**Hankook Honoured in “Strategic Partnership” category by Schmitz Cargobull**

**The first Schmitz Cargobull Supplier Day took place as part of the recent celebrations for Schmitz Cargobull’s 125-year anniversary. The trailer manufacturer honoured suppliers in a variety of categories during the event. Hankook was the only tyre maker to take home a prize.**

***Neu-Isenburg/Horstmar, Germany, October 06th 2017 –*** Premium tyre maker Hankook was honoured with the “Strategic Partnership” award at the trailer manufacturer's 125 year anniversary celebration. Hyun-Jun Cho, Vice President Global Product Planning and Dietmar Olbrich, Vice President Sales & Marketing for German-speaking markets, both representing the Hankook management, received the award from Schmitz Cargobull during the festivities in September. Hankook and Schmitz Cargobull have been involved in OEM business since 2013, which primarily concentrates on the European market.

Bernhard Schmitz (Deputy General Manager Purchasing) from Schmitz Cargobull highlighted during the celebration: “We are able to offer our clients optimum transport solutions through our long-term partnership with Hankook. For this reason, we’re especially happy to give this prize to Hankook. We look forward to many more joint projects together.”

Dietmar Olbrich commented “Thanks to our many joint ideas, our entrepreneurial spirit, and our innovative corporate cultures, Hankook and Schmitz Cargobull have a unique business relationship and partnership. We feel very honoured to receive this award from Europe's leading trailer manufacturer. This prize shows that Hankook has established itself as a key player in the truck market.”

**About Schmitz Cargobull AG:**

With an annual production of some 58,000 trailers and around 5,700 employees, Schmitz Cargobull AG is Europe's leading manufacturer of semi-trailers, truck bodies and trailers for temperature-controlled freight, general cargo and bulk goods. The company achieved sales of approximately €2 billion in the 2016/2017 business year. As a pioneer in the industry, the German company developed a comprehensive brand strategy early on and consistently established quality standards spanning every level: from research and development, to production and specialist services such as consulting, trailer telematics, financing, spare parts and Full Service.

**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)

|  |  |  |  |
| --- | --- | --- | --- |
| **Kontakt:**  **Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 14, 63263 Neu-Isenburg **|** Deutschland | | | |
| **Anna Pasternak**  PR-Manager  Tel.: +49 (0) 6102 8149 – 173  a.pasternak@hankookreifen.de | **Sabine Riedel**  Public Relations  Tel.: +49 (0) 6102 8149 – 174  s.riedel@hankookreifen.de |  |  |