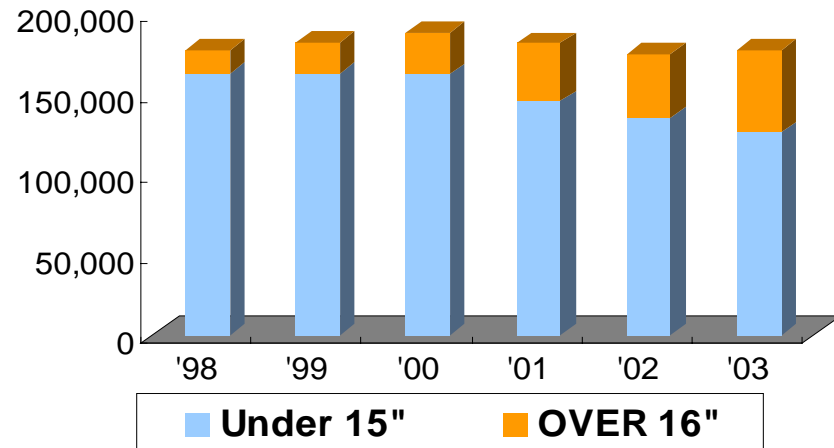
4) RE : (55'S)

	'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%	2.2%
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%
Total	56,853 100%	60,689 100%	56,370 100%	51,242 100%	54,118 100%	51,496 100%

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%
Total	177,200 100%	181,980 100%	188,192 100%	181,132 100%	174,909 100%	177,257 100%

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

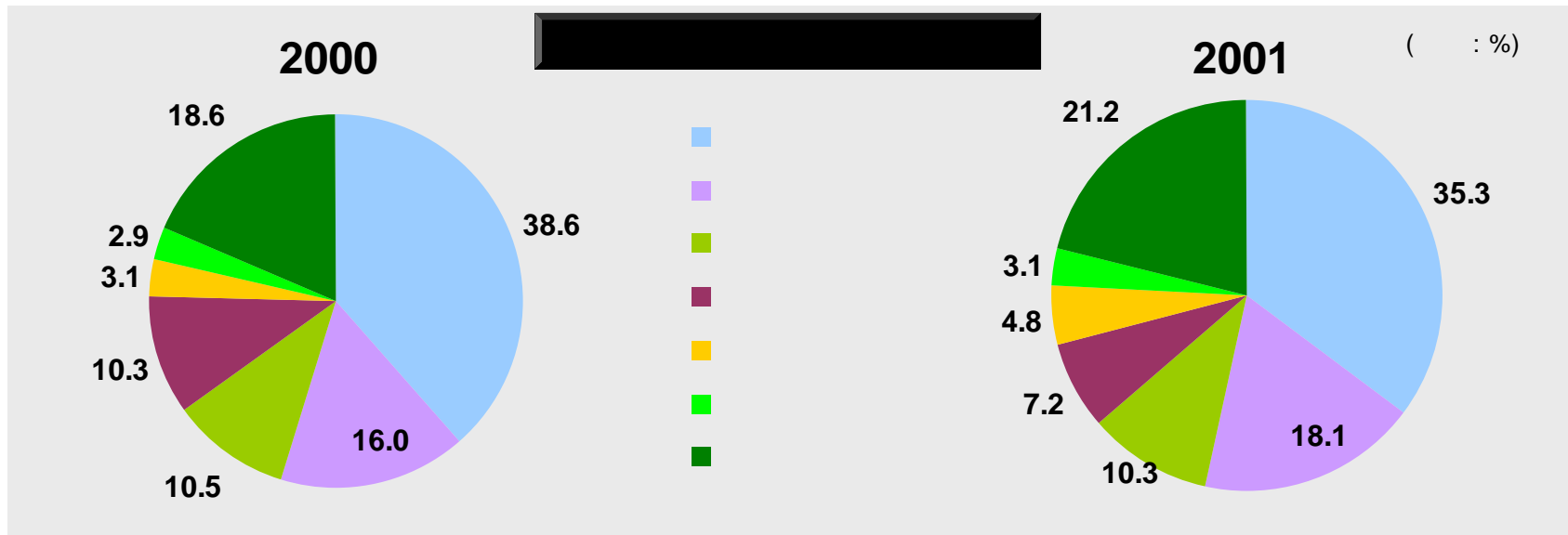
VENTUS

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

04_2. FORD MONDEO



- FORD SEDAN 가 (Ex.)
(Streeka < Fiesta < Fusion < Focus, C-Max < Mondeo < Galaxy < Maverick)
- (, Automotiveneuws 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 ()

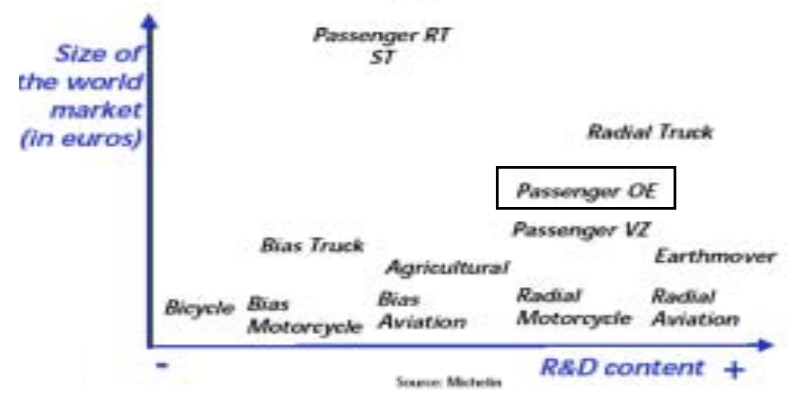
R&D/ / ()

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

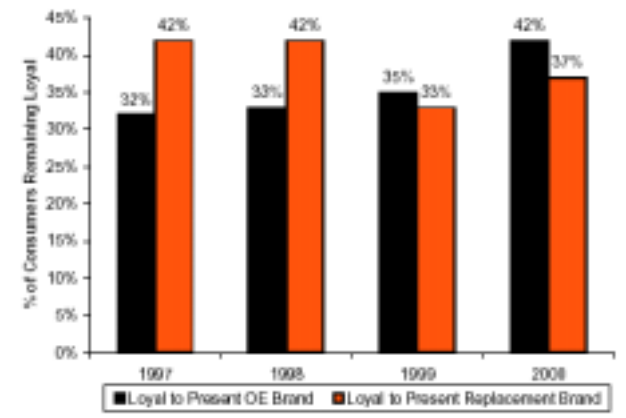
OE Loyalty

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

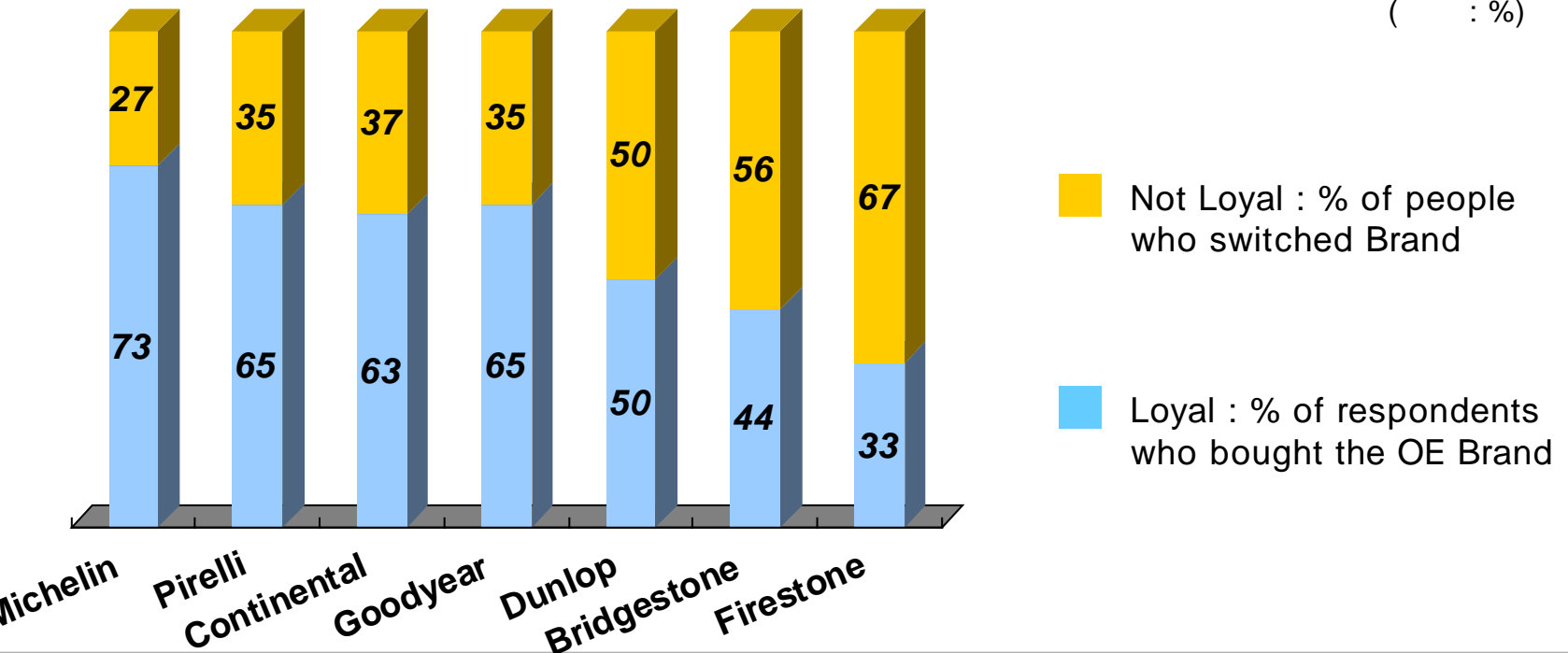
LOYALTY RATE
가

(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

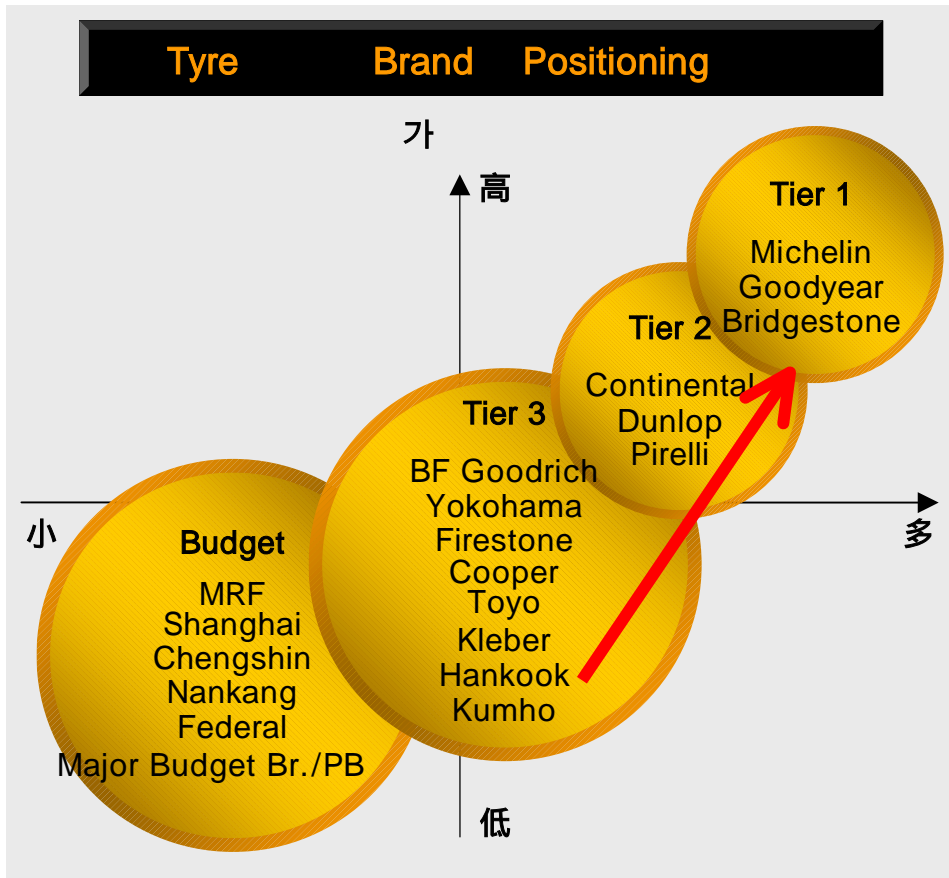
가

Item	가	2002 Rank & Ratings			Top	Bottom
		Global	NAE	FOE		
Total Technical Rating	100%	#3 of 6 (7.90)			8.33	6.34
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
Total Quality Rating		100%	# 4 of 6	7.11	8.11	5.76
(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

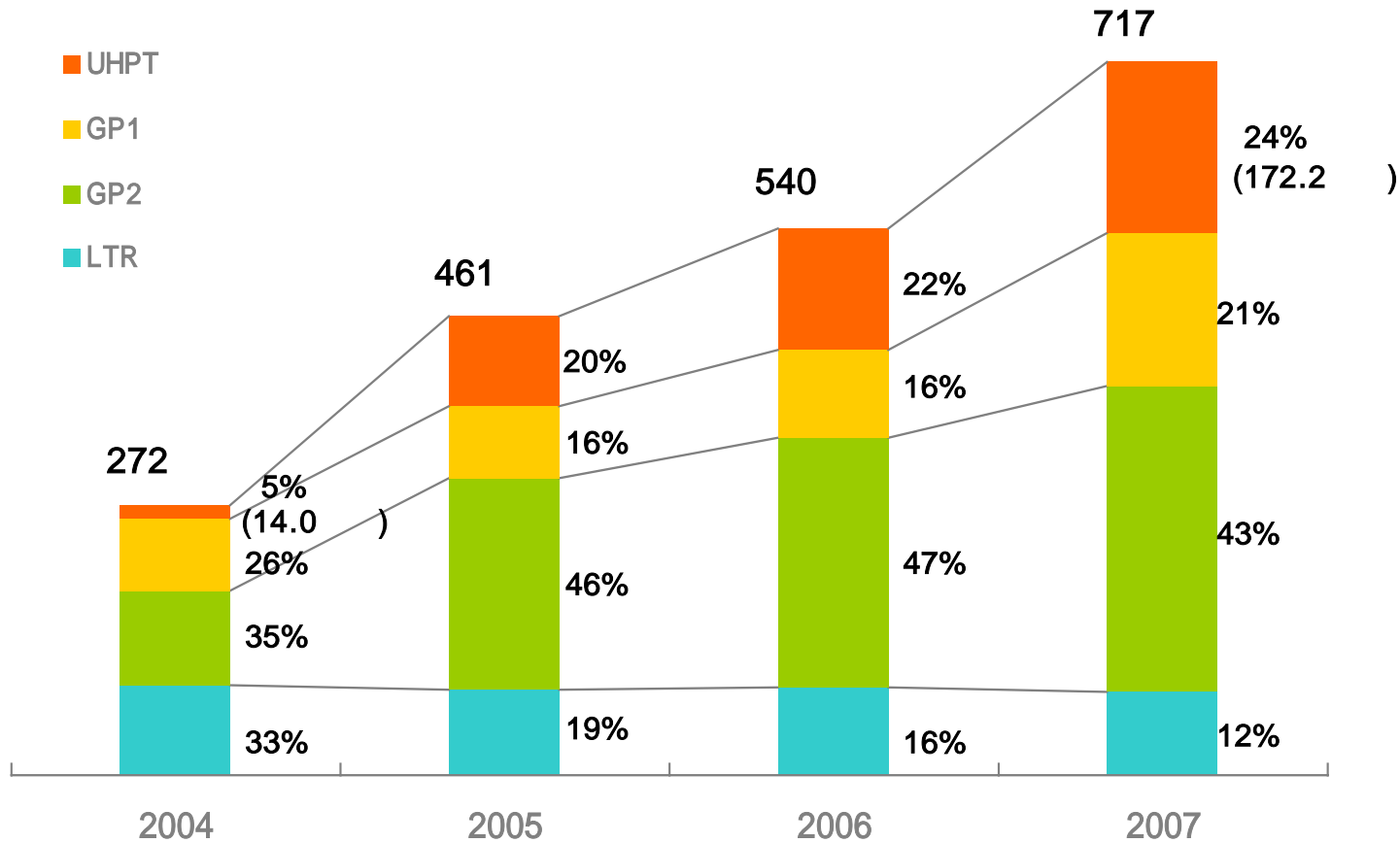
- Maker OE market 5 Tire maker가
- OE market Major
- TIER 3 GROUP FORD
- REP TIER 2



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

Chrysler		Mazda	
Goodyear	78.0%	Firestone	52.0%
Michelin	22.0%	Bridgestone	39.0%
		BFGoodrich	8.0%
		Michelin	1.0%
Ford		Mercedes	
Goodyear	29.0%	Dunlop	65.0%
Firestone	28.0%	General	35.0%
General	21.0%		
Michelin	12.0%	Mitsubishi (MMMA)	
Continental	5.0%	Goodyear	60.0%
BFGoodrich	3.0%	Bridgestone	40.0%
Uniroyal	2.0%		
		Nissan	
General Motors		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%	NUMMI	
		Firestone	30.0%
BMW		Goodyear	30.0%
Michelin	75.0%	BFGoodrich	16.0%
Continental	15.0%	Bridgestone	14.0%
Bridgestone	5.0%	Dunlop	10.0%
Dunlop	5.0%		
		Saturn	
CAMI		Firestone	100%
Goodyear	60.0%		
Uniroyal	40.0%	Subaru	
		Firestone	51.0%
Honda		Bridgestone	49.0%
Michelin	40.0%		
Firestone	32.0%	Toyota	
Goodyear	18.0%	Dunlop	28.0%
Dunlop	5.0%	Bridgestone	20.0%
Bridgestone	5.0%	Michelin	14.0%
		Goodyear	12.0%
Isuzu		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	      SMART
2002	     
2001	 Daihatsu <u>MIRA</u>  Volvo <u>spare (S80,S60,C70,V70)</u>
2000	 <u>TRANSIT</u> China 7Makers
1999	 <u>FOCUS (spare tire)</u>
1998	 <u>Hi-Jet</u>
1997	 <u>(CHINA)</u>
1996	 <u>SUPPLIER</u>
1995	 <u>CORSA</u>
1993	 <u>ASPIRE</u>
1991	 <u>GOLF</u>
1988	 <u>PONTIAC LEMANS</u>

- : 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					Schnelllauf	bestanden	So haben wir bewertet		
	Aquaplaning	Körn-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 „verbindlich“ mehr.
Bridgestone Potenza RE 050 (88 W)* ca. 218 Euro	2	1	1	1	1	1	2+	1	2	2	2	2+	ja	Stärken: der Überflieger bei dem Nässe Tests, kürzester Bremsweg auf trockener Piste, perfekte Seitenführung, gutmütiges Fahrverhalten Schwächen: hoher Preis	
Continental SportContact 2 (87)* ca. 238 Euro	2-	2+	1-	2+	1	1-	2	2	2	2	2	2	ja	Stärken: gute Lenkpräzision und stabile Seitenführung, kürzester Bremsweg auf nasser Fahrbahn Schwächen: nur durchschnittliche Aquaplaningreserven	
Hankook Ventus Sport K184 (82 Y)* ca. 168 Euro	2	3	1-	2	2	2	2	2	2-	1+	2	2+	ja	Stärken: sehr gute Seitenführung, sicheres Handlingverhalten, lose Abrollgeräusche, günstiger Preis Schwächen: nur durchschnittliche Aquaplaningreserven in Kurven	
Michelin Pilot Sport 2 (82 Y)* ca. 278 Euro	2	3-	2	2	3	2-	1	1-	2	2	1	1-	ja	Stärken: perfektes Trockenhandling, niedriger Rollwiderstand Schwächen: wenig Aquaplaningreserven in Kurven, durchschnittliches Abschneiden beim Nassbremsen	
Sava Estate N01 18 (82 W)* ca. 165 Euro	2	2+	2+	2	2	2+	2	3	3+	2	3	2-	ja	Stärken: hohe Aquaplaningreserven, sicheres Nasshandlingverhalten Schwächen: längster Bremsweg auf trockener Piste, hoher Rollwiderstand, mäßiger Fahrkomfort	
Managoni Estate Linna (82 W)* ca. 165 Euro	4	4	4	3-	5	4	2	1-	3	2	4	2	ja	Stärken: gute Seitenführung und kurzer Bremsweg (trocken) Schwächen: 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)
TESTERGEBNISSE								
Trocken	1,2	1,0	1,5	2,0	1,2	1,7	1,5	2,3
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
Nässe	1,7	1,9	2,0	2,0	2,5	2,2	2,1	2,0
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
Komfort	2,5	2,6	2,5	2,4	2,1	2,0	2,2	1,9
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
Außengeräusch	2,8	1,8	2,2	2,2	2,4	2,0	2,4	1,9
Rollwiderstand	2,5	2,3	2,7	2,3	2,5	2,3	2,0	2,0
Verschleiß	2,0	2,3	2,3	2,0	1,7	2,3	2,7	2,3
ADAC-URTEIL	besonders empfehlenswert	besonders empfehlenswert	besonders empfehlenswert	besonders empfehlenswert	empfehlenswert	empfehlenswert	empfehlenswert	empfehlenswert
FAZIT								