

Dear Valued Customer,

We're thrilled to kick off the new year with the **2026 Drive DAY ONE Rebate**, running **February 1 through March 14**—an exciting opportunity to boost sales and engage consumers looking to start the year with confidence and a fresh set of tires.

This promotion spotlights our Passenger and Light Truck/SUV lines for both the Hankook and Laufenn brands, with consumers receiving up to a **\$100 prepaid MasterCard®** when they purchase four (4) eligible tires. As drivers prepare for year-round performance, there's never been a better time to highlight new tire options.

Eligible rebate patterns included in the Drive DAY ONE rebate are:



### **DYNAPRO**

SUV & Light Truck Tires  
for Both On & Off-Road Driving

### **KINERGY**

Balanced technology for all roads

REBATE  
**\$100**

**Dynapro evo AS (RA21) NEW**

**Dynapro HT2 (RH14) NEW**

**\* including all other Dynapro lines**

Dynapro HPX (RA43)

Dynapro AT2 Xtreme (RF12)

REBATE  
**\$80**

Kinergy XP (H446)

Kinergy PT (H737)

### **Eligible Products**

### **LAUFENN**

Journey in Style

**\$40**  
REBATE

X FIT HP (LA41)

X FIT HT (LD01)

X FIT AT (LC01)

X FIT Van (LV01)

S FIT AS (LH01)

G FIT AS (LH41)

G FIT 4S (LH71)

i FIT Ice (LW71)

### **Eligible Products**

To drive traffic to your stores and online channels, Hankook will support the Drive DAY ONE Rebate through a digital campaign—including online ads, social media across Facebook (<https://www.facebook.com/HankookTireUSA>), Instagram (@HankookTireUSA), and X (@HankookTireUSA), email marketing, and major trade publications.

You will soon receive digital promotional assets and ad variations to help amplify the rebate across your website, social media, and in-store messaging.

Please note that the rebate is **redeemable online only**, and customers should be directed to **[hankookrebates.com](https://hankookrebates.com)** to submit their claims. **All rebate claims must be submitted by April 14, 2026.** The offer applies to qualifying purchases made both in-store and online.

With strong demand for all-season performance and premium value, we're confident this promotion will deliver meaningful results for your business.

Thank you for your continued partnership—and for helping us show consumers that ***A Better Drive Starts Here with Hankook.***

Sincerely,



KC Jensen  
Vice President of US PC/LT Sales  
Hankook Tire America Corp.

Submit online at  
**[hankookrebates.com](https://hankookrebates.com)**

