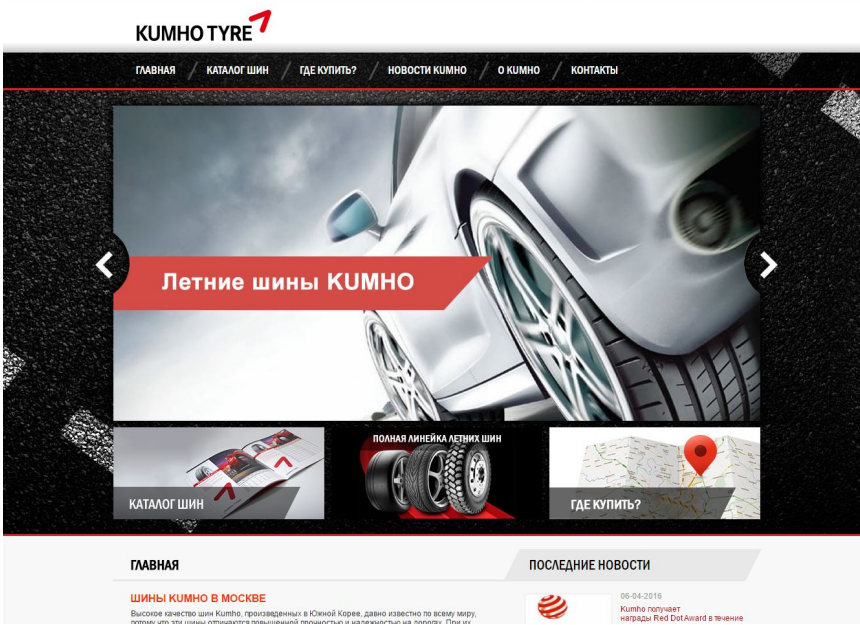


Contents

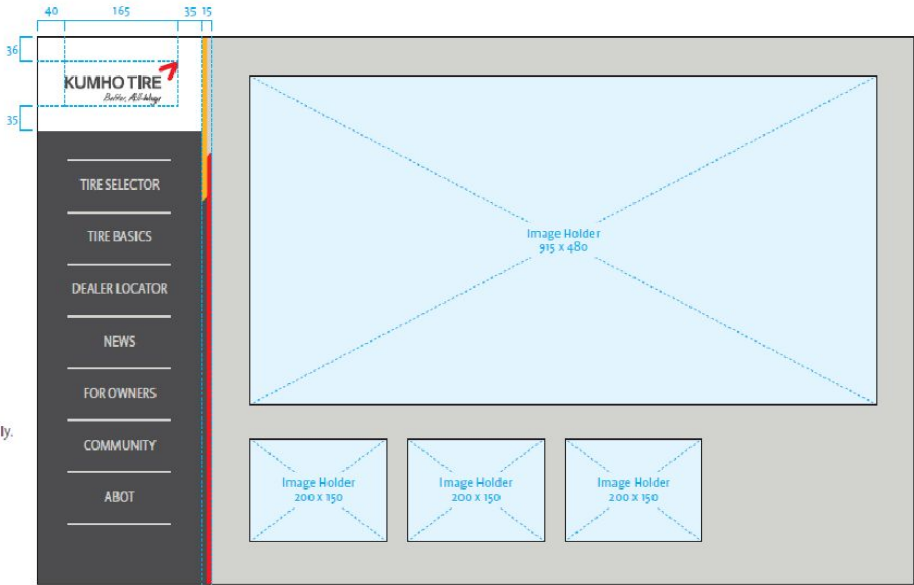
Cost estimation www.kumhotyres.ru

1. Redesign of web page according to the new CI guidelines
2. Redesign of catalogue & its structure
3. Product card redesign
4. Redesign of "Where to buy"
5. Tire selector

Current version



Should be



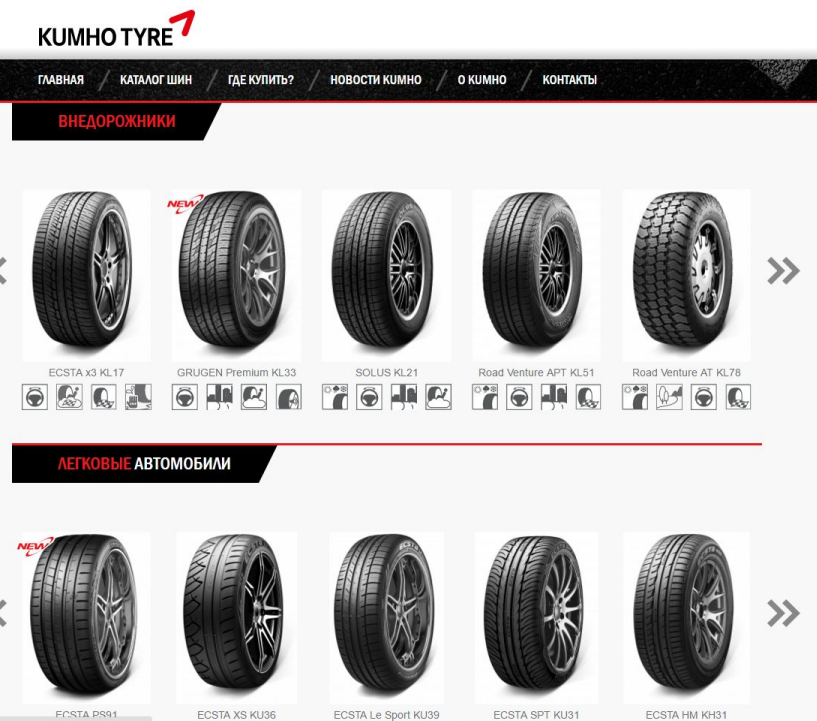
Basic Grid 1.6 : 1 (Size : 1280px x 800px)

- Application Standard**
- (1) The portion of 'KT Yellow' of the Graphic Motif should be equal to 30% of the total height.
 - (2) The vertical Graphic Motif may not be moved horizontally.
 - (3) Use Images that distinctively show the brand name or product features.
 - (4) Organize the layout without interfering with the Kumho Tyre Signature clear space.

Color: KT Red, KT Yellow, KT Dark Gray, KT Black

Catalogue

Current version (all mixed on 1 page – PCR, SUV, LTR, Commercial and TBR)



Should be:

1st page (selection – PCR/SUV/COMMERCIAL/TBR)



2st page

Positioning map -> tires are grouped and classified for more user friendly appearance



Catalogue structure: models (PCR/SUV/Commercial)

PCR tires

Summer tires

- ECSTA PS91
- ECSTA xs KU36
- ECSTA Le Sport KU39
- ECSTA PS31
- ECSTA KU31
- ECSTA HS51
- ECOWING ES01 KH27
- SENSE KR26

Winter tires

- Wintercraft Ice WI 31
- Izen KW22
- Izen KW31
- Izen KW27
- Wintercraft WP51

SUV and Commercial LTR

Summer tires

- CRUGEN HP91
- CRUGEN PREMIUM KL33
- Solus KL21
- ROAD VENTURE APT KL51
- ROAD VENTURE AT KL78
- ROAD VENTURE SAT KL61
- ROAD VENTURE MT KL71
- PORTRAN KC53
- RADIAL 857

Winter tires

- IZEN RV stud KC 16
- Izen RV KC 15
- Power grip KC11
- Winter portran CW51

TBR
Classification by usage:

- Long haul
- Regional
- Mixed Service
- Off – road

By application:

- Steer
- Drive
- Trailer
- All position

 <p>Long Haul</p>	<p>Steer</p> <p>KLS02e KLS03</p> 	<p>Drive</p> <p>KLD01e KLD02e KLD03</p> 	<p>Trailer</p> <p>KLTO2e KLTO3</p> 	<p>All Position</p> <p>KLA11</p> 			
 <p>Regional</p>	<p>Steer</p> <p>KRS01 KRS02e KRS03 KRS04</p>  <p>KRS15(KRS28) KRS24 KRS50</p> 	<p>Drive</p> <p>KRD01 KRD02</p>  <p>KRD03 KRD50(KRD28)</p> 	<p>Trailer</p> <p>KRT01 KRT02</p>  <p>KRT03 KRT68</p> 	<p>All Position</p> <p>KRA11(KRA18) KRA06(NEW)</p>  <p>KRA09 KRA50(NEW)</p> 	<p>Steer/Drive</p> <p>KXS10(NEW)</p>  <p>KXD10(NEW)</p>  <p>Multimax</p>		
 <p>Mixed Service</p>	<p>Drive</p> <p>KMD01(KMD18) KMD36 KMD31 KMD41(NEW)</p> 		<p>Trailer</p> <p>KMT01</p> 		<p>All Position</p> <p>KMA01 KMA02 KMA03 KMA11(KMA21) KMA12</p> 		
 <p>Off the Road</p>	<p>Drive</p> <p>KFD04(KFD18)</p> 	 <p>Winter</p>	<p>Steer</p> <p>KWS01</p> 	<p>Drive</p> <p>KWD01</p> 	<p>All Position</p> <p>KWA02</p> 	 <p>City Transit</p>	<p>All Position</p> <p>KCA11 KCA03(NEW)</p> 

Product card redesign

Current version

(Design as in Pattern Digest)

- Small description like in Pattern Digest
- To much technical information like in Pt Dg
- Not user friendly

Should be:

- Size information – reduced/only main information
- More detailed product description
- Test results
- Promotion

- Разработано специально для супер-каров
- Особый состав протектора для улучшенных характеристик
- Устойчивый протектор шины PS91 обеспечивает превосходные характеристики на мокром и сухом покрытии

НАЙТИ ДИЛЕРА >



Размер шины	Ширина обода	Доп. шир. обода	Макс. давление		Макс. нагрузка		Ширина сечения		Общий диаметр		Глубина протектора		Стат. радиус	Окружность	Евро обозначения		
			bar	psi	kg	lbs	mm	inch	mm	inch	mm	inch			mm	RR	Сцепление с мокрой дорогой
285/30 R 19 XL (98Y)	10.0	9.5-10.5	3.4	50	750	1653	302	11.9	955	25.8	7.8	9.8	309	1998	*	*	*
295/30 R 19 XL (100Y)	10.5	10.0-11.0	3.4	50	800	1784	301	11.9	961	26.0	7.8	9.8	311	2015	*	*	*
295/30 R 20 XL (101Y)	10.5	10.0-11.0	3.4	50	825	1819	301	11.9	959	27.0	7.8	9.8	323	2092	*	*	*
235/35 R 19 XL (91Y)	8.5	8.0-8.5	3.4	50	815	1356	241	9.5	847	25.5	7.8	9.8	305	1973	*	*	*
245/35 R 19 XL (93Y)	8.5	8.0-8.5	3.4	50	850	1433	248	9.8	855	25.8	7.8	9.8	309	1998	*	*	*
255/35 R 19 XL (95Y)	9.0	8.5-1.0	3.4	50	710	1585	200	10.2	861	26.0	7.8	9.8	311	2016	*	*	*
265/35 R 19 XL (98Y)	9.5	9.0-10.5	3.4	50	750	1653	271	10.7	869	26.3	7.8	9.8	314	2040	*	*	*
245/35 R 20 XL (95Y)	8.5	8.0-8.5	3.4	50	800	1521	248	9.8	880	26.8	7.8	9.8	321	2074	*	*	*

Model	Size	Load Index	Speed rating	Specification
HS51	155/55R14	69	V	
HS51	165/40R16	73	V	XL
HS51	165/45R16	74	V	XL
HS51	165/50R15	73	V	
HS51	165/50R16	75	V	
HS51	165/55R14	76	V	XL
HS51	165/55R15	75	V	
HS51	165/55R15	75	V	
HS51	185/50R16	81	V	
HS51	185/50R16	81	V	
HS51	185/55R15	82	V	
HS51	185/55R15	82	V	
HS51	185/55R16	83	V	
HS51	195/40R17	81	W	XL
HS51	195/45R15	78	V	
HS51	195/45R16	80	V	
HS51	195/45R16	80	V	
HS51	195/45R17	81	W	
HS51	195/50R15	82	V	

Redesign of "Where to buy"

Current version

- Current version is not convenient – have to scroll down to see all shops
- Too much information on the page (news, catalogue, etc.) -> not necessary
- Map is difficult for understanding

Should be:

- Map structure optimized
- Shop information – optimized, only necessary info, cut long description,
- benchmark – USA web page KUMHO

ГДЕ КУПИТЬ?

Выберите город:
Москва



ШИНСЕРВИС ПР. ВЕРНАДСКОГО

Городской телефон: 8 (495) 788-83-88
 Мобильный телефон: 8 (800) 333-83-88
 Адрес: пр. Вернадского, влад. 76
 Сайт: www.shinservice.ru


Описание:
 Магазины сети «Шинсервис» отличает оформление в современном стиле, комфортная обстановка для покупателей, профессиональное обслуживание в торговом зале и сервисной зоне, широкий ассортимент высококачественных шин и дисков.


Повышение квалификации сотрудников магазинов сети «Шинсервис», посредством обучающих тренингов, приводит к росту профессионального мастерства кадров, что положительно влияет на высокое качество предоставляемых услуг.


ШИНСЕРВИС ПР. АНДРОПОВА

Городской телефон: 8 (495) 788-83-88

ПОСЛЕДНИЕ НОВОСТИ

 06-04-2016
 Kumho получает награды Red Dot Award в течение пяти лет подряд

 10-11-2015
 Kumho Tyre назначила нового директора по маркетингу в Европе

 14-09-2015
 Новые грузовые шины Kumho KXS10 для рулевых осей призваны стать незаменимыми для водителей грузовиков благодаря своей универсальности

КАТАЛОГ ШИН

KUMHO PLATINUM CLUB

НАЙТИ ДИЛЕРА

SEARCH RESULTS

YOUR SEARCH RETURNED 21 DEALERS NEAR 91730

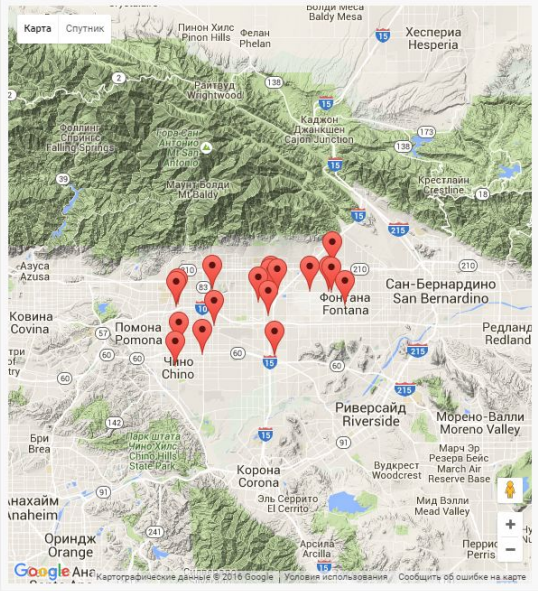
START A NEW DEALER SEARCH

ENTER ZIP CODE

10 MILES **Let's Go!**


YOUR SEARCH RESULTS




- DISCOUNT AUTO REPAIR CENTER**
 8220 MASI DRIVE
 RANCHO CUCAMONGA, CA 91730
 (909) 945-2886
 DISTANCE FROM 91730: < 1 Mile
- PACIFIC TIRE**
 1015 EAST HOLT BOULEVARD
 ONTARIO, CA 91761
 (909) 391-3330
 DISTANCE FROM 91730: 5 Mile(s)
- KING'S DISCOUNT TIRE & BRAKE INC.**
 10863 Jersey Blvd
 Rancho Cucamonga, CA 91730
 (626) 443-5464
 DISTANCE FROM 91730: < 1 Mile
- AMERICA'S TIRE**
 4583 Mills Circle
 Ontario, CA 91764
 (909) 484-0361
 DISTANCE FROM 91730: < 1 Mile



DEALER LOGIN **DEALER LOCATOR** ENTER ZIP CODE

Currently – no tire selector by size – it’s convenient tool to optimize tire search

KUMHO TIRE 

ABOUT CONTACT  [Нравится](#)  

TIRE SELECTOR TIRE BASICS DEALER LOCATOR NEWS FOR OWNERS COMMUNITY

FIND BY SPECIFIC VEHICLE FIND BY TIRE SIZE
PLEASE SELECT A SEARCH OPTION ABOVE

CAR >
LIGHT TRUCK & SUV & CUV >
COMPETITION RACING >
MEDIUM COMMERCIAL TRUCK >

SOLUS TAII

ALL-SEASON COMFO

- Superior Wet Traction
- Excellent Winter Handling
- Long Tread Life

75K
MILEAGE WARRANTY

ROAD HAZARD PROTECTION

Tire selector №2

Tyre selector (by car) -> optional -> usually have tire internet shops

DOES IT FIT MY CAR?

Alfa Romeo | Milano | 1988 | Select Option ...

Make a selection from each of the drop down lists above to conduct your tire search.

DEALER LOGIN **DEALER LOCATOR**

- TIRES**
 - Car
 - Light Truck & SUV & CUV
 - Competition Racing
 - Medium Commercial Truck
- TIRE BASICS**
 - Air Pressure
 - Tire Rotation
 - Tire Glossary
 - Tire Safety
 - Kumho Innovation
 - Rating & Selection
 - Ultra High Performance
 - Frequently Asked Questions
 - Green Initiatives
 - Smartway
 - Product Data Guide
- NEWS**
 - Kumho Tire News
- COMMUNITY**
 - Social Communities
 - Motorsports
- FOR OWNERS**
 - Rebates & Promotions
 - Replacement and Original Equipment Warranty Policies
 - Bulletins
 - Register Your Tires
- FOR DEALERS**
 - Kumho Dealer Portal
 - Kumho Epic

KUMHO TYRE

TIRE SELECTOR | TIRE BASICS | DEALER LOCATOR | NEWS | FOR OWNERS | COMMUNITY

SEARCH FOR A TIRE

TIRE SELECTOR

Tire Quick Finder Results

7 Match(es)												
	TIRE NAME	SIZE	TIRE TYPE	WARRANTY	TIRE PERFORMANCE RATING							
	ECSTA LX PLATINUM	195/55R15	Performance	60,000	DRY 7.5	WET 8.5	NOISE 10	WEAR 8	COMFORT 10	SNOW 6	OFF-ROAD N/A	>
	SOLUS KH16	P195/55R15	Performance	60,000	DRY 6	WET 8	NOISE 8	WEAR 8	COMFORT 8.5	SNOW 7	OFF-ROAD N/A	>
	ECSTA 4X	195/55R15	Performance	40,000	DRY 8	WET 8.5	NOISE 8	WEAR 7	COMFORT 8.5	SNOW 7	OFF-ROAD N/A	>
	Ecsta PA31	195/55R15	Performance	50,000	DRY 7.5	WET 8.5	NOISE 7.5	WEAR 7.5	COMFORT 8	SNOW 8	OFF-ROAD N/A	>

KUMHO TYRE 
Better, All-Ways

