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Cover Story_Horse Power
Kumho Tires’ image was used as an ‘objet’ to depict the rolling tires that gallop like a wild horse. The importance of tires that deliver the horse power of a car engine is emphasized in this cover.

Created based on Kumho Tires’ own technological expertise, the environment-friendly ecowing series demonstrates outstanding fuel savings benefits. The newly introduced ecowing All Season saves up to 5.5% in fuel compared to previous patterns. It demonstrates Kumho Tires’ great concern for the environment even more than before.

Pattern                  In-Out based Pattern Design
Featuring                      Volvo V70/X70/S80/S90, Volkswagen Golf/Jetta/New Beetle, Toyota Camry, LEXUS IS200, SAAB 9000, Peugeot 306/405/605, Nissan CUBE, Mercedes-Benz CL55/12/C-Class/SLK, JAGUAR X-Type, Honda Civic/Accord, Ford Mondeo, Citroen C3, Chrysler Stratus, BMW 5 Series/3 Series/1 Series/320i, Audi A4
It Product

Luxury Edition Tire for Premium Vehicles

**ECSTA LE Sport**

Features include dynamic handling performance under various road conditions, and, with all specifications falling in the Y-Speed Grade, the Ecsta LE Sport features remarkable high-speed driving performance at over 300km/h. The LE Sport also offers improved steering stability and braking performance on wet roads, excellent driving comfort and a balanced, quite driving experience.

**Technology**

3 Channel Wide Groove
Steering stability achieved through improved drainage performance on wet roads

Heat Protection Dimple Design
Performance loss from heat generated heat under high load or high-speed driving eliminated

Ultra-strong Solid Rib
Straight-line driving at extreme high speed enhanced

RWI (Rotate Wear Indicators)
Easy to identify the status of tire abrasion; RWI inserted in six different sectors of the tire

Inside Design
Comfortable driving experience and low noise generation design

Outside Design
Stable steering and superb drainage performance. The design focuses on improved braking performance on both wet and dry roads.

**Structure of the ECSTA LE Sport**

Gripping power enhanced with the application of ‘Optimum TR’
Dynamic handling for high-speed driving and steering stability achieved

1. ESCOT Theory Applied
Tread gripping line, carcass line and belt edge strain optimized

2. Under Tread for Vibration Isolation
The specially designed under tread layer absorbs and isolates vibration coming from the road

3. High Tensile Steel Belt and Jointless Nylon Full Cap ply
Noise level and ride comfort reduced; improved driving endurance

4. Reinforced Rim Protector
Relieves stress on the bead protects, the wheel and improves aesthetic appeal

5. Super High Tensile Bead Wire and Ultra Hard Filter Applied
Bead strength and durability at low speed and under high load driving improved; handling optimized

**Performance chart**

**3 Channel Wide Groove**
Steering stability achieved through improved drainage performance on wet roads

**Heat Protection Dimple Design**
Performance loss from heat generated heat under high load or high-speed driving eliminated

**Ultra-strong Solid Rib**
Straight-line driving at extreme high speed enhanced

**RWI (Rotate Wear Indicators)**
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**Inside Design**
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**Outside Design**
Stable steering and superb drainage performance. The design focuses on improved braking performance on both wet and dry roads.

**Tread radius down design by “ESCOT”**

*ESCOT: Enhanced & Smart Contour Design Theory*
Win APRC 2nd Round
Sparks Excitement

Kumho Tires delivered news of another victory in an off-road rally abroad. Kumho Tires announced that it had grabbed the first position out of a total 18 of teams who took part in the Asia Pacific Rally Championship (APRC) Round 2, which took place May 15 (official distance: 231.04km; official time: 2 hours, 22 minutes, 14 seconds).

An off-road rally officially recognized by the Federation International de Automobiles (FIA), APRC was first held in 1988. Since then, events have been held in Malaysia, China, Japan, Australia, New Zealand, and other Asia-Pacific nations. Fast, dynamic action that generates clouds of dust on rough dirt trail roads are the highlights of the contests. Tires that can handle exposure to the roughest & toughest road conditions are one of the most important factors that determine the winners and losers in this competition.

Kumho Tires put up a very good fight on F3, various on-road races of GT, and did excellently in the off-road races. On June 1, Kumho performance brought home the grand prize of the French Gravel Rally Championship, leaving other tiremakers such as Michelin, Pirelli and others far behind.

Nam-hwa Cho, Kumho Tires Australia managing director, said, “Unlike a road race which takes place at a stadium, an off-road rally is held in the natural environment, which tests the tires’ capabilities to the maximum. Taking part in the race offers a good opportunity to enhance and promote our technologies.”

Kumho Tires Signs Sponsorship Agreement with Bundesliga Hamburg SV

Following a sponsorship agreement with Manchester United in 2007, Kumho Tires announced May 15 that it signed another sponsorship agreement for two seasons (2011~2013) with Hamburg SV of the Bundesliga, one of the world’s top three major soccer leagues. Hamburg SV has a long, 124-year history and is recognized as the most distinguished and well-known team in Germany. They boast the strengths of players such as Ruud van Nistelroy, a former member of the Dutch national team, and Heung-min Sohn, currently on the Korean national team. With the last contest just days away, Kumho Tires and Hamburg SV announced the sponsorship agreement signed for the 2011~2013 season at a press conference held at the home stadium of Hamburg SV on May 12.

With Hamburg SV’s headquarters placed in Germany, a strong player in the regional automobile industry, Kumho Tires is planning on capturing not only the attention of Germany, but all of Europe. Its sponsorship with Manchester United, which has lasted for four years since 2007, enabled Kumho Tires to enhance its brand awareness and sales on the global market. In this second leg of its approach, Kumho Tires has announced that it chose Bundesliga in an attempt to capture the attention of more consumers in the European market as well as promote its premium image as a top-quality tire brand, meeting and exceeding the requirements of renowned car brands such as Mercedes-Benz and BMW. Germany is renowned as the home country of luxurious car brands as well as a country of enthusiastic soccer fans.

Counted as one of the top three big leagues, along with England’s Premier League and Spain’s Primera Liga, Germany’s Bundesliga enjoyed its peak in the 1970s and 1980s when Korean soccer player Beom-goon Cha was an active player on teams in the league. Nowadays, it has started to regain its earlier fame. Its appeal to the audience, which enabled it to draw a larger audience than any other soccer league ([The average number of spectators drawn during the seasons of 2009~10 was 41,082 on the average, which can be compared to 34,151 for the Premier League and 28,286 for the Primera Liga]), and its solid financial structure have laid a foundation from which it can rebuild its former reputation. C.J. Chung, vice president of KUMHO EUROPE said, “The partnership with Hamburg SV represents our strong will to make another leap forward. Like the Bundesliga, which has successfully consolidated its base and achieved a surplus with strong management, we are focusing on quality innovation and customer satisfaction.”

Established in 1887, Hamburg SV took home the championship cup of the Bundesliga six different occasions, and the FA Cup three times. All this while drawing an audience averaging about 54,811 people (based on 2009~10 season), which is the 10th largest audience of soccer clubs in the world. The sponsorship agreement with Hamburg SV grants Kumho Tires the rights to display its logo on the digital advertisement board and game tickets throughout all games, as well as on the team’s Internet home page. Kumho can also hold fan gatherings involving Hamburg SV players as well as host a Kumho Tires Sponsor Day and other events.
Kumho Tires announced that its ECSTA LE Sport for premium sports sedans enjoyed positive comments in the 2011 tire test conducted by the prominent Australian auto magazine Wheels. Kumho Tires competed with other global brands such as Michelin, Continental, and others, and achieved favorable marks.

Wheels is an Australian automobile magazine with a 60-year history. They examined the performance of 7 different tire brands, including Michelin, Continental, Bridgestone, and Dunlop, in the 225/45R 18 size. Kumho Tires' ECSTA LE Sport product came in third place overall combining the 8 categories. More specifically, it grabbed the number one position in braking power on wet pavement and second in the dry road test category.

In its overall comments, the magazine said they were great results for the Kumho Tires, grabbing a top position by beating out global brands such as Bridgestone and Dunlop.

First launched in April 2010, the ECSTA LE Sport is a premium line product in the ECSTA series, and boasts stable driving performance and speed. As proven on this test, it demonstrates excellent cornering and wet road driving performance. With the adoption of contact pressure distribution technology, the ECSTA LE sport is a high-quality sports driving tire that support high-performance vehicles, allowing them to achieve top performance on the road with high-power and high-speed driving.

"This magazine test result offered a chance for the ECSTA LE Sport to be widely recognized for its world-class performance," said Nam-hwa Cho, Kumho Tires Australia managing director, of the Australian office of Kumho Tires. "We expect that this type of objective, scientific tire test will allow Kumho Tires to be recognized by consumers in overseas markets, including Australia, as tires that offer the best possible performance."

Kumho Tires grabbed the championship at the D1T Class of the German Nurburgring 24 Hours, one of the top three durability races in the world. Nurburgring 24 Hours is one of the three well-known durability races along with LeMans 24 Hours of France, and SPA 24 Hours of Belgium. Dashing on the on-road circuits, racers should aim to complete all the rounds of the races rather than break a record. Nurburgring 24 Hours are held at the Nurburgring Circuit, which is called a sacred place for the motorsports in Germany. The circuit consists of Grand Prix Circuit to the south and the ordinary road to the north. It is one of the largest motor sports events to which more than an average of 250,000 people come to see the race every year as well as world-class automakers and tire makers. More than 200 automobiles join the race every year. Racers are required to run on the circuit as long as 25.4km for a consecutive 24 hours. The performance of the tires determines the winner along with the durability of the car. Known for the best durability race, it attracts not only world-class automakers such as Audi, BMW but also a number of components providers. They all compete with their technologies putting the cars in the most extreme conditions. Durability of the car and tires is the most important element that determines the ranking in a durability race.

Joining the race for the first time, Kumho Tires grabbed the championship with its tires mounted on Peugeot RCZ Team at the semi professional class, D1T. The RCZ Team passed the finishing line at 24 hours 00 minutes 46.597 seconds earlier than any other teams in a cutthroat competition.
Upgrades its Motor Sports Marketing Activities in China

Kumho Tires will compete against global tire makers at the China Rally Championship (hereinafter “CRC”). On June 24, 2011, Kumho Tires signed a sponsorship agreement with China’s Wan Yu Autosports Team at Hotel Hilton in Shanghai launching its motor marketing activities in China on the full scale.

The sponsorship agreement signing ceremony was held in the presence of Mr. Hyeongwoo Kim, Kumho Tires managing director in charge of planned marketing, and Mr. Fanfan, CEO of Wan Yu Autosports and famous entertainer in China. Mr. Kim said, “I hope this sponsorship agreement gives us a chance to prove the technological capability of Kumho Tires once again in the Chinese market and make Kumho Tire become much more familiar to Chinese consumers.” Kumho Tires is already engaged in motor sports activities in China and it is also an official tire provider for the Asia Formula Renault. By joining the CRC, Kumho Tires plans to enhance its brand presence in the Chinese market and be more aggressively engaged in motor sports marketing activities. It also plans to directly meet the consumers in the local market by inviting dealers with a good performance to a special gathering and holding other events.

Wan Yu Autosports Team sponsored by Kumho Tires joins the top class race of CRC. Wan Yu Autosports and other international off-road rallies such as Asia Pacific Rally Championship (APRC) officially recognized by FIA. It also won Round 2 of APRC held in Australia.

Launched in 1999, CRC has a 12-year history and it is one of the best rallies in China which more than 100 vehicles join in the fierce competition. It Round 2 race is to be held in Zhangye, Gansu Province, on July 2, 2011. In total, 6 rounds of races are held every year. CRC 2nd round was held around Zhangye city in China on July 2~4. Kumho Tires successfully completed their first CRC race. Wan Yu Autosports sponsored by Kumho Tires ranked 4th and 8th.
Tire Frictional Force

Stable driving performance and braking power are essential to a well-functioning tire. There is a wide range of different factors that may affect the grip of an automobile including major elements such as vehicle load and speed. However, the receiver of the greatest impact is the tire. Frictional force is generated between the tires and the surface of the road. To be more specific, frictional force is created between the tire as it holds onto the road and the energy lost by the movement of the tire. This is called grip. The better the grip, the less the friction force loss, which in turn allows the driver to more easily accelerate and decelerate. The following describes the design of the tire section as it comes into contact with the road and the new technology of compound structure design and performance.
The kinetic friction of the slipping movement generated when the tire is running on the road and the static friction are together called grip. On the road, the softer the rubber compound and the broader the tread area that comes into contact with the road, the greater the grip force generated between the tire and the surface of the road will be. The softer a tire is, the better it can get into the small cracks of the road, leading to an increase in the frictional force.

Pattern design, compound, and structure design may vary depending on the usage of the tire. Summer tires designed for wet and dry roads in warm temperatures should have better performance in terms of grip and hydroplaning. Meanwhile, winter tires that need to offer a better grip on icy and snowy roads should use soft rubber that does not easily get stiff. This allows for a better grip. Tires requiring the best possible friction force, such as those for racing, use a slick tread and soft compound.

**Tread pattern and grip performance**
Tread pattern determines frictional-force depending on road surface conditions. In general, the usage of a tire is determined by its tread pattern design. Depending on the usage, together with the delivery of the driving, braking and circulating power, the most efficient pattern is adopted. Slick tires with no tread pattern can generate the most frictional force on dry roads because the whole area that contacts the road generates friction. However, these smooth tires can compromise performance in terms of drainage and driving stability. This is why general purpose tires have a tread pattern with grooves so that they can be used on both wet and dry roads.

In general, grip is enhanced to meet different driving requirements by having straight-line grooves for high-speed driving and grooves that run across the tire for improving cornering performance on the same tire.

**Compound and grip performance**
A soft tire enhances frictional force but compromises anti-abrasion characteristics. In addition, the more heat generated during driving, the greater the frictional force. Less heat generated makes for less friction loss and easier rotation. State-of-the-art and environmentally-friendly compound technology is now used on tires, which helps reduce rolling resistance and achieve better grip while still offering good handling and safety performance.

**Structure and grip performance**
The amount of surface area of the tire that comes into contact with the road surface is limited. The area that contacts the road delivers power to the automobile by creating frictional force with the road allowing the driver to move the car where he or she wants. A steady, solid grip state can be achieved when the vehicle does not move. However, the size of the area coming into contact with the road and the load distribution continue to change depending on road surface conditions, driving direction, air pressure, braking and conditions encountered while driving.

**Features of Grip**
The area of the tire that contacts the road at any given moment is equivalent to the size of a postcard. Since there are four tires mounted on a vehicle, it could be said that a tire surface area equivalent to four postcards determines the motion performance of the vehicle during driving.

**Length and Width of the Tread**
Place tires on a flat board and apply enough load on the vehicle to create deformation (twist) on the area of the tire that contacts the board and mark the tread pattern on the board. The length of this tread outline in the direction of the circumference of the tire is called the length of the tread. The distance of surface perpendicular to this is called the width of the tread. Since they are closely related to driving performance, proper levels of length and width need to be major determinants when creating a tire design.

**Contact Area**
The entire area described above as its outer outline mark left on the board is called a tire’s contact area or total contact area. The actual area of contact, which is calculated by deducting the groove areas from the total contact area, is called actual or valid contact area.

**Contact Pressure**
The vertical force applied per unit of contact area is referred to as the contact pressure. The average contact pressure is calculated by dividing the total weight by the contact area; however, contact pressure does not have the same equal distribution across the tread area that contacts the road. Since distribution is affected by weight and tire pressure, the contact pressure applied to each section of the tire needs to be reviewed.

**Low profile tires vs. standard tires**
Low profile tires generally have a wider footprint coming into contract with the road compared to general purpose tires. The greater contact with the road means less force delivered from the vehicle than using standard tires, which leads to less pressure and heat being generated.
Tire manufacturing consists of four main processes: mixing, semi-product processing, building and curing. Mixing refers to the process of producing rubber by mixing all of the raw materials. Semi-product processing refers to the process in which the rubber goes through the process of extrusion, bead, cutting and other procedures to be converted into tire that fit the requirements of each part. After completing the last step of building and curing, the tire is finally ready for use.

Tire production starts with mixing all raw materials of the tire such as natural or synthetic rubber, reinforcing materials, such as carbon black, and chemicals including sulphur, which is used in the curing process. This process called mixing endows the compound with the required features. The first mixing step adds carbon black while the second mixing step adds sulphur to generate the final material of the tire. During this final mixing, a Banbury Mixer is used in order to crush the various natural rubber and synthetic rubber and mix them with other synthetic materials. Upon being mixed completely with the Banbury Mixer, the tire compound is ready to be used for different tire components such as the tread, sidewall, inner liner, and others. Coming out of the mixing process, the rubber sheet is then delivered for semi-product processing which includes extrusion, rolling, beadning and cutting.
The refined rubber goes through either the extrusion or rolling process. Extrusion refers to the process through which rubber sheet manufactured exclusively for the tread and sidewall is made into different sizes meeting product specifications. Rolling refers to the process where steel cord or fabric cord goes through a pair of rollers before being ensased in rubber. You may have seen steel or fabric cord tightly intertwined between rubber layers. This plays very different functions based on their locations and angles. This rolling process endows strength to the rubber so that it can withstand heavy loads and take certain forms that cannot be achieved with rubber alone. Rolling is completed through the cutting process. The rolls of rubber enased cords are then cut to the proper width and cord angle that’s required by the specifications for each tire size and type. Once cut the rubber enased cord materials is combined at predetermined angles to be combined into another roll of material. This is called the cutting process. The bead is the part that is directly mounted on the wheel flange, which allows no margin for error, even as small as 1mm. The plated steel wire is coated with rubber and then wound based on pre-determined specifications. The beads come in 75 different configurations. The more bead wire wound around, the greater force the tire can withstand. Rubber in a triangular shape is attached to the bead to complete the building process. After preparation of all the material components used for tire production, they are bonded together in the following step to make a cylindrical shaped green tire. This is called the building process.

Building is the core process of tire production. During Building, different components created from the mixing and semi-product processes are all combined into the shape of the tire. Different cooks can come up with different dishes using the same ingredients. This kind of variation can also apply to tires. If the semi building products are poorly attached or assembled, defects can arise. The building process is tightly controlled so that not even very minor mistakes are possible. All the different components of tires, such as body, fly, sidewall, tread and others arrive at the building machine one after the other. The overall process of assembling the semi-finished units is called building. Different parts are assembled in the building drum based on a predetermined sequence and made into a rubber compound in a cylindrical shape. Building is the core process of tire manufacturing and determines the final quality of the tire produced. On radial tires to be mounted on a passenger car, the inner liner, carcass cord and sidewall are attached first before the belt, cap ply and tread are added. Semi-finished units assembled in the drum band maintain their shape. However, once the rubber balloon called a bladder is expanded, the tire takes its own shape. The cylindrical object made through such a process is called a green case.

During the curing process, the last step in tire manufacturing, the green case is completely converted into a tire. The green case is inserted into a mold and then pressure and heat are applied to create different patterns depending on the type of tire. What is important in this process is that exactly the right pressure, time and temperature need to be used depending on the tire type. While the tire is curing inside the mold, a tremendous amount of pressure is applied while different temperature levels are applied to different parts. This can lead to twisting of the rubber. In order to prevent this from happening, the mold has holes in it. So, after going through the curing process, the tires have projecting bosses called vents. Trimming these bosses completes the production of a tire.
Perfect Balance Between Dynamic Handling And Riding Comfort

The days are long gone when tires were considered to be good enough as long as they offered good driving comfort and didn’t go flat too often. Today’s drivers want much more. Meeting the needs of increasingly demanding customers means coming up with a tire that offers not only a quiet, comfortable driving experience but also responds quickly to dynamic handling needs and offers good braking performance no matter what the surface conditions of the road are. In a word, people want an excellent tire. Performance of the tires released onto the market these days meets these expectations to a large extent. The ECSTA LE Sport meets these tough expectations as well, even better than many other tires. The In/Out design tread applied to the tire allows it to respond to a wide variety of road conditions. The Y Speed-Grade ensures safe driving at high speeds more than 350km/hour. An application of the Optimum TR technology allows for a dynamic handling and safety enables people to realize the challenging spirit of its maker to produce extremely powerful tires.

High-Speed Driving without Generating Noise

The test tire was mounted on one of the most popular BMW models, the 325i. The test auto has a 6 cylinder, 2,500cc engine and offers qualities of a sedan and a sport coupe at the same time. This is an image similar to that of the ECSTA LE Sport. The tires used for the test were 225/45R17 and the air pressure was set at 35 psi. We drove the car to a highway to test its performance. There was no noise generated when driving the car at a speed of 60 km per hour on a dry road. Speeding up to 180 km per hour in an attempt to confirm its response and straightaway driving performance during acceleration led us to realize that the tire grips the road steadily and safely, ensuring very comfortable driving not only at medium speeds but also at very high speed. Among other things noted, there was little compliment and almost no vibration of the tire, which ensured a very smooth driving experience.

Remarkable Stability under Any Circumstances

Applying full brakes abruptly on a winding mountain road while the car was traveling at high speed rarely led to locking the front end, and a gradual application of the brakes allowed the vehicle to maintain a stable straight driving stance at all times. Throughout the whole testing process, there was one pleasant surprise after another. A test was performance in order to check cornering capability on a wet road after snow had melted, and the tire demonstrated excellent traction by gripping the road up to the tire shoulder.

The extensive test of the ECSTA LE Sport provided us with complete confidence in the high-performance tire technology of Kumho Tires. The ECSTA LE Sport is sure to be an attractive option for drivers who enjoy dynamic driving but not the noise that often results from it.
Proto was a small-scale auto manufacturer formed by designers and engineers from auto companies in Korea. Though it is known as an automobile company, it was a small organization with less than 50 people in mid-1990's when first established. What Proto Spirra management aimed for was not to become a mass production company which produces identical automobiles of standardized quality and specifications. Rather they dreamed of creating a small number of special cars built with their own hands. Such small factory is called in Italian, a carrozzeria or coach builder. Though it may sound very unfamiliar, operations like this have a long history in Europe. Starting from producing carriages for noblemen, carrozzieras have survived by tailoring producing special automobiles ordered by mass-production automobile makers. One of them is H.J. Mulliner famous for producing automobiles for the British royal family. Park Ward, German Karmann, Pininfarina, Inadesign, and Bertone of Italy are other representative carrozzieras. This stylish sports car with four types of V6 engines ranging from 175 to 500 horsepower that can accelerate from 0 to 100km/hour in 3.5 to 6.8 seconds does not have such a bright future, though. Since the first car was released in August 2010, the total number sold to date is less than 30. With a price tag ranging from 94 million won up to 180 million won, production volume is less than 100 per year because production is based on a traditional manual approach for small quantity production. Cars produced in this manner have value for their scarcity but the company itself is under extreme financial pressure. Other carrozzieras that Proto used as a benchmark are also in great financial difficulty today. Since regular carmakers have strengthened their design departments, carrozzieras no longer have as great an advantage in terms of design and the quantity of the special cars produced, based on consumer requests, has significantly declined. As a result, most carrozzieras in Europe have gone bankrupt or been absorbed into major car brands. High-performance sports cars like Spirra face more daunting difficulties since they have to compete against other well-known sports car makers such as Ferrari and Lamborghini. Compared to these companies with their long history and technological capability as well as strong support from their mother company, many manual-labor based small carrozzieras like the ones building the Spirra have relatively short histories and limitations in terms of their design capacity. However these facts do not mean that all handcrafted sports cars will be extinguished. There is still demand for handmade super cars with outstanding performance and their premium from the fact that they are made by hand. Sweden’s Koenigsegg and Italy’s Pagani are such representative thriving super car brands. First established in 1994, Koenigsegg has continued to introduce new models such as the CC 8S and CCR, CCXR and others since 1996 when the first model Koenigsegg CC was released. Koenigsegg CC models with Ford V8 engine on a carbon fiber body delicately trimmed in a wind tunnel show a maximum speed of almost 406km per hour and outstanding agility of reaching up to 100km/hour in a matter of three seconds. The Azera, released by Koenigsegg last year, stunned the world with a speed recorded of more than 394km/hour with a 5.0 liter V-8 910 horsepower engine. Founded in 1992 by Horacio Pagani who had previously worked with Lamborghini, Pagani drew the world’s attention with its first car, the Pagani Zonda in 1999. Known for the fact that the legendary F1 driver, Juan Manuel Fangio, played a part in the design process, Pagani Zondar continued to improve on its top speed performance 332km/hour with a of 488 horsepower engine initial days to to 350km/hour running a 555 horsepower power plant (Zondar C12 S 7.3). Released in 2007, the Zondar R demonstrated frightening performance, accelerating from 0 to 100km/hour in 2.7 seconds with its 750 horsepower engine. Its latest machine, the Huayra, with a 6.0 liter V12 700 horsepower engine aims to achieve the performance of accelerating from 0 to 100km/hour in 3.5 seconds and reach a maximum speed of 376km/hour.

Koenigsegg and Pagani have something in common. They demonstrate incredible performance and find it difficult to meet demand despite exorbitant price tags in the millions. With the best possible performance as a foundation, all the interior components and every part of the cars are manufactured individually by hand to achieve extremely high quality standards. This is what makes these cars appeal to the richest people in the world. They also have another thing in common. The companies owners are men of great wealth. This ensures a stable basis for management. And there is something much more than this. Those who are wealthy know what other wealthy people want. Handmade sports cars can enjoy their presence only when they target the extremely rich. Handmade sports car manufacturers will find it difficult to survive on only a simple slogan of high-performance sports cars produced with craftsmanship. This is the harsh reality that our brand Proto Spirra faces. A rough road lies ahead for Proto, which has achieved the goal of creating Korea’s own native handmade super car.

The Future of Hand-made Sports Cars of Korea

Custom Made for Those Who Want Only the Best

We call someone who becomes the number one person in a creative field an artisan. Having devoted their entire life, these kind of people top-quality glassware, clothing, shoes or other articles. So in some cases the products they create are thought of as works of art. There is one sector where this type of spirit of craftsmanship is found in the automobile industry: the handmade sport car. However, there is something unusual being noted about handmade sports cars these days. It seems that there is something more needed than simple craftsmanship.

Written by Hyung-joon Kim (Motor Trend Korea)