

**hankook**  
driving emotion



## **OPTIMO ME02**

*Comfortable High Performance Tire*





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## Design Concept

OPTIMO ME02 is a specially customized tire for the harsh climatic conditions. It applies innovative reduction of rolling resistance and cutting-edge technology compared with the existing and competing products, which makes you remember its strong impression.

We maximized driving force efficiency due to the innovative L.R.R performance improvement as light shoes reduce the consumption of physical power and make light steps and developed a tire for the harshest-climate market in the world through the unprecedented and rigorous local test.



Pattern Design



**OPTIMO ME02**

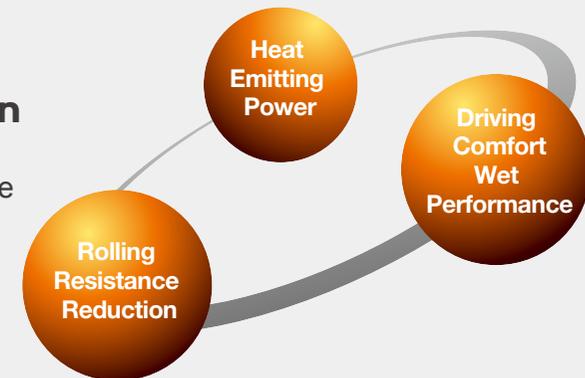
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### **This is innovation!**

#### **Slim tire which reduces rolling resistance by the optimum design**

The reality is that fuel efficiency and rolling resistance reduction has been neglected as the focus was on the durability improvement for the melting furnace-like ultra-high temperature and harsh climatic conditions.

OPTIMO ME02 has accomplished better driving force efficiency and fuel efficiency and also contributes to the vehicle durability due to the improved reduction of rolling resistance compared with the competing products.



#### **Heat-emitting power which contributes to the best performance**

We will show the best heat-emitting performance with our cutting-edge technology which makes you free from heat, that is, provides easy heat elimination. The world-hottest asphalt road of the middle East will be the best stage for OPTIMO ME02.

#### **Now, it's time to consider best comfort and wet performance in the middle east too.**

OPTIMO ME02 makes up for driving comfort which has been neglected for the harsh climatic conditions and durability. It will make you move as you wish and guess in a sudden downpour by the help of optimum water-draining performance due to the optimized 4ch groove and pattern design which considers the regional characteristics thoroughly. Speed up, stop and look back on your daily-traveling road. You can feel the difference.

Position Map



# Kontrol

TECHNOLOGY



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.



Performance

- Symmetric Pattern Technology
- Center Rib Applied



Safety

- Heat Resistant Rubber Compound (HRC)
- SCCT



Comfort

- Dual SUR Applied
- Rounding Groove
- Anechoic Room Test

## Best performance in harsh climate..



Performance

### Directional Pattern

Straight driving performance improved by the application of directional pattern

**Rib Shoulder Block**  
Shoulder block in the rib form applied in order to improve noise performance through the prevention of abnormal wear and tear

**Middle Block Multi-Kerf**  
Ride performance improved by the application of middle block multi-kerf



**Optimum 4 Groove**  
Optimum 4 groove for wet performance

**5-Pitch Applied**  
5-Pitch and high pitch ratio (1.6) applied for noise dispersion

Design Feature - Performance

**Best performance in harsh climate..**



Performance

**Center Rib applied for handling performance improvement**

The rib block connected to the center of the tread continuously contacts the road surface during the travel and exhibits dynamic handling and cornering performance.



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**Safer in harsh climate..**



**Heat Resistant Rubber Compound (HRC) prevents belt edge separation and ensures high braking performance on dry surfaces.**

HRC guards against heat distortion on extreme road conditions of over 50°C, dispersing heat evenly for greater tire longevity and preventing belt separation.

**HRC**  
RUBBER TECHNOLOGY

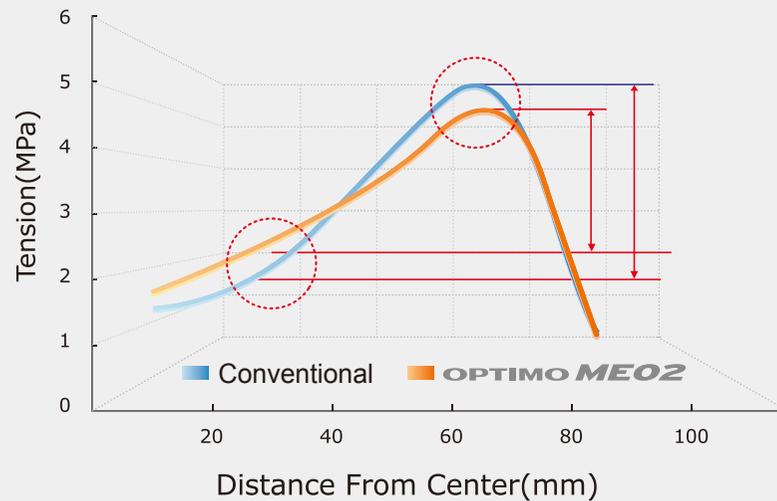


## Safer in harsh climate..



### Apply SCCT(Stiffness Control Contour Theory) Mold Profile

It boasts of more balanced foot shape and pressure and display 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.



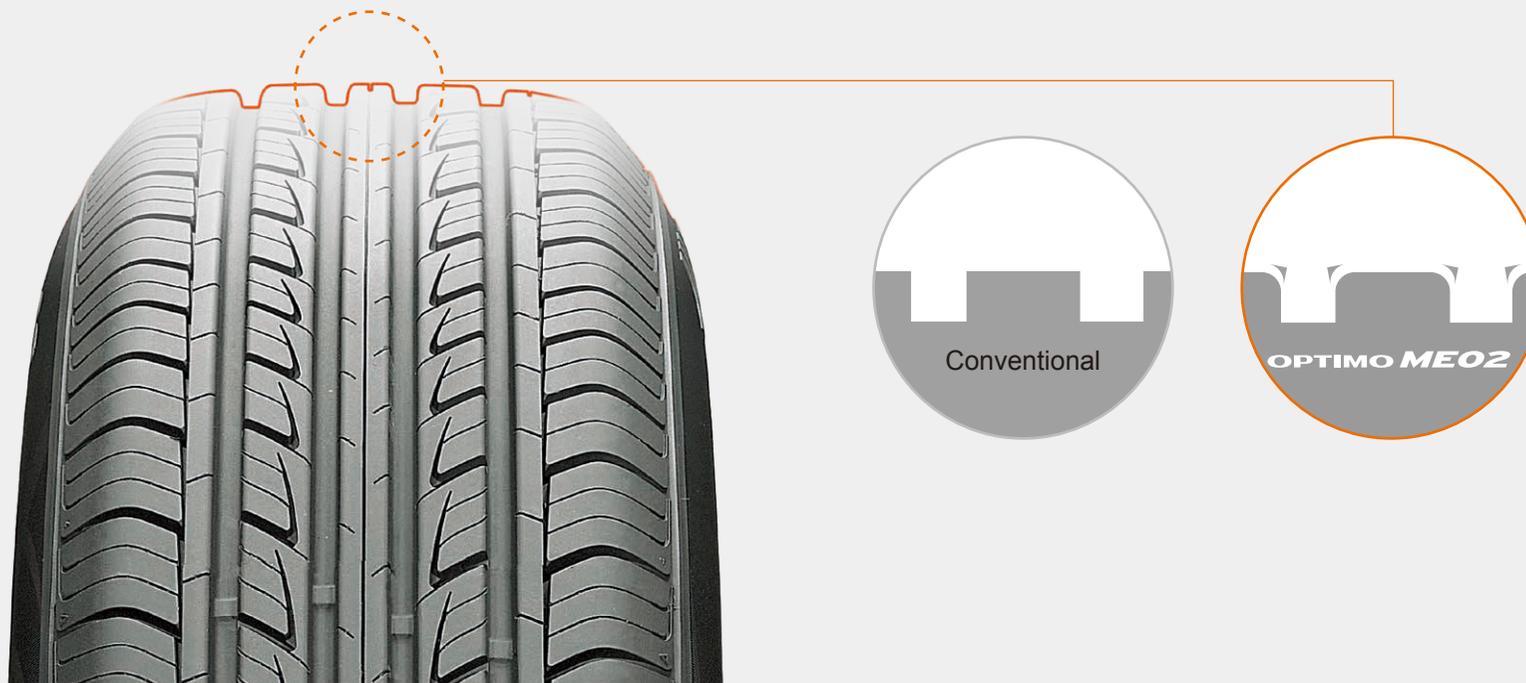
## Comfortable in harsh climate..



Comfort

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## Comfortable in harsh climate..



Comfort

### Dual SUR(Sidewall Upper Radius)Technology

Profile design technology applied which significantly improves the heat-emitting power by making slimmer sidewall structure with two R values instead of thick sidewall with one R value



Belt part durability improved by the application of Dual Sidewall Upper Radius Profile which has advantage in heat-emitting



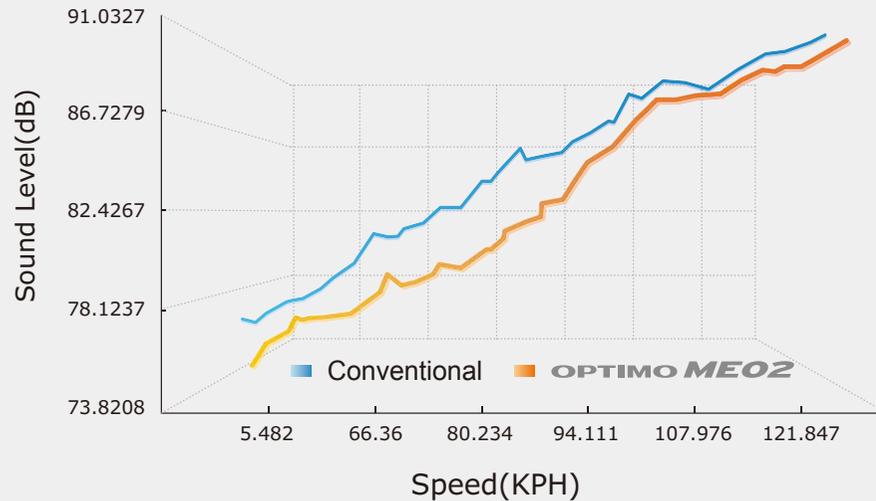
## Comfortable in harsh climate..



Comfort

### Virtual Noise Simulation Technology

This new simulation technology provides the quiet driving environment by escaping from simply reducing the noise level and further considering the characteristics of auditory sense in order to generate nonirritating noise.



### Indoor anechoic room



## Structure Design Technology

**New Technology Compound Applied in Order to Improve Traction Performance**

**Dual Jointless Full Cover**

(different according to specifications)

Improves durability and braking performance  
prevents buckling phenomenon

**High Density Belt Cord Applied**

Improves durability & steering stability

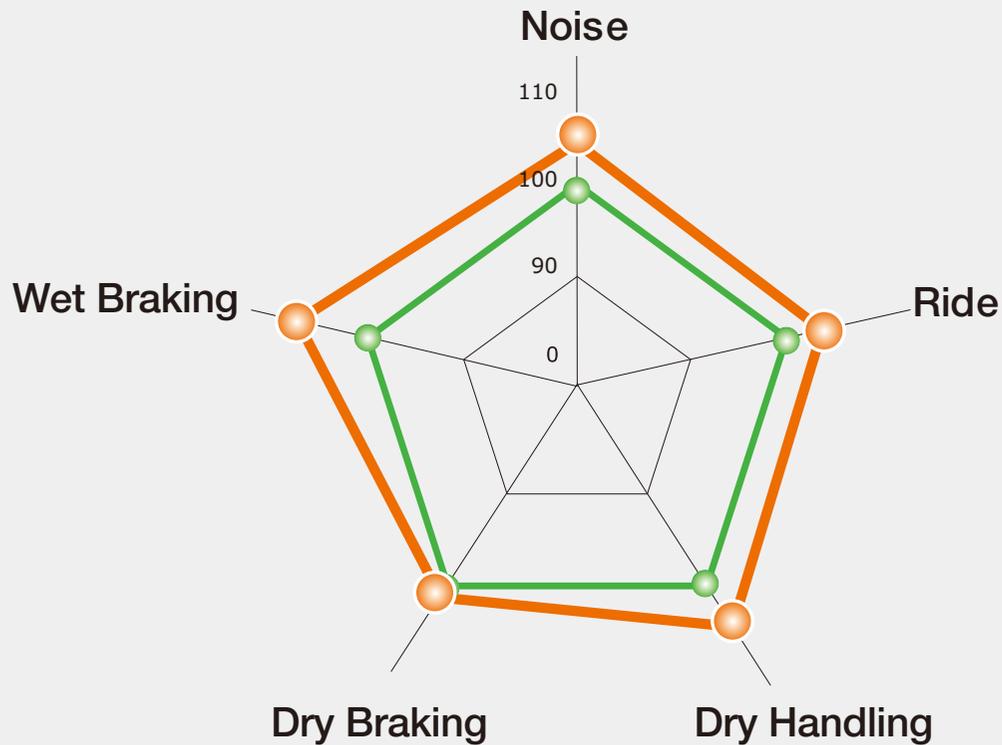
**High Hardness Thin Bead Filler Applied**

Improves durability & steering stability



## Test Results

**Making much of comfort, but never compromising other performances**



### Feeling Test

Item	Conventional	
Noise	100	104
Ride	100	104
Dry Handling	100	104
Dry Braking	100	101
Wet Braking	100	108

● OPTIMO ME02

● Conventional

