



**nokian[®]
TYRES**

T E S T I N G
at the
E X T R E M E S



ACHIEVEMENTS BY THE WORLD'S LEADING MANUFACTURER OF WINTER TYRES



FASTEST ON ICE

Driver: Janne Laitinen
Car: Audi RS6
Tyres: Nokian Hakkapeliitta 8, 255/35 R 20 97 T XL
Location: Ice on the Gulf of Bothnia
Date: 9 March 2013
Result: New world record for driving on ice, 335.71 km/h
Read more: www.nokiantyres.com/Fastest-on-ice

View video:



1930

- 1932** Passenger car tyre production starts in Nokia.
- 1934** "Kelirengas", first winter tyre in the world.
- 1936** The legendary Hakkapeliitta winter tyre is born.
- 1961** First winter tyre designed for studding. Kometa-Hakkapeliitta.
- 1977** Steel-belted winter tyre, Nokian Hakkapeliitta NR 08.
- 1986** Dedicated Testing Center in Ivalo, Finnish Lapland, north of the Arctic Circle.
- 1995** Nokian Eco Stud System.

2000

- 1996** Pioneer in slush testing.
- 1999** Patented Driving Safety Indicator.
- 2002** Nokian WR, the world's first winter tyre with a W speed rating (270 km/h/167 mph).
- 2003** Revolutionary square stud.
- 2006** The world's largest winter tyre for passenger cars, the 22-inch Nokian Hakkapeliitta Sport Utility 5.
- 2008** The power roller, Nokian Hakkapeliitta R non-studded winter tyre.
- 2009** Multiple test winner, Nokian Hakkapeliitta 7 studded tyre.
World record in its league: over 30 wins in motoring magazine tests in 2010-2012.
- 2009** Multi-faceted, wide anchor stud.
- 2011** World record for driving on ice, 331.61 km/h (206.05 mph) with Nokian Hakkapeliitta 7.
- 2012** World record for driving on ice with an electric car, 252.09 km/h (156.62 mph).
Nokian Hakkapeliitta 7 and the E-RA.
- 2013** New generation of Hakkapeliitta winter tyres.
Studded Nokian Hakkapeliitta 8 and non-studded Nokian Hakkapeliitta R2.
- 2013** Fastest on ice. New world record for driving on ice, 335.71 km/h (208.60 mph) with Nokian Hakkapeliitta 8.

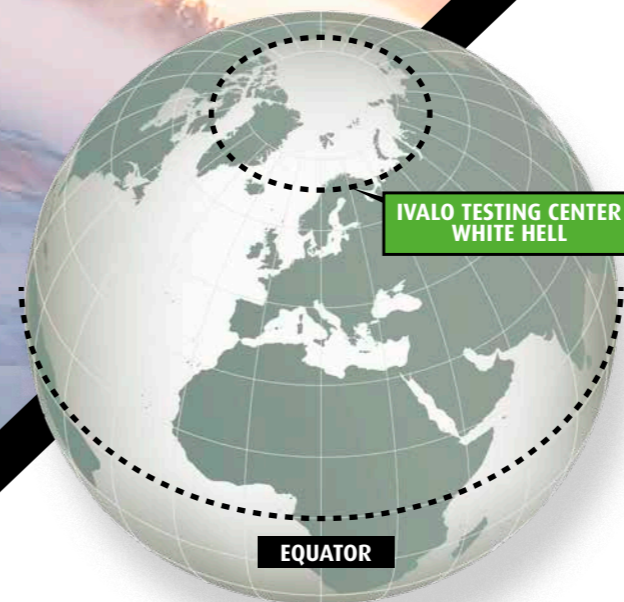
2014

- 2014** The Hakkapeliitta winter tyre family grows. The studded Nokian Hakkapeliitta 8 SUV and the Nokian Hakkapeliitta C3 and Nokian Hakkapeliitta CR3 van tyres.
- 2014** The world's first winter tyre with pop-out studs. Nokian Hakkapeliitta concept tyre.
- 2014** New Nokian Hakkapeliitta R2 for electric cars. The world's first winter tyre with an A energy rating.



UNIQUE SURROUNDINGS

Determined product development under harsh conditions



Nokian Tyres is the world's northernmost tyre manufacturer. The company developed and manufactured the world's first winter tyre for the winter frost in 1934. Since the beginning, careful testing and development by Nokian Tyres has been leading the way towards safer, more reliable, and more eco-friendly tyres.

The harsh and varied nature of Finland provides the perfect conditions for tyre development. The chilling frost of the north and the warm summers in the south provide opportunities for varied testing. Nokian Tyres tests under authentic conditions – respecting nature and acting on its terms.

➔ www.nokiantyres.com/development

IVALO TESTING CENTER

WHITE HELL

Northern dimension for high-tech



Far north of the Arctic Circle, we have our enormous Ivalo Testing Center, or “White Hell” as we like to call it, spanning over 700 hectares. We test our tyres around the clock in the extreme conditions of Finnish Lapland, using over twenty test tracks.

The right conditions, the best professionals in the industry, and the latest technology make the Nokian Tyres Ivalo Testing Center the best tyre testing environment on the planet. The inventor of the winter tyre feels at home in the Northern frost. The relentless testing and battle against the grip limits aim at even better products: more safety, more peace of mind.

View video:



VERSATILE

NOKIA TESTING CENTER

Where North meets South



The location of the testing centre in Nokia, Finland, between the arctic and mild climates makes it the perfect location for demanding tyre testing. The tracks of the versatile testing centre allow for testing all of the driving conditions that can occur on the Northern and Central European roads. The world's most advanced watering system for tyre testing can create wet conditions for us even on sunny days. The continuously developing testing centre also utilises high-speed photography and performs slush-planing tests, which Nokian Tyres was the first in the world to introduce.


The testing centre is located near the birthplace of the company, which means that innovations have an exceptionally short route from test driver observations to product development and onwards to production.

View video:




INTENSIVE TESTING

Modern future technology



Nokian Tyres is always one step ahead of the present. Continuous development of testing and learning new things has resulted in unique inventions that benefit the everyday motorist. Intensive testing and the thorough understanding of winter and our products serve the most important goal of our R&D work – safety.



In addition to a testing programme that occurs under real operating conditions, tyre development also requires an enormous number of tests performed in laboratories and using computer simulations and testers. This testing separates the good tyres from the best ones. To achieve comprehensive results, the tyres are tested on several international tracks in addition to our own test tracks. The company focuses over half of its product development efforts on testing new products.



www.nokiantyres.com/testing-in-extreme-conditions

DRIVING FEEL

You can only judge a tyre by driving on it

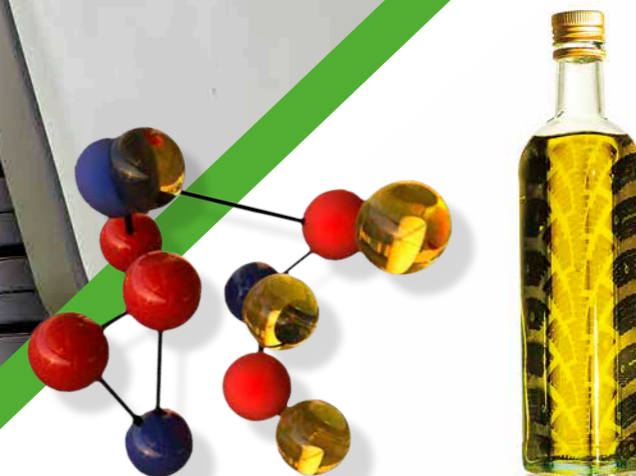


Even the best instruments cannot tell you what a tyre feels like to drive. Each year, Nokian Tyres' test drivers cover hundreds of thousands of kilometres, feeling, sensing, and evaluating. Once the vehicle has become part of the body, the tyre tester knows what a tyre feels like.

In addition to Finland, we perform tyre testing worldwide, on different road surfaces and in quickly changing weather. The world's best test drivers, widespread testing, and versatile testing equipment guarantee that tyres will work in the best possible way under varying conditions – even when the conditions are extreme.

PIONEERING THE GREEN

Sustainable development without compromises



Nokian Tyres is strongly focusing on the eco-friendliness of its products and production, without compromises. Sustainable development, clean nature, and the well-being of our environment all guide our daily search for innovative solutions.

The low rolling resistance, long service life, and silent running noise of our products, along with the modern production technology, low aromatic oils, and non-toxic chemicals are all things for which we as a green pioneer are known. Eco-friendly products that save fuel and reduce harmful emissions and natural materials will also pave the way for Nokian Tyres in the future.



➔ www.nokiantyres.com/sustainability

We test so that you can drive safely regardless of the weather.

Nokian Tyres is the only tyre manufacturer in the world focusing on products and services that facilitate transport in Nordic conditions. Its innovative tyres for passenger cars,

trucks, and heavy machinery are mainly marketed in areas that are home to snow, forest, and demanding driving conditions due to changing seasons.



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