**Press release**

**The Tire Cologne 2022: World and European premieres for Hankook products**

* **Ventus iON: specially developed line-up for electric vehicles**
* **Winter i\*cept RS3: high-traction winter tyres for drivers who spend a lot of time on the road**
* **i-Flex: European premiere for pre-production, airless concept tyres**

**Neu-Isenburg, Germany, 10 May 2022** – Hankook is set to attend the top international trade fair for the tyre industry, The Tire Cologne, where it will present three premiering products. The trade fair will be held live again for the first time in three years and will take place from 24-26 May in Cologne. In May 2022, premium tyre manufacturer Hankook will be launching iON, its first family of tyres specially designed for electric vehicles, under the memorable name iON (pronounced /ai’on/). By taking this approach, the company is making a decisive contribution, from a tyre choice perspective, to advancing the transition of mobility towards zero-emission vehicles. The Winter i\*cept RS3, the new winter tyre for drivers who spend a lot of time on the road, was developed as an improved version of the award-winning Winter i\*cept RS2. In addition to other improvements, tyre mileage has been increased by 10% compared to the previous model. The tyre also offers improved braking performance on wet roads. This is the first time the latest design of the i-Flex airless concept tyre has been presented in Europe. The tyre made its debut at the start of the year at the industry-leading CES (Consumer Electronics Show) trade fair in Las Vegas, USA. This completes the trio of Hankook’s premiering products at the exhibition grounds in Cologne. Visitors can find Hankook’s trade fair booth in Hall 8.1 aisle C040/aisle D049.

"Trade fairs like Tire Cologne are of European relevance. This year, Hankook offers a comprehensive line-up of its latest treads. Highlights such as the recently launched iON product line or the
i-Flex concept tyre show how seriously our company is taking its task of becoming a Future Driving Innovator," says Sanghoon Lee, President of Hankook Tire Europe.

**The Hankook iON is the first family of tyres to be developed especially for electric vehicles: greater range, quieter to drive**

Reducing rolling resistance was a key development objective for the global iON tyre family. Compared to conventional tyres, for drivers of electric cars this means more kilometres per battery charge. An extensive set of technical measures ensures the tyres meet the ultra-demanding everyday requirements for EV tyres (EV = Electric Vehicle). In particular, Hankook has countered the higher vehicle mass of electric vehicles – caused by the considerable weight of the drive batteries – with a higher load capacity. Furthermore, ultra-resistant aramid fibres effectively counteract the deformation forces caused by the especially high torque in electric vehicles.

The engineers also wanted to create a tyre that makes as little noise as possible. iON products include Hankook’s integrated Sound Absorber™ technology, which – in connection with the unique tyre pattern – noticeably reduces the level of noise inside the car. The tread compound, which features a high proportion of natural resin, also ensures exemplary durability and reduced wear. Another special feature of the new compound is its high proportion of natural oils. This not only makes the iON products more sustainable overall, but also has a positive effect on the mileage of the tyres.

iON products will initially be available in three designs at the market launch, in sizes from 18 to 22 inches: in Europe from May 2022 as the **Hankook Ventus iON S** summer tyre pattern, and from September 2022 for the winter as the **Hankook Winter i\*cept iON**. The **Hankook Ventus iON A** tyre will be available as an all-season version for the North American market. Further specific product designs will follow.

Dietmar Olbrich, Vice President Marketing & Sales at Hankook Reifen Deutschland says: “We’re delighted to be at Tire Cologne again after the three-year hiatus and to have the opportunity to present the new Hankook products to our customers. The key highlight this year is of course the new iON tyre family. There are, however, other great product innovations from the conventional tyre segment as well. Stimulating conversations with our customers and partners will round off a fantastic trade fair experience.”

**Overview of a modern product portfolio**

In addition to the product highlights mentioned at the beginning, other relevant products will also be on show at the Hankook trade fair booth at Tire Cologne in Hall 8.1 – including the Ultra-Ultra-High-Performance Ventus S1 evo Z tyre. Moreover, Hankook will be showcasing selected products from the modern truck and trailer tyre segment. The SmartFlex AH51 and SmartFlex DH51 which made their debut over the past year, along with fully retreaded Alphatread tyre patterns, will complete Hankook’s trade fair offering.

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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 several European countries and sells its products through regional distributors in other local markets. Hankook Tire employs approximately 20,000 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 34 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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