**Hankook Tire introduces a new line of truck and bus tyres under its Laufenn Brand**

**Under its Laufenn Brand, tyre maker Hankook launches a new line of tyres for commercial use in the UK. Laufenn truck and bus tyres focus on the second tier of the UK market, targeting customers who value the reliability and quality associated with an established, premium tyre maker. Laufenn will initially launch with nine different patterns, covering the main range of tyre sizes, for the transport of goods, people as well as tyres for construction traffic. The initial line-up has been developed to meet more than 85% of the total market needs, with most of the sizes offering 3PMSF labelling.**

***Neu-Isenburg, Germany / Daventry, UK, July 27, 2020*** – With Laufenn a new truck and bus tyre brand has been launched by premium tyre maker Hankook in the UK. The company’s secondary brand, successfully established in 2015 in the passenger car sector, is already known for its attractive price-performance ratio. Strategically, the new line of Laufenn truck and bus tyres will be marketed as a wise choice for smaller fleet partners, as well as budget-conscious owner-operators looking for reliable quality. The new product lines are designed to further strengthen Laufenn and the synergies with the Hankook brand.

“Our new Laufenn truck and bus radial tyres will offer the UK market a valuable addition to Hankook’s overall product portfolio,” says Chang-Yool Han, Managing Director of Hankook Tyre UK. “It will help us to demonstrate to our customers that Hankook is a premium tyre maker, able to offer a full and comprehehnsive product range, and therefore strengthen our position as a tyre solution provider.” Paul Emery, Sales Director of the UK adds: “To us this is a unique opportunity – by launching an additional truck and bus tyre brand for commercial use, we also substantiate the development of Hankook’s TBR offer into a striving, full-service, premium brand with all its associated technological innovations.”

The Laufenn truck and bus tyre line-up will initially offer products for regional haul use, last mile delivery, public transport and construction traffic. All patterns are regroovable and retreadable with a deep original tread to deliver a good mileage performance. With proven casing technology and the necessary tread compound know-how, nine different tread patterns will initially be available to cover most of the market needs, of which 80% carry the three-peak mountain snowflake (3PMSF) symbol.

The Laufenn range will include five tread designs for regional haul, three for construction and material handling traffic and one for urban and commuting bus services:

The regional haul treads cover Truck, Trailer and Bus needs. The two steer tyres, Laufenn **LF21** for regional to longer driving distances, and **LF22** for regional hauling, accommodate a wide range of vehicles, ensuring they will be well equipped and profiting from excellent durability, among other advantages. The Laufenn **LZ22** serves as a drive axle tyre for regional haul application, offering a robust tread compound for long tyre life and even wear. Laufenn **LF90** an **LF91** bothfit the purposes of regional haul trailer tyres in different sizes.

The On & Off road application range of Laufenn truck tyres covers the needs of customers who frequently serve construction sites with their fleet. Therefore, the all position Laufenn tyres **LR01** and **LR02** both offer the necessary heavy-duty endurance to withstand different levels of ground condition-induced stress. Laufenn **LR53** teams up with the LR01 and LR02 as a reliable drive axle tyre with good chip and cut resistance and ability to withstand the demands for On & Off road application.

For urban areas the new Laufenn range offers a multi-purpose all position tyre especially for city traffic. The **LF60** provides high wet grip and low noise levels especially for urban bus traffic.

The new line of Laufenn truck and bus tyres will initially be available from October in the UK. The available launching portfolio depends on each local market’s requirements and varies from a broader sales strategy to exclusive distribution-rights.

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**Available Line-up overview Laufenn Truck and Bus Tyres:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Tread** | **Size** | **LI** | **Marking** |  | **M+S** | **Availability** |
| **LF21** | 205/75R17.5 | 124/122M | D/B/1W 70dB | 🗹 | 🗹 | 🗹 |
| 215/75R17.5 | 126/124M | D/B/1W 70dB | 🗹 | 🗹 | 🗹 |
| 235/75R17.5 | 132/130M | C/B/1W 70dB | 🗹 | 🗹 | 🗹 |
| 245/70R17.5 | 136/134M | C/B/1W 70dB | 🗹 | 🗹 | 🗹 |
| 245/70R19.5 | 143/141J / 136/134M | C/C/1W 69dB | - | 🗹 | 🗹 |
| 265/70R19.5 | 143/141J / 140/138M | C/C/1W 69dB | - | 🗹 | - |
| **LF22** | 295/80R22.5 | 152/148M | D/B/1W 71dB | 🗹 | 🗹 | 🗹 |
| 315/70R22.5 | 154/150L | C/B/1W 71dB | 🗹 | 🗹 | 🗹 |
| 315/80R22.5 | 156/150L | C/B/1W 71dB | 🗹 | 🗹 | 🗹 |
| 385/65R22.5 | 160K/158L | C/B/1W 71dB | 🗹 | 🗹 | 🗹 |
| **LZ22** | 205/75R17.5 | 124/122M | E/B/1W 73dB | 🗹 | 🗹 | 🗹 |
| 215/75R17.5 | 126/124M | E/B/1W 73dB | 🗹 | 🗹 | 🗹 |
| 235/75R17.5 | 132/130M | D/B/1W 73dB | 🗹 | 🗹 | 🗹 |
| 245/70R17.5 | 136/134M | D/B/1W 73dB | 🗹 | 🗹 | 🗹 |
| 245/70R19.5 | 143/141J / 136/134M | D/B/1W 70dB | - | 🗹 | 🗹 |
| 265/70R19.5 | 143/141J / 140/138M | D/B/1W 70dB | - | 🗹 | 🗹 |
| 295/80R22.5 | 152/148M | E/B/1W 73dB | 🗹 | 🗹 | 🗹 |
| 315/70R22.5 | 154/150L | E/B/1W 73dB | 🗹 | 🗹 | 🗹 |
| 315/80R22.5 | 154/150M | E/B/1W 73dB | 🗹 | 🗹 | 🗹 |
| **LF90** | 215/75R17.5 | 135/133J | D/B/1W 70dB | - | 🗹 | 🗹 |
| 235/75R17.5 | 143/141J | C/B/1W 70dB | - | 🗹 | 🗹 |
| 245/70R17.5 | 143/141J / 146/146F | C/B/1W 70dB | - | 🗹 | 🗹 |
| **LF91** | 385/55R22.5 | 160K/158L | B/C/1W 70dB | 🗹 | 🗹 | 🗹 |
| 385/65R22.5 | 160K/158L | C/C/1W 70dB | 🗹 | 🗹 | 🗹 |
| 425/65R22.5 | 165K | C/C/1W 70dB | 🗹 | 🗹 | 🗹 |
| **LR01** | 13R22.5 | 154/150K / 156/150G | D/C/1W 71dB | 🗹 | 🗹 | 🗹 |
| 315/80R22.5 | 156/150K | D/C/1W 71dB | 🗹 | 🗹 | 🗹 |
| **LR02** | 385/65R22.5 | 158L/160J | D/C/2W 72dB | 🗹 | 🗹 | 🗹 |
| **LR53** | 13R22.5 | 156/150K | D/C/1W 72dB | 🗹 | 🗹 | 🗹 |
| 315/80R22.5 | 156/150K | D/C/1W 72dB | 🗹 | 🗹 | 🗹 |
| **LF60** | 275/70R22.5 | 150/148J / 152/148F | D/C/1W 71dB | 🗹 | 🗹 | 🗹 |

**About Laufenn**

The Laufenn tyre brand launched on the European market in 2015 originated in the quest for simplicity and is oriented towards reliable performance and an attractive driving experience. Laufenn focuses on the basics and major functions of the tyre in order to offer customers a comprehensive range of practical products suitable for a wide range of different lifestyles and needs, including high-performance radial tyres for passenger cars, SUVs and light trucks for both summer and winter. As the new Hankook Tire brand, Laufenn provides reliable quality and outstanding service from R&D through to production as well as a committed after-sales service with comprehensive warranty under the umbrella of a major company group. In 2020 the Laufenn brand is further extended and now also includes a broad line-up of bus- and truck tyres covering all the essential market requirements within an attractive price-performance ratio.

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