



## **ventus ME01**

*Luxury and Comfortable Ultra high performance tire*



A white car is shown from a low-angle, side-rear perspective, driving on a city street. The background is blurred to indicate motion, showing modern buildings and a clear sky with some clouds. The car's wheels are in motion, and the overall scene conveys a sense of speed and urban mobility.

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**ventus ME01** makes you feel safe and comfortable by ensuring quiet and excellent riding.

Experience **ventus ME01**, the result of performance optimization of the asymmetric pattern.

High temperature durability by adopting the specially formulated tread compound.



Pattern design

Luxury Comfort UHP



**ventus** ME01

**HANKOOK**  
driving emotion

### **Silent**

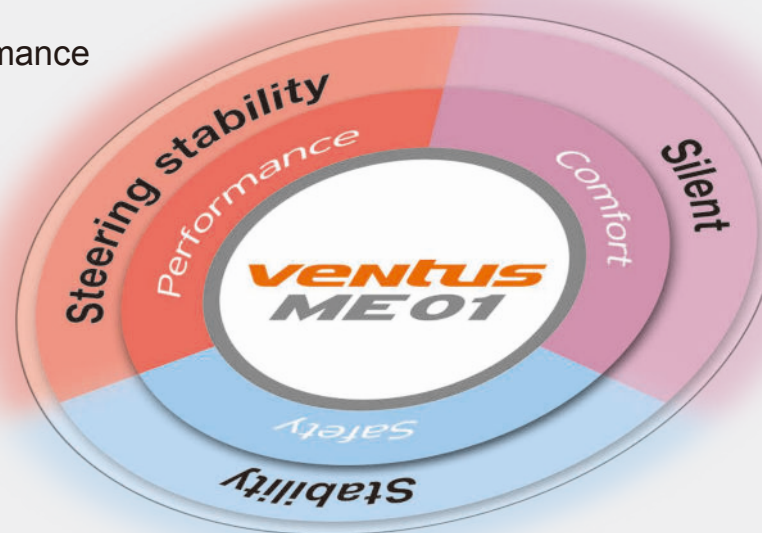
It ensures quiet and comfort riding by minimizing and noise.

### **Durability**

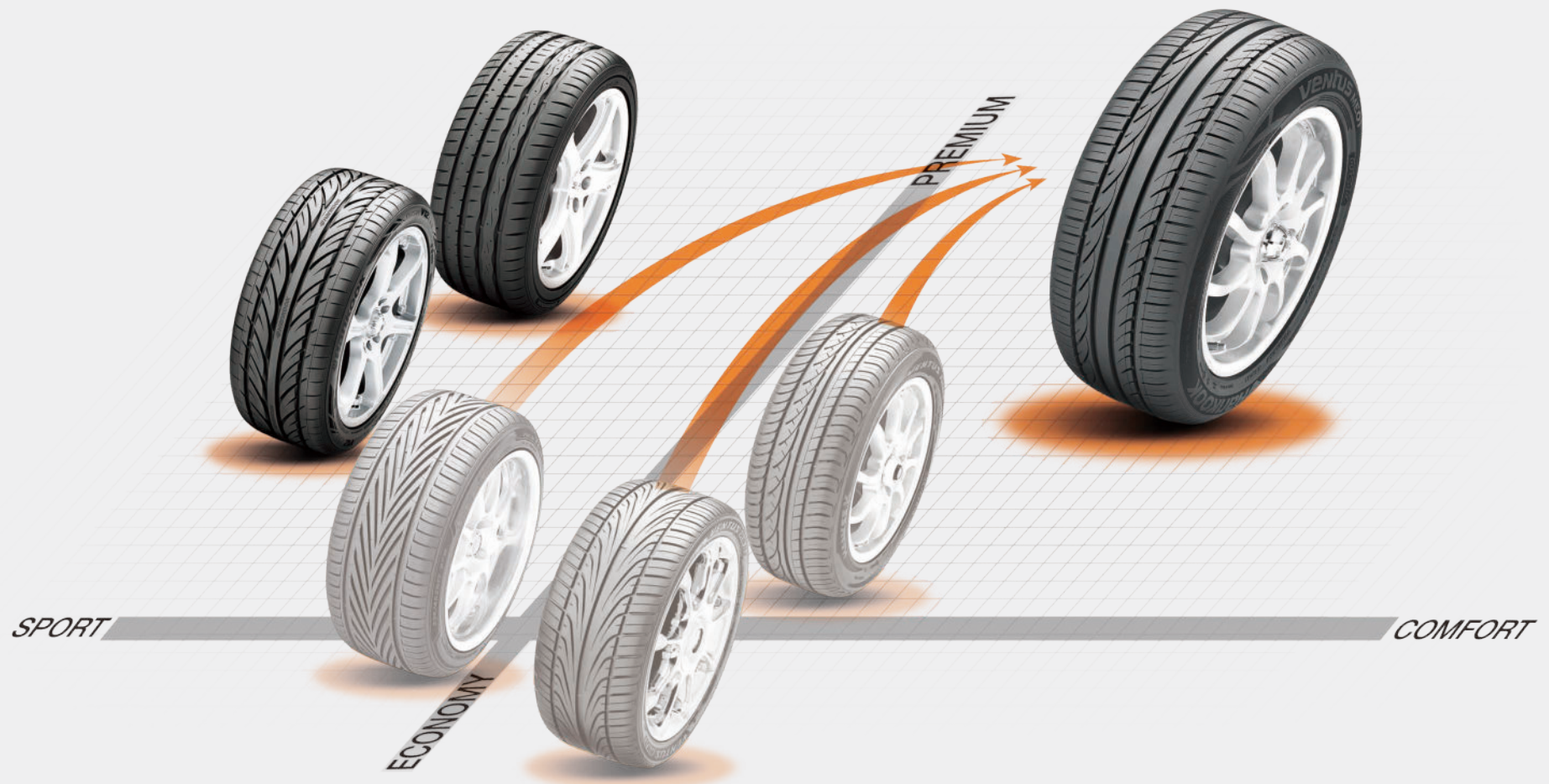
It secures stability by improving the heating durability for high-temperature areas such as the Middle East.

### **Asymmetric pattern**

It adopts a high design standard and delivers optimal IN/OUT performance by adopting the asymmetric pattern.







# Kontrol

TECHNOLOGY



Performance



Safety



Comfort



Environment

*Kontrol Technology is a philosophy as well as 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 to all its products in terms of safety, driving comfort, handling, performance and 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.*

**VENTUS ME01** is an example of a tire embodies Kontrol Technology.

## **VENTUS ME01 Applied technologies**

### **Performance**

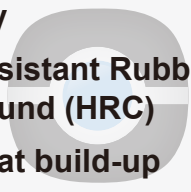
1. Asymmetric pattern



Performance

### **Safety**

1. Improvement of steering stability
2. Heat-resistant Rubber Compound (HRC)
3. Low heat build-up
4. SCCT
5. Multiple Tread Radius



Safety

### **Comfort**

1. Optimal pitch arrangement
2. Pattern Stiffness optimization



Comfort



## Asymmetric pattern



Safety



It enhances Noise/Comfort performance through Optimized pattern design.

It improves handling ability considerably by applying high pattern stiffness and contact ratio.

It delivers excellent performance through Block Stiffness optimization.

It adopts the optimal 4-Channel Groove by SCCT and Multiple Tread Radius technology for Pattern Stiffness Optimization.

It delivers excellent Dry Handling performance through the Shoulder Block width increase and contact space increase.

## *Improvement of steering stability*



Safety

### **Adoption of Center Rib**

It shows outstanding steering stability on dry roads by adopting the Center Rib.



## Low heat build-up

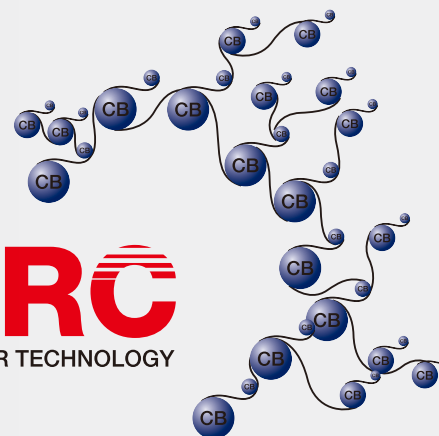


Safety

HRC secures abrasion resistance and high reinforcement by applying the small particle corpuscule carbon black. It offers low heat generation and reduces the rolling resistance.



**HRC**  
RUBBER TECHNOLOGY



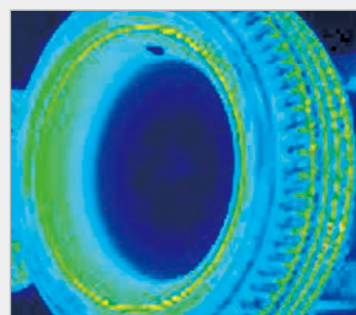
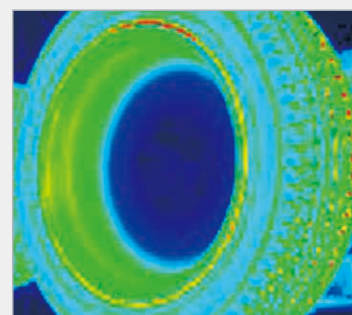


## Low heat build-up

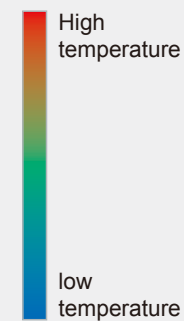
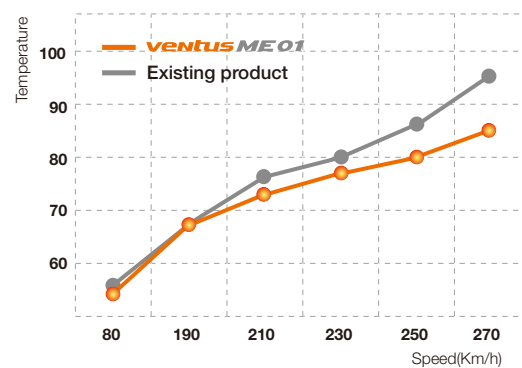
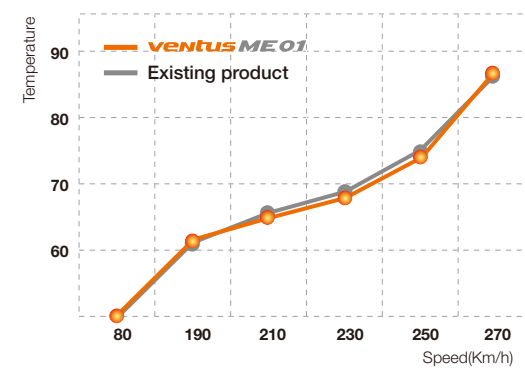


Safety

The heating of VENTUS ME01 was measured to be lower than that of existing product's on the Tread and Bead part.

**ventus ME01**

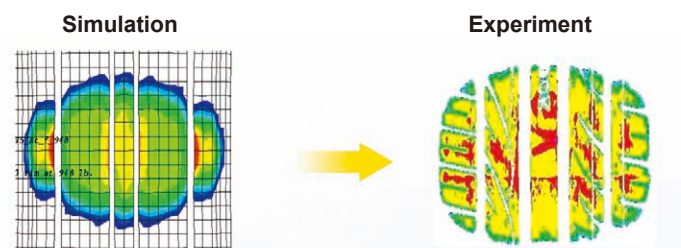
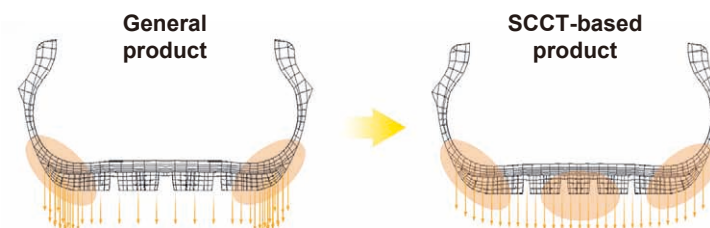
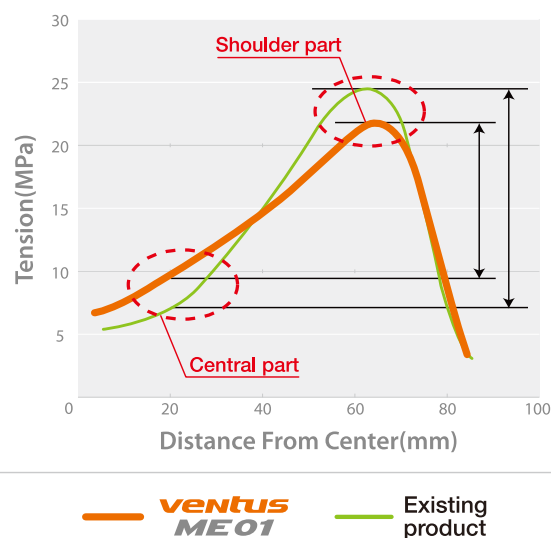
Existing product

**TREAD** Test specifications: 205/55R16**BEAD** Test specifications: 205/55R16

## SCCT (Stiffness Control Contour Theory)



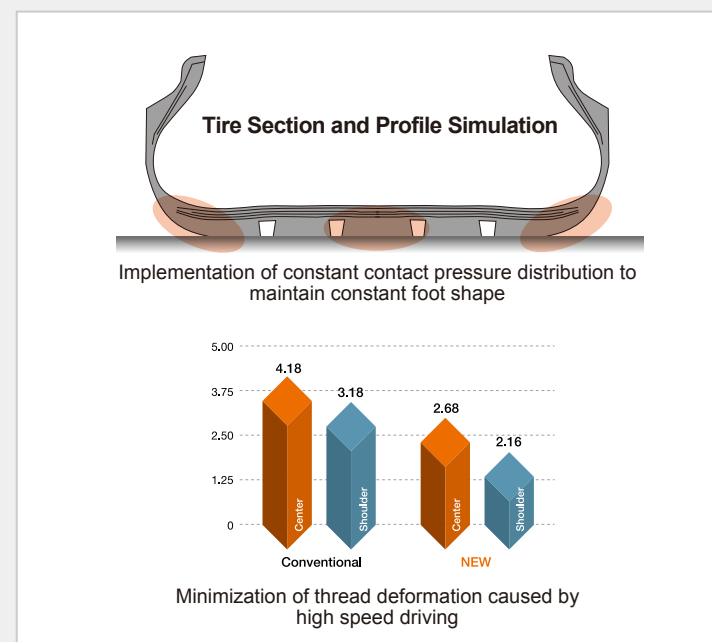
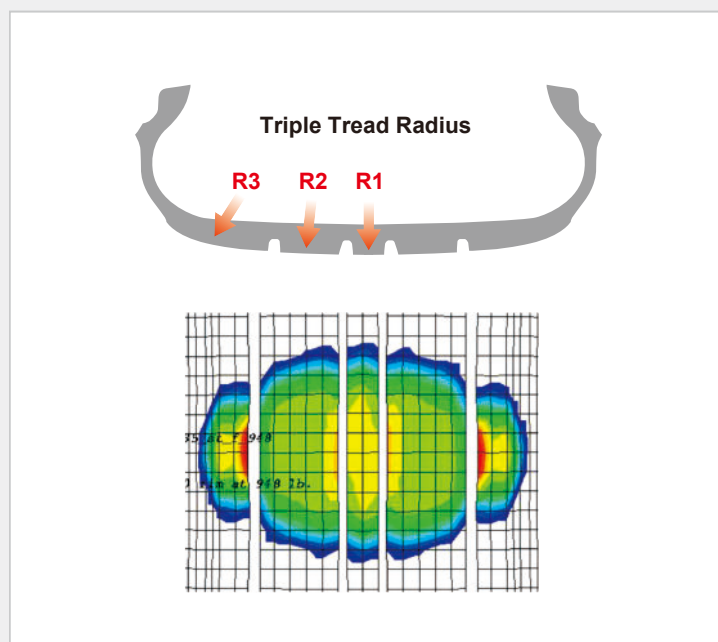
It boasts of more balanced foot shape and pressure and displays excellent steering stability during cornering and braking by applying Hankook Tire's unique profile design technique, the Stiffness Control Contour Theory (SCCT), and an optimal contact pressure design technique.



## Multiple Tread Radius



It boasts of an optimal foot shape and enables contact pressure distribution by minimizing the belt truss transformation and bead transformation through the SCCT (Stiffness Control Contour Theory) Profile technique.

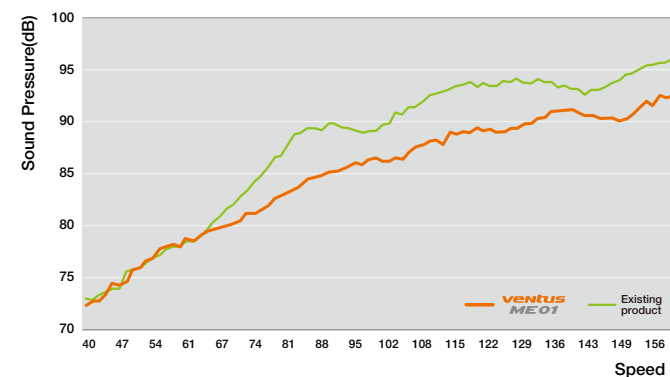




## Optimal pitch arrangement



It applies the optimal six rows of Pitch Variation for excellent noise performance.



Ventus ME01 delivers better noise performance than the existing one in every speed test.

## ***Pattern Stiffness optimization***



It adopts the optimal 4-Channel Groove by SCCT and Multiple Tread Radius technology for Pattern Stiffness Optimization.



## Application of the SCCT Profile design technique for advanced durability and weight down

**It adopts the optimal Tread Compound (natural glass) that meets both RR and noise/comfort requirements.**

**It adopts Ventless Mold (MSV) technology to improve appearance/noise performance.**

### **Twofold Jointless Full Cover**

- It improves durability and breaking performance.
- It improves steering stability by maintaining the equal foot shape tread part.

### **Weight down/Solid belt cord**

- It improves fuel efficiency and steering stability.

**It applies the Rim Protect Bar for aggressive appearance and rim protection.**

### **High Hardness Bead Filler**

- It improves durability and steering stability.





