**Hankook Tire appoints Brett Emerson   
as new UK Managing Director**

**Hankook Tire has appointed Brett Emerson as Managing Director for UK from 1st January 2019. Emerson brings a wealth of experience with him to the role, with over 30 years’ experience in the tyre industry, including nearly five years at Hankook in the role of UK Sales Director. He takes over the position from Jong Jin Park who has now relocated to Hankook’s American Headquarters to assume a new role.**

***Daventry, UK, 3rd January 2019*** – Hankook Tyre UK has announced the appointment of Brett Emerson as UK Managing Director at the Daventry based operation. Mr Emerson has extensive knowledge of the tyre industry, and coupled with the experience gained as Hankook’s UK Sales Director for nearly five years, he shall continue to successfully expand Hankook’s presence in the UK market.

"We are convinced that with Mr Emerson we have made the best choice for this position,” says Tony Lee, Vice President Marketing & Sales at Hankook Tire Europe. “With 30 years of working experience in the UK Tyre industry and his already existing attachment to Hankook, we found someone whose knowledge we trust and whose experience we will undoubtedly benefit from.”

“For me it is a privilege and an honour to become Managing Director of Hankook Tyre UK,” says Emerson who will now lead the UK based team. We have developed a really strong and committed team at Hankook UK, and this, linked with having a fantastic portfolio of industry leading products, growing brand awareness, a deceptively large share of European OE fitments, and some great business relations and partnerships with our Customers gives us an amazing opportunity in the coming years. I look forward to building on our recent success’ in 2019 and beyond.”

Since joining the company over four years ago, Brett has successfully implemented ambitious growth plans, which will be continued to further expand Hankook’s presence in the UK market. He will be taking over from Jong Jin Park who has relocated to the company’s American Headquarters to assume a new role where his extensive experience in developing integrated marketing strategies will be of extreme value in such a competitive market.

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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 waorldwide 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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