

A blue Volvo SUV is parked in a snowy forest. The car is on the left side of the frame, with its rear wheel and part of the body visible. In the background, several people are standing in the snow, and tall trees are visible. The overall scene is a winter landscape.

NORDICS AND VIANOR

# STRENGTHEN #1 POSITION WITH HIGH PROFITABILITY

September 9, 2021

A solid green horizontal bar is located at the bottom center of the slide.



# STRENGTHENING OUR LEADING MARKET POSITION AND HIGH PROFITABILITY

- Unique, leading position in the home market
  - High brand awareness with loyal customer/consumer base

- Product offering designed and manufactured for the Nordics

- Customer demand for high service level and responsiveness
  - Securing tire availability for pre-sales and season replenishments

- Customer trust and quality products secure pricing power



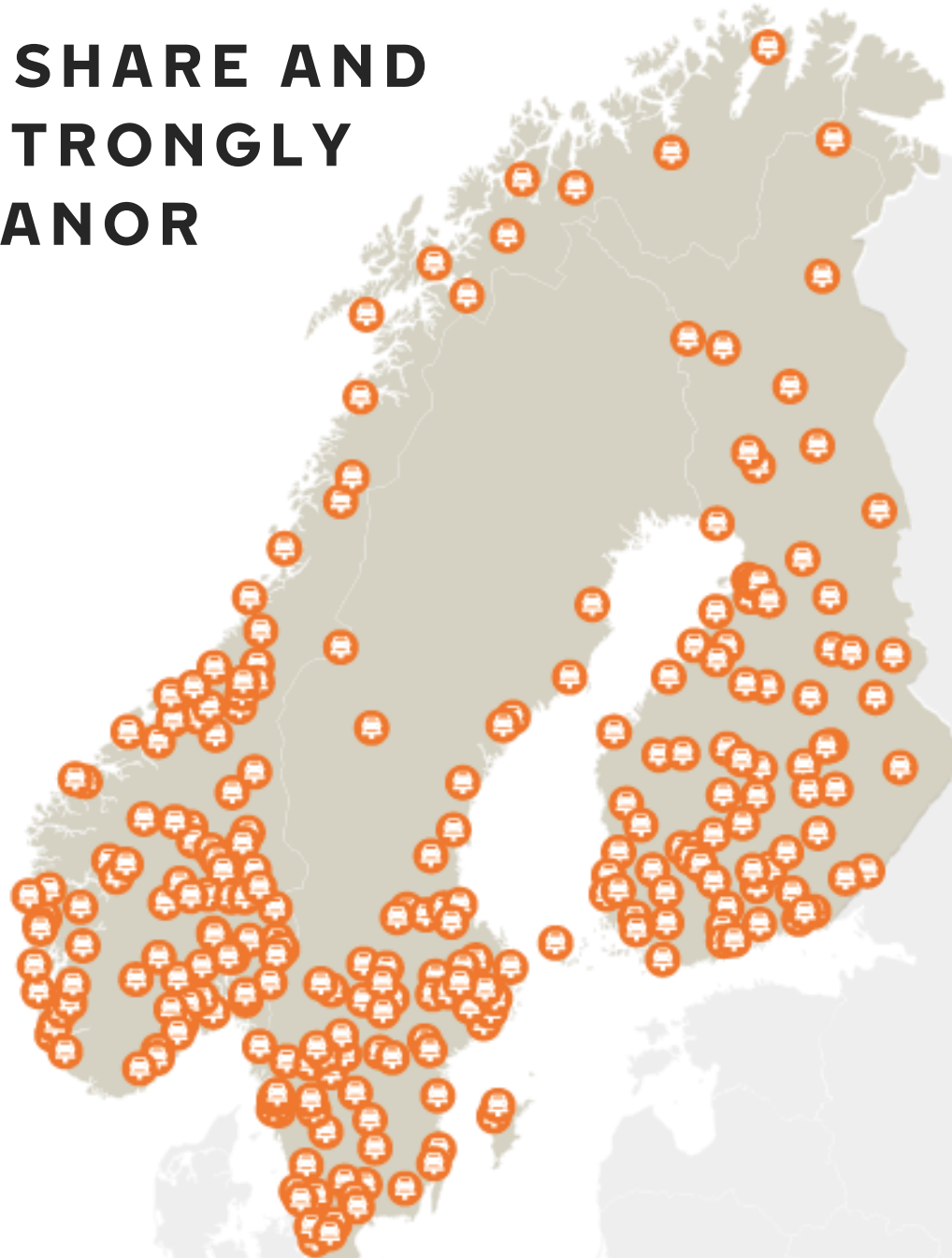
# GREENER DRIVING WITH THE NEW PREMIUM SUMMER TIRE

## NOKIAN HAKKA GREEN 3

- **A member of the Hakka product family designed for varying Northern weather**
- **Eco-friendly summer tire for smaller passenger cars, hybrids and EVs**
  - Lower fuel consumption, longer range for hybrids and EVs
  - Excellent wet grip and aquaplaning resistance
  - Higher wear resistance
- **Wide size selection available as of spring 2021**

# NORDIC MARKET SHARE AND PROFITABILITY STRONGLY ENDORSED BY VIANOR

Vianor is the biggest distributor for Nokian Tyres in the Nordics with 174 own service centers





# OUR FLAGSHIP PRODUCT RANGE DESIGNED FOR THE NORDICS

## NOKIAN HAKKAPELIITTA 10

- **Next-generation safety for passenger cars, SUVs, hybrids and EVs**
  - Superior winter grip
  - Comfort and reduced noise level
  - Better on-road stability
  - SilentDrive™ technology
- **Comprehensive size selection: +140 products**
- **Available to consumers as of fall 2021**





An aerial photograph of a dark-colored car driving on a snow-covered road that stretches into the distance. The road is flanked by a dense forest of tall, thin evergreen trees, all heavily laden with snow. The sky is a mix of soft orange and pale blue, suggesting a sunset or sunrise. The overall scene is serene and wintry.

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**TYRES**