

ортімо *H724*

The Total Balance Product



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ортімо *H724*

Smart Choice for Your Pleasure.

The Optimo H724 delivers the best value to our customers with Hankook's Kontrol Technology Philosophy.

- better handling, noise control and more a comfortable ride when compared to conventional products

The Optimo H724 provides customers with a longer mileage and better performing tire.

- Product name : Optimo H724
- Speed Symbol : S,T
- S.W : 175 ~ 235
- Inch : 13 ~ 17
- UTQG : 500, A, B







Our Philosophy, Our Innovations, Our Quality



Kontrol Technology is a philosophy as well as a set of proprietary innovations – applied throughout research, development and production – developed by Hankook Tire to ensure controlled driving experiences. The 'K' denotes 'kinetic' and reflects the idea that the interaction of the tire with the road while in motion lies at the heart of driving control and performance. In order to provide enhanced benefits to customers and fundamental to its business, Hankook Tire applies the highest standards of quality and technology to all its products by in terms of improving safety, driving comfort, handling, and performance, and reducing the impact tires have on the environmental friendliness. No matter what the situation, whether performing at the highest level of world motor sports or driving your children to school on a rainy day, Hankook Tire strives to provide its customers with tires that control the vehicle perfectly. Kontrol Technology's multi-dimensional approach is setting Hankook Tire apart as the world's leading next-generation tire maker by producing class-leading technology increasingly recognized by automotive industry experts*.

Kontrol Technology delivers benefits across four key areas identified by drivers. Whether a fuel-efficient, allseason or ultra-high performance tire, a range of technologies is combined to ensure that all tires are optimized in terms of performance, safety, comfort and their impact on the environment.



Our Philosophy, Our Innovations, Our Quality

The result of Kontrol Technology is tires that provide a range of driving benefits across four areas that customers identify as key when choosing quality tires : Performance, Safety, Comfort and a tire's impact on the Environment





Extreme performance through advanced technology

Streamlined Symmetric Patterns Prevent Abnormal Abrasion

Better handling and noise performance with the application of the center rib block and multi kerf.

Center Rib Block

The center rib block in the center of tread improves handling and secure stability during changing direction.

Pitch Design Technology

Arrangements applied to minimize the fluctuation of pitch noise band $(60 \sim 80$ th)



Exisiting Product



Variable Lateral Groove

Maximum water discharge by changing the groove width which minimizes the potential for hydroplaning.

Multi-kerf with Optimal Radius

Improved comfortable ride by distributing noise and restraining vibration on a road surface by adopting multi-kerf with optimal radius. multy-kerf also improve snow-traction.

4 Groove and Optimize Location

4 Groove design on the optimized location improves stability on wet road surfaces.



Abrasion Resistance Tread Comp'd

Improves abrasion resistance

Jointless Full Cover (Over S.W 185mm) Improves durability and brake performance

Introduction of a New-Material Light-Belt Cord

More light but more strong Saves fuel costs & improves steering safety

High Hardness Bead Filler Improves durability

Single Strand Bead Wire — Enhances vehicle ride





Profile

By applying the SCCT (Stiffness Control Contour Theory) Mold Profile. The durability of the belt and bead is increased.

Apply SCCT Mold Profile



Outline of Technology

Fist-principle design engineering that ensures the integrity of the tire under different degrees of pressures helping maintain consistent tire performance under strenuous conditions and throughout its prolonged lifespan

Principle and Effect

At the initial stage of tire developing, mapping out and forecasting the deformation of the tire when it is inflated, allows engineers to design the equilibrium carcass profile that maintains optimum stiffness according to the contact shape of the tire. This ensures a more stable and constant tire structure enhancing the durability and consistent performance of the tire no matter what the conditions are, and prevents unstable deformation of the 'carcass'. *This allows Hankook to develop quality, durable tires that do not compromise performance*



The Total Balance Product

Contact Shape

The optimized contact shape can be realized by setting up a profile through FE simulation. Maintain a proper contact contour even in a General-load area



Outline of Technology

How the tire makes contact with the road - the tire's foot-print - is forecasted through a computer simulation. By understanding and analyzing this simulation, Hankook tire enhances the development process meaning safer and more comfortable tires are designed and produced.

Principle and Effect

This early development stage technology, allows Hankook Tire to develop tires whose designs are poptimized in terms of pressure distribution, shape and hardness. Hankook Tire simulate the way in which the tire makes contact with a road surface and analyze this 'foot-print' by dividing the tire volume into three-dimensional hexahedrons and measuring the force at each contact surface of the hexahedron. By visualizing and analyzing this map of different points of contact of the tire, allows Hankook Tire to more effectively develop tire patterns and structures that meet the desired performance versus safety and comfort.

This allows Hankook Tire to develop safer tires and help ensure more comfortable driving experiences



Results of Product Assessment

The Total Balance Product

Feeling Test



OPTIMO *H724* Conventional

Road Test



