

CSR FOCUS AREAS

Focus 01

- Customer Satisfaction and Quality Management (Car Maker/ General Customers and Dealers)
- Employee Health and Safety Management
- Climate Change and GHG Management
- Employee Value Creation
- Integrated Environmental Management
- Community Involvement and Development
- Transparency and Business Ethics
- Win-win Supply Chain Partnership

On-going communication with car makers

We strive to strengthen customer-oriented marketing communication activities, including concept tire-making and PRM, to develop and promote mutually beneficial relationships with car makers.

Promoting mutual trust through communication with car makers

Trust-based communication To proactively respond to the requirements of car makers, we have promoted close relationships with them through business meetings and marketing communication activities. As a result, we received a Supplier of the Year award from General Motors in 2018.

Communication through partner relationship management activities and events

In 2018, we attended a Ford Motor Company fundraising event to combat juvenile diabetes and placed an ad in General Motors Magazine. Through two collaborative projects with Volkswagen, we presented future-oriented concept tires at the North American International Auto Show, Auto Shanghai, and IAA (International Automobile Ausstellung), which provided an opportunity to not only strengthen relationships with this company, but also to showcase our own technology. In addition, we invited European carmakers to DTM (Deutsche Tourenwagen Masters) as an official sponsor to further our business relations.

Communication through exhibitions and events

We have diversified a portfolio of our OE tires by supplying tires for 39 new cars, including Porsche Cayenne and Volkswagen T-Roc. At the same time, strategic promotion activities were conducted by placing ads on domestic and international newspapers and attending exhibitions, such as a trade show by Thomas Built Buses and the IAA Hannover

Meeting the requirements of car makers

Corporate CSR activities are becoming increasingly important indicators to external stakeholders as well. One case in point is in the supply chain management of car makers. In 2018, about 61% of our CSR-related requirements from external stakeholders originated with car makers. We proactively responded to demands from major car makers including BMW, Ford, Volkswagen, PSA, Scania, and Honda in the areas of the economy, society, and the environment in order to promote communication with them. As a result, we were selected as a Highest Supplier at Renault's Suppliers Awards for our efforts at sustainability management.



Participation in the IAA exhibition



Official sponsor of DTM

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Strengthening product competitiveness

We are making every effort at technological development and quality enhancement to provide optimal products. Considering the tougher emissions criteria and rising technological requirements that we must face, we are focusing on developing high-performance tires, strengthening cooperation with global car-makers as strategic partners, and contributing to the overall growth of the auto industry.

Developing high-performance products that meet the requirements of car makers

Expanding the scope of eco-friendly tires As a result of our efforts to meet GHG emissions reduction requirements, we signed a contract with Hyundai Motors to supply tires for its Ioniq (BEV/PHEV). In addition, we developed tires that can contribute to enhanced fuel efficiency in line with the Worldwide Harmonized Light Vehicle Test Procedure (WLTP), receiving a positive response from both car makers and consumers. We also pursued cooperation with EV manufacturers to expand our OE business. Going forward, we will continue our efforts to diversify a portfolio of OE tires by entering new EV markets through business partnerships with manufactures of future-oriented EVs, such as MicroSnap.

Establishing a zero-defect quality assurance system

We are conducting activities to improve the management of semi-finished and finished products, make pertinent investments, and strengthen criteria for ensuring zero-defect quality assurance. In particular, our focus is on the evaluation of organizations responsible for production, development, and management of quality issues and risks in order to identify potential risks across the entire process from development to production.

Employee awareness raising of quality

All employees on quality-related teams currently make a quality management pledge, but we are still continuing to expand the scope of annual awareness-raising training. In addition, a new on-the-job quality training program is being provided to strengthen employee capacities and quality assurance personnel are being assigned appropriately based on their job skills and performance.

The 2018 list of new OE tires

Brand	Vehicle model	Product name
Audi	A1	Kinergy 4s, Ventus Prime3, Winter i*cept evo2
	Q8	Ventus S1 evo3 SUV, Dynapro HP2 plus, Winter i*cept evo2 SUV, Dynapro HP2 plus
	Q3	Ventus S1 evo2 SUV, Winter i*cept evo2 SUV, Ventus S1 evo 2 SUV
Benz	Sprinter	Vantra LT
	A-Class/B-Class	Ventus S1 evo2, Winter i*cept evo2, Kinergy GT
BMW	2-Series Active/Gran Tourer	Ventus S1 evo2
	2-Series Active/Gran Tourer/3-Series	Ventus S1 evo3
	3-Series/4-Series	Ventus S1 evo3
	3-Series/Z4	Ventus S1 evo3, Winter i*cept evo2
	X5/X6	Ventus S1 evo3 SUV
Ford	F-150	Dynapro AT2
	Focus	Ventus Prime3
	Mondeo	Ventus Prime3
	Ranger	Dynapro HT, Dynapro AT M
HMC	Eon	Kinergy Eco2, Kinergy Eco2
	i40	Ventus Prime2
	NEXO	Ventus Prime2, Ventus S1 evo2 SUV
	Santafe	Dynapro HP2, Ventus Prime 3X
	Tucson	Ventus Prime 3X, Ventus Prime2, Ventus S1 evo2 SUV
	Verna	Kinergy EX
KMC	Cee'd	Kinergy Eco2
	K9	Ventus S1 evo2
	Soul	Kinergy Eco2, Kinergy GT, Ventus Prime3, Ventus S1 noble2
	Sportage	Ventus Prime2, Ventus S1 evo2 SUV
Mini	Mini	Kinergy Eco
Porsche	Macan	Ventus S1 evo2 SUV
Volkswagen	Caddy	Ventus Prime3, Kinergy Eco2
Nissan	Altima	Kinergy GT
Ssangyong	Rexton	Dynapro HP2