

# 建大輪胎

## **KENDA**

Designed for Your Journey

董事長 楊啟仁

Chairman Jimmy Yang



前言 Introduction

公司簡介 Company Profile

營運成果 Operating Results

營運方向 Operating Direction

問題與回答 Q & A

# 前言

Introduction

# 公司沿革 Company History

## 1962~2021

- ❑ 1962年創辦人楊金豹先生創立本公司於台灣員林鎮。KENDA was found by Mr. Yang Chin Pao in Yuanlin, Taiwan.
- ❑ 1972年開始外銷。Expanded overseas market.
- ❑ 1982年增建雲林工廠。Established 2nd plant in Yunlin, Taiwan.
- ❑ 1990年股票正式掛牌上市。KENDA stock was listed on Taiwan Stock Exchange.
- ❑ 1990年中國第一座工廠在深圳成立。Established first China plant in Schenzen.
- ❑ 1994年開始在北美市場成立裝配廠。Starting wheel assembly operation in US.
- ❑ 1997年成立越南工廠。Established 1st plant in Dongnai, Vietnam
- ❑ 2007年建大集團營業額突破新台幣200億元。KENDA GROUP revenue reached NTD 20 billion.
- ❑ 2015年美國研發中心正式成立。KENDA American Technical Center was established .
- ❑ 2016年設立印尼工廠。Established Indonesian plant.
- ❑ 2017年建大併購STARCO EUROPE A/S. KENDA acquired STARCO EUROPE A/S.
- ❑ 2018年於德國漢堡成立研發中心。KENDA European Technical Center was established in Hamburg.
- ❑ 2021年KV2設備日產能可達15,000條。Vietnam 2nd plant reached 15000 pieces daily production of PCR.

舊廠房 Old factory



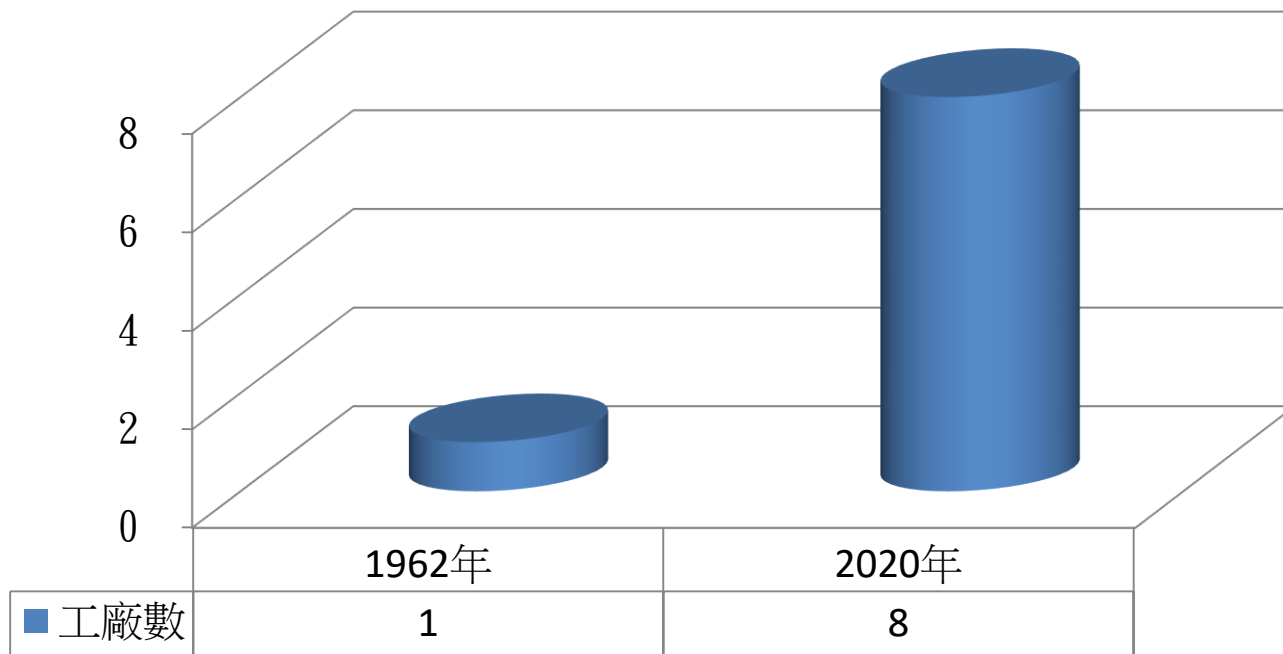
現今大樓 Current building



# 公司沿革 Company History

## 建大全球工廠數

Number of KENDA factories in the world



# 公司沿革 Company History

## 生產產品發展

## Product Development



自行車胎

Bicycle tire



機車胎

Motorcycle tire



工業車胎

Industrial tire

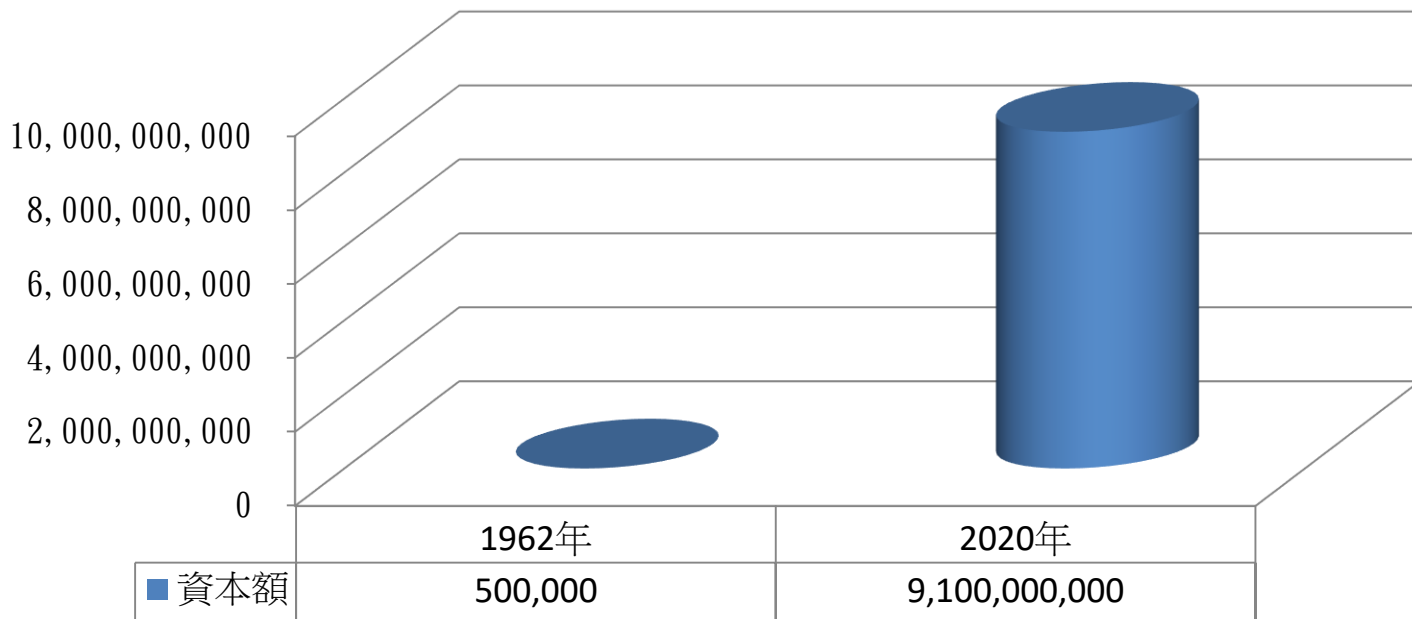


汽車胎

Automotive tire

## 建大資本額 Kenda Group Total Registered Capital

單位：新台幣元  
(Unit: NT\$)



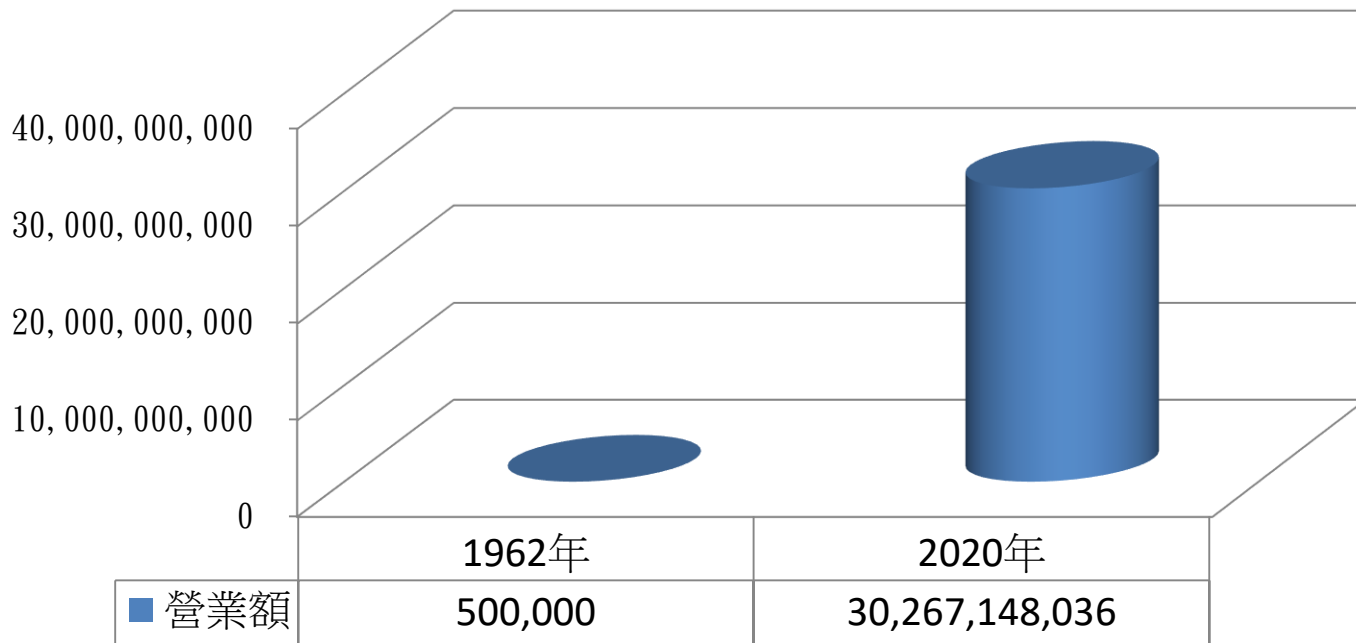


# 公司沿革 Company History

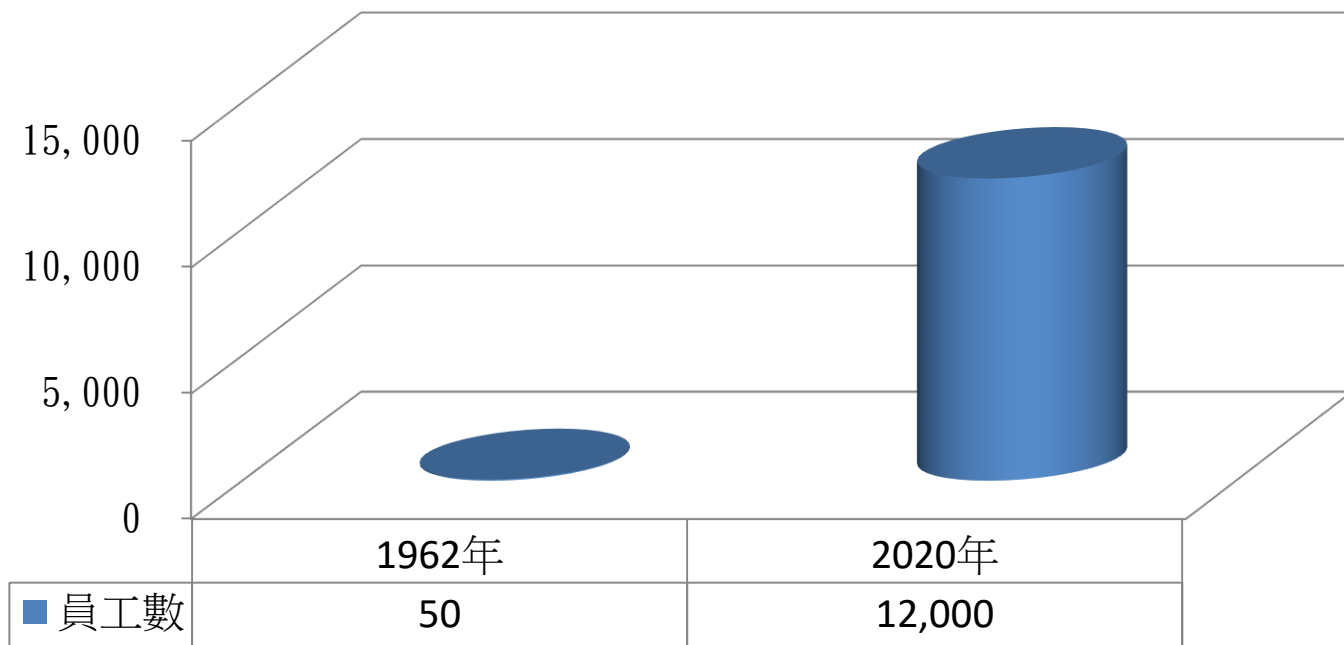
## 建大全球營業額

KENDA GROUP Revenue

單位：新台幣元  
(Unit: NT\$)



## 建大全球員工數 Number of KENDA GROUP employees



## 建大全球從事人員分佈

KENDA GROUP Employee Distribution

1962 ■ 台灣

2020



- |                     |                  |
|---------------------|------------------|
| ■ 台灣 Taiwan         | ■ 丹麥 Demark      |
| ■ 中國 China          | ■ 法國 France      |
| ■ 越南 Vietnam        | ■ 波蘭 Poland      |
| ■ 印尼 Indonesia      | ■ 克羅埃西亞 Croatia  |
| ■ 美國 United States  | ■ 荷蘭 Netherlands |
| ■ 德國 Germany        | ■ 印度 India       |
| ■ 比利時 Belgium       | ■ 拉托維亞 Latvia    |
| ■ 英國 United Kingdom | ■ 瑞士 Switzerland |

# 公司簡介

## Company Profile

# 經營方針 Operating Policy

## 經營理念 Operating Philosophy

- 誠信 Honesty
- 服務 Service
- 品質 Quality
- 創新 Innovation

## 經營目標 Operating Objectives

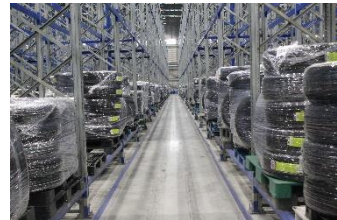
立足台灣，放眼全球。 Based in Taiwan, Keeping eye on the World!

# 營運方向

Operating Direction

# 經營四大元素 Four Elements of Operating

## 生產 Production



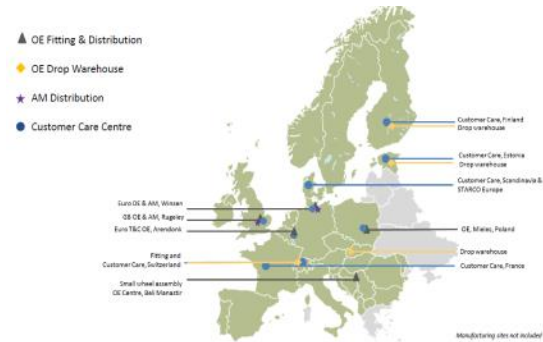
## 研發 R&D



## 品牌 Brand



## 通路 Distribution Channel



# 工廠一覽

Production/Capacity



# 據點分佈 Operational location



# 輪胎生產廠 Tire Factory



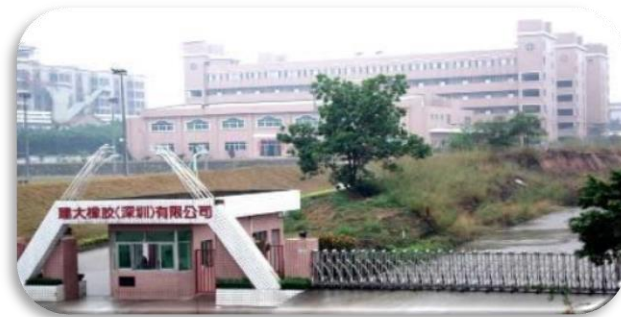
1962 總公司 / 員林工廠  
Headquarters / Yuanlin plant



1990 深圳第一工廠  
1<sup>st</sup> Shenzhen plant



1985 雲林工廠  
Yunlin plant



2005 深圳第二工廠  
2<sup>nd</sup> Shenzhen plant

# 輪胎生產廠 Tire Factory



1994 昆山廠  
Kunshan plant



2008天津第一工廠  
1<sup>st</sup> Tianjin plant



1997 越南廠  
Vietnam plant

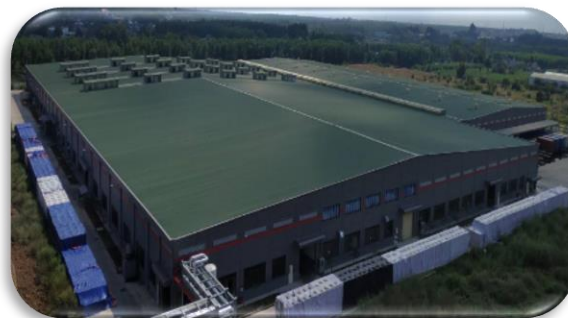


2012天津第二工廠  
2<sup>nd</sup> Tianjin plant

# 輪胎生產廠 Tire Factory



2014印尼廠  
Indonesian plant



2016 越南第二工廠-IC  
2<sup>nd</sup> Vietnam plant



2017 台灣斗六廠  
DouLin plant



越南第二工廠  
2<sup>nd</sup> Vietnam plant

# 研究與發展

Research and Development

# 研發中心全球擴展計畫 Global R&D Center Expansion Plans



# 建大全球研發中心分佈

Kenda Global R&D employee distribution

美國研發中心  
USA  
60人

歐洲研發中心(德國)  
Germany , Europe  
15人

中國研發中心  
China  
40人

台灣研發本部  
Taiwan  
150人

# 建大全球研究發展總部 Kenda Global Technology Headquarter





# 建大昆山研究發展中心 Kenda China Technology Center



# 建大歐洲研究發展中心 Kenda European Technology Center



# 建大美國研究發展中心 Kenda American Technology Center

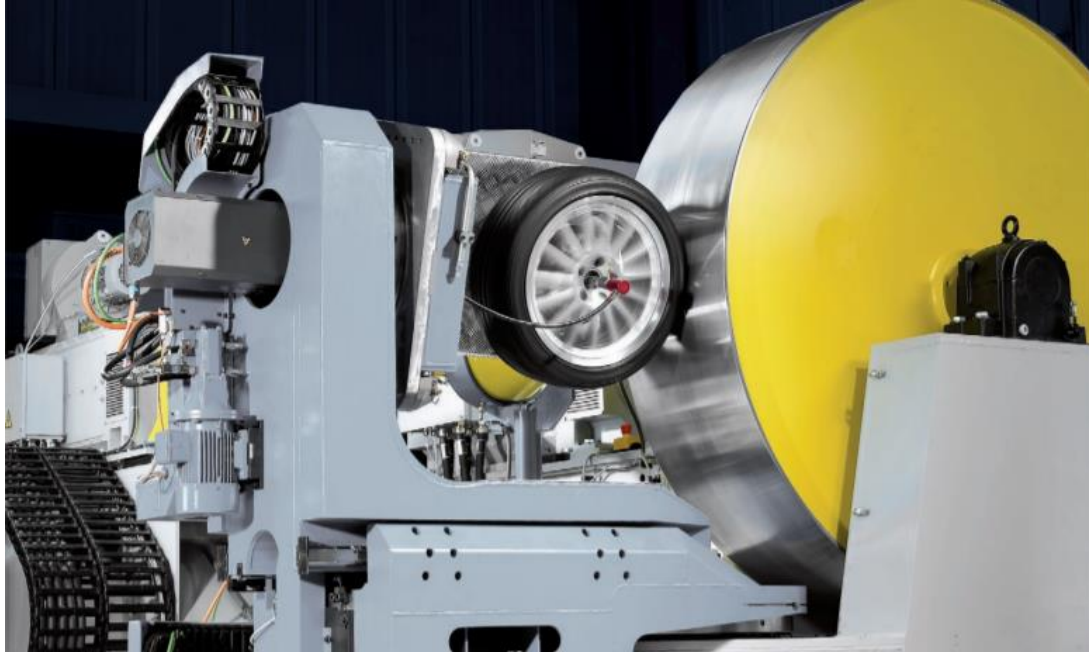
5801 Mayfair Road  
North Canton, Ohio



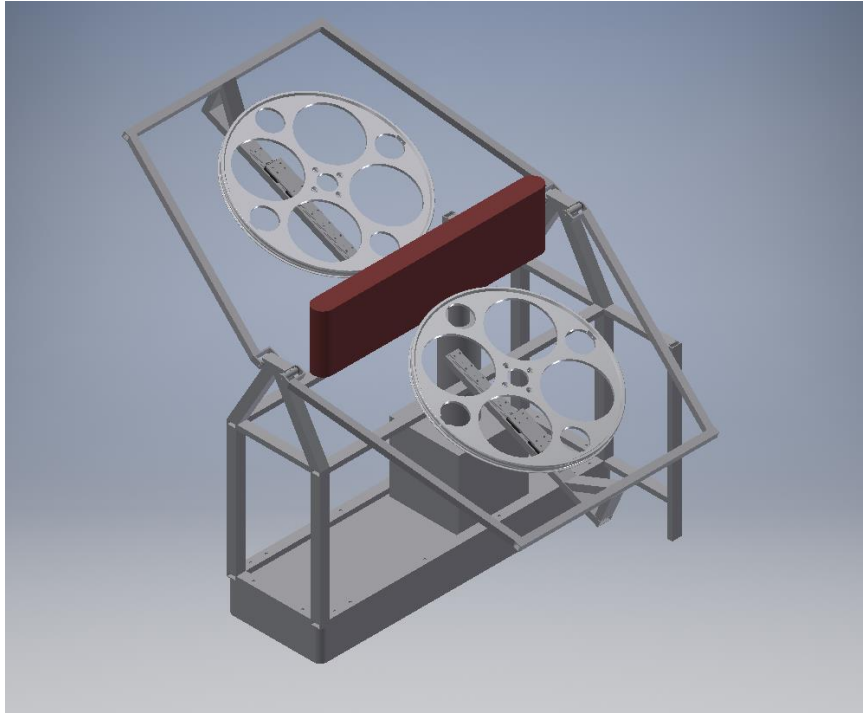
- 50,000平方英尺(sq ft)
  - 18,000平方英尺(sq ft)辦公室 office
  - 32,000平方英尺(sq ft)工廠 WH
- 現雇員數 60 人。 Current employment is 60 people
- 於2015年設立。 Founded in 2015
- 內建完整的設計及測試區域。 Will include full design & testing functions.
- 設立成分實驗室及輪胎測試設施。 Currently adding compound lab and tire testing equipment



- **Commissioned:** Spring 2021
- **Price:** \$2,600,000
- **Machine Specs:**
  - Max Speed – 250kph (155mph)
  - Max Load – 25,000N (5620lbf)
  - Slip Angle – 45°
  - Camber – +45° to -15°
- **Common Tests Performed:**
  - PRAT Testing
  - Steady State Force & Moment
  - Dynamic Sweep Tests
  - Longitudinal Sweep Test



- **Commissioned:** Fall 2021
- **Price:** \$2,850,000
- **Machine Specs:**
  - Max Speed – 180kph (112mph)
  - Max Camber Angle – 8°
  - Max Slip Angle – 10°
  - Max Load – 20,000N (4496lbf)
- **Common Tests Performed:**
  - Treadwear
  - Force and Moment (Limited)



- **Commissioned:** Spring 2022
- **Price:** TBD
- **Machine Specs:** TBD
- **Common Tests Performed:**
  - Bicycle Treadwear
- This is an ongoing joint project between the KATC testing department and senior engineering students at the University of Mount Union.

# 建大美國研究發展中心新品 New Product of KATC



**KENDA**  
SINCE 1962 **TIRES**

**REGOLITH** K1214  
BE VERSATRIL

**REGOLITH Pro** SCT

The Kenda Regolith is an all-new all-round mountain bike tire developed to set a new benchmark in versatility. It's the perfect choice for people who want to ride a single tire that excels in many aspects.

- New dust tread compound - fast rolling center compound and good gripping shoulder compound.
- Available for E-mountain bikes with ECE-R75 certification.

 KendaEUROPE  
KendaTiresUSA    [bicycle.kendatire.com](http://bicycle.kendatire.com)



**KENDA**  
SINCE 1962 **TIRES**

**BOOSTER** K1227  
THE NEW RACE STANDARD

**BOOSTER Pro** SCT

The new Booster is a World Cup proven XC race tire that is aggressive enough to push traction to new limits. On top of that, it is also one of the fastest and lightest XC tires on the market. You no longer want to choose between a XC tire that is either fast and light, or provides great traction? The all new Booster combines the best of both worlds and is your first choice when looking for the perfect race tire with a broad scope of use and superior predictability.

 KendaEUROPE  
KendaTiresUSA    [bicycle.kendatire.com](http://bicycle.kendatire.com)

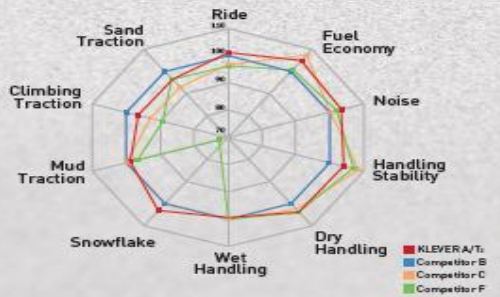


**KENDA**  
Designed for Your Journey

# 建大美國研究發展中心新品 New Product of KATC

## Klever A/T<sub>2</sub> KR628

The Kenda Klever A/T<sub>2</sub> was designed to offer premium performance for the value-driven consumer, offering exceptional ride and comfort for an all-terrain tire. With strong durability combining aggressive styling and an optimized tread design, the Klever A/T<sub>2</sub> provides the right solution for SUV, light truck and 4x4 owners on the road, in the snow or in most off-road environments. The interlocking tread blocks offer great traction, but are Kenda-optimized to produce exceptional on-road noise results. The Klever A/T<sub>2</sub> has a superior all-weather compound for Winter Snowflake (3PMSF) certification on all sizes. It offers a 50,000 mile limited warranty for LT applications and a 60,000 mile limited warranty for P-Metric/Metric fitments.



- Interlocking tread pattern for optimized off-road forward and lateral traction
- Large quantity of biting edges for aggressive performance on all types of terrains
- High sipe density for superior snow and ice traction
- A-B tread pattern to minimize road noise
- Aggressive upper sidewall designed to protect against cuts, tears, and abrasion
- Computer optimized footprint for excellent wear and handling under multiple load conditions

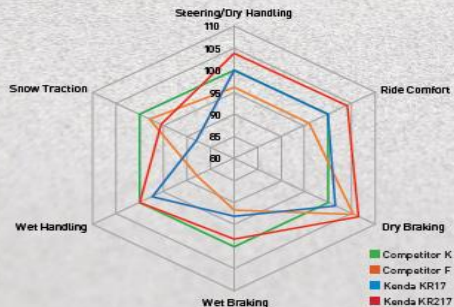




# 建大美國研究發展中心新品 New Product of KATC

## THE ALL NEW Kenetica Touring A/S KR217

The Kenda Kenetica KR217 is our T & H-rated touring tire designed to fit the needs of many drivers. The KR217 is the 2nd generation of our popular series offering dependability and safety at an incredible value! The Kenetica's all-season tread pattern has excellent grip in a variety of harsh conditions, earning it a M&S rating. The random variable pitch tread arrangement significantly reduces noise and the durable, light-weight construction enhances driving comfort. The KR217 offers a 60,000 mile warranty with Kenda's advanced design technology creating a great all around tire at an excellent value!



Disclaimer: Indexed tests results shown were conducted on 215/60R16 via 3rd Party Evaluator (Sheldon Avenue Engineering).

[/KendaTiresUSA](https://www.facebook.com/KendaTiresUSA)
[/KendaTire](https://www.instagram.com/KendaTire)
[Automotive.KendaTire.com](https://www.automotive.kendatire.com)



**KENDA**  
Designed for Your Journey



- █ Symmetric tread pattern provides excellent ride comfort, low noise, and even wear.
- █ Computer optimized pitch sequence provides excellent noise and wear performance.
- █ Four large circumferential grooves provide superior hydroplaning and wet traction performance.
- █ High sipe density maximizes winter & wet traction performance.
- █ Strategically placed tie bars provide increased block stiffness for improved dry handling and wear.
- █ Deep tread depth provides excellent wear and snow performance.

10716

**KENDA**  
Designed for Your Journey

# 建大歐洲研究發展中心新品 New Product of KETC

**KENDA**

## Benefits

- Great handling on wet and dry roads
- Optimized braking performance
- Improved steering precision



**KENDA**

## A good choice – and a safe one too

KENDA's commitment to offering its customers safe quality tires at affordable prices is highlighted by its management philosophy: "Honesty, Quality, Service and Innovation". This quality is ensured through performance tests carried out by independent European test engineers during the development process. We use elastic filler material silica for our tire compound so that KENDA tires offer better handling and greater safety on wet roads.

KENDA RUBBER  
INDUSTRIAL CO.  
EUROPE GMBH  
Greimelstraße 28  
83236 Übersee  
[www.kendatire.com](http://www.kendatire.com)



**KENDA**

## KENETICA PRO KR210



Design in Europe ; Made in Taiwan

**KENDA**  
Designed for Your Journey

# 建大歐洲研究發展中心新品 New Product of KETC



**KENDA**

**KENDA**

**A good choice –  
and a safe one too**

KENDA's commitment to offering its customers safe quality tires at affordable prices is highlighted by its management philosophy: "Honesty, Quality, Service and Innovation". This quality is ensured through performance tests carried out by independent European test engineers during the development process. We use elastic filler material silica for our tire compound so that KENDA tires offer better handling and greater safety on wet roads.

KENDA RUBBER  
INDUSTRIAL CO.  
EUROPE GMBH  
Greimelstraße 28 /  
83236 Übersee  
[www.kendatire.com](http://www.kendatire.com)



WINTER TIRE | SUV 

**WINTERGEN 2  
SUV | KR504**



**Design in Europe ; Made in Taiwan**

**KENDA**  
Designed for Your Journey

# 建大全球行銷策略

## Marketing

# 世界名牌，來自台灣

Building a World Class Brand

Coming from Taiwan

# 社群媒體 Social Media - Facebook

facebook facebook facebook

電子郵件或電話  密碼    
[忘記帳號?](#)



Kenda Tires USA  
@KendaTiresUSA

- 首頁
- 活動
- 貼文
- 評論
- 相片
- 社群
- 影片
- 關於
- Twitter



Kenda Tires Europe  
@kendaeurope

- 首頁
- 貼文
- 影片
- 相片
- 關於
- 社群
- 活動

建立粉絲專頁



Kenda Taiwan - 建大輪胎  
@KendaTiresTaiwan

- 首頁
- 評論
- 相片
- 影片
- 貼文
- 活動
- 關於
- 社群



相片

TEAM KENDA TIRES

距離	時間	平均速度	最高速度
4	1	55 KM	0 KM

Kenda Taiwan - 建大輪胎  
商業服務在 Yüanlin, T'AI-Wan, Taiwan

4.7 ★★★★★  
營業中

社群



# 社群媒體 Social Media - Instagram



Instagram



**kendatire**

Kenda Tire • Followed by jimmy\_lewis\_offr...



**kendamtb**

Kenda Tire | MTB • Followed by commo3 ...



**kendatireseurope**

Kenda Tires Europe • Followed by kendati...



**kendaracing**

Ed @ KENDA Tire | Drifting • Followed by b...



**kendawheelchair**

Kenda Tire | Wheelchair • Followed by ner...



**kendaroadn gravel**

Kenda Tire | Road N Gravel • 3 new posts



**kendatiretaiwan**

Kenda Taiwan



**kendamotorsports**

Kenda Motorsports • 1 則新貼



**kendapowersports**

Kenda Powersports

### Instagram Top Posts & Stories

Review your top posts and stories published during the selected time period, based on the post or story's lifetime performance.

By Lifetime Engagements

Profile	Post/Story	Total Engagements	Likes	Comments	Saves
kendatire	The standard compound in the center offers maximum durability for these race re...	499	470	21	8
kendatire	@jeepingupwithchristy didn't choose the Kenda life, the Kenda life chose her 🙌	305	292	11	2
kendatire	Whippin' it into Monday 🏎️ @sendit0	282	266	13	3

熱門短文



# 社群媒體 Social Media - YouTube



**Kenda Tires**  
216 位訂閱者

首頁 影片



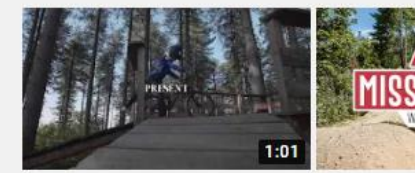
上傳 全部播放



**KENDA Tire**  
1350 位訂閱者

自訂頻道 管理影片

首頁 影片 播放清單 社群 頻道 簡介 搜尋



**One minute, please!**  
觀看次數：3475次 · 10 個月前



**Mission to Ride**  
觀看次數：54

上傳 全部播放 ☰ 排序依據



**Kenda Mission to Ride Ep. 1**  
8:16



**KENETICA 4 Season tire**



**【如何證明?】**  
觀看次數：2次 · 4 小時前



**Kenda Bear Claw EX**  
觀看次數：29次 · 1 天前



**Untamed Cycling Academy**  
(choosing the right gravel...)  
觀看次數：49次 · 1 個月前



**Chris Blais and his Kenda Mastodon HTs Take on the...**  
觀看次數：295次 · 2 個月前



**建大鋼鑽鯉魚王 KENDA K6028**  
觀看次數：882次 · 3 個月前





# 社群媒體 Social Media – Twitter / LinkedIn



Twitter profile page for Kenda Powersports. The profile picture is a red circle with the KENDA POWERSPORTS logo. The bio reads "Designed for Your Journey" and "kendatire.com". It shows 551 people following and 3,356 people being followed. A recent tweet from April 5th features a motorcycle race and the text "#letsride Big Blocks #MondayMotivation".

別錯過正在發生的新鮮事  
Twitter 使用者總是搶先掌握新知。



LinkedIn profile page for Kenda Tires. The banner image shows the KENDA TIRES logo in large red letters. The profile picture is a square with the KENDA SINCE 1962 TIRES logo. The bio reads "生活消費品" and "Designed for your Journey". It shows 192 employees. A "關注" (Follow) button is visible.

## 關於我們

Since 1962, Kenda has offered high-quality rubber products for cars and light trucks, bicycles, motorcycles, ATVs, trailers, karts, golf car, lawn and garden, wheel chairs and skid loader/agricultural vehicles. Operating in Asia, North America and Europe, Kenda distributes its products in over 150 countries and employs more than 8,000 people.

Want to learn more about us? Please visit our website at [www.KendaTire.com](http://www.KendaTire.com)



# 品牌識別 Brand Recognition

NBA布魯克林籃網隊贊助商  
Sponsored NBA Brooklyn Nets



MLB克里夫蘭印地安人隊贊助商  
Sponsored MLB Cleveland Indians



**KENDA**  
Designed for Your Journey

# 品牌識別 Brand Recognition



# 品牌識別 Brand Recognition



# 品牌識別 Brand Recognition



# 品牌識別 Brand Recognition

## 法國 Bihr Adventure



# 品牌識別 Brand Recognition

## 日本甩尾賽- Formula Drift Japan



# 品牌識別 Brand Recognition





# Premium Performance at A Value Price

# 銷售與通路

Distribution

# 集團經銷通路分佈

# Group Sales Distribution-Area



# 美國子公司 Subsidiaries of KA



約克，賓夕法尼亞州  
York, Pennsylvania  
埃爾克哈特，印第安納州  
Elkhart, Indiana  
馬什菲爾德，密蘇里州  
Marshfield, Missouri  
布萊克希爾，喬治亞州  
Blackshear, Georgia



亞特蘭大，喬治亞州  
Augusta, Georgia



哥倫布市，俄亥俄州  
Reynoldsburg, Ohio



阿克隆，俄亥俄州  
Akron, Ohio



埃爾克哈特，印第安納州  
Elkhart, Indiana



哥倫布市，俄亥俄州  
Reynoldsburg, Ohio

# North American subsidiaries



# 輪圈廠 KENDA WHEEL DIVISIONS



Americana Tire and Wheel Division



Monitor Division



Martin Wheel Division



Dexstar Wheel Division



# WHEEL MANUFACTURING & TIRE AND WHEEL ASSEMBLIES

European Division



European-based STARCO partners with original equipment manufacturers and is market leading in some markets, such as the trailer and caravan segment across Europe. Kenda acquired STARCO in October 2017.

STARCO has been a pioneering force in the tire and wheel industry for more than 55 years. Today, 550 STARCO-nians make up a great team bound by a passion to develop, manufacture and deliver wheel solutions. STARCO's specialty is low and high volume standard and custom complete wheels for a wide range of applications – from the smallest wheelbarrow or trailer, to large agricultural or industrial machines.

Being headquartered in Denmark and having factories in the UK, Croatia and China, as well as eight sales and distribution locations across Europe, STARCO offers a widespread distribution network to its customers.



STARCO partners with manufacturers of various applications – for instance compact tractors, dumpers, ride-on-mowers and tool carriers. The company serves the replacement market where it supports the OEM-business, and partners with national distributors mainly to market special made-to-measure wheels and dual wheel systems. STARCO offers solutions within these applications and market segments:



## RESEARCH & DEVELOPMENT

STARCO's unique insight into the use of applications combined with tire and wheel performance gives their customers a strong development partner. STARCO's engineering expertise covers the entire tire and wheel solution – including the tire, tubes, valves and any other component around the solution, such as caps and axles.

The majority of STARCO's technical team is located in Rugeley, England. Besides running extensive field test with customers, STARCO uses the cornering fatigue test machine to validate wheels up to 50", the wheel dynamometer to run burst test as well as leakage testing.

To ensure a close link between design, development and manufacturing, STARCO has a special engineering team based at the Croatian steel wheel factory. The team in Croatia is specialized in made-to-measure wheels, dual wheels and technical product documentation.

Besides being a material and mould expert, the STARCO DML team has a very close collaboration with the steel wheel factory in Croatia. Together they are able to generate component designs incorporating tool making and polymer processing expertise with their steel wheel manufacturing capability.



# Central warehouse in Winsen, Germany





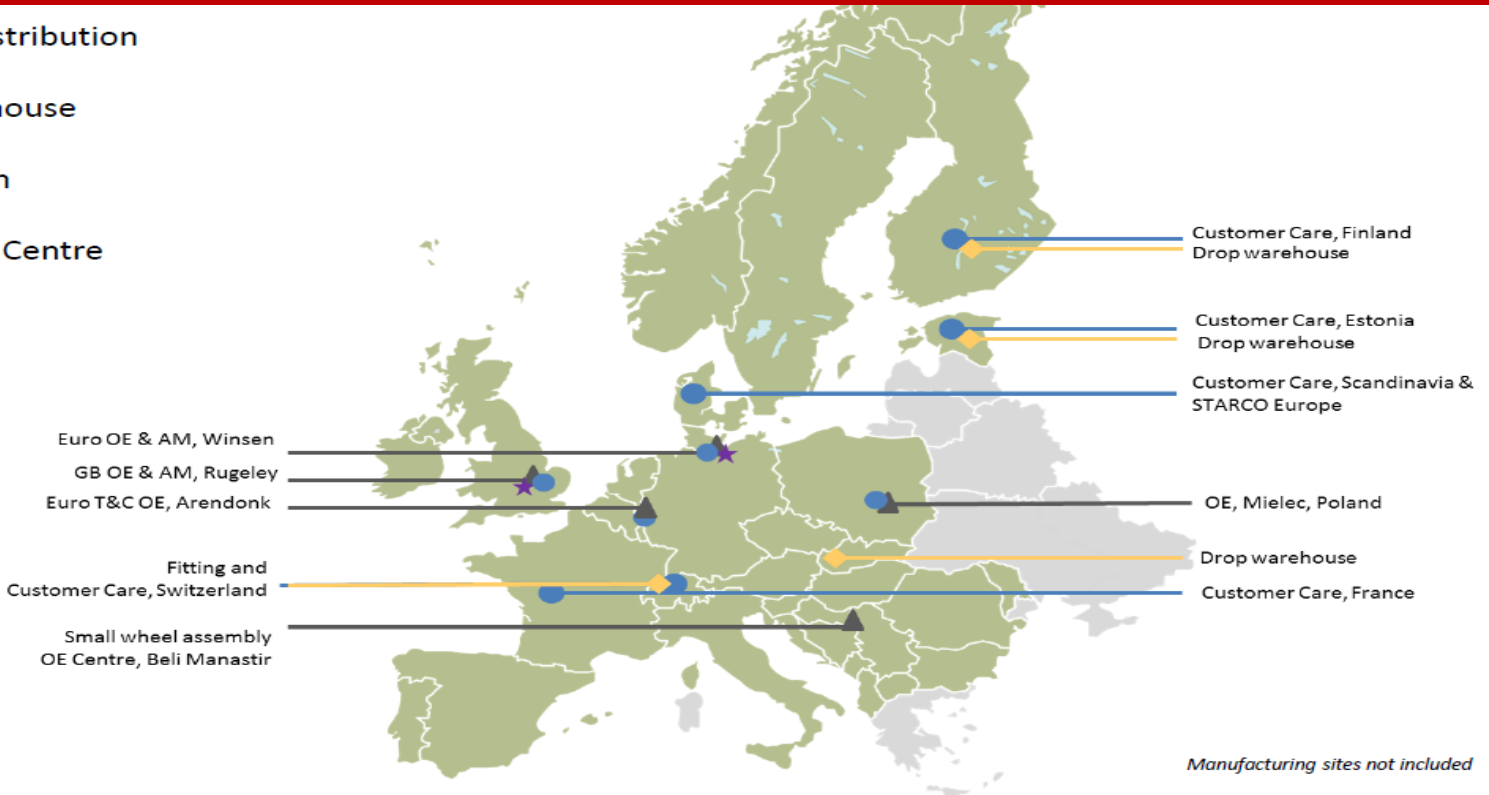
# STARCO FOOTPRINT AND FUTURE MARKETS

▲ OE Fitting & Distribution

◆ OE Drop Warehouse

★ AM Distribution

● Customer Care Centre

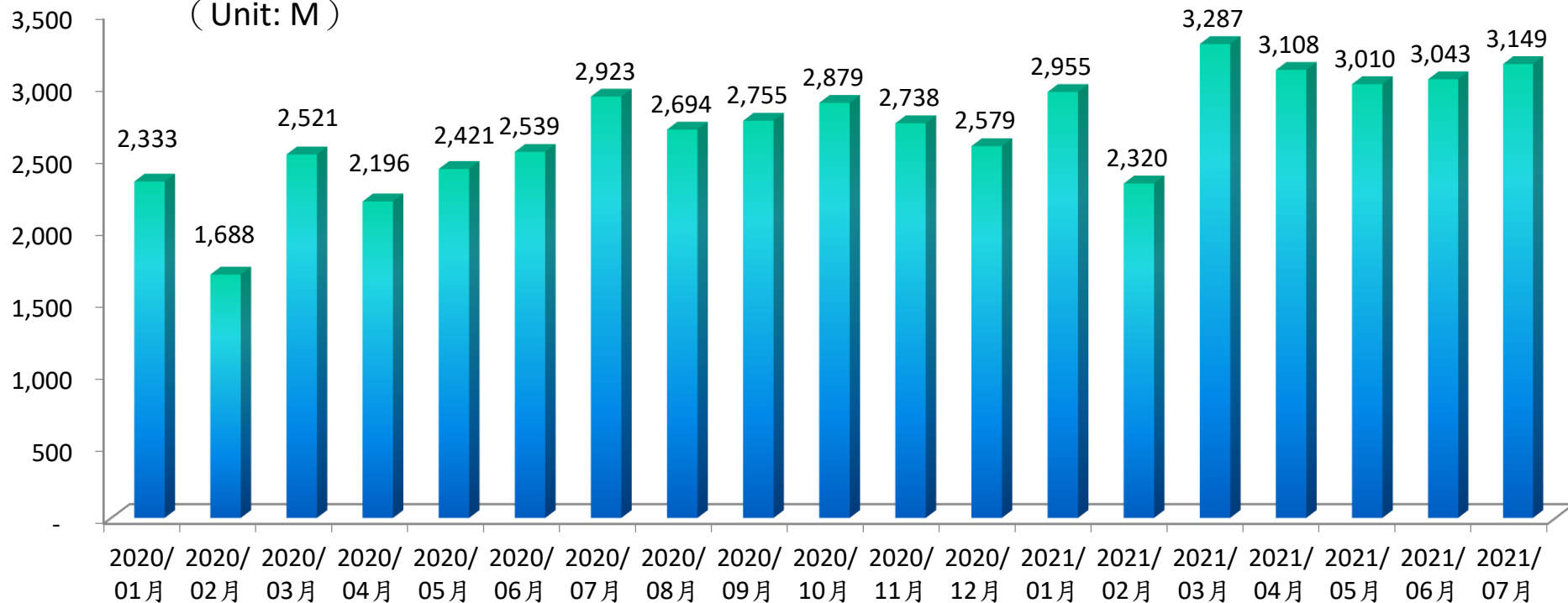


# 營運成果

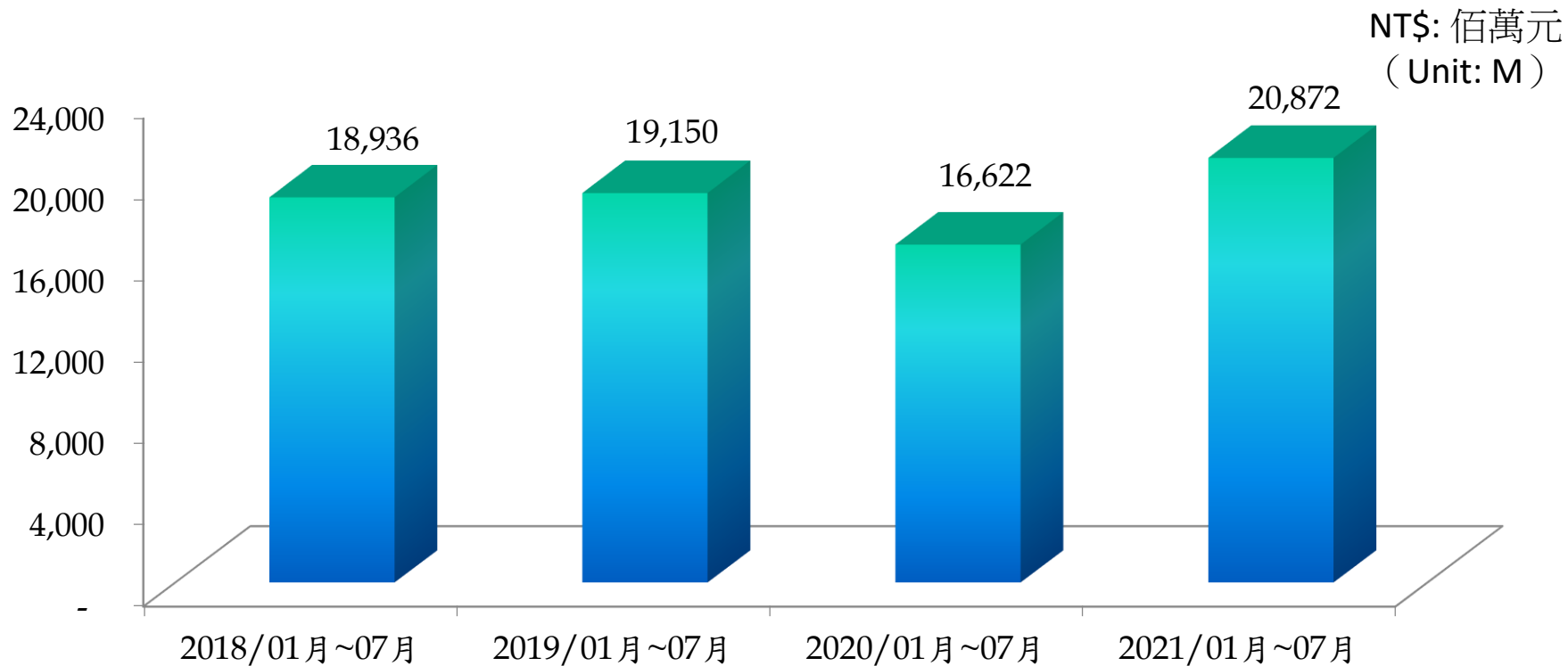
## Operating Results

# 集團合併營業收入 Group Combined Net Revenue 各月比較

NT\$: 佰萬元  
(Unit: M)



# 集團合併營業收入 Group Combined Net Revenue 同期比較

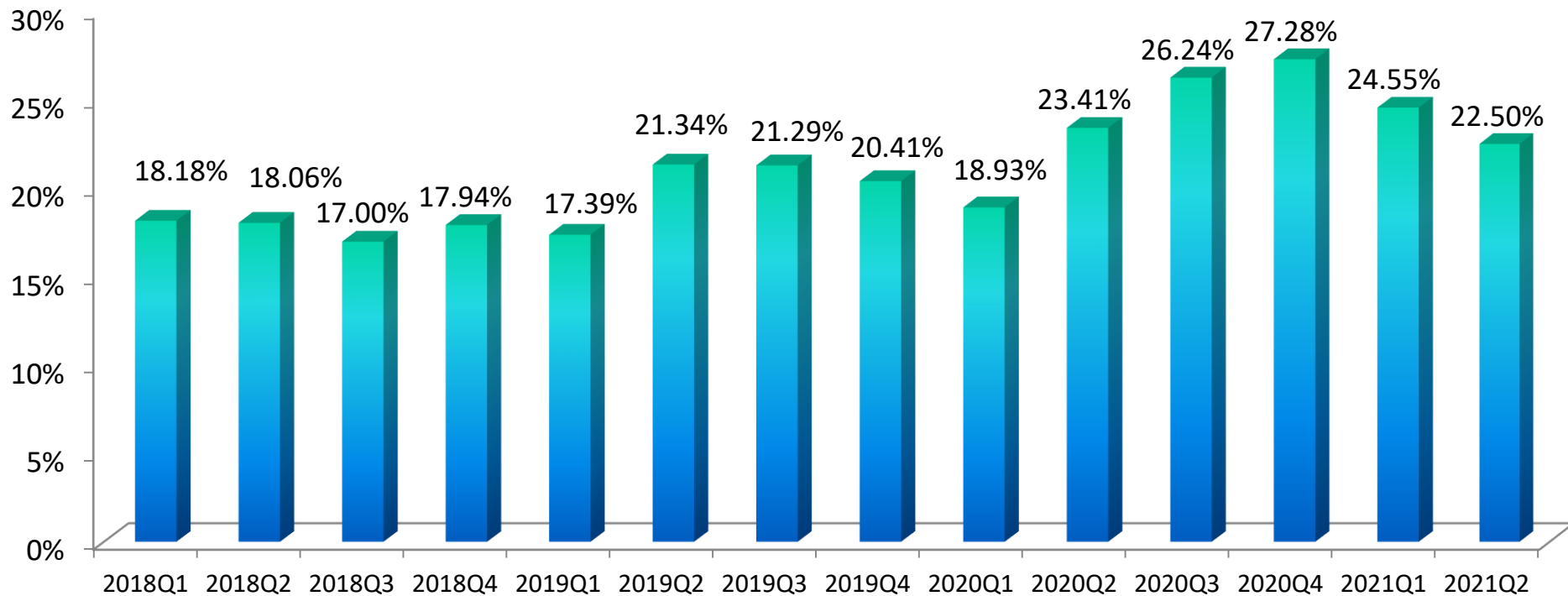


# 合併營業收入 YTD sales comparison 同業比較

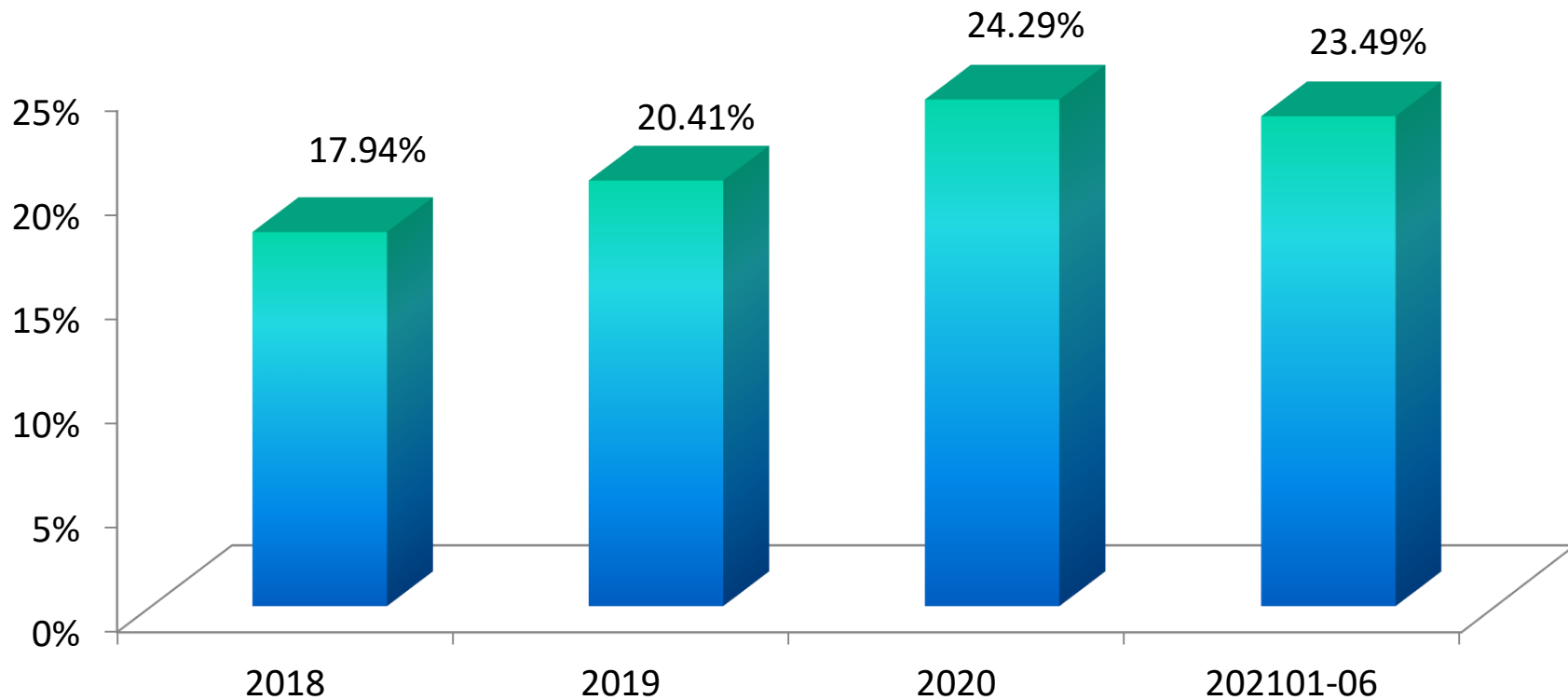
NT\$: 仟元

累計比較	2021/01~07	2020/01~07	成長率
建大 Kenda	20,871,564	16,621,708	25.57%
正新 ChengShin	61,886,988	50,633,678	22.22%
南港 Nankang	4,868,535	5,138,423	-5.25%

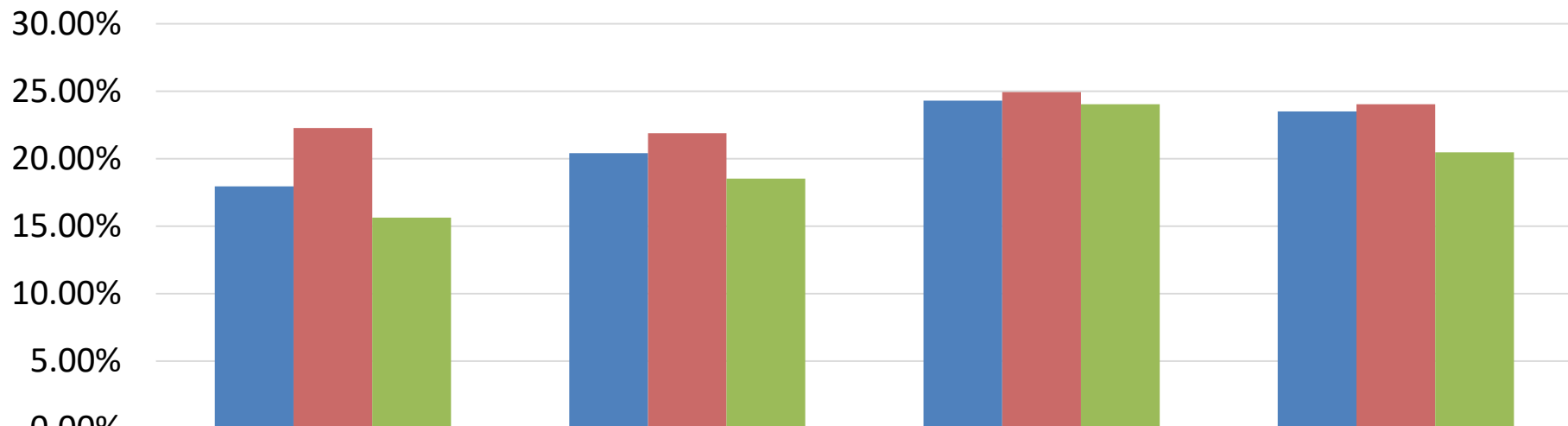
# 集團合併毛利率(季) Group Combined Gross Margin(Quarter)



# 集團合併毛利率(年) Group Combined Gross Margin(Year)



# 集團合併毛利率 Group Combined Gross Margin(同業比較)



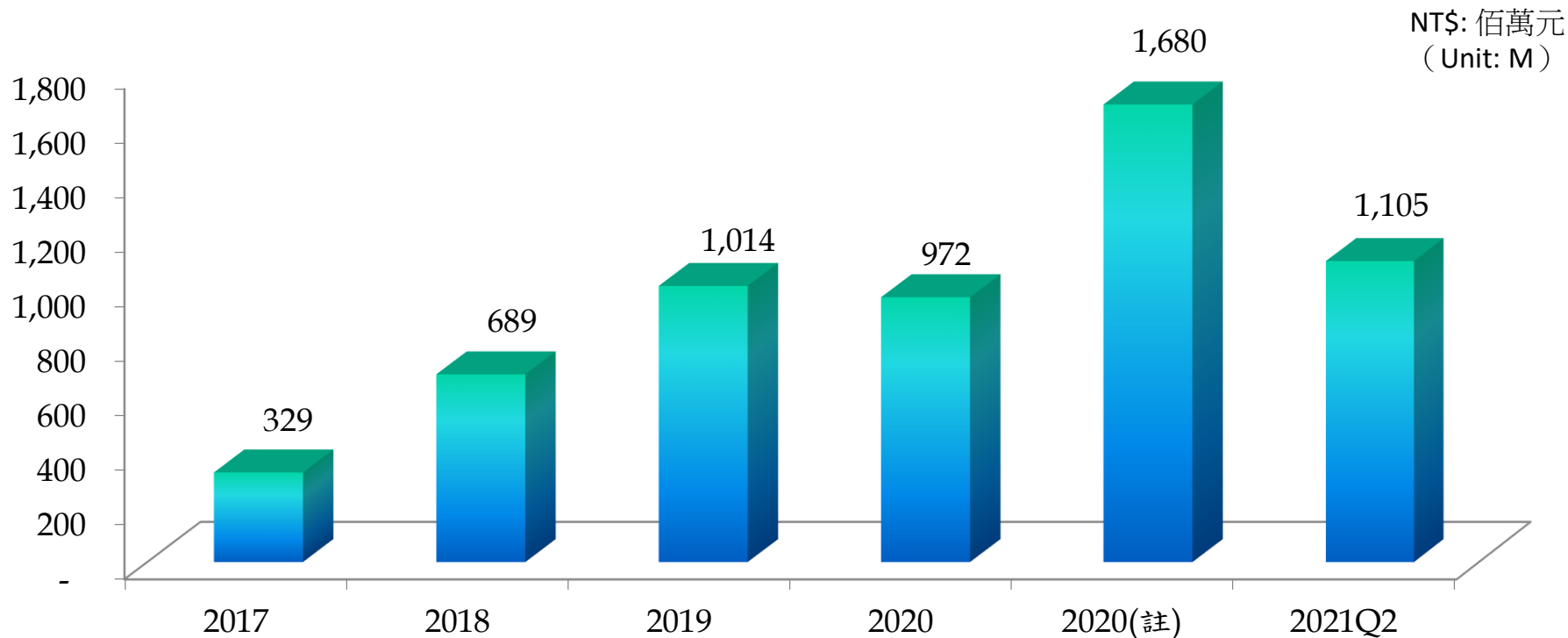
	2018年	2019年	2020年	2021年01-06月
■ 建大	17.94%	20.41%	24.29%	23.49%
■ 正新	22.27%	21.88%	24.93%	24.03%
■ 南港	15.63%	18.52%	24.04%	20.46%



# 合併綜合損益表 Consolidated Income Statement

NT\$: 佰萬元 (Unit: Millions)	2019年1-6月		2020年1-6月		2021年1-6月	
	金額 (Amount)	%	金額 (Amount)	%	金額 (Amount)	%
營業收入 (Net revenues)	16,341	100	13,693	100	17,725	100
營業成本 (Cost of good sold)	(13,156)	(81)	(10,775)	(79)	(13,562)	(77)
營業毛利 (Gross profit)	3,185	19	2,918	21	4,164	23
營業費用 (Operating expenses)	(2,604)	(16)	(2,254)	(16)	(2,686)	(15)
其他收益及費損 (Other income & expenses)	0	0	(665)	(5)	(2)	(0)
營業淨利 (Operating profit)	582	4	(2)	(0)	1,475	8
業外收支 (Non-operating gain & loss)	23	0	84	1	(76)	(0)
稅前淨利 (Income before tax)	604	4	83	1	1,400	8
本期淨利 (Net income)	445	3	(65)	(0)	1,105	6
每股盈餘 (EPS in NT dollar)	0.49		(0.07)		1.22	

# 集團稅後損益(年)Group Net Income(Year)



註：不含深圳廠(一期)經濟補償金

# 深圳廠土地開發案 Shenzhen Plant Land Development

第一期規劃前

Before the First Phase of  
Planning



# 深圳廠土地開發案 Shenzhen Plant Land Development

第二期規劃前

Before the Second  
Phase of Planning



# 深圳廠土地開發案 Shenzhen Plant Land Development



# 深圳廠土地開發案 Shenzhen Plant Land Development

深圳廠城市更新 Shenzhen Plant Urban Renewal 規劃建築面積分配 Planning Construction Area Allocation	規劃面積m <sup>2</sup> Total Area (m <sup>2</sup> )	建大(m <sup>2</sup> ) KENDA area (m <sup>2</sup> )	佳兆業(m <sup>2</sup> ) KAISA area (m <sup>2</sup> )
廠房(寫字樓) Plant (office building)	231,980	100,911	131,069
配套宿舍(商務公寓) Apartment	84,340	36,688	47,652
小型商業服務設施(商舖) Retail Shops	10,000	4,350	5,650
合計 total	326,320	141,949	184,371

# 建大項目時間安排

Kenda Project Schedule

## 項目安排（一期） Project Schedule (Phase 1)

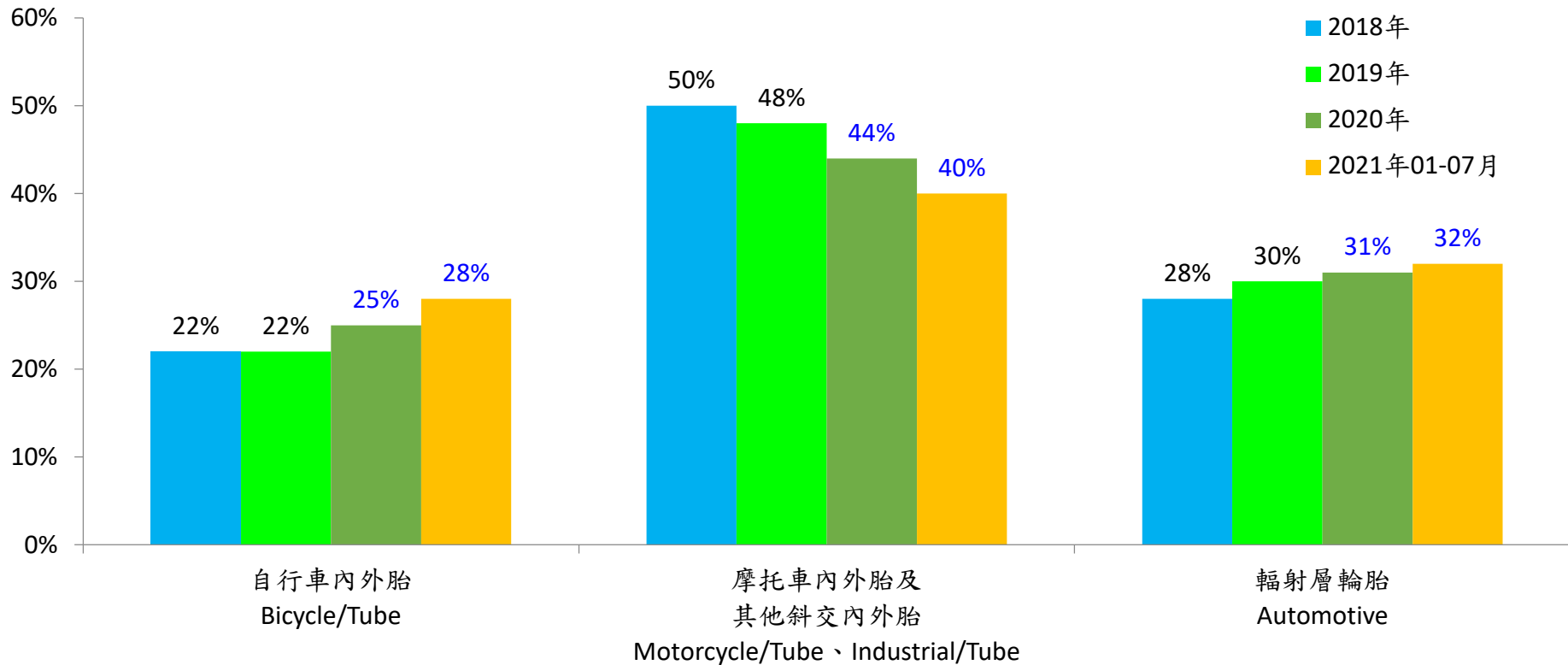
項目 Item	工作階段 Work Phase	預計時程 Estimated schedule
1	取得專項規劃批複 Obtain special planning approved	已完成
2	完成搬遷補償協議簽訂 Relocation compensation agreement signed	已完成
3	實施主體確認 Implementation project confirmation	2021年9月30日
4	物業拆除 Property demolition	2021年12月
5	取得建設用地規劃許可證 Obtain construction land planning permit	2022年1月
6	土地出讓合同簽訂 Sign the land transfer contract	2022年2月
7	報建建設 Construction date	2022年3月-2025年3月
8	物業回遷 Property relocation	2025年9月



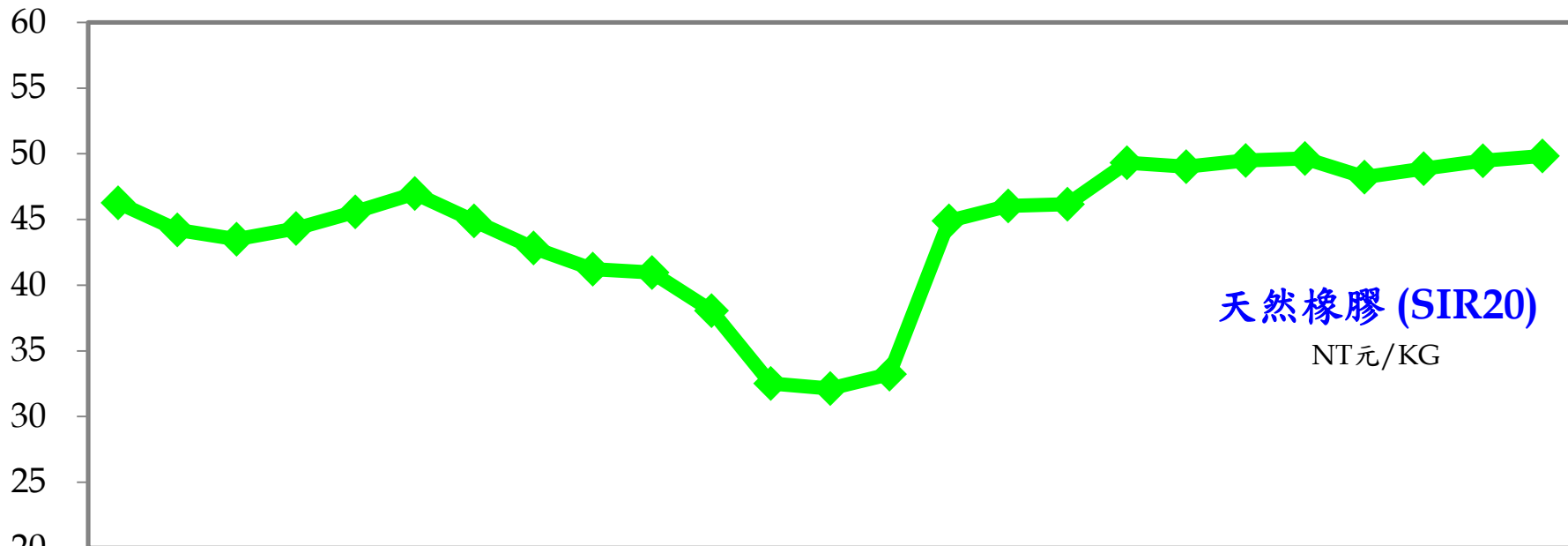
## 項目安排（二期） Project schedule (Phase 2)

項目 Item	工作階段 Work Phase	預計時程 Estimated schedule
1	取得計畫立項批複 Obtain the approval of the plan	2022年12月
2	取得專項規劃批複 Obtain special planning approval	2024年3月
3	完成搬遷補償協議簽訂 Sign relocation compensation agreement	2024年3月
4	實施主體確認 Implementation project confirmation	2024年7月
5	物業拆除 Property demolition	2024年10月
6	取得建設用地規劃許可證 Obtain construction land planning permit	2024年11月
7	土地出讓合同簽訂 Sign the land transfer contract	2024年12月
8	報建建設 Construction date	2025年1月-2028年10月
9	物業回遷移交 Property relocation	2029年3月

# 各胎別銷售比較 Sales Breakdown by Product Category

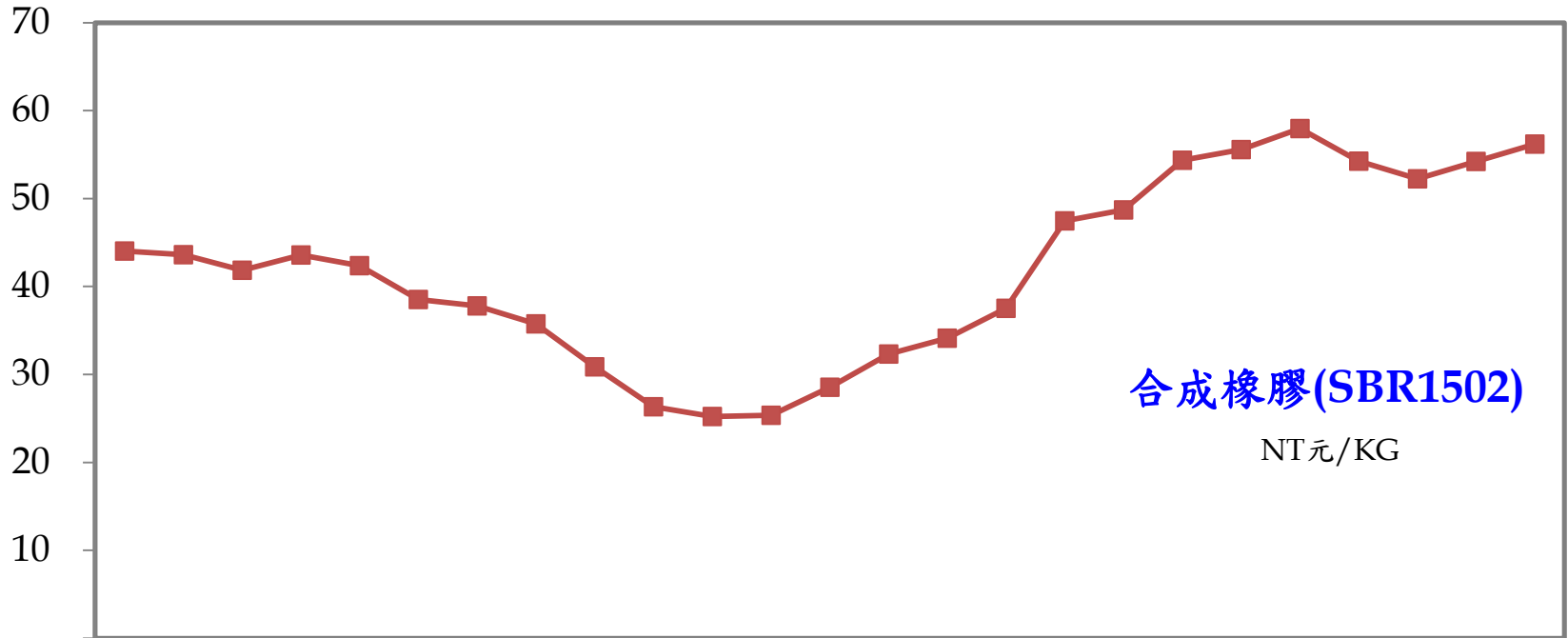


# 橡膠原料價格趨勢 Trend for Raw Material cost



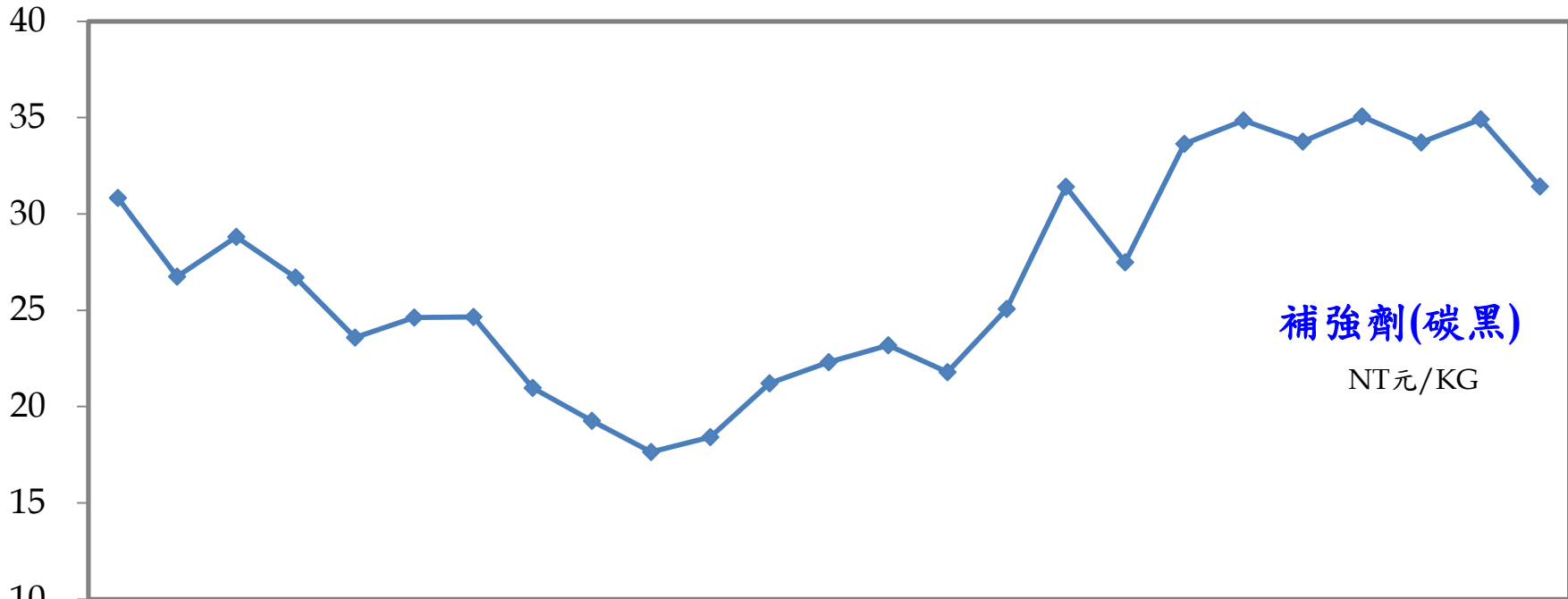
	08/19	09/19	10/19	11/19	12/19	01/20	02/20	03/20	04/20	05/20	06/20	07/20	08/20	09/20	10/20	11/20	12/20	01/21	02/21	03/21	04/21	05/21	06/21	07/21	08/21
天然橡膠 (SIR20)	46	44	44	44	46	47	45	43	41	41	38	33	32	33	45	46	46	49	49	49	50	48	49	49	50

# 橡膠原料價格趨勢 Trend for Raw Material cost



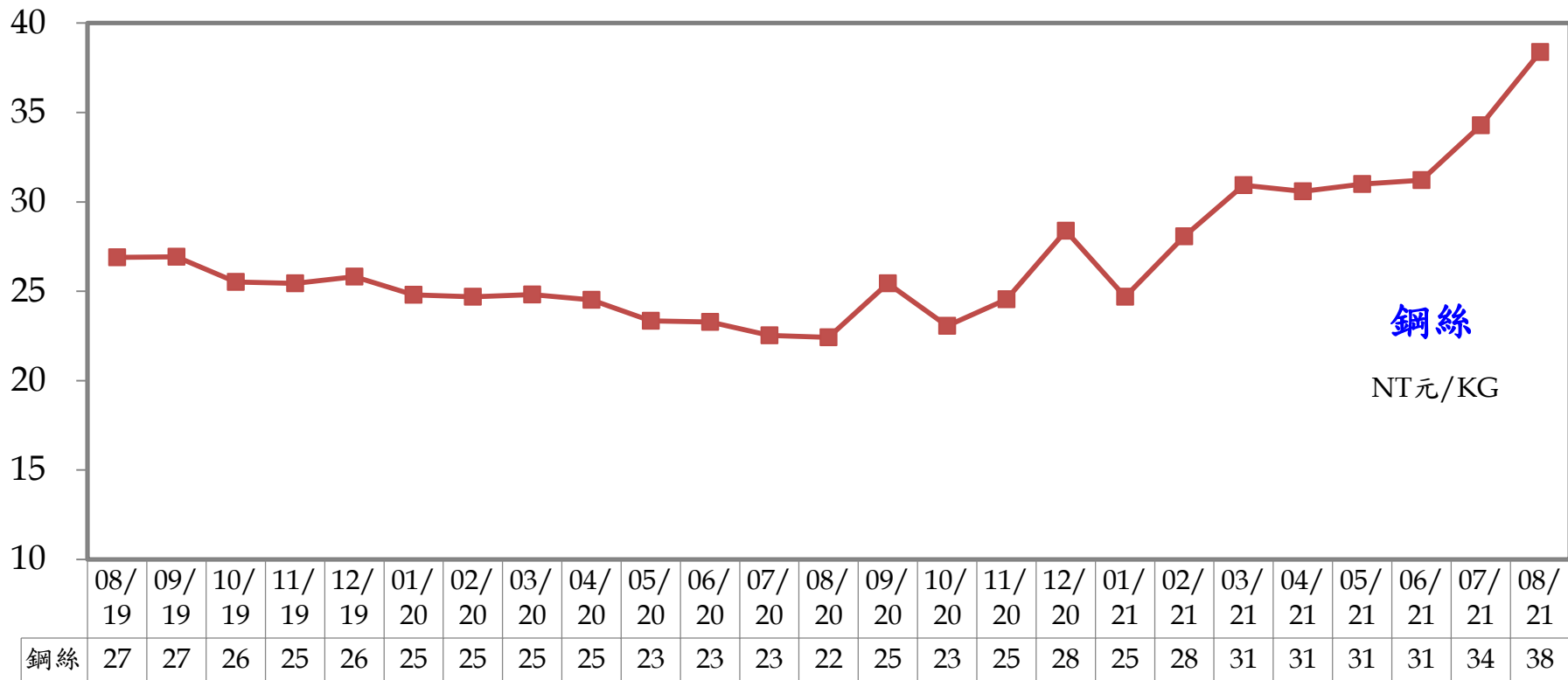
	08/19	09/19	10/19	11/19	12/19	01/20	02/20	03/20	04/20	05/20	06/20	07/20	08/20	09/20	10/20	11/20	12/20	01/21	02/21	03/21	04/21	05/21	06/21	07/21	08/21
合成橡膠(SBR1502)	44	44	42	44	42	39	38	36	31	26	25	25	29	32	34	38	47	49	54	56	58	54	52	54	56

# 橡膠原料價格趨勢 Trend for Raw Material cost

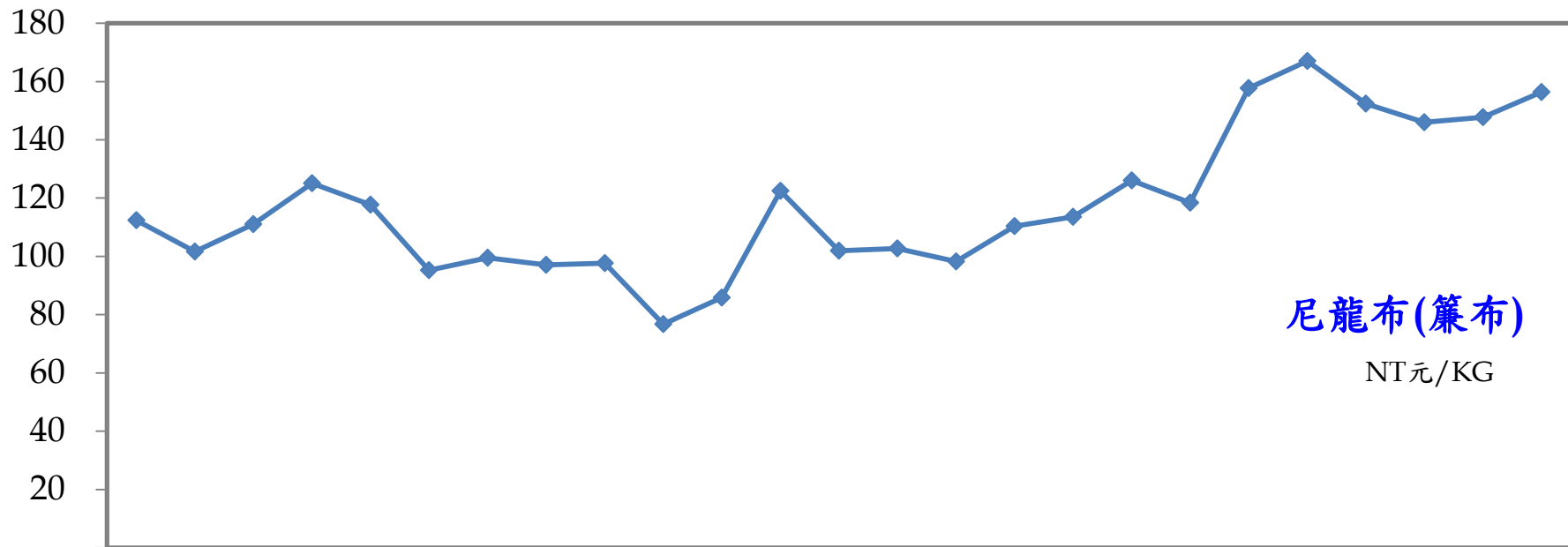


	08/19	09/19	10/19	11/19	12/19	01/20	02/20	03/20	04/20	05/20	06/20	07/20	08/20	09/20	10/20	11/20	12/20	01/21	02/21	03/21	04/21	05/21	06/21	07/21	08/21
補強劑(碳黑)	31	27	29	27	24	25	25	21	19	18	18	21	22	23	22	25	31	27	34	35	34	35	34	35	31

# 橡膠原料價格趨勢 Trend for Raw Material cost

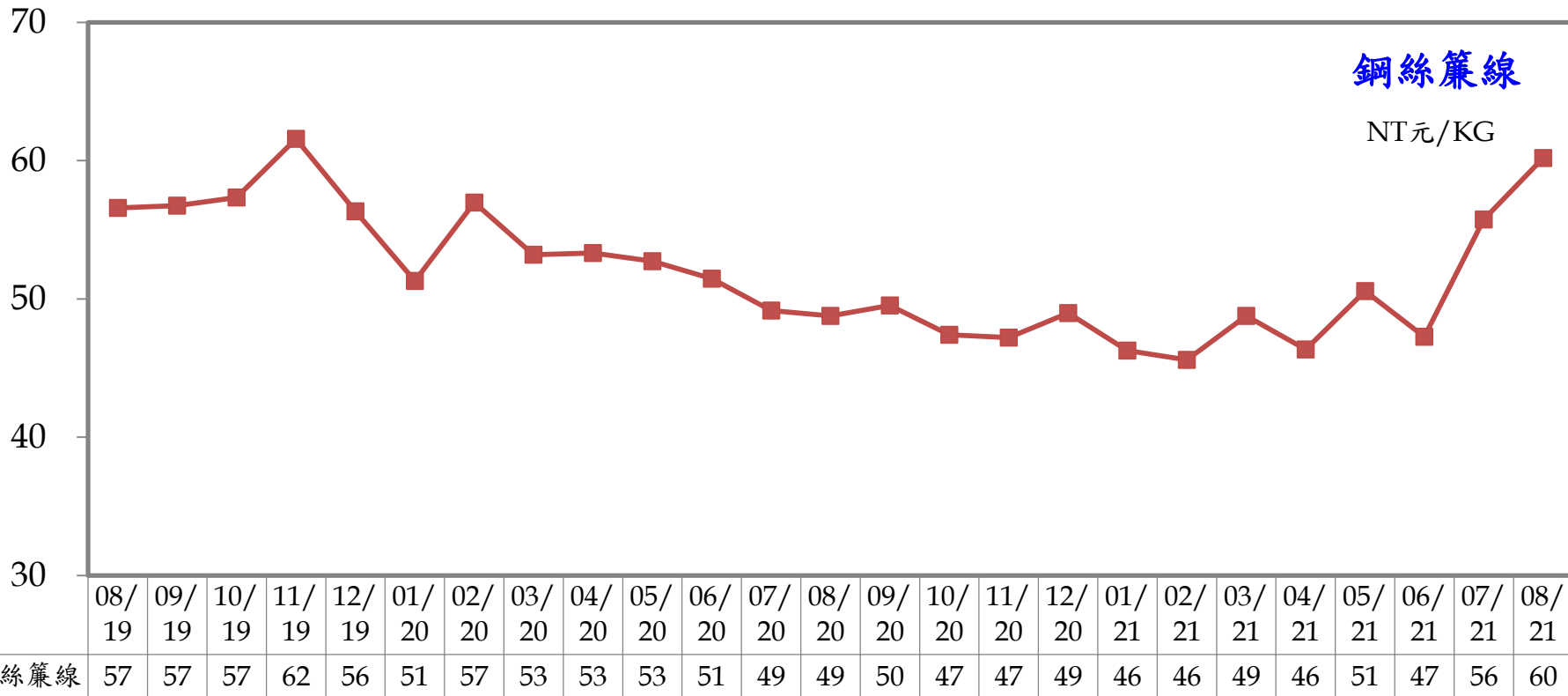


# 橡膠原料價格趨勢 Trend for Raw Material cost



	08/19	09/19	10/19	11/19	12/19	01/20	02/20	03/20	04/20	05/20	06/20	07/20	08/20	09/20	10/20	11/20	12/20	01/21	02/21	03/21	04/21	05/21	06/21	07/21	08/21
尼龍布(簾布)	112	102	111	125	118	95	100	97	98	77	86	122	102	103	98	110	114	126	118	158	167	152	146	148	156

# 橡膠原料價格趨勢 Trend for Raw Material cost





# 美國對越南/台灣/韓國/泰國實施進行反傾銷、反補貼調查說明

U.S. AD and CVD Investigations on PCR and LTR TIRES Originated in Korea, Taiwan, Thailand, and Vietnam

## 出口數量(條)

出口國家或地區	2017	2018	2019	2019年1~3月	2020年1~3月	2017~2019年 變化	2019~2020年 變化
泰國	34,905,034	40,637,158	45,244,734	11,040,500	10,912,647	29.62%	-1.16%
韓國	18,571,996	19,376,192	19,129,118	5,248,480	4,307,609	3.00%	-17.93%
越南	8,742,260	10,668,980	12,121,744	2,784,102	3,115,180	38.66%	11.89%
台灣地區	8,930,021	8,351,871	8,810,074	2,086,942	2,431,889	-1.34%	16.53%
被調查進口小計	71,149,311	79,034,201	85,305,670	21,160,024	20,767,325	19.90%	-1.86%
非被調查進口	100,184,594	95,076,772	96,586,941	23,308,576	21,974,916	-3.59%	-5.72%
合計	171,333,905	174,110,973	181,892,611	44,468,600	42,742,241	6.16%	-3.88%

## 到岸金額(美元)

出口國家或地區	2017	2018	2019	2019年1~3月	2020年1~3月	2017~2019年 變化	2019~2020年 變化
泰國	1,562,623,090	1,906,918,331	2,177,046,358	524,338,648	549,486,542	39.32%	4.80%
韓國	1,248,266,665	1,293,011,196	1,278,041,280	355,065,989	273,703,374	2.39%	-22.91%
越南	397,425,339	463,101,341	525,186,964	122,660,294	135,262,574	32.15%	10.27%
台灣地區	387,797,596	375,793,120	410,788,862	94,793,507	112,788,730	5.93%	18.98%
被調查進口小計	3,596,112,690	4,038,823,988	4,391,063,464	1,096,858,438	1,071,241,220	22.11%	-2.34%
非被調查進口	6,116,507,086	6,181,923,386	6,421,952,607	1,573,653,303	1,442,443,979	4.99%	-8.34%
合計	9,712,619,776	10,220,747,374	10,813,016,071	2,670,511,741	2,513,685,199	11.33%	-5.87%

# 美國對越南/台灣/韓國/泰國實施進行反傾銷、反補貼調查說明

U.S. AD and CVD Investigations on PCR and LTR TIRES Originated in Korea, Taiwan, Thailand, and Vietnam

台灣	初判稅率	終判稅率
南港 (Nankoang)	98.44%	101.84%
正新 (Cheng Shin)	33.33%	20.04%
其他企業	84.82%	84.75%

韓國	初判稅率	終判稅率
韓泰 (Hankook)	38.07%	27.05%
耐克森 (Nexen)	14.24%	14.72%
其他企業	27.81%	21.74%

泰國	初判稅率	終判稅率
住友 (Sumitomo)	13.25%	14.62%
玲瓏 (LLIT)	22.21%	21.09%
其他企業	16.66%	17.08%

越南(反補貼)	初判稅率	終判稅率
賽輪 (Sailun)	6.46%	6.23%
錦湖 (Kumho)	7.79%	10.08%
其他企業	6.77%	6.46%

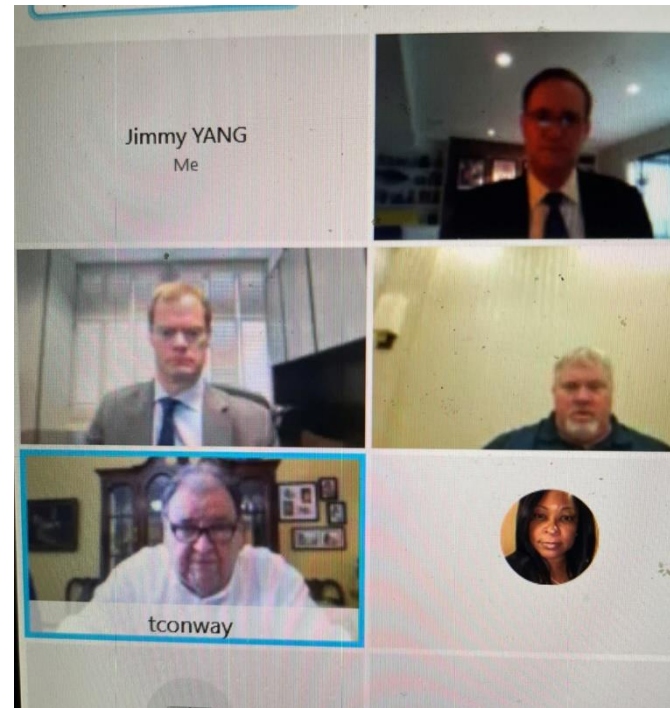
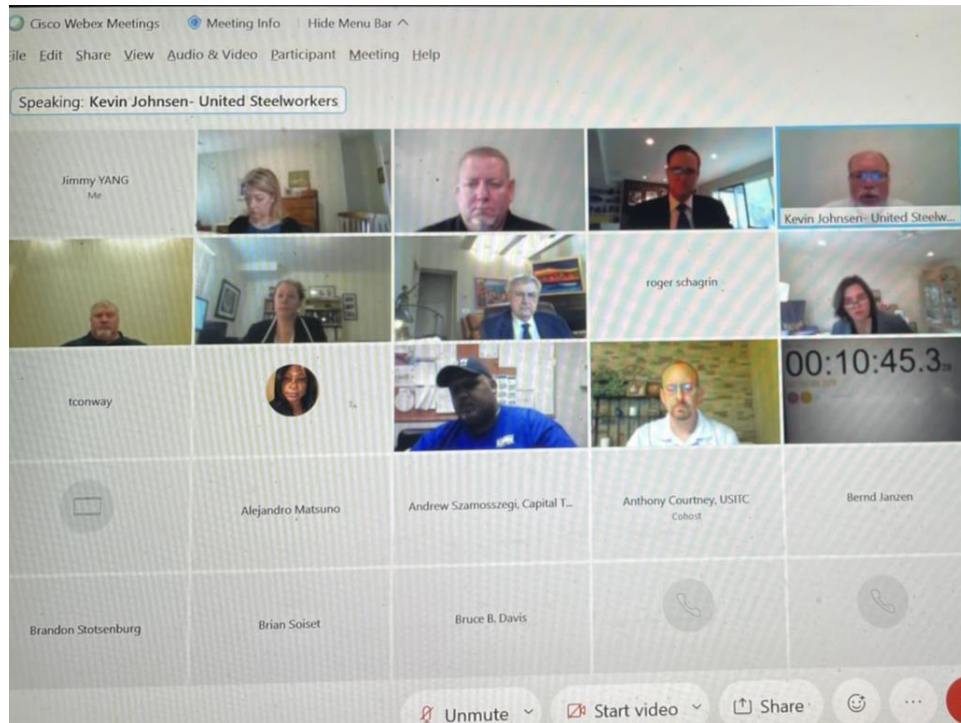
越南(反傾銷)	初判稅率	終判稅率
建大 (Kenda)	0.00%	0.00%
賽輪 等共4家(註)	0.00%	0.00%
其他企業	22.30%	22.03%

註：包含賽輪、普利司通、東洋、錦湖共4家

越南	初判稅率	終判稅率
建大 (Kenda)	6.77%	6.46%
賽輪 (Sailun)	6.46%	6.23%
錦湖 (Kumho)	7.79%	10.08%
其他企業	29.07%	28.49%

# 美國對越南/台灣/韓國/泰國實施進行反傾銷、反補貼調查說明

## U.S. AD and CVD Investigations on PCR and LTR TIRES Originated in Korea, Taiwan, Thailand, and Vietnam

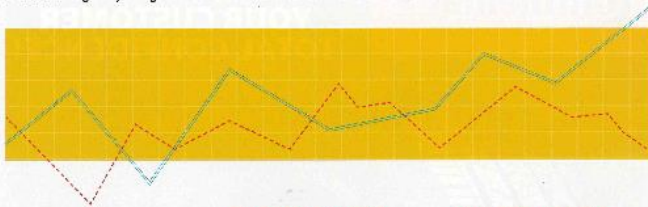


美國參議員跟眾議員參加反傾銷、反補貼公聽會

## 因應對策

- 1、提升越南廠汽車胎產量
- 2、加速開發大尺寸的輕卡車胎規格及生產能力。
- 3、台灣生產移轉至越南生產
- 4、提升品牌形象，提高銷售價格
- 5、加強國際化佈局

## Passenger/light truck tire market share



## FLIGHT TO VALUE

### COVID-19 GAVE A BOOST TO CERTAIN BRANDS

One trend dominated consumer replacement tire sales during 2020: it was the gravitation of cash-strapped buyers to brands that occupy lower price points. The impact of COVID-19 and lingering economic malaise helped open the door.

MTD's passenger and light truck tire brand market share charts reflect some of the results of this movement. (All brands listed on the charts must have at least 1% share of market.)

Will the domestic tire industry see a swing toward tier one brands in the new year?

Widespread distribution, acceptance and effectiveness of COVID-19 vaccines could drive increased consumer confidence. More economic stimulus — such as the recent round of checks distributed to struggling consumers — should help, as well.

And while some industry experts believe that the resurgence in vehicle miles driven might have plateaued during the fourth quarter of 2020, personal vehicles will remain the preferred mode of transportation as the airline industry continues to struggle in the new year.

According to the latest projections by the International Air Transport Association, the global airline industry's 2021 revenue is expected to plummet 46% from 2019 levels. This will have a significant impact on domestic carriers.

### 2020 REPLACEMENT PASSENGER TIRE BRAND MARKET SHARES

(Based on an estimated 202.6 million units)

Goodyear	11.3%
Michelin	9.0%
Firestone	7.3%
Bridgestone	6.5%
Falken	5.0%
Continental	4.5%
Cooper	4.5%
BFGoodrich	4.3%
Yokohama	3.5%
General	3.3%
Hankook	3.3%
Kumho	3.3%
Multi-Mile	2.5%
Nexen	2.5%
Toyo	2.5%
GT Radial	2.0%
Pirelli	2.0%
Sailun	2.0%
Others	2.0%

Uniroyal	2.0%
Hercules	1.5%
Nitto	1.5%
Primewell	1.5%
Sentury	1.5%
Big O	1.0%
Kenda	1.0%
Mastercraft	1.0%
Maxxis	1.0%
Others	1.0%

### 2020 REPLACEMENT LIGHT TRUCK TIRE BRAND MARKET SHARES

(Based on an estimated 30.4 million units)

Goodyear	10.3%
BFGoodrich	7.5%
Firestone	6.5%
Michelin	6.5%
Bridgestone	6.0%
Cooper	5.5%
General	5.5%
Toyo	5.0%
Yokohama	5.0%
Falken	4.0%
Hankook	3.5%
Kumho	3.3%
Multi-Mile	3.3%
Hercules	2.5%
Continental	2.5%
Maxxis	2.0%
Pirelli	2.0%
Sailun	2.0%
Others	2.0%

Kenda	1.5%
Nexen	1.5%
Sumitomo	1.5%
Big O	1.0%
GT Radial	1.0%
Kelly	1.0%
Mastercraft	1.0%
Nitto	1.0%
Others	7.0%

2020年乘用車胎及輕卡車胎，建大在北美修補市場市佔率分別為1.0%及1.5%。

Uniroyal	2.0%	Kenda	1.5%
Hercules	1.5%	Nexen	1.5%
Nitto	1.5%	Sumitomo	1.5%
Primewell	1.5%	Big O	1.0%
Sentury	1.5%	GT Radial	1.0%
Big O	1.0%	Kelly	1.0%
Kenda	1.0%	Mastercraft	1.0%
Mastercraft	1.0%	Nitto	1.0%
Maxxis	1.0%	Others	7.0%

# 集團投資金額 Kenda Group Investment Amount

年份 廠	2020			2021			預計完工 時間	影響產能 (條/日)	影響營業額 (NTD/年)
	設備	廠房	合計	設備	廠房	合計			
研發中心	21,687,500	17,653,650	39,341,150	85,364,458	-	85,364,458	2023/12/30		
員林廠	45,330,000	1,530,000	46,860,000	123,120,756	-	123,120,756	2021/05/15	1,079	81,194,750
雲林廠	148,460,000	14,960,000	163,420,000	938,838,157	167,900,000	1,106,738,157	2021/11/30	1,280	288,960,000
天津廠	8,376,532	-	8,376,532	59,902,429	90,000,000	149,902,429	2021/12/30		
昆山廠	188,487,787	-	188,487,787	356,792,170	77,889,600	434,681,770	2021/12/30	3,000	108,360,000
印尼廠	113,032,701	122,712,870	235,745,571	201,566,704	266,365,636	467,932,340	2021/12/30	49,600	597,184,000
越南廠	2,452,135,205	-	2,452,135,205	789,924,678	-	789,924,678	2021/12/30	8,000	3,250,800,000
合計	2,977,509,725	156,856,520	3,134,366,245	2,555,509,351	602,155,236	3,157,664,587			4,326,498,750

# 感謝各位投資人對本公司之愛護

## **KENDA** 建大輪胎

賀！建大輪胎再度榮獲2021台灣精品獎肯定！

台灣精品獎有著臺灣產業界的奧斯卡獎之美譽，為各產業皆夢寐以求之殊榮

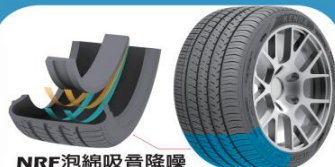


**KR 100/  
KR 100X**  
輕型卡車用胎  
**KOMENDO 2**

超薄輕量化  
自行車內胎  
**SLO.60mm**



**K3211**  
全地形多功能  
車輛用胎



**NRF**泡綿吸音降噪  
汽車用胎技術



**KR400**



**K6025**  
全地形機車用胎



**AGC**越野下坡自行車用胎技術  
**K1202/K1235/K1241A/K1241AX**



台灣精品2021  
TAIWAN EXCELLENCE



[www.kendatire.com](http://www.kendatire.com)

**KENDA**  
Designed for Your Journey

謝謝聆聽！  
敬請指教！