



OFFICIAL TIRE OF MAJOR LEAGUE BASEBALL

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one



Hankook One Program

Welcome






We are excited to share our **2022 ONE Program** benefits package with you! Our program is designed to support your business by providing premium products tailored to your market and support that enhances your business plan and growth. Your partnership is integral to our success, and we look forward to achieving great things together!

Hankook's **ONE Program** offers a robust program for associate dealer with an appealing package of cash benefits and marketing support that will maximize results.

Outstanding Benefits for Qualifying Dealers



Cash Rewards for Hankook and Laufenn Branded Products

Level		 SILVER	 GOLD	 PLATINUM	 DIAMOND
Purchase QTY*	Annual	320 ~ 499	500 ~ 1,199	1,200 ~ 1,799	> 1,800
	Quarter	80-124"	125-299"	300-449"	> 450"
Volume Reward		\$3.00	\$4.00	\$5.00	\$6.00
		\$1.00	\$1.00	\$1.00	\$1.00

Premium Line Reward- Earn an extra **\$2**/tire

Premium line rewards are assigned to the following patterns for the duration of 2022. These popular products have been chosen for their unique potential to add value to your in-store line up.



* Additional lines may be included quarterly for special promotions.

Have a question about the program?

We're here to help!

Please reach out to your local Hankook sales representative or contact (855) 324-3655 for further information related to the ONE Program.

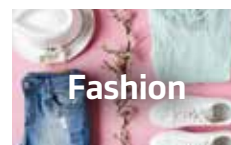


Points

As an additional incentive, points are achievable by dealers who attain platinum and diamond levels within the program. Points may be redeemed in our One Program online portal.

	Level 3 - Platinum	
	Quantity	Point
	1200 ~ 1799 (300-449 Qtrly)	1 Point / Tire
	Level 4 - Diamond	
	Quantity	Point
	> 1800 (> 450 Qtrly)	1.25 Point / Tire

Showroom and Apparel POP - Points can be used to buy not only HK POP, but also business Items



Brand Marketing

World-class marketing assets that drive demand for Hankook in the market. This includes brand visibility and exceptional opportunities to access top tier sporting events where Hankook is present. As the official Tire of Major League Baseball, Hankook enjoys a strong connection to many events and opportunities throughout the market.

MLB



NBA



Motorsports



Nationwide Promotion

Our rebate program provides great sell-out support driving consumer demand and keeping our product top of mind with your customers.

2022 Release Schedule		
The Great Catch Rebate	The Great Hit Rebate	Fall Classic Rebate
March-April	June-July	September-October

* Subject to change



Comprehensive Support Platform

Online Support



Access to our premium Hankook One Program web portal at www.tirecontrol.com where all relevant program data is available at your fingertips 24/7. Our easy to navigate reporting structure and program tracking makes monitoring results, identifying value, and redeeming rewards a breeze



Introduction to Hankook Tire

Hankook actively embraces the global stage through constant technological development and commitment to innovation. We are taking the leap to become a leading global tire company that provides sustainable solutions to deliver the ultimate driving satisfaction to all customers.



Hankook Tire opened its first-ever U.S. manufacturing facility in Clarksville, Tennessee in 2017. The world-class facility, spanning 1.5 million square feet, is Hankook's most automated plant yet, utilizing innovative technology and state-of-the-art equipment to produce 5.5 million tires annually.

Hankook is always strengthening our global competitive edge, bringing innovation to our global distribution system and diversity to our business strategy. By acquiring leading partners, we established a strategic network and an innovative distribution business model to expand our presence to strengthen our downstream distribution and develop an integrated distribution system in order to further accelerate innovation across our global distribution operations.

Hankook provides OE fitments for the leading Automobile Manufacturers

Hankook supplies original equipment to many of the most well-known and prestigious automotive manufacturers in the world. We are proud to partner with these brands in the North American market.



LINCOLN



GENESIS



HONDA



HYUNDAI



KIA



Mercedes-Benz



PORSCHE



TOYOTA



Official Tire of Major League Baseball



OFFICIAL TIRE OF MAJOR LEAGUE BASEBALL

The innovative passion evoked by players and fans of Major League Baseball is the epitome of Hankook Tire's passion for creating innovative products that evoke driving emotion

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