

History of the Nokian Tyres Hakkapeliitta (1936–2026)

1930s: Invention of the Winter Tire and Birth of Nokian Tyres Hakkapeliitta

- **1934:** Suomen Gummitehdas (Finnish Rubber Works), the predecessor of Nokian Tyres, invents the world's first winter tire, the *Kelirengas*
- **1936:** The first **Nokian Tyres Hakkapeliitta** winter tire – originally called the *Lumi-Hakkapeliitta* – is introduced for passenger cars. Its sparse, transverse tread pattern and suction-pad-style grip make it a breakthrough in winter mobility

1950s–1960s: Early Success and Rally Fame

- **1950s–60s:** Hakkapeliittas gain iconic global recognition by dominating the Monte Carlo Rally, cementing the brand's association with extreme-weather performance and “Flying Finn” motorsport success

1960s–1980s: Modernization and Product Line Growth

- Tire construction evolves as winter road maintenance improves, leading to models like the **Haka-Hakkapeliitta (1956)** with stronger load-bearing tread
- Introduction of **stud technology**, a major milestone in winter-tire evolution
- **1986:** Nokian Tyres opens its Ivalo Test Center in Lapland

1990s–2000s: The Nokian Tyres Hakkapeliitta Line Expands

- Continued development leads to numerous Hakkapeliitta generations, solidifying the brand's position in Nordic and global winter-tire markets

2010s: Breakthrough Innovations & Global Leadership

- The release of next-generation studded and non-studded models—including the **Hakkapeliitta 8**, **Hakkapeliitta R2/R2 SUV**, and **Hakkapeliitta 9/9 SUV**—pushes boundaries in grip, low rolling resistance, and sustainable material use

2020s: Sustainability, EV Optimization & New Technological Frontiers

- Modern Nokian Tyres Hakkapeliitta products incorporate bio-based components, advanced compounds and EV-tailored technologies

2021–2025: Nokian Tyres Hakkapeliitta 10 Wins Numerous Tests

- The previous generation of our flagship product, the Nokian Tyres Hakkapeliitta 10 studded winter tire, ranks atop the winter tire market in test wins. Key test victories include:
 - **Tekniikan Maailma** Test Winner (Finland), 2021 through 2025
 - **Aftonbladet** Test Winner (Sweden), 2021 through 2025
 - **Dagbladet** Test Winner (Norway), 2024 for excellent grip in demanding conditions and top-rated overall winter safety
 - **Vi Bilägare** Test Winner (Sweden), 2022 through 2025
 - **Moottori** Test Winner in 2021 (Finland) for overall performance, particularly grip and handling on ice and snow
 - **Helsingin Sanomat** Test Winner (Finland), 2024

2026: Launch of the Nokian Tyres Hakkapeliitta 01

- **March 2026:** Nokian Tyres introduces the **Hakkapeliitta 01**, the first winter tire featuring on-demand grip – a decades-long engineering ambition realized. This represents one of the most significant improvements since the very first Hakkapeliitta in 1936

Learn more about the history of the Nokian Tyres Hakkapeliitta and the company as a whole at company.nokiantyres.com/about-us/history/90-years/