

# ecOWING ES31

## EU Tire Label Components



## Available Sizes

Inch	Size					
17"	225/45 ZR17 91W	C	C	70		
	225/50 ZR17 XL 98W	B	C	70		
	225/55 ZR17 XL 101W	B	C	70		
	205/50 ZR17 XL 93W	B	C	70		
	205/55 ZR17 91W	B	C	70		
16"	215/60 R16 95V	B	B	70		
	205/55 R16 91H	B	B	70		
	205/55 R16 XL 94H	B	B	70		
	205/55 R16 91V	B	B	70		
	205/55 R16 XL 94V	B	B	70		
	205/60 R16 92H	B	C	70		
15"	195/60 R15 88H	B	B	70		
	195/65 R15 91H	B	B	70		
	195/65 R15 91T	B	B	70		
	195/65 R15 XL 95T	B	B	70		
	195/65 R15 91V	B	B	70		
	185/60 R15 XL 88H	B	B	70		
	185/60 R15 84T	C	B	70		
	185/60 R15 XL 88T	B	B	70		
	185/60 R15 XL 88T	B	B	70		

Inch	Size					
15"	185/60 R15 84H	C	B	70		
	185/65 R15 88H	C	B	70		
	185/65 R15 88T	C	B	70		
	185/65 R15 XL 92T	C	B	70		
	175/65 R15 84T	B	C	70		
	165/65 R15 81T	B	C	70		
14"	185/60 R14 82H	B	B	70		
	185/60 R14 82T	B	B	70		
	185/65 R14 86T	B	B	70		
	185/70 R14 88T	B	B	70		
	155/65 R14 75T	C	C	70		
	175/65 R14 82T	B	B	70		
	175/65 R14 XL 86T	C	B	70		
	175/70 R14 84T	C	B	70		
	175/70 R14 XL 88T	B	B	70		
	175/80 R14 88T	C	B	70		
	165/65 R14 79T	C	C	70		
	165/70 R14 81T	C	C	70		
	165/70 R14 XL 85T	B	C	70		

XL : Extra Load

## KUMHO TIRE EUROPE GmbH

Brüsseler Platz 1 | 63067 Offenbach am Main  
Telefon +49 (0)69 / 94 33 18-0 | Telefax +49 (0)69 / 49 00 67  
www.kumhotire.de | contact@kumhotire.de

<https://www.facebook.com/KumhoTireEurope>

KL-F-1709-044D



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Eco-friendly technology for  
fuel efficiency & safety

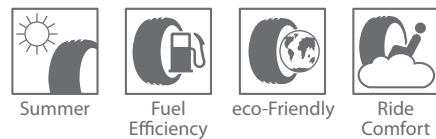




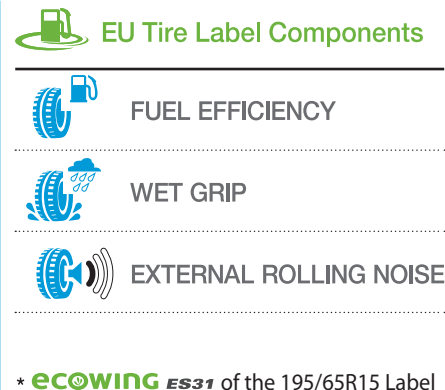
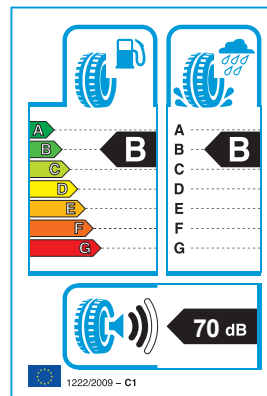


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- Developed to reduce fuel consumption and preserve the environment by using eco-compounds
- Secure handling & traction performance
- Improved wet grip technology
- Improved endurance & mileage

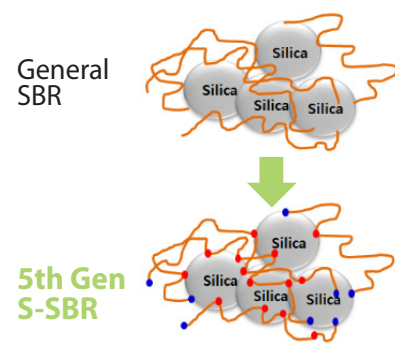


## EU Tire Label Components



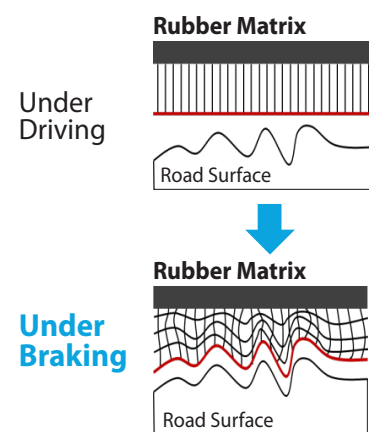
\* ecOWING ES31 of the 195/65R15 Label

## Multi-Functionalized S-SBR



- Maximize Low RR performance

## Special Resin



- Application of no-loss energy technology while driving maximize Low RR performance

## High Dispersible Micro Silica (HDMS)



- Wet · Improved wear performance

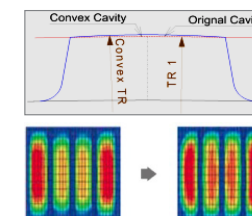
## Tread Design & Technology

### Asymmetric pattern design A

- Application of asymmetric pattern design with best ratio to improve handling performance in dry road surface

### Fuel economy competitiveness and mileage improvement B

- Ensure fuel cost competitiveness through RR improvement
- Improvement in uniform wear with road surface



### Balanced Middle Block C

- Ensure grip power in dry road surface with reinforced rigidity in outside part and improved wet performance by securing the side groove of inside part

### Optimal Wet performance D

- Optimized drainage performance and hydroplaning by application of Wide 4 Channel Main Groove

### RR reduction design E

- RR reduction through securing longitudinal strength with Rib type Center Block application

### Aerodynamic shoulder design F

- Application of the concept with improved air resistance and good fuel efficiency by application of optimal design for the air flow in outside shoulder



### Application of Heat dissipation Dimple G

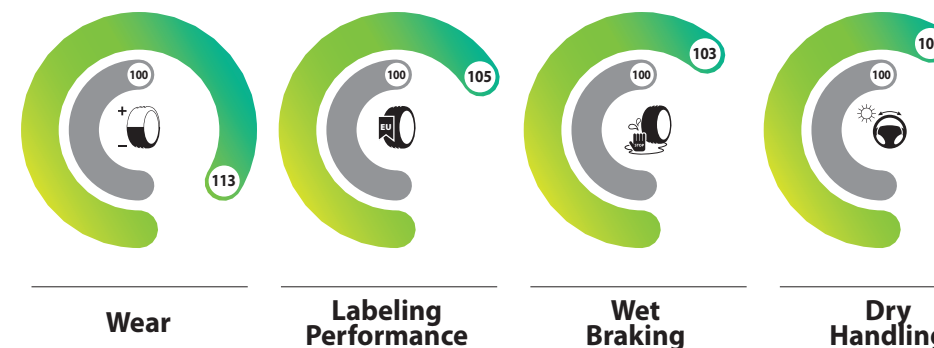
- Application of heat dissipation concept caused in driving by application of dimple design for heat protection effect in inside shoulder



## Test Result

Size : 195/65 R15  
Car : VW Golf 7  
Test Track : IDIADA PG

ecOWING ES31  
Existing product of the Company



## Sidewall Design

- Emphasize the stability of products and eco-friendly images with honeycomb structure existing in nature as design motive

