

Introducing The

**KUMHO TIRE**

**E.D.G.E.**

**Education Driving Growth  
& Excellence Academy**

Kumho Tire | 2025

[kumhotire.com](http://kumhotire.com)

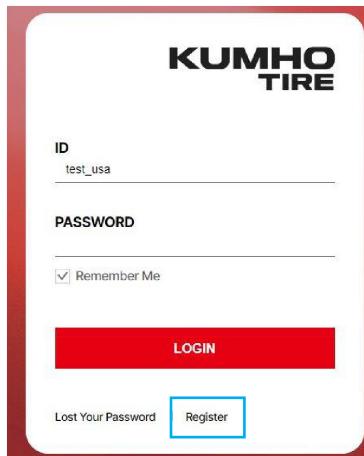
# STEP 1:

Create Your Account.

**KUMHO**  
**TIRE**

Visit <https://www.kumhotire.com/en-US/training-platform/login/>

Click “Register”.

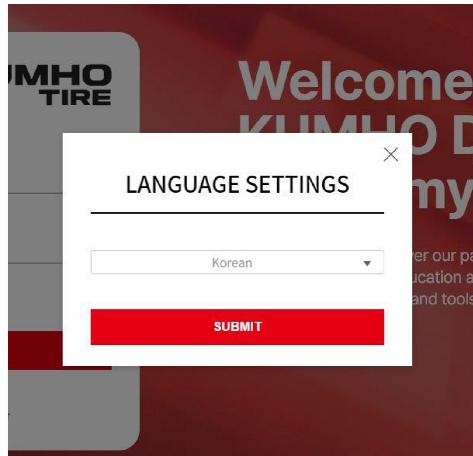


The image shows the Kumho Dealer Academy login page. It features a red header with the Kumho TIRE logo. Below the header is a form with fields for 'ID' (containing 'test\_usa') and 'PASSWORD'. There is a 'Remember Me' checkbox, a 'LOGIN' button, and links for 'Lost Your Password' and 'Register' (which is highlighted with a blue border).

## Welcome to the KUMHO Dealer Academy.

Our mission is to empower our partners through unparalleled product education and vital sales resources, delivering the expertise and tools necessary to excel in the competitive market.

Select a language.



The image shows a 'LANGUAGE SETTINGS' page. It has a dropdown menu set to 'Korean' and a 'SUBMIT' button. The background features the 'Welcome to the KUMHO Dealer Academy' message.

Create your user account.

**Email:** If you lose your password, a temporary password will be sent to this email address.

**Region:** Contents displayed are based on the selected region.

**Language Settings:** After choosing a region, the languages supported in that region will be shown.

**1) Example (EU):** English, French, German

**Important: Selecting the correct region is essential (match it to your actual dealership region).**

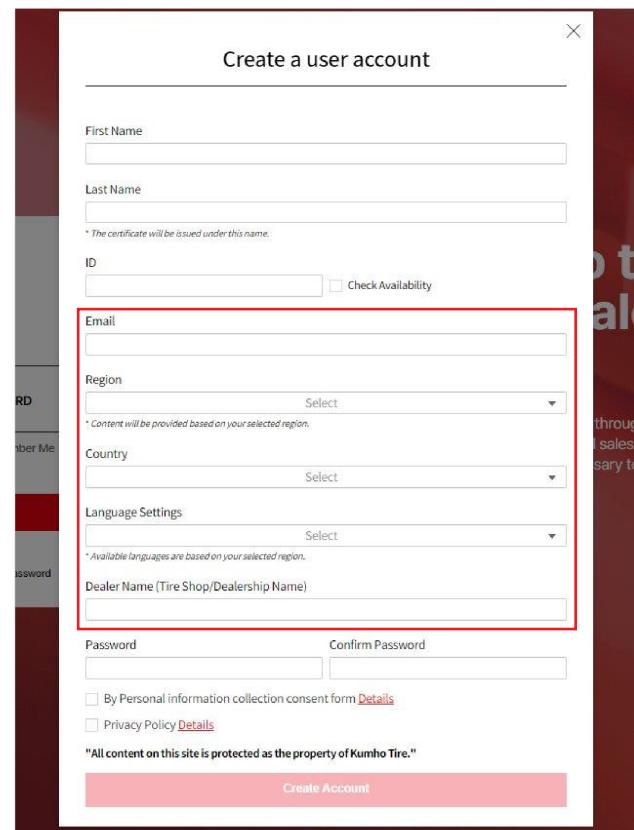
**For instance:**

**1) Europe → UK → English**

**2) North America → US → English**

**Note: Even with the same language setting (e.g., English), different products may appear depending on the region.**

**Country & Dealer Name:** Specify your dealership to link your account to the managing branch office. The corresponding entity or branch representative will then finalize approval of your registration.



The image shows the 'Create a user account' form. It includes fields for 'First Name', 'Last Name', 'ID' (with a 'Check Availability' checkbox), 'Email' (which is highlighted with a red border), 'Region' (a dropdown menu), 'Country' (a dropdown menu), 'Language Settings' (a dropdown menu), 'Dealer Name (Tire Shop/Dealership Name)', 'Password', 'Confirm Password', and checkboxes for 'By Personal information collection consent form' and 'Privacy Policy'. At the bottom is a 'Create Account' button.

**Note: The selected language applies only to the ‘Personal information consent’ and ‘Privacy policy’. All other fields (ID, PASS, EMAIL) will remain in English.**

# STEP 2:

## Create Your Account.

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### To enable the Create Account button

1. Privacy Policy: Review the content and check the box.

2. Personal Information Collection Consent Form:

Click Details, review the information, check the consent box, and close the popup. Once done, the consent form box will also be checked.

3. After completing steps (1) and (2), the Create Account button will become active.

**Website Screenshot:**

The screenshot shows the Kumho Tire website with a navigation bar including TIRE, NEWS AND EVENTS, ABOUT US, MEDIA, and DEALER LOCATOR. A 'PRIVACY POLICY' link is highlighted in red. Below the navigation, there is a 'Create Account' button. To the left, a 'PRIVACY POLICY' page is displayed, containing a section about the company's commitment to privacy and a table of contents for legal notices, privacy policy, links, security, opt-in/choice, updates, and contact information. The 'I. LEGAL NOTICES' section is also highlighted in red.

**Create a user account Modal:**

The modal is titled 'Create a user account' and contains a 'Personal information collection consent form'. It includes fields for First Name, Last Name, ID, Email, Region, Country, Language Settings, and Dealer Name. It also contains several required checkboxes for consent to data collection, transfer, withdrawal, and automated decisions. A note at the bottom states: 'If you have any questions or concerns regarding the processing of your personal data or wish to exercise your rights, please contact us: [JongHan Lim, jonghan\_lim@kumhotire.com]'.

**For the Personal Information Collection Form, check all of the boxes marked "Required".**

**Then, Click "X" to close the page.**

# STEP 3:

Access Your Kumho EDGE Academy Menu.

**KUMHO**  
**TIRE**

Explore the Kumho EDGE Academy page as your hub for Kumho Tire assets and information.

## 1. About Kumho Tire

- Company Information
- Corporate Identity
- Awards

## 2. Dealer Academy

- Product Training Videos

## 3. Digital Asset Management

- Download Marketing and Sales Materials

## 4. My Page

- View My Learning Progress
- Download Certifications
- Update Personal Information

## Product Training Videos

### 1. Video Playback

1) On your first viewing of any video, you cannot play it at 1.5x or 2x speed, nor skip sections.

2) Once you have watched the video in full, refresh the page. After refreshing, you will be able to adjust playback speed and skip sections.

3) After completing the viewing, the quiz button will become active.

### 2. Quizzes

**You must answer at least 3 out of 5 questions correctly to complete the module.**

**You may review the correct answers and retake the quiz as many times as you wish (no limit on attempts).**

# STEP 4:

Access Your Marketing & Sales Board.

**KUMHO**  
**TIRE**

Learn Digital Asset Management tool to download custom print and digital assets including, but not limited to:

**1 Bulletins**

**2 Sales Points**

**3 Leaflets**

**4 Product Images & Videos**

## Sales & Marketing Materials

Tire Category	Season	Pattern(Model)	Material Type	
Please Select	Please Select	Please Select	Please Select	<b>SUBMIT</b>

2. Use the four filters at the top to find relevant marketing and sales materials.

1) File names follow a standard format, but you may add additional notes at the end.

**Example: SUV/Van / All Season / AT52 / “Additional Notes”**



Total 21				<input type="text" value="Please enter your search"/>	<b>SEARCH</b>
NO	Materials	Title	Download		
21	Others	SUV/Van / All season / AT52	<a href="#">PDF</a> 		
20	Product Videos	SUV/Van / All season / AT52	<a href="#">VOD</a> 		
19	Product Images	SUV/Van / All season / AT52	<a href="#">IMG</a> 		
18	Leaflets	SUV/Van / All season / AT52	<a href="#">PDF</a> 		
17	Sales Points	SUV/Van / All season / AT52	<a href="#">PDF</a> 		
16	Product Images	Passenger Car / All season / HA32	<a href="#">IMG</a> 		

# E.D.G.E. Program

Incentives & Benefits

**KUMHO**  
TIRE

**This course will:**

- *Boost your Product Knowledge*
- *Enhance your Marketing Skills*
- *Gain you access to Sales and Marketing Materials*
- *Improve Sales Success*



**Once your training is complete, you will receive your choice of One Premium Gift from the Kumho Tire portal!**

**– Pick 1 of 3 Options –**

Kumho Black NIKE Pullover	
\$50 Gift Card	
600 Dealer Points added to your FUEL Dealer profile!	<b>600</b> <i>Dealer Points</i>

**Get started by signing up for Kumho E.D.G.E. Academy at:  
<https://www.kumhotire.com/en-US/training-platform/login/>**

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