**Press release**

**Hankook joins forces with virtual influencer ‘Mono Mars’ within the framework of Formula E**

* **Hankook collaborates with virtual space explorer Mono Mars to convey core values of the all-electric racing series**
* **Social media partnership kicks off with season 9**
* **Focus on innovative Hankook technologies featured in the EV racing tyre iON race**

**Neu-Isenburg, Germany, 11 January 2023 –** Hankookhas secured intergalactic support for its Formula E activities. Likeable virtual AI robot Mono Mars will help the premium tyre manufacturer reach out to motorsports fans worldwide as official Hankook partner for the ninth season of the all-electric racing series.

Mono Mars is a virtual influencer inspired by Mars exploration rovers. His presence on all the major social networks includes over 110K followers on Instagram, keeping tabs on his exploits on earth and in space. His friendly, unique metaverse character makes him popular around the world as he shares space and tech-oriented content with underlying social themes such as climate change and environmental pollution.

Hankook appointed Mono Mars as its Formula E influencer because their shared core values on topics such as sustainability and innovative technology make them a perfect match. The two are planning a variety of social media content relating to the electric racing series, with the aim of establishing a close dialogue with motorsports fans and younger target groups.

The overall package includes interviews with popular drivers, ‘E-village’ experiences and real-time race information directed at reinforcing the premium brand image of Hankook through the exclusive iON Formula E racing tyre.

Formula E Season 9 is set to begin on 14 January with the Hankook Mexico City E-Prix, the first of 16 races in 11 countries over the next seven months. The final race is the London E-Prix, which takes place at the end of July. This season, 22 drivers from 11 teams will compete for the championship, using the expertise of eight global vehicle brands: DS Automobiles, Jaguar, Maserati, McLaren, Mahindra & Mahindra, NIO, Nissan and Porsche.

The Gen3 electric vehicle makes its debut this season with a significantly increased maximum output of 350 kW (475 horsepower). All cars will be fitted with Hankook’s iON race, created specifically for EVs in close collaboration with the FIA. Dedicated technologies mean it offers the best racing performance and excellent efficiency.

Hankook is accelerating its motorsports activities with industry-leading racing tyre technology, and sponsors teams in more than 70 domestic and international motorsports championships. It has been active as an official sponsor and technical partner of Formula E since September 2022, thus driving the evolution of electric motorsports.

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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 & street racing/ street circuits/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, Austria, Poland, Russia, Serbia, Spain, Sweden, Turkey, UK and Ukraine. Hankook products are sold directly through regional distributors in other local markets. Hankook Tire employs approximately 20,000 people worldwide and sells products in over 160 countries. The company has been selected as the technical partner and exclusive tyre supplier of the Generation 3 for the FIA ABB Formula E World Championship, starting 2023. Internationally leading car manufacturers rely on tyres made by Hankook for their original equipment. More than 38 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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