**Hankook Tyre UK increases courtesy car scheme**

**Hankook Tyre UK have increased their courtesy car scheme with the introduction of a larger fleet of stylish own branded Hyundai i10s which have been offered to a selection of supportive dealers across its UK retail network.**

***Daventry, UK, 28th September 2017*** – Premium tyre maker Hankook has increased the number of cars in its courtesy car scheme across its UK retail network. The scheme which was initially set up in 2015 is specifically designed to incentivise supportive dealers across the country. Twenty-five brand new 67-plate Hankook-branded Hyundai i10s with exceptionally low running costs have been given to a selection of retailers across the UK over a two-and-a-half-year period to be used as a courtesy car.

Jim Eden, Director of Eden Tyres “The courtesy car from Hankook is a valuable resource for us here at Eden Tyres. Not only does it ensure our customers receive a more convenient service and memorable retail experience from us, it is also exceptionally cheap to run. Once again we are delighted to be a part of this latest incentive from Hankook which we believe adds genuine value to our business.”

Jong Jin Park, Managing Director at Hankook Tyre UK said “This incentive provides the ideal opportunity to support the excellent performance of our valued retail network in the day-to-day running of their business, offering them a useful and cost-effective resource. Marketing activities such as the courtesy car scheme are an integral part of the company’s marketing strategy in the region to ensure we continue to increase our brand presence and demonstrate commitment and support to our retailers.”

Caption: Nick Wood, Hankook Key Account Manager (left) handing a car over to Jon Tagg, Branch Manager of Eden Tyres, Sutton Coldfield.

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**About Hankook Tire**

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).

Aspiring to bring consumers the utmost excellence in product quality, technological excellence and driving satisfaction, Hankook Tire continuously invests in research and development maintaining five R&D centres and seven production facilities around the world. 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 employs 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-mediacenter.com](http://www.hankooktire-mediacenter.com/) or [www.hankooktire.com](http://www.hankooktire.com)

**Contact:**

**Hankook Tyre UK Ltd. |** Fawsley Drive, Heartlands Business Park, Daventry, Northamptonshire, NN11 8UG

**Zoe Baldwin**

Marketing Communication Manager

Tel: +44 (0) 1327 304 146

[zbaldwin@hankooktyres.co.uk](mailto:zbaldwin@hankooktyres.co.uk)