



Hankook Tire America Corp.  
333 Commerce Street, Suite 600  
Nashville, TN 37201  
T 615-432-0700 F 615-242-8709

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:

Eligible Products			
<b>Dynapro</b> SUV & Light Truck Tires for Both On & Off-Road Driving		<b>Dynapro evo AS (RA21) NEW</b> <b>Dynapro HT2 (RH14) NEW</b> <i>* including all other Dynapro lines</i>	Dynapro HPX (RA43) Dynapro AT2 Xtreme (RF12)
<b>KINERGY</b> Balanced technology for all roads		Kinergy XP (H446) Kinergy PT (H737)	
Eligible Products			
<b>Laufenn</b> Journey in Style		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)

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.

Hankook Tire & Technology

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

