

*Why should we use
all-weather tires?*





Contents

1. All-Weather Tires Market

- 1) The Rising Demand for All-Weather Tires
- 2) Are All-Weather Tires Right for Your Region?

2. All-Weather Tires

- 1) What Makes a Tire “All-Weather”?
- 2) How is 3PMSF Different From M+S?
- 3) All-Weather vs All-Season
- 4) Advantages of All-Weather Tires

3. Hankook Tire’s All-Weather Products

- 1) Weatherflex Brand
- 2) Why Choose Hankook Tire’s All-Weather Products?
- 3) Kinergy 4S² vs Competitor

The Rising Demand for All-Weather Tires



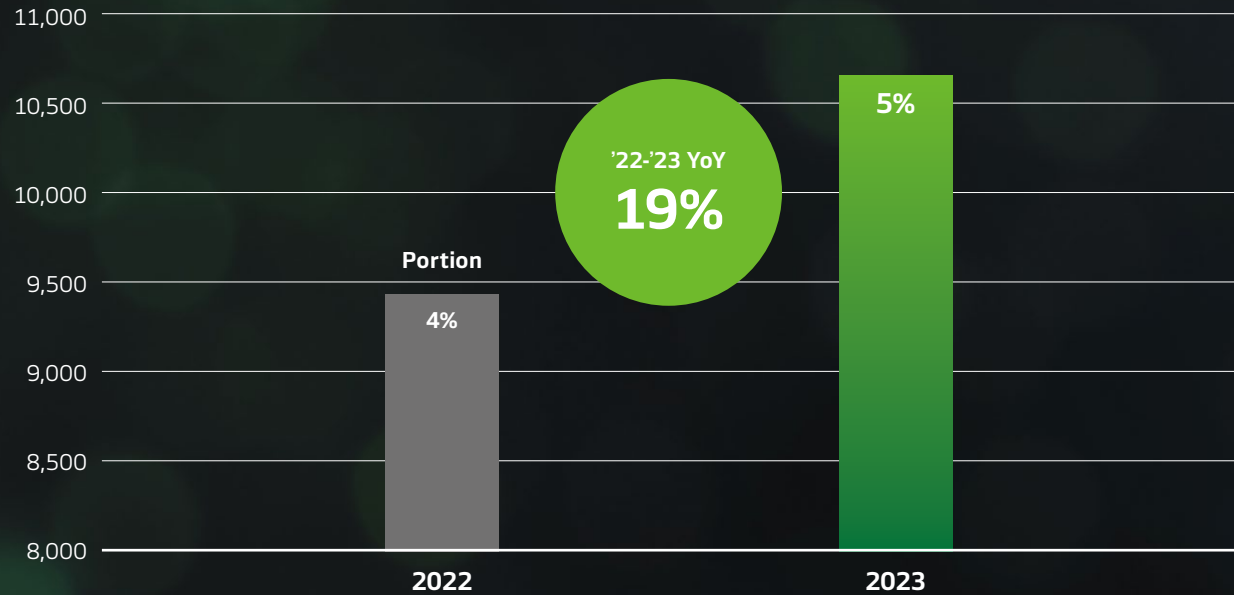
All-weather tires are becoming increasingly popular, as a result market demand is rising rapidly. In 2023, USTMA all-weather tire sales reached nearly 10 million units in the US.



Since 2013, Europe has become a mature market for all-weather tires. By 2023, it has grown into a key category in the European tire market, comprising 19% of all tire sales.

All-Weather Tire Demand

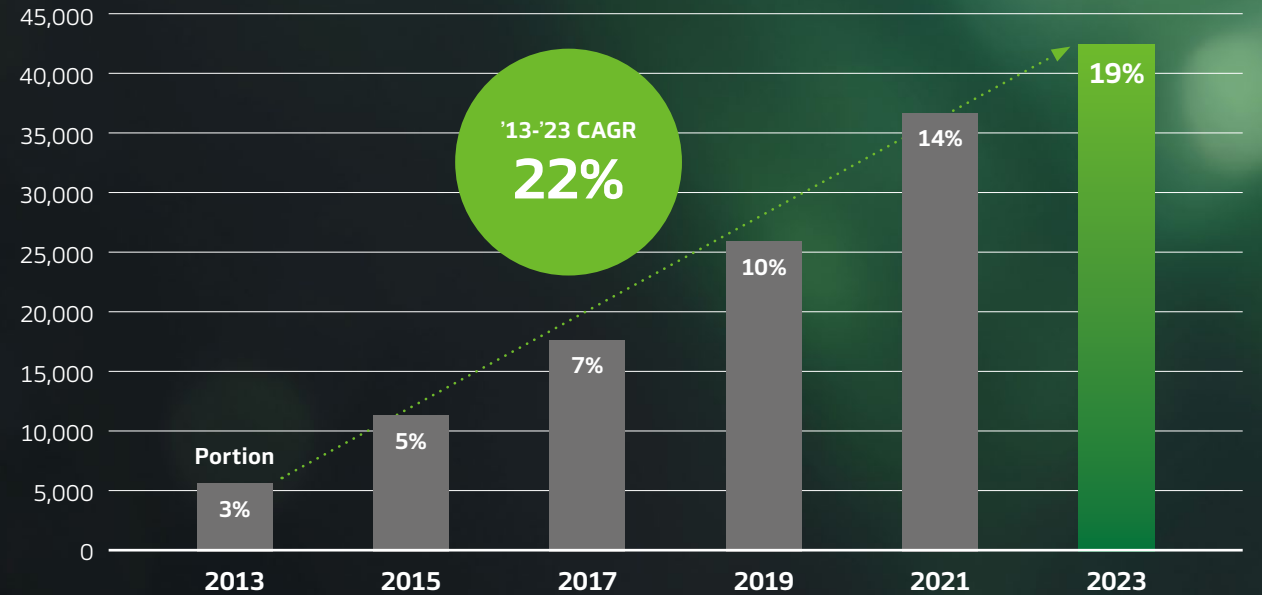
[K units, %]



* Data Source: USTMA 2023

All-Weather Tire Demand

[K units, %]

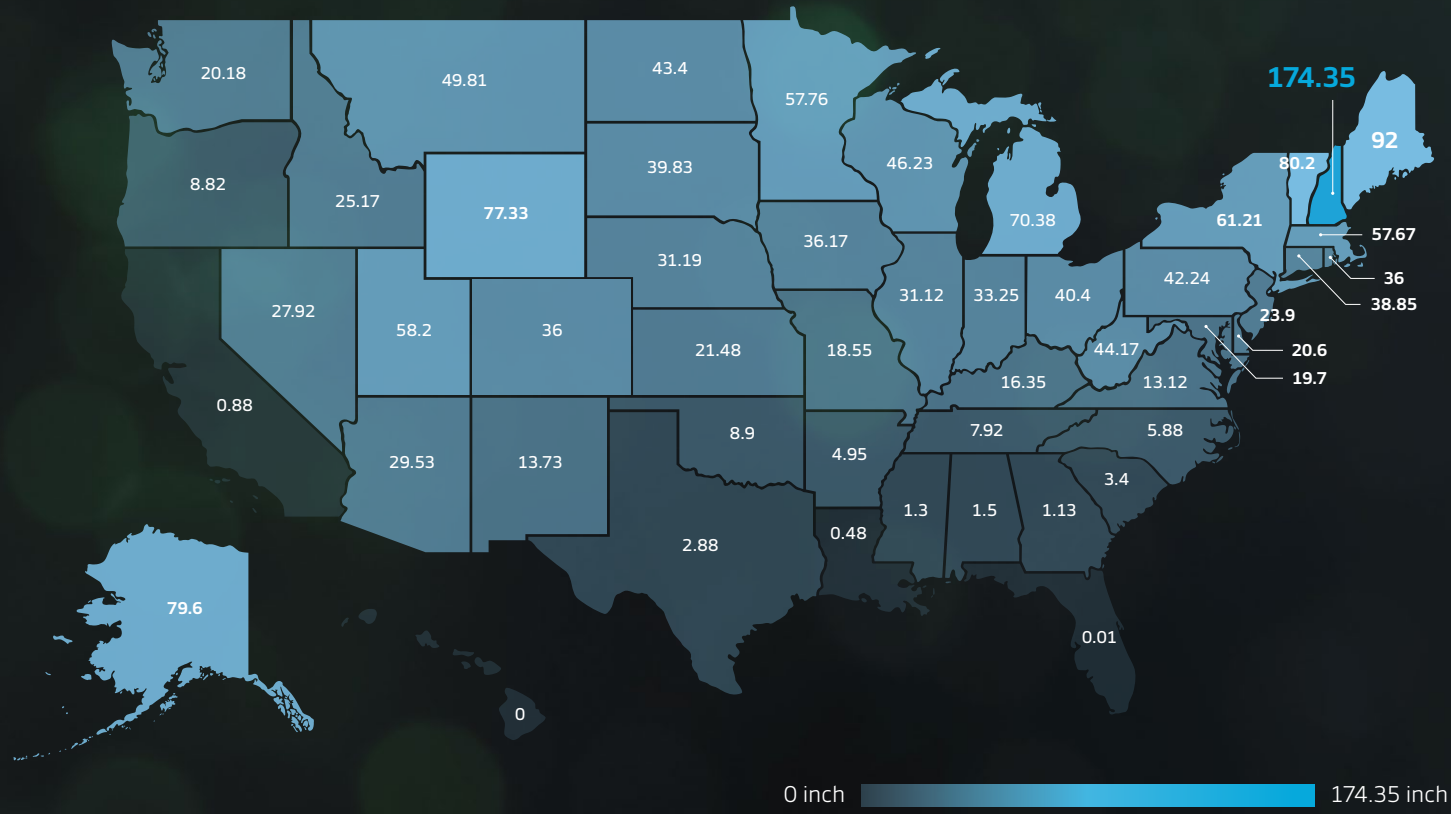


* Data Source: Europool 2023

1. All-Weather Tires Market

Are All-Weather Tires Right for Your Region?

Regions that experience snow present an unrealized market potential for all-weather tires. Areas with heavier snowfall are indicated by lighter shading.



* Snowfall patterns across the United States vary widely depending on the region and time of year.



"It's not every day you get to spend your birthday surrounded by a winter wonderland in the middle of summer," he said in a statement. "It made for a day I won't soon forget, and a unique reminder of why I love serving in this area. It's just one of those moments that makes working up here so special."



"Isolated, light snow showers would continue across the Sierra Nevada until Thursday morning, the National Weather Service reported, but drier and warmer conditions were expected by the end of the week."



"After a summer of record-breaking heat, vast swaths of the United States are now grappling with extreme cold as a brutal Arctic blast brings snow squalls, deadly ice and life-threatening wind chills."



"Another round of snow is covering the Northeast Friday, triggering emergency protocols in several areas as officials warn the conditions could make for dangerous travel through the evening."

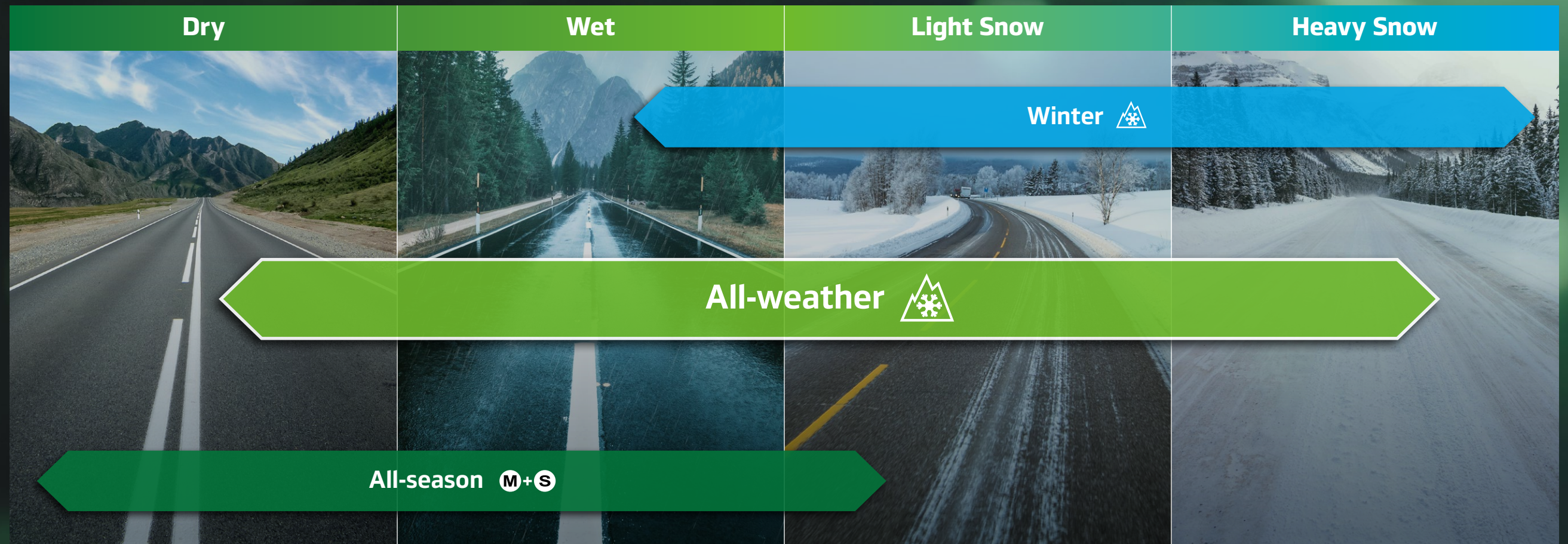


What Makes a Tire “All-Weather”?

All-weather tires ensure reliable performance in dry and wet weather. With a 3PMSF certification, all-weather tires meet the demand in both light and heavy snow conditions.

Winter tires excel in harsh winter conditions, but performance diminishes in warmer temperatures.

All-season tires can be used in dry, wet, and snow conditions. However, in heavy snow, the rubber can harden, preventing them from achieving optimal performance.




How is 3PMSF Different From M+S?

	3PMSF (3 Peak Mountain Snow Flake)	M+S (Mud + Snow)
Symbol	<p>The 3 Peak Mountain Snowflake (3PMSF) symbol is an internationally recognized winter tire certification. It verifies that tires meet specific performance standards and are suitable for use in severe snow conditions.</p> 	<p>The M+S mark indicates that a tread design has at least 25% void space and shoulder notches for improved performance in mud and light snow. However, these markings do not guarantee that the tire has undergone specific winter testing or certification.</p> 
Certification	YES	NO
Applicable tires	Winter Tires / All-weather Tires	All-season Tires
Weather of use	Harsh Winter (Snow, Slush, and Ice)	Mild Winter (Snow)
Certification conditions	<ul style="list-style-type: none"> US: ASTM* F1805 drive traction test result exceeds 110% compared to SRTT** EU: Certified under European Snow Grip ECE Regulation 117.03 test → RR + Wet grip + PBN + Snow traction requirement <p>* ASTM: American Society for Testing and Materials ** SRTT: Standard Reference Test Tire</p>	<ul style="list-style-type: none"> The tread must consist of 25% grooves 

All-Weather vs All-Season

All-weather tires: Designed for dry, wet, or snowy conditions. These versatile tires deliver stability and comfort all year round.

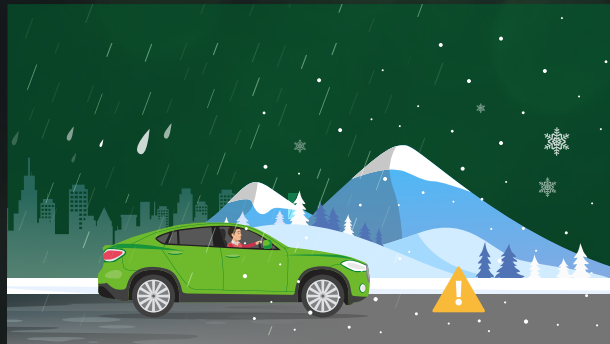
All-season tires: Mainly suited for daily driving in milder climates. These tires aim for durability and dry road performance.

All-weather			All-season	
	3PMSF	Severe Snow Rated	N/A	
	●●●●	Snow Traction	●●	
	●●●	Ice Traction	●●	
	●●●●	Wet	●●●	
	●●●	Dry	●●●	
	●●●●	Mileage	●●●●	
	Maintains flexibility in both cold and warm conditions	Tread Compound	Loses flexibility in lower temperatures, but is highly resistant to wear	
	☀️ ☁️ ❄️	Weather for Best Performance	☀️ ☁️	

● Good
●● Better
●●● Best



Advantages of All-Weather Tires



Ever worried when driving through sudden snow or rain?

Confident driving in all weather conditions

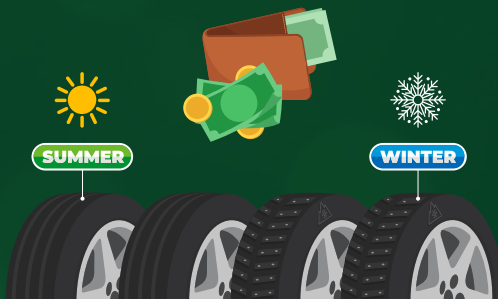
From slush, snow, and rain to the dry summer heat, these tires provide year-round confidence in all conditions. Stay in control, even during sudden shifts in climate.



Tired of the hassle of changing and storing tires every season?

Convenient

No need to change your tires each season. From hot, rainy climates to cold, snowy regions, all-weather deliver peak performance.



Concerned about the cost of buying both winter and summer tires?

Cost Savings

Decrease the usage of your winter tires by using your all-weather tires longer.

3. Hankook Tire's All-Weather Products

Weatherflex

For 17 years, we've been pushing the boundaries of all-weather tire technology.

Our technological innovation and expertise led to the launch of Weatherflex, the new benchmark for year-round performance. From snow-covered streets to rain-soaked roads and scorching summer heat, Weatherflex delivers superior control no matter the conditions. Break free from the constraints of every season with the innovative Weatherflex—exceptional handling, whatever your climate. One solution for unwavering performance all year long.

2008 1 st Gen.	2015 2 nd Gen.	2018	2024
	 <p>Audi VW Chosen as OE tire</p>	 <p>EXEMPLARY 2023 HANKOOK Kinergy 4S² X Auto EXPRESS PRODUCT AWARDS WINNER 2023 Auto EXPRESS ALL-SEASON TYRE TEST WINNER 2022 Auto EXPRESS ALL-SEASON TYRE TEST WINNER 2021 TEST WINNER 2021-2022-2023</p>	
OPTIMO 4S	KINERGY 4S	KINERGY 4S²	Weatherflex GT
First to launch AW products before the industry's #1 producer	Chosen as OE tire by automakers	Grew to be trusted in Europe, the birthplace of all-weather tires	Weatherflex, the culmination of Hankook Tire's all-weather technology and innovation

3. Hankook Tire's All-Weather Products

Why Choose Hankook Tire's All-Weather Products?

Explore Hankook Tire's all-weather products, each specifically designed to match your individual preferences and driving style.

Product Name	Weatherflex GT	KINERGY 4S²
Mileage Warranty	Mileage Warranty 70,000	Mileage Warranty 60,000
Performance	Snow performance  Mileage 	Wet performance  Snow performance 
		

3. Hankook Tire's All-Weather Products

Kinergy 4S² vs Competitor

All-weather reliability and performance, rigorously tested around the world.

- Ranked #1 in Europe's premier tire test,* surpassing leading brands by achieving the highest "outstanding" rating.
- Earned the highest scores in a respected U.S. evaluation,** showcasing its exceptional performance.



EU



USA

Test Result & Design Award



Hankook Kinergy 4S² X performs best

Ten representatives of the all-season segment had to prove themselves in the AutoBild all-wheel drive test. Only a few profiles were really convincing.



GANZJAHRESREIFENTEST 1. September 2021

Hankook Kinergy 4S² X performt am besten

Zehn Vertreter des AllSeason-Segments mussten sich im AutoBild Allrad-Test beweisen. Wirklich überzeugen können dabei nur die wenigsten Profile.



* EU: Magazine Test Results

CR QUICK TAKE

67



RECOMMENDED

Hankook Kinergy 4S²

Price: \$170.99

Shop

- HANDLING
- ICE BRAKING
- SNOW TRACTION

[See all Performance all season tires Ratings](#)



** USA: Consumers Reports

