**Hankook Tyre UK Appoints New Regional Sales Manager**

**Hankook Tyre UK demonstrates continuous success, with the appointment of Rob Burkhill as Regional Sales Manager for the Northern Region. Rob brings with him a wealth of experience with nearly 20 years in the industry, which will assist in building and strengthening customer relations, and expanding Hankook’s portfolio in the UK car tyre market.**

***Daventry, UK, 16th April 2019 –*** Hankook Tyre UK has appointed Rob Burkhill as a Regional Sales Manager for the Northern region. Rob brings with him a wealth of experience, totalling nearly twenty years, which will serve him well as he develops the sales of Hankook passenger car and light truck tyres in the UK.

UK Managing Director Brett Emerson added “We are delighted to welcome Rob to Hankook as we continue to demonstrate ambitious growth plans here in the UK. Rob’s extensive industry experience, professionalism and highly motivated work ethic shall without doubt witness him become a major asset to the team.”

Rob has worked up through the ranks, from being a work experience student, right through to becoming Commercial Manager in his previous role. His extensive experience in the retail side of the industry will allow him to provide an added value of customer service, whilst building and strengthening his customer base.

Rob commented “It is well known throughout the industry that Hankook manufactures superb quality products and as a testament to this Hankook’s tyres can be seen fitted as original equipment by many of the premium vehicles manufacturers. I am thrilled to be working with a really experienced and committed team at Hankook and am looking forward to developing a relationship with existing and new customers and to build the Hankook brand even further in the coming years.”

###

**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 21,000 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.

**Contact:**

Hankook Tyre UK Ltd. | Fawsley Drive, Heartlands Business Park, Daventry, Northamptonshire, NN11 8UG

Zoë Baldwin

Marketing Communication Manager

Tel: +44 (0) 1327 304-146

zbaldwin@hankooktyres.co.uk