**Hankook launches a new all-season pattern**

**under its Laufenn Brand**

**Tyre maker Hankook has added an all-season pattern for passenger cars and small-to-medium sized SUV’s to its Laufenn brand tyre portfolio. The addition is part of Hankook’s continuous global expansion with its second brand Laufenn, launched in 2015. The allnew Laufenn G FIT 4S will initially be available on the European market in popular sizes from 13 to 18 inches.**

***Neu-Isenburg, Germany, 5th November 2020*** – Premium tyre maker Hankook announces the addition of a new all-season tyre for passenger cars and small-to-medium sized SUV’s to its Laufenn brand portfolio. The Laufenn G FIT 4S features widening grooves and a high grip silica compound to ensure stable driving throughout the various temperature ranges that regularly occur in Europe. With its second brand, Laufenn, Hankook Tire offers consumers a range of modern car and SUV tyres that are tailored to different lifestyles and offer an attractive price-performance ratio. The new Laufenn G FIT 4S has been developed for price-conscious drivers looking for a safe ride during all seasons in urban areas and the lowlands, avoiding tyre change twice a year due to various reasons.

“Our Laufenn brand will be developed further, and we are expanding its product portfolio carefully, wherever necessary and required by market demand,” explains Sanghoon Lee, President of Hankook Tire Europe. “The addition of a new Laufenn all-season pattern for passenger cars and SUV’s is a result of the rising popularity of this segment, particularly in Central and Western Europe.”

The use of high grip silica and enhancing additives in the tread compound of the all new Laufenn G Fit 4S, combined with Hankook’s advanced mixing technology, provides a reliable level of grip all year round, particularly on wet or slush covered roads. The tyre’s V-shaped tread design incorporates wide aqua grooves that enlarge towards the outside shoulder. As a result, the dispersion of water and slush is accelerated, minimising the risk of aqua- or slush-planing.

The wide steel belt package and an equilibrium carcass contour of the Laufenn G Fit 4S allow for a stable ride and good handling properties, particularly in dry conditions. This, combined with a high hardness bead filler for a precise steering response, results in a good dry performance. A jointless full cover improves handling and tread wear and helps to maximise the tyre’s contact area with the road even at higher speeds. The single strand bead wire is reinforced on the new Laufenn all-season tyre to provide elasticity and regularity for a smooth ride. Interlocking centre blocks ensure greater block stiffness for good stability on both wet and dry roads.

Semi grooves have been arranged over the tread in various angles to maximise edge effects under all conditions including during different steering angles. Linear 3D-sipes across the centre of the tyre tread enhance performance, particularly in snowy conditions, without sacrificing the block stability for good dry performance. 2D waved sipes in the shoulder area support snow traction and braking, while being able to interlock during dry cornering.

The new Laufenn G FIT 4S is certified with the 3PMSF (3 Peak Mountain Snowflake) mark customary for all-season tyres on European roads. It will initially launch in Europe with sizes available from 13 to 18 inches in tread widths from 155 to 235 mm and aspect ratios from series 80 to 40, mainly as extra load versions in speed indices ranging from T to Y.

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**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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