**Hankook Silent Technology “Sound Absorber” as Original Fitment on Audi Q7 models including the all new SQ7 TDI**

**Hankook ultra-high performance tyres have once more been chosen as original fitment from premium car manufacturer Audi AG. The company’s new ‘sound absorber’ will be applied to its flagship tyre Hankook Ventus S1 evo2 SUV for the first time ever and shall be applied as a factory fitment in the 22 inch on the Audi Q7 model range including the all new Audi SQ7 TDI. The tyres were chosen by Audi AG for their successful combination of performance and comfort features.**

***Neu-Isenburg, Germany, 1st December 2016 –*** Hankook Tire will be supplying original fitment tyres for the Audi Q7 range including the recently launched all new Audi SQ7 TDI. The first S-edition of the premium car makers’ Audi Q7 model is the strongest Diesel-SUV on the market and incorporates a variety of cutting-edge technologies, some of them applied for the first time in automobile history. Together with its Q7 sister models, the SQ7 TDI will optionally be equipped amongst others with the tyre maker’s ultra-high performance tyre Ventus S1 evo² SUV in size 285/35 R 22 106 Y XL all round, containing Hankook’s new ‘sound absorber’-technology.

To fully match with Audi AG’s requirements for their premium SUV range, Hankook engineers developed an ultra-high performance pattern without sacrificing the necessary comfort characteristics that are mandatory for this class of luxury vehicles. As an increased cavity noise is typical for light weight low aspect ratio tyres, its reduction was a pivotal aspect and a focal point of the development work to provide a top performing yet pleasant driving experience.

The Hankook engineers adapted the company’s own silent tyre technology ‘sound absorber’ to their flagship model Ventus S1 evo² SUV. A special noise absorbing polyurethane foam inlay sheet is applied to the inside of the tyres and is then bonded by a thin layer of Hankook’s Sealguard material. With the Hankook Ventus S1 evo2 SUV, Audi has chosen a tyre that combines sporty and dynamic driving performance with high suspension comfort, very low rolling noise and reduced rolling resistance. The safety features including wet grip for example, have also been specially adapted to meet the demands of drivers of high performing premium SUVs.

With the sophisticated technology of the Ventus S1 evo² SUV with its multiple tread radius and double-layer rayon carcass provides maximum tread contact under all conditions. The tyre not only impresses from outstanding aquaplaning behaviour but also with optimum road contact for perfect balance under both wet and dry conditions. Driving control and safety at high speeds are also improved significantly. The innovative DTM inspired 3-layer block design, with its special staircase arrangement of the outer rib blocks, ensures an evenly gripping tyre contact area even as tyre wear progresses thereby guaranteeing very good traction performance throughout the entire lifetime of the tyre.

A state-of-the-art high-grip styrene-polymer-silica mixture not only enables optimised wet grip, but also reduced rolling resistance for more environmental compatibility. Thanks to improved wear and heat-ageing resistance, it also contributes to higher mileage and thereby to the economy of the tyre. The refined cooling system of the tyre also enables faster heat discharge for stable handling features and an overall longer tyre lifetime.

**Hankook ®**

**Hankook’s sound absorber ® technology for the Ventus S1evo 2SUV:**

* Sound absorber ®: Hankook’s patented technology for noise reduction.
* Reduces interior noise through a specialised, lightweight foam layer.
* The tyre’s driving characteristics remain unchanged.

**About Hankook**

Hankook Tire is one of the global top 5 companies in the mass production of tyres and manufactures innovative, award winning radial tyres of proven superior quality for passenger cars, light trucks, SUVs, RVs, trucks and buses as well as motorsports (circuit racing/rallies).

Hankook continues to invest in research and development so that we can always offer our customers the highest level of quality, combined with technological excellence. At a total of five development centers and seven large scale factories around the world, the company develops and produces tyre solutions specially tailored to the requirements and needs of regional markets. Bespoke tyre solutions for the European markets as well as European Original Equipment according to the requirements of leading premium car manufacturers, are developed in the company’s regional Technical Centre in Hanover/Germany. Production for the European region is taking place in the state-of-the-art manufacturing site in Rácalmás/Hungary which was inaugurated in June 2007 and is continuously being expanded. Currently more than 3,000 employees produce up to 19 million tyres a year for passenger cars, SUVs and light trucks.

Hankook Tire’s European headquarters are located in Neu-Isenburg near Frankfurt am Main in Germany. The manufacturer operates further branches in Germany, UK, France, Italy, Spain, the Netherlands, Hungary, Czech Republic, Russia, Turkey, Sweden and Poland. Hankook products are sold directly through regional distributors in other local markets. Hankook Tire employ more than 22,000 people worldwide and are selling their products in over 180 countries. Internationally leading car manufacturers rely on tyres made by Hankook for their original equipment. Approximately 30 percent of the company's global sales are generated within the European and CIS-Region.

For more information please visit www.hankooktire-press.com or www.hankooktire.com

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