

An aerial photograph of a narrow coastal road, likely the Ring Road in Iceland, winding along a dark, calm body of water. The road is paved and has white dashed lines. A small white car is visible on the road, moving away from the viewer. The surrounding landscape is rugged and green, with some rocky outcrops. In the top left corner, there is a small green rectangular graphic element.

FUTUREPROOF MOBILITY

BUILDING TYRES OF TOMORROW TOGETHER

Teemu Soini, VP Innovations & Development

Susanna Tusa, VP Public Affairs & Sustainability

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TYRES



AGENDA

Nokian Tyres

Nokian Tyres Intuitu

Future mobility

FUTUREPROOF

NOKIAN TYRES IN A NUTSHELL

NOKIAN TYRES DEVELOPS AND MANUFACTURES PREMIUM TIRES FOR PEOPLE WHO VALUE SAFETY, SUSTAINABILITY, AND PREDICTABILITY

~4,000
PROFESSIONALS

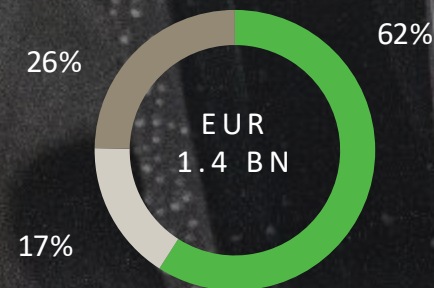
4
FACTORIES

NET SALES 2025
1.4
EUR BILLION

PRODUCTS SOLD IN
47
COUNTRIES



NET SALES*
BY BUSINESS UNIT, %



- Passenger Car Tyres
- Heavy Tyres
- Vianor

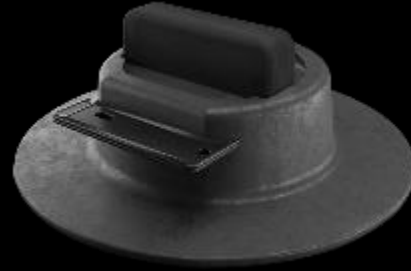
NET SALES
BY GEOGRAPHICAL AREA, %



- Nordics
- Other Europe
- Americas

*Includes internal sales

REAL-TIME TIRE CONDITION MONITORING WITH SMART TIRES



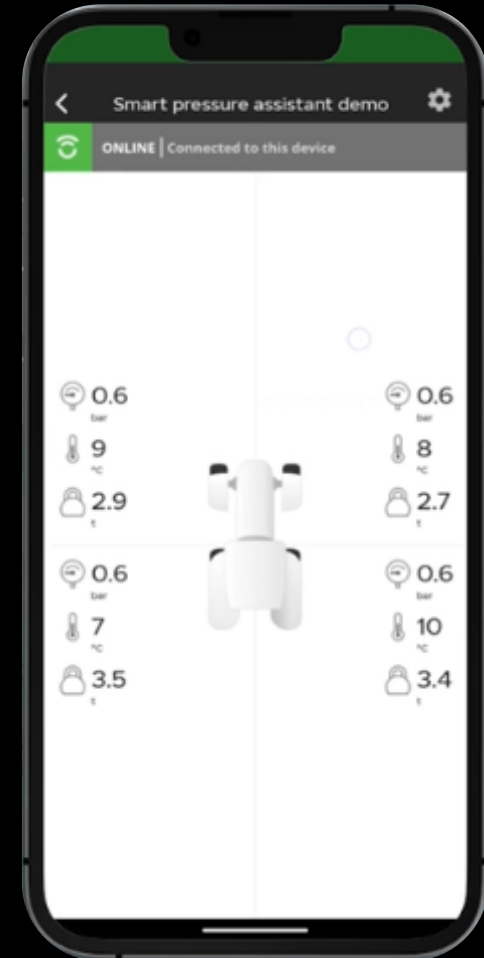
TIRE PRESSURE



TIRE TEMPERATURE



LOAD



FUTURE MOBILITY

CONNECTED. INTELLIGENT. SUSTAINABLE.



GLOBAL
CONNECTIVITY



CLOUD PLATFORM

V2I / V2X
CONNECTIVITY



SAFE IN ALL
CONDITIONS



CONNECTED
& SMART



ADAPTIVE



SUSTAINABLE



SERENE



TYRE

THE FOUNDATION
OF MOBILITY



SMART TRAFFIC
MANAGEMENT



CONNECTED
VEHICLE



AUTONOMOUS
MOBILITY



SMART CITIES



ELECTRIC
VEHICLES



SHARED
MOBILITY



LOGISTICS
OPTIMIZATION



A GREENER
TOMORROW

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Visual generated with AI

FUTURE MOBILITY

CONNECTED. INTELLIGENT. SUSTAINABLE.

THE FUTURE BELONGS TO THOSE WHO
WORK TOGETHER.



TYRE

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A GREENER
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NOKIAN TYRES VETURI 2025-2030

FUTUREPROOF



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THE CHALLENGE

- The rapid emergence of changes is occurring at an unprecedented pace.
- Climate change mitigation**
Road transport is a major source of carbon emissions.
- The new era in **digital tools and capabilities** sets an unprecedented stage for transformation and opportunities.
- Increasing **vulnerability of the global value chains** challenges manufacturing.



- How to overcome these **challenges**?
- How to take an advantage form these **opportunities**?
- How to become **futureproof**?



Together with **cross-industry ecosystem** we can develop **technical solutions** and efficient **European value chains** to guarantee sustainable, safe on- and off-road mobility and **resilient advanced manufacturing** of future products.



STREAMS



1 FUTURE MOBILITY AND BUSINESS



2 SUSTAINABLE TIRE LIFECYCLE



3 DIGITAL FOUNDATION



4 ADVANCED MANUFACTURING



5 ECOSYSTEM LEADERSHIP



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FUTURE MOBILITY

CONNECTED. INTELLIGENT. SUSTAINABLE.

THE FUTURE BELONGS TO THOSE WHO
WORK TOGETHER.

JOIN THE **FUTUREPROOF** JOURNEY.

THANK YOU, QUESTIONS?

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JOIN FUTUREPROOF ECOSYSTEM

WHAT? Contacts, knowledge, invitations, collaboration – and it's free!

HOW? Fill the application → Have an interview → Participate!



<https://company.nokiantyres.com/futureproof/>

