**Hankook is convincing in independent product tests:**

**1st place in Auto Bild summer tyre test 2018**

**The Hankook Ventus Prime³ is the winner of the large-scale summer tyre test 2018 conducted by German automobile consumer magazine Auto Bild. Decisive factors included the best overall braking performance from all 51 examined tyre brands. The German automobile club ADAC also awarded the best mark "Good" to Hankook’s premium comfort tyre in its latest summer tyre test. The Hankook Ventus Prime³ was developed to provide an ideal blend of performance, comfort, safety and environmental friendliness. It is available on the market in more than 90 sizes for an extremely broad spectrum ranging from compact cars to luxury limousines.**

***Neu-Isenburg, Germany, March 12, 2018 -*** The Hankook Ventus Prime³ has confirmed its top performance once again in independent product tests1). Following its excellent victory in the tyre test conducted by Europe’s largest automobile consumer magazine Auto Bild in its debut season in spring 2016 and further international top placings in 2017, the comfort-champion of the successful Hankook Ventus product family has repeated its success this year again in tests by the specialist automotive press. After the renowned ADAC had awarded the Ventus Prime³ the top overall mark "Good" (best mark in the test) in its 2018 summer tyre test and praised the tyre for its outstanding braking performance as "very balanced tyre with top marks on dry roads and good in the wet", the Auto Bild followed suit. In probably the largest-scale tyre test involving 51 products2) including all the top brands, it was crowned the winner for the second time since 2016. The crucial factors included the best braking performance as a combination of wet and dry braking distance out of all brands – probably the most important safety feature for all car drivers. Auto Bild editors testified that the Hankook pattern to be the test winner with outstanding driving characteristics on wet and dry roads, precise steering behaviour, short wet and dry braking distance along with pleasant ride comfort amongst other things.

The Hankook Ventus Prime3 was developed to provide an ideal blend of performance, comfort, safety and environmental friendliness. The very good braking performance on wet surfaces was a key task for Hankook engineers during development. To achieve this, Ventus Prime³ uses a high-grip silica tread compound and a new compounding technology which provides better distribution of polymers and fillers in the tread compound. This improved both wet braking performance and rolling resistance. The effective contact surface between the tyre and the road was increased by using a specially designed, asymmetrical tread. Along with a high tread stiffness in both radial and lateral directions, and in conjunction with special “hybrid hardness” tread ribs with different hardness levels at the outer and inner shoulder areas, the Ventus Prime³ provides an exceptional dry performance. The very good dry braking performance is achieved applying chamfered tread block edges across the entire tread surface and being able to enlarge the tyre's contact surface during braking.

Newly-developed, functionalised polymers with a high molecular weight in the tread compound of the Ventus Prime³ increase its wear-resistance. The tyre is equipped with a highly-modern, lightweight, and especially sturdy Rayon carcass and a wide steel belt package including a jointless bandage and high-strength bead fillers. Besides improving handling, this ensures precise steering feedback and great control, even at high speeds. Thanks to an improved pitch design and the optimised angle of lateral profiling, as well as a sidewall optimised for air resistance, Hankook's development engineers were able to further reduce the noise level of the tyres, once again improving the tyre's comfort features.

The Hankook Ventus Prime³ is market available in more than 90 sizes with tread widths from 195 to 245 for the series 65 to 40 and speed indices H-W (210 - 270 km/h) for an extremely wide spectrum of passenger cars ranging from compact cars to luxury limousines.

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1) Test results of Hankook Ventus Prime³ published in German automotive media:

Magazine: Tested Size: Test Result: Edition:

Auto Bild 205/55 R 16 91 V "exemplary/best in test" 12/2016

Auto Zeitung 215/55 R 17 94 W "highly recommended" 06/2017

Auto Bild 225/50 R 17 98 W "exemplary" 11/2017

ADAC Motorwelt 205/55 R 16 91 V „good" 03/2018

Auto Bild 195/65 R 15 91 V "exemplary/best in test" 10/2018

2) 51 Tyre patterns pre-tested (wet/dry braking), 20 best braking patterns (combined) continued in main test.

**Technical features of the Hankook Ventus Prime³**

1. *Improved performance on dry roads*

* **Increased profile block stiffness in both radial and lateral directions.
* Tyre contact area increased by ten percent.
* Different hardness levels on the outer ribs, and a massive outer shoulder block for improved curve stability.
* Longitudinally oriented tread design for outstanding directional stability, even at high speeds.
* Chamfered profile block edges broaden the contact surface while braking:   
  dry braking power improved by three percent.
* Light, yet highly sturdy Rayon carcass and extremely strong  
  bead filler for better handling characteristics and precise steering feedback.

2. *Improved performance on wet roads*

* C:\Users\HK115\Desktop\K125_bild3.JPGFour wide main tread grooves for especially fast drainage.
* Newly developed, high-grip tread blend and new compounding technology for an improved distribution of polymers and fillers; eight percent
* better wet braking performance.



3. *Reduced noise production and higher comfort*

* Innovative pitch design and newly developed technology to position the tread grooves in order to reduce noise production on the tread, even with  
  continued use.
* Stable, single-strand bead wire for excellent concentricity / driving comfort.
* Air resistance optimised side wall design to reduce air vortices   
  and vibrations at high speeds.



4. *Lower rolling resistance and less tyre wear*

* High-grip silica blend reduces rolling resistance.
* Polymers with high molecular weights in the tread compound:  
  wear performance improved by nine percent.
* Visual Alignment Indicator System on the outer tyre shoulder allows drivers to   
  easily check for uneven wear caused by poor body alignment.



5.  *Line-Up*

* The Ventus Prime³ is primarily produced in Hankook’s highly modern European production facility in Hungary, and is available in 107 sizes from 15 to 19 inches, with tread surface widths of 185 to 245 mm, aspect ratios of 65 to 40, and is available in speed classes H, V, W and Y.

**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 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 Czech Republic, France, Germany, Hungary, Italy, the Netherlands, Poland, Russia, Spain, Sweden, Turkey, UK and Ukraine. 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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| **Contact:**  **Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 14, 63263 Neu-Isenburg **|** Germany | | | |
| **Felix Kinzer**  Director  tel.: +49 (0) 61 02 8149 – 170  [f.kinzer@hankookreifen.de](mailto:f.kinzer@hankookreifen.de) | **Larissa Büsch**  PR Manager  tel.: +49 (0) 6102 8149 – 171  [l.buesch@hankookreifen.de](mailto:l.buesch@hankookreifen.de) | **Yara Willems**  Public Relations  tel.: +49 (0) 6102 8149 – 172  [y.willems@hankookreifen.de](mailto:y.willems@hankookreifen.de) |  |