**Hankook fits the new Ford Focus Active with the Ventus Prime 3**

**Tyre maker Hankook is further expanding its OE partnership with the Ford Motor Company the new Ford Focus Active is being exclusively factory-fitted with Hankook’s Ventus Prime 3. Two sizes of Hankook’s premium comfort tyre have been available as original equipment for the new vehicle model since the end of 2018.**

***Neu-Isenburg, Germany, 14 February 2019*** – Premium tyre maker Hankook is factory-fitting the new Ford Focus Active with the Hankook Ventus Prime 3. The tyre, which stands for safety, performance and comfort, has been available in sizes 215/50R18V and 215/55R17V for the vehicle model since December 2018. Thanks to smart technologies such as freely selectable drives modes, the Ford Focus Active offers innovative handling which is boosted even further by the Ventus Prime 3.

Hankook’s latest ultra-high-performance tyre shows a good driving performance and excellent braking performance on wet and dry surfaces. Its wide four channel grooves with rapid drainage provide an optimised wet performance and, its grooves have an optimised design for each position, minimising the trade-off between wet and dry performance. Innovative compounding technologies were applied during development, making use of a high-grip silica tread compound that provides improved wet braking.

“During development of the new Ventus Prime 3, special attention was paid to a high traction and braking performance, particularly on wet road surfaces,” explained Dipl.-Ing. Klaus Krause, Head of the European Research and Development Center at Hankook. “By using an adapted asymmetrical tread, the actual contact surface between the tyre and the road has been increased by ten percent. This means the Ford Focus Active will hit the road especially safely and precisely thanks to Ventus Prime 3.”

The Ventus Prime 3 has received various awards: In 2018 the tyre was awarded the top grade “Good” in the product test by the German Automobile Club ADAC and took first place in the large tyre test 2018 conducted by Auto Bild. In addition, Hankook’s Ventus Prime 3 won the Red Dot Design Award 2016 in a field of 51 competitors.

Premium tyre maker Hankook has been supplying original equipment tyres to Ford Motor Company since 1999. Now models ranging from Ford Fiesta and Explorer to Mustang are fitted with Hankook’s products. With the addition of the all-new Ford Focus Active, Hankook continues to expand its global automotive partnership, successfully supplying original equipment tyres for 45 car brands.

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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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