**“TUNE IT! SAFE!” is getting the 2018 season under way at the Essen Motor Show: VW Golf R police car with 20 inch Hankook Ventus S1 evo tyres as the new campaign vehicle**

**Since the campaign was founded in 2005, Hankook has been involved as the main sponsor and exclusive tyre partner to “TUNE IT! SAFE!”, the safe tuning initiative launched by the Bundesverkehrsministerium (*Federal Department of Transport*) and the Verband der deutschen Automobiltuner e.V. (VDAT - *Association of German Car Tuners*). In line with tradition, Hankook management unveiled the highly anticipated new police car at the VDAT stand on the press day of the Essen Motor Show on Friday, 1 December 2017: the campaign ambassador for 2018 is a VW Golf R, which demonstrates how safe tuning can be even beyond optional tyres with its 20-inch Hankook Ventus S1 evo wide-base tyres.**

***Neu-Isenburg, Germany, 1st December 2017*** – Those who didn’t have an Advent calendar door to open on the first of December were more than compensated by the unveiling of the TUNE IT! SAFE! campaign vehicle at the Essen Motor Show. High-power and safe tuning is the name of the game once again this year at the stand of the premium tyre manufacturer Hankook at the Essen Motor Show. The last two cars to be used as a basis for the TUNE IT! SAFE! police car were the fast American sports cars Corvette Stingray (2016) and Ford Mustang (2017). This year the vehicle revealed at the VDAT stand was a Volkswagen again at last, following the VW Scirocco (2009).

The powerful R, GTI and GTD versions of the top-selling VW Golf are especially popular among fans in the tuning scene. The same can be said of the UHP tyres from Hankook – the Ventus S1 evo in the impressive size 235/30 ZR 20 fitted to the campaign vehicle is a classic example of an optimisation measure that must be registered separately in the vehicle’s documents, because the regular tyre options for this vehicle must not exceed the19 inch dimension.

“In the DACH region (Germany, Austria, Switzerland) Hankook is well known for its strong performance and is very popular with tuners,” says Roland Hehner, Product and Tuning Manager at Hankook Tires Germany. “It goes without saying that safety is important particularly in this field – we are pleased to be able to get the message across in the most attractive way possible as a sponsor with the TUNE IT! SAFE! campaign vehicle.”

As the manufacturer of car component which is especially safety-related and ranks among the top 10 most popular tuning measures, Hankook feels very strongly about the TUNE IT! SAFE! campaign. The traditional unveiling of the campaign vehicle 2018 took place on the VDAT stand in the fitting environment of the leading tuning fair. The initiative by the Federal Department of Transport and the Association of German Car Tuners (VDAT), which has been exclusively sponsored by tyre maker Hankook from the very beginning and supported by further institutional partners, is now entering its thirteenth year and is the epitome of safe tuning.

The TUNE IT! SAFE! Volkswagen Golf-R is not the only sporty car safely on the road on Hankook’s Ventus S1 evo tyres. The multiple award-winning Ventus UHP flagship tyres of the Ventus Line - S1 evo, S1 evo² and S1 evo² SUV - are impressively convincing as original fitment tyres on further Volkswagen models, and are also factory-fitted to various models from Audi, BMW, Mercedes-Benz and Porsche. The focus on the Hankook stand is on the comprehensive and further completed Ultra-High-Performance range. It covers the sectors of particularly high-performance original fitment and retrofit wide-base tyres through to UHP road versions for especially sporty SUVs.

**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).

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 centres 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-mediacenter.com or www.hankooktire.com

|  |
| --- |
| **Contact:****Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 14, 63263 Neu-Isenburg **|** Germany |
| **Felix Kinzer**DirectorTel.: +49 (0) 61 02 8149 – 170f.kinzer@hankookreifen.de | **Larissa Büsch**PR ManagerTel.: +49 (0) 6102 8149 – 171l.buesch@hankookreifen.de  |  |  |