**Hankook presents
its new high-end tyre Ventus S1 evo 3 alongside other European premières**

**Premium tyre maker Hankook will be taking part in the Essen Motor Show for the 14th time in succession. At this event, which is extremely popular with all motorsports and tuning fans, the manufacturer’s focus is traditionally on ultra-high-performance tyres and this year Hankook will be showcasing its new ultra-high-performance tyre Ventus S1 evo 3 for the first time in Germany. Alongside the entire Hankook product range and show car highlights, the tyre maker will also be presenting two new concept tyres for the first time in Europe. These have been developed in collaboration with the Royal College of Art in London.**

***Neu-Isenburg, Germany, October 30, 2018 –*** Once again Hankook has a powerful presentation ready for the 2018 Essen Motor Show. With spectacular racing and tuning vehicles, the tyre maker is exhibiting its great passion and enthusiasm for tuning and motorsports. A major highlight at this year’s Essen Motor Show is the new high-end S1 evo 3 tyre for passenger cars and SUVs, which will be available on the European market from Spring 2019, initially in 72 dimensions from 17 to 22 inches. “We are particularly proud to be presenting our new flagship to our customers and partners for the first time for the German-speaking market at this important trade show. We are looking forward to interesting discussions,” says Dietmar Olbrich, Vice President Sales & Marketing at Hankook Tire Germany.

Hankook is offering an attraction for visitors again this year and has invited well-known players from Borussia Dortmund and the TV car expert, Sidney Hoffmann, to come along and sign autographs. Roland Hehner, Director Sales & Tuning at Hankook Tire Germany: “The Essen Motor Show is of unique importance for us in the tuning segment. After all, Hankook is firmly focused on safe tuning. It is no coincidence that we have been involved in the ‘Tune it! Safe!’ campaign launched by the Federal Ministry of Transport and Digital Infrastructure for years now.”

Another highlight on the fair stand 7A16 in Hall 7 are the concept tyres for the future which were developed during a student innovation project in collaboration with the Royal College of Art in London. These include “Aeroflow”, a futuristic racing tyre for formula racing cars with maximum contact pressure and the “Hexonic”, an intelligent tyre with a wide range of different sensors. This latter tyre has been designed to illustrate possible solutions for autonomous cars in car-sharing models.

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**About Hankook Tire**

Hankook Tire manufactures globally 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 around 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 approximately 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 |
| **Anna Magdalena Pasternak**PR Managertel.: +49 (0) 6102 8149 – 173a.pasternak@hankookreifen.de | **Yara Willems**Public Relationstel.: +49 (0) 6102 8149 – 172y.willems@hankookreifen.de |  |  |