



ecOWING ES31

- Developed to reduce fuel consumption and preserve the environment by using eco-compounds
- Secure handling & traction performance
- Improved wet grip technology
- Improved endurance & mileage



Summer



Fuel Efficiency

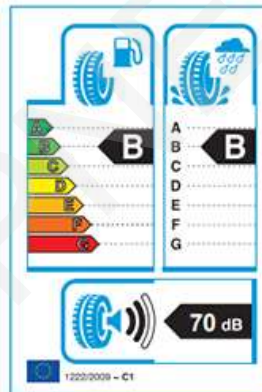


eco-Friendly



Ride Comfort

EU Tire Label Components



EU Tire Label Components



FUEL EFFICIENCY



WET GRIP



EXTERNAL ROLLING NOISE

* ecOWING ES31 of the 195/65R15 Label



Multi-Functionalized S-SBR

General SBR



5th Gen S-SBR

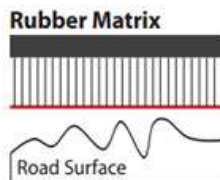


- Maximize Low RR performance

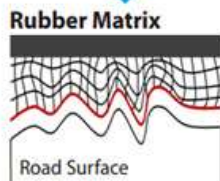


Special Resin

Under Driving



Under Braking

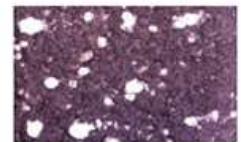


- Application of no-loss energy technology while driving maximize Low RR performance

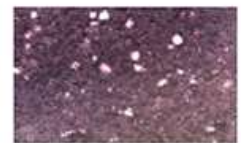


High Dispersible Micro Silica (HDMS)

Conventional Silica



HDMS High Dispersible Micro Silica



- Wet · Improved wear performance

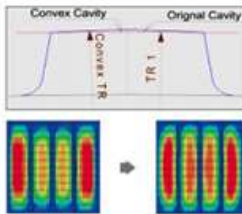
Tread Design & Technology

Asymmetric pattern design **A**

- Application of asymmetric pattern design with best ratio to improve handling performance in dry road surface

Fuel economy competitiveness and mileage improvement **B**

- Ensure fuel cost competitiveness through RR improvement
- Improvement in uniform wear with road surface



Balanced Middle Block **C**

- Ensure grip power in dry road surface with reinforced rigidity in outside part and improved wet performance by securing the side groove of inside part

Optimal Wet performance **D**

- Optimized drainage performance and hydroplaning by application of Wide 4 Channel Main Groove



RR reduction design **E**

- RR reduction through securing longitudinal strength with Rib type Center Block application

Aerodynamic shoulder design **F**

- Application of the concept with improved air resistance and good fuel efficiency by application of optimal design for the air flow in outside shoulder



Application of Heat dissipation Dimple **G**

- Application of heat dissipation concept caused in driving by application of dimple design for heat protection effect in inside shoulder



Test Result

Size : 195/65 R15
Car : VW Golf 7
Test Track : IDIADA PG

ecowing ES31
Existing product of the Company



Sidewall Design

- Emphasize the stability of products and eco-friendly images with honeycomb structure existing in nature as design motive

