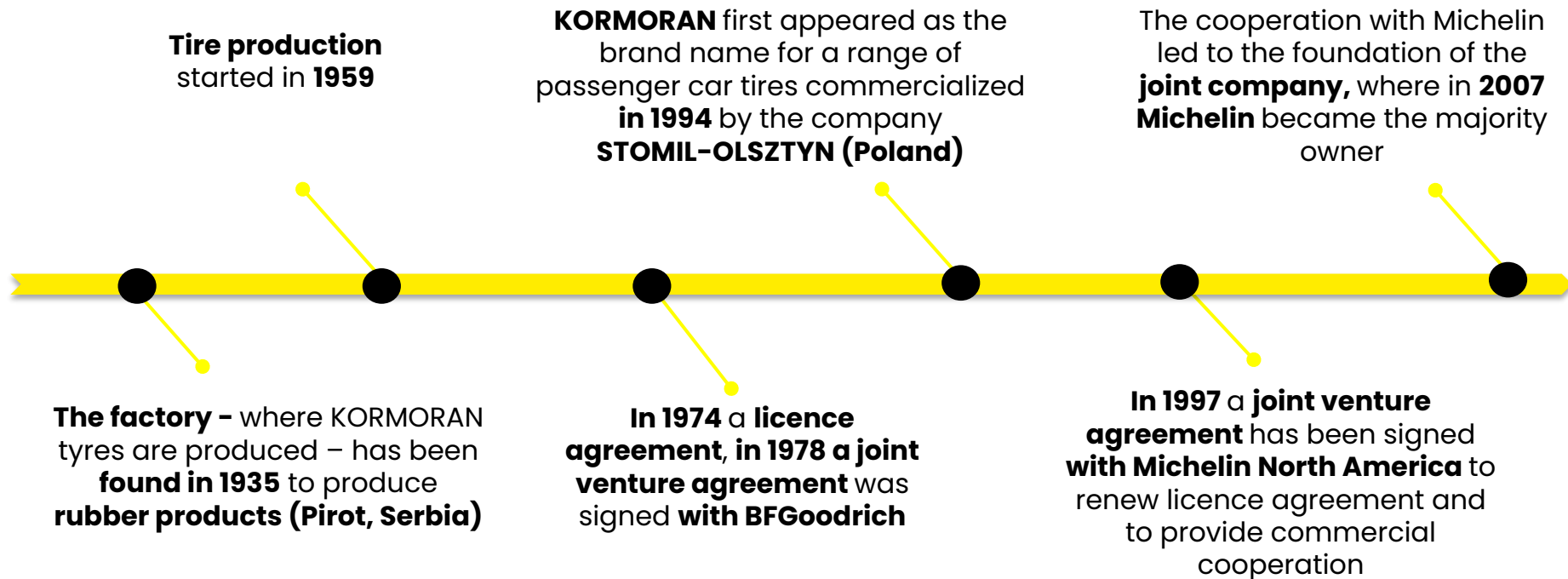




BRAND PRESENTATION 2016

BRAND ORIGIN

A TRADITIONAL EUROPEAN TYRE BRAND FROM A TRADITIONAL EUROPEAN TIRE PLANT



GUARANTEED PRODUCTION QUALITY

RELIABLE PRODUCTS AND SERVICES

- **KORMORAN tyres are manufactured in EUROPEAN TIRE FACTORY belonging to the Michelin Group**
- **The passenger tire factory has passed the quality monitoring system and has been certified by independent auditors**
 - **CERTIFICATE ISO 9001**
 - **Compliance with UNECE* regulations**



*United Nations Economic Commission for Europe

PRODUCT MAPPING



PASSENGER CAR

V WYZ



KORMORAN GAMMA & RUNPRO

STH



KORMORAN IMPULSER

13"



KORMORAN SNOWPRO



KORMORAN STUD

18"



LIGHT TRUCK



KORMORAN VANPRO



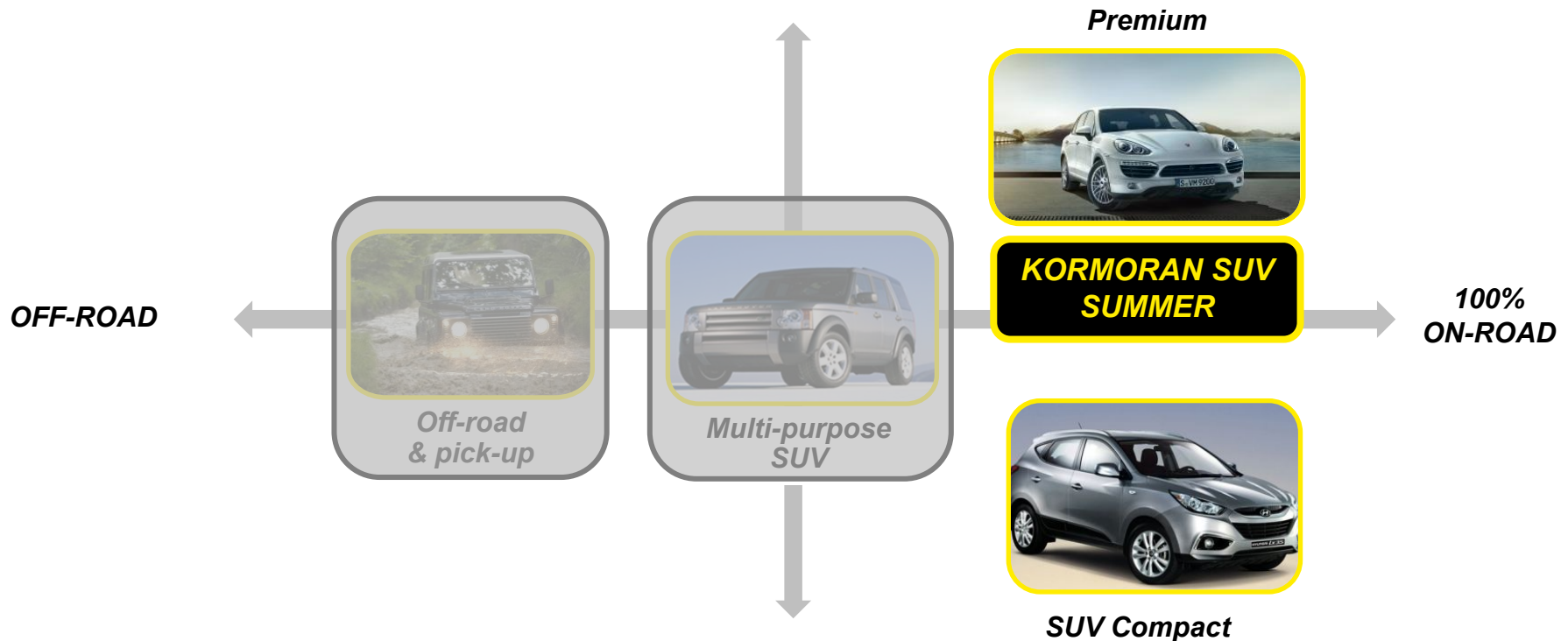
KORMORAN VANPRO WINTER



PRODUCT OFFER

SUV PRODUCT MAPPING

ON-ROAD USAGE: TARGETED POSITION OF THE OFFER



The range is designed and developed for on-road usage in the SUV compact (SUV B and C) and SUV premium (SUV D and E) category

KORMORAN SUV SUMMER

- Very good water evacuation »
4 longitudinal grooves
- Good level of grip on dry wet and winter conditions
- High density of sipes
- **No Compromise on Safety or Durability**
 - New technical solutions on all sizes to achieve optimum high speed performances and for added safety
 - Additional sidewall strength for shock resistance on SUVs

NEW
3 sizes
in 2016



KORMORAN SUV

Section: 205 to 255 mm
Diameter: 15" to 18"
Series: 75 to 50
Speed Indexes: H-W



KORMORAN PASSENGER CAR SUMMER

- **Directional tread pattern with 3 wide longitudinal grooves**
 - Effective evacuation of water in aquaplaning situations
 - Good directional stability
- **Rigid and solid shoulders**
 - Withstand significant transversal stress
 - **Excellent holding in turns**
 - Good steering accuracy

NEW
13 sizes
in 2016



KORMORAN GAMMA&RUNPRO

Section: 165 to 255 mm
Diameter: 14" to 18"
Series: 65 to 35
Speed Indexes: H-V-W-Y



KORMORAN PASSENGER CAR SUMMER

- Directional tread pattern
- Good braking on dry and wet roads
- Good aquaplaning performance
- Excellent stability in curves

NEW
5 sizes
in 2016



KORMORAN IMPULSER

Section: 135 to 195 mm
Diameter: 13" to 15"
Series: 80 to 60
Speed Indexes: T-H



KORMORAN PASSENGER CAR WINTER

○ Directional tread pattern

- **Highly carved:** numerous tread blocks for **good driveability** in the snow
- **4 longitudinal grooves** (2 main ones + 2 secondary ones), for **rapid evacuation of water** towards the rear
- **Numerous V-shaped transversal grooves** for **rapid evacuation of water** on the sides
- **High sipe density** for **improved grip on snow, ice and wet surfaces**

NEW
11 sizes
in 2016



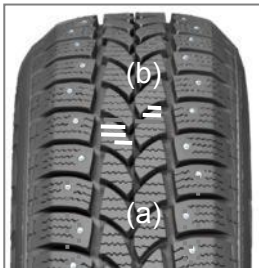
KORMORAN SNOWPRO

Section: 145 to 245 mm
Diameter: 13" to 18"
Series: 80 to 40
Speed Indexes: Q-T-H-V



KORMORAN PASSENGER CAR WINTER

- **New automatic studding machine**
 - New machine from Finland and German spikes
 -
- **Technical characteristics:**
 - Marking type: M+S
 - Number of studs: 96 (on 205/55 R 16)
 - Number of lines of studs: 6 (a)
 - Directional tread
 - Tread depth: 9 mm
 - Cut ratio: 40%
 - High density sipes
 - Radial centre sipe (b)



**NEW
RANGE
in 2016**



KORMORAN STUD

Section: 175 to 225 mm
Diameter: 13" to 17"
Series: 70 to 50
Speed Index: T



KORMORAN LIGHT TRUCK SUMMER

○ Lined asymmetric tread pattern

- 3 longitudinal grooves for rapid evacuation of water
- Numerous solid tread blocks, siped and staggered on the shoulders for effective grip when braking and good drive ability on loose soil
- Square shoulders and flat profile for good stability in turns

○ Robust construction

- Excellent load resistance



KORMORAN VANPRO

Section: 165 to 235 mm
Diameter: 14" to 16"
Series: 80 to 60
Speed Indexes: R-S-T-H



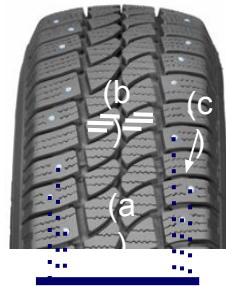
KORMORAN LIGHT TRUCK WINTER

○ New automatic studding machine

- New machine from Finland with German studs

○ Technical characteristics:

- Studdable
- Marking type: M+S
- No of stud: 92 (on 225/70 R 15)
- No of stud lines: 6 (a)
- Tread depth: 9 mm
- High density of sipes
- Radial central sipes (b)
- Shoulder robustness (c)

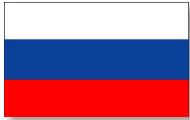


KORMORAN VANPRO WINTER

Section: 175 to 235 mm
Diameter: 14" to 16"
Series: 80 to 60
Speed Indexes: R-T



ROBUST MARKET COVERAGE



Important product offer's coverage, with extension already planned in PC Summer & Winter and SUV segments



PASSENGER CAR

95%



LIGHT TRUCK

89%

85%* 86%**

74%



* SNOW
** STUDDABLE

LOGO

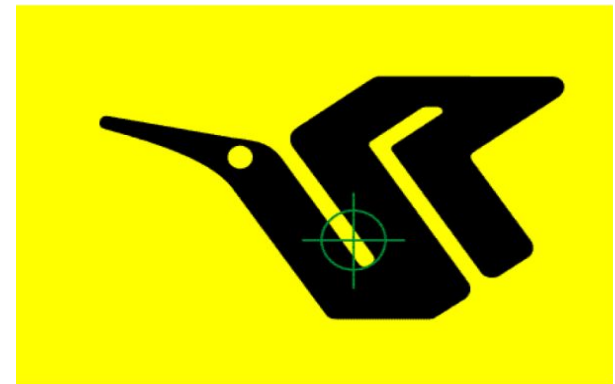
The brand's underlined symbol is, quite naturally, a stylized cormorant, which also calls to mind a tire's tread pattern

- The KORMORAN brand logotype is an indissociable brand block
- The logo must not be manipulated or altered in any way, shape or form
- The various elements of the logo must be used together and should never be separated
- The size can only be altered to scale



Using the symbol alone:

- The (bird) symbol may be used as a graphical element, on condition that it is associated with the logotype.
- Colors:
 - Printed ex-media: respecting the principle of brand color code dominance, on the entire support, the symbol may be presented in a variety of different colors and shades
 - Other media (signs, advertising objects, etc.): the symbol must be black on a yellow background





BRAND IDENTITY



COLOR CODES

- The two colors, yellow and black must be used in priority
- Color equivalents must be respected
- In some cases (telephone directory, press, etc.), when printed in black, it is important that the grayscale equivalents for reproducing the logotype be respected

Références couleur du logotype *Colours of the logotype*

Équivalences



Colour equivalents

		
Pantone®	Process noir / black	Process jaune / yellow
CMJN / YMCK	Noir / Black 100 %	Jaune / Yellow 100 %
RAL	9017	1018
RVB / RGB	R 0 V / G 0 B 0	R 255 V / G 236 B 0

Version monochrome / Monochrome equivalents



Noir / Black
monochrome

 
Noir / Black 100% Noir / Black 20%

BUFFER ZONE OF THE LOGO

A minimum clear space requirement has been established to ensure the prominence and clarity of the KORMORAN logotype. Clear space refers to a distance of “K”, as a unit of measurement. “K” is equivalent with the distance between „KORMORAN” and the bottom of the black line in the lower end part of the logo.



ACCOMPANYING TYPEFACES

- The Futura font families have been chosen as the primary typefaces for KORMORAN identity

Typographie d'accompagnement *Accompanying typefaces*

FUTURA

Futura Book: abcdefghijklmnopqrstuvwxyz

Futura Book Oblique: abcdefghijklmnopqrstuvwxyz

Futura Bold: abcdefghijklmnopqrstuvwxyz

Futura Bold Oblique: abcdefghijklmnopqrstuvwxyz

Futura Extra Bold: abcdefghijklmnopqrstuvwxyz

Futura Extra Bold Oblique: abcdefghijklmnopqrstuvwxyz

La police Futura est téléchargeable sur les sites Internet spécialisés

Futura typeface is available on specialised websites.

Note : dans le texte courant, écrire KORMORAN en capitales.

Note: when the brand is cited in the text, it should be in capital letters KORMORAN.



END