



**nokian[®]
TYRES**



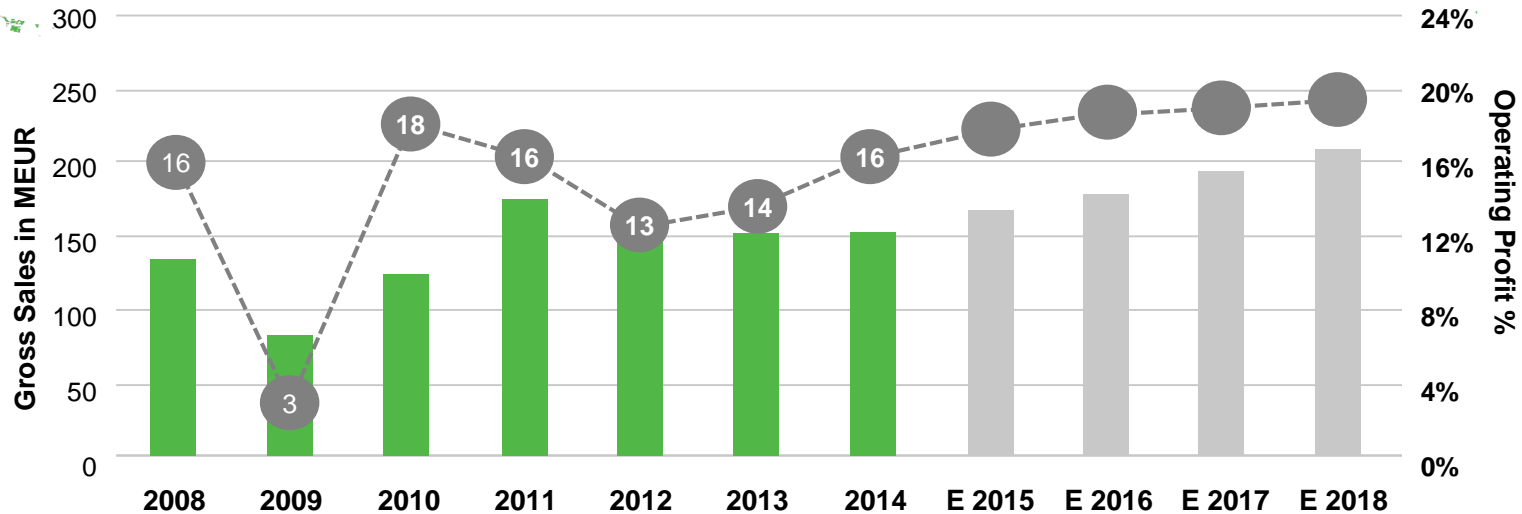
Nokian Heavy Tyres
A forerunner in special tyres



- 1) **Nokian Heavy Tyres in brief**
- 2) **Key application areas**
- 3) **Future growth strategy**

Nokian Heavy Tyres in brief

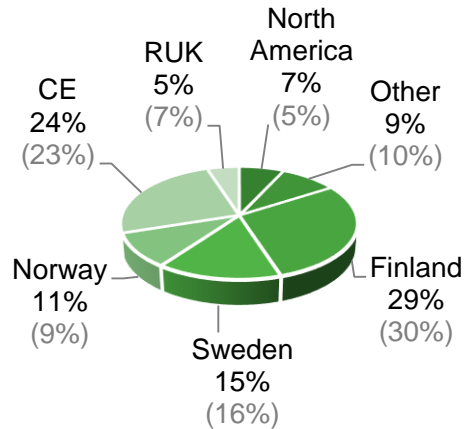
Gross Sales & Profitability



Nokian Heavy Tyres in brief

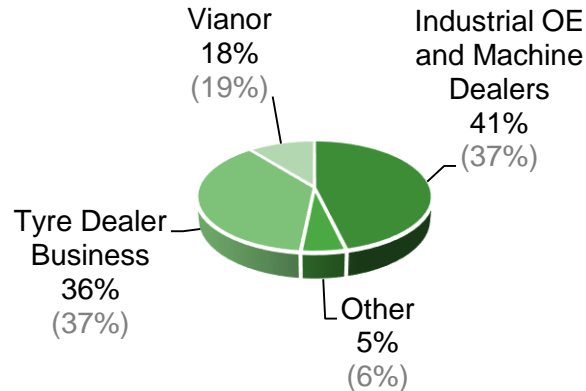
Sales & Channels

Sales areas

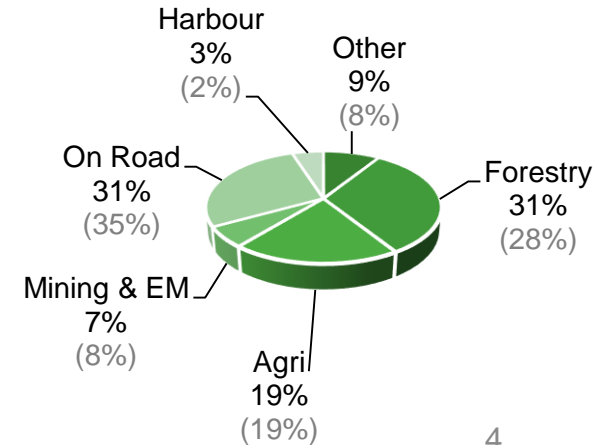


YTD 1-9 '15 (1-9 '14)

Channel



Sales Mix



Nokian Heavy Tyres in brief

R&D

Focus: Niche products

- 5 application areas
- Close to customer
- End user

Production

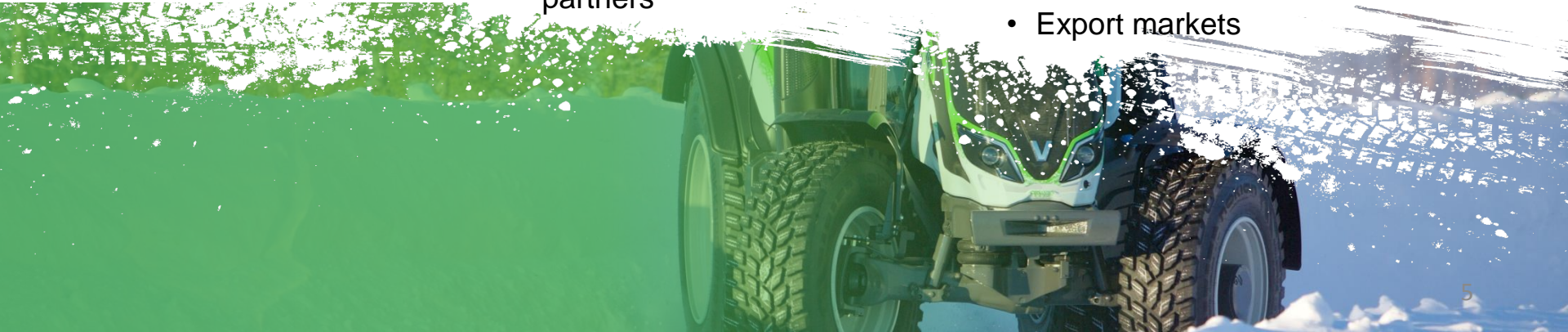
Focus: High quality tyres

- Production site in Nokia
 - High automation
 - Flexible production
 - 16 Mkg output
- Off-take production from several partners

Sales & Services

Focus: Professional sales channels

- Global OEM
- Nordics
- Central-Europe
- Russia & Kazakhstan
- North America
- Export markets



Key application areas

Forestry

CTL

Skidder

Tractor



Key application areas

Agri

Tractor

Flotation



Key application areas

Truck & Bus

Tyres

Retreads



Key application areas

Others

Mining

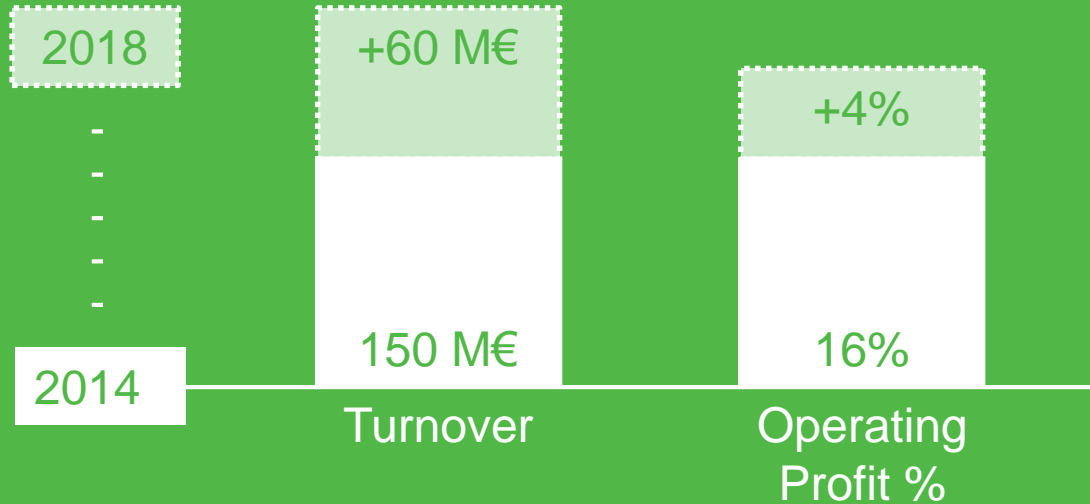
Earthmoving

Harbour

Others



Future growth strategy



Future growth strategy

Focus areas:

- Skidder sales
– North-America
- Tractor & Flotation
– Central-Europe & North-America
- Truck & Bus
– Central-Europe, Russia & North-America

Future growth strategy

Key Actions:

- Sales force enlargement
- New products according to roadmap
- Increase of production capacity & flexibility
- Availability close to customers
- Sales & service tools (e-commerce)

A tracked excavator is shown in a forest setting, lifting a large log. The machine is equipped with heavy-duty tracks and has its headlights on. The background is a clear blue sky with some trees. The foreground is a snowy slope. The overall scene is dynamic and industrial.

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TYRES

Thank you!