**Press Release**

**Hankook continues partnership with Supercar Fest for 2023**

* **Hankook Tyre UK is announced as official tyre sponsor at Supercar Fest for a fourth year**
* **Lamborghini Huracán Super Trofeo EVO2 racing car at the Hankook stand**
* **The event will take place on 20th – 21st May 2023 at Sywell Aerodrome in Northamptonshire, which will see supercars go head-to-head on a one-kilometre runway**

**Daventry, UK, 7 March 2023** – Hankook Tyre UK has renewed its partnership as official tyre partner for a fourth year with Supercar Fest in 2023. This supercar themed festival continues to grow as one of the leading dynamic supercar events in the UK, allowing unrivalled access to the best modern day and classic supercars ever built.

At the Hankook stand, visitors will be able to see the new Lamborghini Huracán Super Trofeo EVO2 which races on the new Hankook Ventus Race tyre and has been specifically developed for the Lamborghini Super Trofeo, a competition that Hankook is the exclusive tyre partner for. The Ventus Race is specifically tailored to the Lamborghini Huracán Super Trofeo Evo2 racing car and will be used in Lamborghini Super Trofeo Europe, North America and Asia.

Chang Yool Han, Managing Director of Hankook Tyre UK says “Hankook is delighted to once again be named as the official tyre partner for another year. This is a fantastic opportunity for us to showcase the Hankook brand and our world class tyres to motoring enthusiasts and supercar owners.”

As well as the runway action there will be plenty more happening across the 2-day event. Visitors can enjoy unrestricted access to the supercar paddock where they can get close to all types of supercars, from the modern to the classics as well as over 50 rarely seen on the road ‘hypercars'.

**Hankook tyres on display**

Hankook will showcase its latest high-performance flagship tyres as well as the iON evo summer tyre from the latest addition to the Hankook portfolio, the iON range for the premium electric vehicle market. Characteristics of the iON evo tyre include reduced rolling resistance, extremely low rolling noise and high load-bearing capacity. For drivers of electric vehicles this means more range per battery charge and a better driving experience compared to conventional tyres. In addition to this the new Hankook iON tyre is specifically designed for the instant high torques produced by powerful electric vehicles.

Hankook’s ultra-ultra-high-performance-tyre Ventus S1 evo Z designed with proven motorsport technology to ensure high performance of premium segment sports cars at high speed. The Ventus S1 evo Z marks a new era in Hankook’s high-end-tyre portfolio, streamlined for highly demanding sports cars that need that extra bit of grip and cornering qualities, without compromising durability and safety. This ultra-ultra-high-performance tyre is being used as original equipment by leading premium manufacturers of sports vehicles including BMW X3 and X4 M, MINI John Cooper Works GP, and last but not least the Porsche Panamera. The ultra-high-performance tyre Ventus S1 evo 3 demonstrates a superior handling performance, without compromising the mileage capabilities and ride comfort and is the OE fitment for leading car makers like Audi, BMW, Mercedes-Benz and Porsche.

For decades, Hankook has been one of the first ports of call when it comes to international motorsport. Since Season 9, Hankook has been the new and exclusive technical partner and tyre supplier of the ABB FIA Formula E World Championship, for which the particularly sustainable iON Race was developed in close cooperation with Formula E. The premium tyre maker’s portfolio covers a broad spectrum. This includes the new partnership with Lamborghini Super Trofeo, the 24H Series powered by Hankook, one of the most prestigious endurance series in the world, as well as the FIA ERC4 Junior Championship on the rally scene.

Visit the Hankook website for more information about the company and their tyre range at <https://www.hankooktire.com/uk/en/home.html>

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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 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 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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