**Hankook Tire Launches Innovative Design Project with the Royal College of Art**

**Hankook Tire launches its ‘2018 Design Innovation’ project that challenges ideas of the future of driving. The project will be held in association with the prestigious Royal College of Art in London.**

***Neu-Isenburg, Germany, January 10, 2018*** – Premium tyre manufacturer Hankook has announced the launch of its ‘2018 Design Innovation’ project. Held every two years, the Design Innovation project realises the infinite possibilities of a tyre through designing creative and realistic alternatives to driving.

‘2018 Design Innovation’ will be held under the theme of ‘Extending Future Life Beyond Mobility’. In 2035, human life is expected to be more connected to technologically advanced systems such as artificial intelligence and robotics. Future mobility in this era will likely not be limited to transporting a person to a different location, but will also expand to providing new experiences and values to the traditional mobility environment. As such, the participants of the project will be asked to create a new tyre concept using autonomous driving technology, proposing a whole new experience to the future of driving.

In association with the prestigious UK’s Royal College of Art in London, over 10 students majoring in vehicle design will participate in the project. They will be required to present a 3D model of a future tyre, including tyre, wheel, and exterior design. The project starts in January and concludes at the end of March. Selected entries will be animated and actual size mock-ups created ready for the award ceremony in September.

Since 2012 Hankook Tire has constantly suggested innovative visions of the future of driving through the Design Innovation project. The previous Design Innovation project was held in 2016 with the University of Cincinnati on ‘Connect to the Connected World', proposing smart mobility for the future mega city. The 2014 project was held in association with the University of Design, Engineering and Business in Pforzheim, Germany on ‘A Great Challenge for a Great Change’. The project shed light on the key roles tyres can play in the era of climate change. The first project began in 2012 with the University of Cincinnati on ‘The way to the future'.

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**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).

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 eight 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. Hankook Tire has been represented in the renowned Dow Jones Sustainability Index World (DJSI World) since 2016.

For more information please visit [www.hankooktire-mediacenter.com](http://www.hankooktire-mediacenter.com) or [www.hankooktire.com](http://www.hankooktire.com)

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