

A close-up photograph of a Nokian car tyre mounted on a silver alloy wheel. The tyre features a distinctive tread pattern with sipes. The words "Line SUV" and "235/60R18" are visible on the sidewall. The wheel is positioned on a grassy field under a bright, cloudy sky.

Car tyre business product portfolio

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Product segments

Room to grow

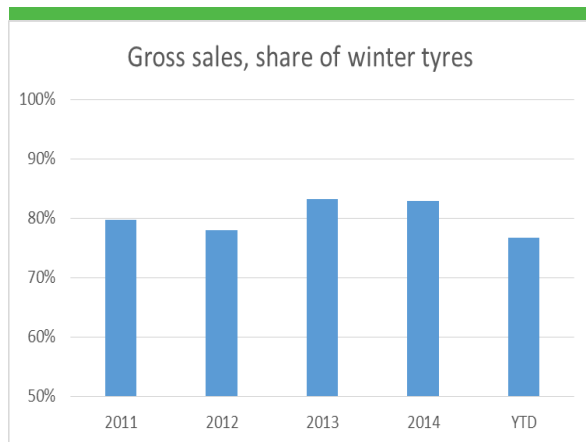
- Active in products launchings; >25% of annual sales with products less than 2 years old.
- Maintain the most modern and competitive winter tyre range.
- High investments in premium summer tyres.
- Investments in North American All-Season products.

	Summer tyres		Winter tyres		All Season tyres
Passenger cars	SCANDINAVIA 		SCANDINAVIA 		SCANDINAVIA - no market
SUV LT	RUSSIA 		RUSSIA 		RUSSIA – no market
	CENTRAL EUROPE 		CENTRAL EUROPE 		CENTRAL EUROPE All-Weather products 
Van	NORTH AMERICA 		NORTH AMERICA 		NORTH AMERICA All-Weather products All-Season products 

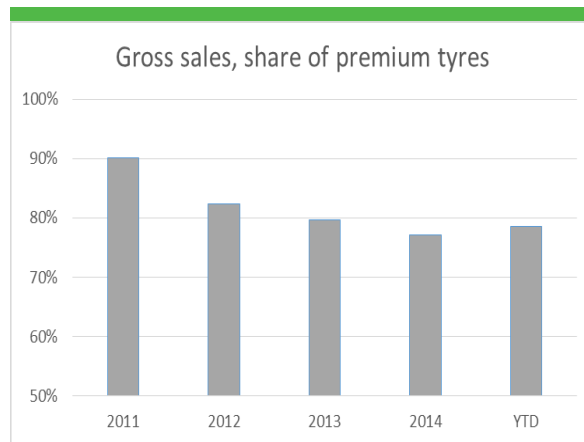
Product portfolio

Concentrate on profitable mix

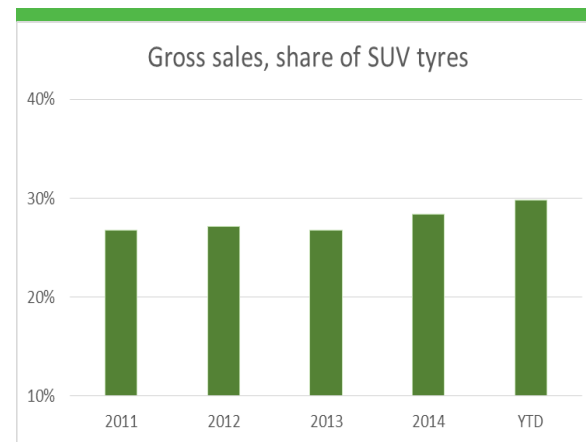
Winter tyres



Premium tyres



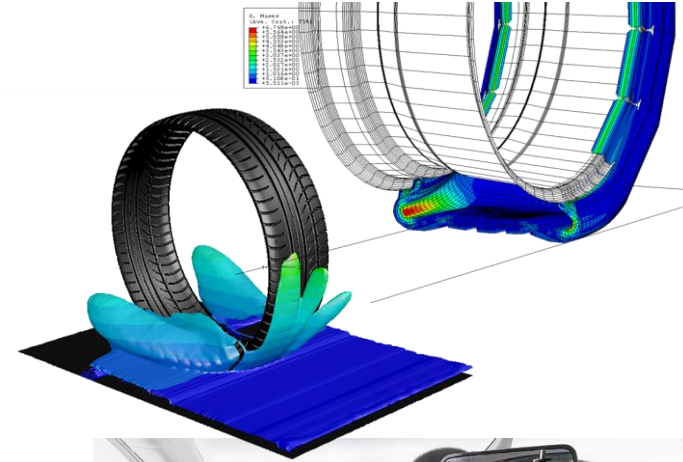
SUV tyres



Research and Development

Technological and innovative forerunner

- Highest priority in safety
- Maintain our status as the manufacturer of the world's best winter tyres
- One of the best manufacturer of premium summer tyres
- All strategic R&D know-how and capabilities in own hands
- More investments and capabilities also for emerging technologies
- Best and unique product innovations



Testing

Highest safety and consumer satisfaction



It's all in the feel

Approximately 50% of product development costs are spent on testing

Develop and invest into new testing methods and devices to meet increasing needs from consumers and car manufacturers



Winter testing

The company has its own testing center spanning over 700 hectares in Ivalo, Finnish Lapland, 300 km north of the Arctic Circle

Continuing investments to maintain leadership position in winter tyre testing capabilities and knowhow



Summer testing

On the Nokia Testing Center, Nokian Tyres simulates almost all driving situations on northern roads

Investment in 2016 in own summer testing center in Southern Europe

Car manufacturer co-operation

Selective investments in OE business

- Maintain strong position and co-operation with car manufacturers in profitable complete winter wheel business
- Focus on limited summer OE supply agreements with premium car manufacturers. Supporting brand awareness
- The customers with high quality and specific requirements → additional driver for process and product development
- Our both factories received the car industry's ISO/TS16949 quality certification in 2013. The factories have also been audited by several premium car manufacturing companies



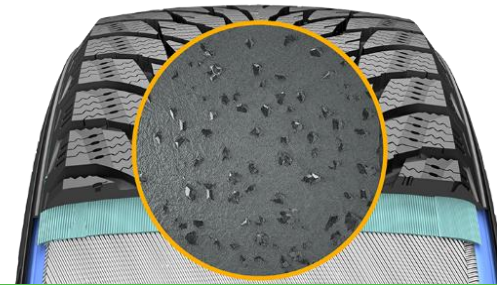
Innovations

Most appreciated product innovation

- Maintain innovation road map for coming years as targets for R&D
- Visible and value adding innovations in all new products
 - More safety, easier driving, more peace of mind
- Investments for innovation capabilities



Safety and driving comfort
Patented Nokian DSI, Driving Safety Indicator



First-class winter grip, more precise handling
Nokian Cryo Crystal concept

A close-up photograph of a car's front wheel with a silver alloy rim and a black Nokian Black SUV tire. The car is white, and the background is a blurred cityscape under a cloudy sky. A green banner with the Nokian Tyres logo is in the top left corner, and the text 'Thank you!' is in green on the right side.

nokian[®]
TYRES

Thank you!