**Press release**

**Hankook named #1 online tyre brand following Tyres & Accessories research**

* **Hankook online presence ahead of top 18 tyre brands achieving 100% ranking**
* **Facebook social network is still #1 with 2.934 billion users**

**Daventry, UK, 3 November 2022** – Tyres & Accessories, the leading English-language tyre trade publication in Europe, in conjunction with brand monitoring agency BrandMentions, have published the findings of their analysis of the impact of social media and price comparison on the tyre business.

The findings put Hankook at the top of the table where the brand’s online impact and the interaction of followers activating the highest number of shares was much stronger than other tyre brands. Hankook’s most recent online activities include promoting the iON range of EV tyres and the partnership with Formula E.

Managing Director of Hankook Tyre UK Chang Yool Han said, “Hankook recognises the value of investing in social media to support both the trade and the consumer and are continually developing our online platforms.”

A summary of the results for Hankook are as follows: Mentions: 562, Interactions/1000: 4.1, Reach/1000: 3900, Shares: 347, Likes/1000: 3.6, Raw Score: 263778.57, Ranking percentage: 100%

Source: BrandMentions; T&A research October 2022

Back in 2011, when the first investigation was conducted, there were only four social media networks that dominated the online market ranked as follows: #1 Facebook, #2 YouTube, #3 Twitter and #4 Myspace with Facebooks users totalling 750 million. Now in 2022 the number of social networks has increased to 15 networks. Facebook and YouTube are still at #1 and #2 respectively, followed by #3 WhatsApp and #4 Instagram. Facebook now has 2.934 billion users.

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**About Hankook**

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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