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2	Nexen reorganized its top management	Jan 5, 2009, Dailian
3	Automakers in slump hit the tire market	Dec 26, Money Today
4	Spotlight on Nexen in Korean Design Award	Nov 28, Yonhap News
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● Nexen stood at the 21st in the global tire brand (Sep, Tire Review)

Nexen Tire turned out to be a global power brand in the market.

Tire Review, an US based tire magazine, unveiled its brand survey titled "Tire Brands Study" in September 2008. Nexen Tire stood at the 21st among 2,160 tire brands.

This survey summed up all queries such as quality, technology, profitability and consumer awareness of a certain tire brand with a scale range from 1 to 10. Almost 700 dealers in North American area were taking part in this survey.

In particular, Nexen Tire recorded the 2nd position in "Brand Profitability" section with 8.2 out of 10 and its overall rank was in the 21st ground among 2,160 brands.

Not bad score! but Nexen Tire would not stay at the same state in the twenties. The market will see the changes made by Nexen Tire in 2009.

Overall Brand Average		
Rank	Brand	Score
1	Bridgestone	8.0
2	Cooper	7.9
3	Firestone	7.8
4	Goodyear	7.8
5	Toyo	7.8
6	Yokohama	7.8
7	Michelin	7.7
8	BFGoodrich	7.6
9	Mastercraft	7.6
10	Uniroyal	7.5
11	Pirelli	7.4
12	Dayton	7.3
13	Dunlop	7.3
14	Hankook	7.3
15	Kelly	7.3

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16	Kumho	7.3
17	Falken	7.2
18	Sumitomo	6.9
19	General	6.8
20	Continental	6.7
21	Nexen	6.2

● Nexen reorganized its top management (Jan 5, Dailian)

Nexen Tire made reshuffling of its management and declared proactive challenges for 2009.

Nexen Tire named Mr. Travis Kang as President & CEO promoted from Vice President and 2 Managing Directors to Senior Managing Directors, Mr. David Sul (Chief of Overseas Marketing & Sales) and Mr. Charlie Suk (Chief of American Headquarters), respectively.

Mr. Travis Kang, the President & CEO will manage sales division while Mr. Jong-Man Hong, the current Vice Chairman & CEO will manage the corporation in overall.

In spite of the economic slump, Nexen Tire recorded sustainable growth and all-time high revenue turnover in 2008. To keep this achievement in 2009, Nexen Tire made these big changes and sharpened its measures.

This reshuffling can be translated into a strong intention of Nexen Tire to achieve the 2nd jump in growth by fortifying global sales including China and R&D innovation.

● Automakers in slump hit the tire market (Dec 26, Money Today)

In the midst of global depression and ever-severe hardship of automakers, Korean tire manufacturers turned into the challenging operation. In the same sense, Nexen Tire is going to declare the "Challenging Operation and Management" and to keep the tight measure for its 2009 operation.





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According to its challenge plan, Nexen Tire is going to have a quarterly business check-up, reduce the unnecessary cost, and maximize the productivity. Moreover, Nexen Tire will do its best efforts to develop the new foreign markets and market diversification.

● Spotlight on Nexen in Korean Design Award (Nov 28, Yonhap News)



President & CEO Mr. Travis Kang (Left) and a leader of product design team Mr. Seung-II Choi (Right) are smiling with holding the Korean Design Award.

On Nov 28, Nexen Tire received a design award from the Ministry of Knowledge Economy in 'Korea Design Award'. At the same time, its major products such as 'Rodian MTX' and 'CP672' were nominated as a "Great Design (GD)" item.

'Korea Design Award' is the biggest design event in Korea hosted by the Ministry of Knowledge Economy. Nexen Tire was the only tire manufacturer being spotlighted with glory in this national event.

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● Nexen succeeded in developing a 15 series UHP tire(Oct 30, Sedaily)



15 Series Tire
(Pattern : N3000)

Nexen Tire shook the world once again with its cutting-edge technology.

Nexen Tire, a technical leader in the global tire market, unveiled its world lowest 15 series UHP tire in the market which was the third remarkable achievement it has ever made since developing the Nano technology and 20 series tires.

By realizing 15 series tire which was believed the beyond of current technology, Nexen Tire stepped up to the one of technical-superior global tire leaders. Whole tire industry all over the world keeps an eye on Nexen Tire and its latest accomplishment.

Above all, the state-of-the-art technology is the primary condition to develop the lower series as 15 series. The tires with lower series are mostly equipped for the "Super Cars" which value millions of dollars. The luxurious super car like Enzo Ferrari requires lower series tires to endure its flashing speed and high horsepower from the engine. The successful development of 15 series tire is long-desired news in sports car industry.

The amazing outcome of Nexen Tire is only possible with the long-term accumulated research and development basis. Nexen Tire acquired a patent for Nano technology which is excellent at inner-abrasion, back in 2005. Nexen Tire also demonstrated its advanced technology in the year 2007 by launching 20 series tire through the global market.

With the thrilling development in row after row including the 15 series tire, Nexen Tire will focus on getting one step closer to its customers all over the world with an aggressive marketing strategy. Nexen Tire participated in Sema show 2008, the largest tire exhibition in the world held in Las Vegas, putting various tires in 19





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patterns and 23 sizes on display and releasing the world lowest 15 series UHP tire.

Mr. Chun-Taek Cho, the Vice President of R&D division said "We adopted ELPO (Extreme Low Profile Optimization), our own developed designing technology for the 15 series tire, that is able to keep tire contact area with the ground through the change of its load and air pressure. It is beyond the limitation of current technology." He also emphasized "The 15 series tires are able to control the car perfectly even in extremely high speed as 360 km per hour."

Nexen Tire goes with KIA 'SOUL', (Inside News Release)

The bold design which represents challenges of new generation, a customer-order process which is called 'Customized Kit', the 'SOUL', the new launching passenger car of KIA Motors chose NEXEN tire as its original equipment.

Nexen Tire has developed its new pattern design for 'SOUL' for years and started supplying the tire for 'SOUL' since September 2008.

Nexen Tire expects approximately 950,000 tires will be needed for 'SOUL' OE market within the next 3 years. The pattern would also make certain demand in the after market after 2 years when users of 'SOUL' have their tires replaced.

Nexen Tire has launched an event to celebrate its tire supply to 'FORTE', a new launching medium-sized passenger car of KIA Motors. Anyone who is interested can join the event through NEXEN TIRE homepage (www.nexentire.co.kr) till 24th October, 2008.

Nexen held the 6th round of RV Championship

"2008 NEXEN TIRE RV Championship", the most well-known national RV/SUV on-road racing tournament held its final round in Taeback racing park in Gangwon Province, on 4th~5th October, 2008.

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'Taeback Moter Sports Festival' hosted by Taback City held at the same time for RV Championship event. It could be a good chance for car-maniacs to visit Taeback City, Gangwon Province.



It was known that 130 various RV/SUV vehicles such as Musso, Kyron, Rexton, Sorento, Tucson, Sportage would participate in this final round and compete for a winning. In addition, a nationwide scale of bike racing tournament has been prepared for the audience who enjoys high speed as 300 km per hour.

Mr. Chang-Soo Yang, managing director of Nexen Tire, said "We are pleased to hold this 6th round of RV

Championship, the nation's biggest racing tournament. This round has been sponsored by several authoritative companies such as Ssangyong Motors and S-oil. With the sponsors, we will do our best to develop this tournament as one of world-famous racing championship."

