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**Press Kit**

**Essen Motor Show**

**2018**

**Essen Motor Show**

**30th Nov. – 9th Dec. 2018**

Press Kit

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You will find further material on Hankook’s line-up on our Media Center Website: [www.hankooktire-mediacenter.com/essen-motor-show-2018](http://www.hankooktire-mediacenter.com/essen-motor-show-2018)

**Hankook presents its new high-end tyre Ventus S1 evo 3 alongside other European premières**

**Premium tyre maker Hankook will be taking part in the Essen Motor Show for the 14th time in succession. At this event, which is extremely popular with all motorsports and tuning fans, the manufacturer’s focus is traditionally on ultra-high-performance tyres and this year Hankook will be showcasing its new ultra-high-performance tyre, the Ventus S1 evo 3 for the first time in Germany. Alongside the entire Hankook product range and show car highlights, the tyre maker will also be presenting two new concept tyres for the first time in Europe. These have been developed in collaboration with the Royal College of Art in London.**

**Neu-Isenburg/Germany, November 30, 2018** – Once again Hankook has a powerful presentation ready for the 2018 Essen Motor Show. With spectacular racing and tuning vehicles, the tyre maker is exhibiting its great passion and enthusiasm for tuning and motorsports. A major highlight at this year’s Essen Motor Show is the new high-end S1 evo 3 tyre for passenger cars and SUVs, which will be available on the European market from Spring 2019, initially in 72 dimensions from 17 to 22 inches. “We are particularly proud to be presenting our new flagship to our customers and partners for the first time for the German-speaking market at this important trade show. We are looking forward to interesting discussions,” says Dietmar Olbrich, Vice President Sales & Marketing at Hankook Tire Germany.

Hankook is offering an attraction for visitors again this year and has invited well-known players from Borussia Dortmund and the TV car expert, Sidney Hoffmann, to come along and sign autographs. Roland Hehner, Director Sales & Tuning at Hankook Tire Germany: “The Essen Motor Show is of unique importance for us in the tuning segment. After all, Hankook is firmly focused on safe tuning. It is no coincidence that we have been involved in the ‘Tune it! Safe!’ campaign launched by the Federal Ministry of Transport and Digital Infrastructure for years now.”

Another highlight on the exhibition stand 7A16 in Hall 7 are the concept tyres for the future which were developed during a student innovation project in collaboration with the Royal College of Art in London. These include “Aeroflow”, a futuristic racing tyre for formula racing cars with maximum contact pressure and the “Hexonic”, an intelligent tyre with a wide range of different sensors. This latter tyre has been designed to illustrate possible solutions for autonomous cars in car-sharing models.

**Hankook introduces its new Ultra-High Performance flagship tyre for passenger cars and SUVs:**

**The Ventus S1 evo 3**

**Tyre maker Hankook will be launching the Ventus S1 evo 3, an Ultra-High Performance tyre for passenger cars and SUVs, on Europe’s roads in early 2019. As with all Hankook tyre treads, safety was again the emphasis in the engineers’ product specifications for the premium tyre maker's latest development. Great importance was therefore attached to further improvements in the areas of wet grip and handling/steering precision for what is now the third generation of the S1 evo. In addition, the developers placed a particular focus on reducing rolling resistance while maintaining the high mileage, similar to its predecessor. The new Ventus high-end product line thus combines the excellent “S1 evo” performance and its comfort characteristics, often confirmed in a number of independent product tests, with significantly improved environmental properties. The new Hankook Ventus S1 evo 3 will initially be offered on the European market in 72 dimensions ranging from 17 to 22 inches from early 2019 onwards.**

As a completely new development, the Hankook Ventus S1 evo 3 is the logical continuation of the success story of Hankook’s Ultra-High Performance tyres. Like its predecessor, it offers a very safe and sporting-yet-comfortable driving experience in both dry and wet conditions. The latest member of the Hankook Ventus family, which celebrated its market launch back in 1994 with the original “Ventus”, sets a new focus, in particular in the area of environmental protection and resource conservation.

A milestone for the company was the introduction of the first Hankook high-end UHP tread, the “Ventus S1 evo” in 2005, which caused the public to sit up and take notice following a continuous stream of top test results in the international trade press, as a tyre for sports vehicles. Its successor, the Ventus S1 evo 2, has so far developed into the most successful tread in the company’s history – also being fitted as premium original equipment by leading German car makers, Audi, BMW, Mercedes-Benz and Porsche. Based on DTM-proven technology, it excels thanks in no small part to its high steering precision and excellent handling behaviour. Hankook has succeeded in further optimising these driving characteristics in the Ventus S1 evo 3 through a range of features that also address its environmental properties (rolling resistance and durability).

“We’ve been present on the global tyre market for almost 25 years with our Ultra-High Performance products, and our tyres have established themselves as premium original equipment amongst leading car makers, including the high-performance sports car segment,” explains Han-Jun Kim, President of Hankook Tire Europe. “With our new flagship, we're consciously continuing along our chosen path. To this end, we have brought a large number of new technologies to series production over the last few years, and these are ready to be deployed for the first time. I am therefore certain that the new Ventus S1 evo 3 will be an immediate success with our customers from its launch in early 2019.”

Thanks to continuous research, a new generation of innovative materials is being used for the Ventus S1 evo 3. Hankook’s compounding experts have optimised the driving characteristics of the Ventus S1 evo 3 on wet and dry roads by using high-performance natural resins in the tread compound. This not only increases the grip level at the peak of performance output, the tyre also remains at this grip level across a significantly larger range of temperatures, resulting in a very wide threshold range. A high-grip full-silica tread compound and a special mixing technology for a significantly better distribution of polymers and filler material are used in the tread compound. This results in a clear improvement in brake performance in the wet as well as in reducing rolling resistance.

A new type of compound for the tyre’s sidewall also contributes to this reduction, further lowering the rolling resistance of the Ventus S1 evo 3 by at least an additional 2.5%.

A new 0-degree cap ply made from aramid composite reduces the unwanted growth in rolling circumference at high and very high (300 km/h and more) speeds by up to 60 per cent compared with traditional nylon-based fabrics, giving the Ventus S1 evo 3 significantly better driving stability and a longer life thanks to lower heat generation.

The cap ply also contributes to an improvement in cornering forces of just over five percent. ‘Hyper slants’ in the centre tread bar ribs also help to increase the cornering force by enlarging the contact surface under load, for example when sudden evasive manoeuvres are necessary. The blocks of highly rigid and especially widely outer ribs of the asymmetric tread have been reinforced with additional connecting bridges to provide precise and stable handling through corners.

The pronounced outer tread groove within the special block design is a purely visual feature reminiscent of the distinctive first Ventus S1 evo design, with its typical line in the outer tread area. From a technical perspective, the ‘interlocking groove', in combination with the further flow-optimised 4-channel design, effectively reduces aquaplaning whilst also greatly increasing wet grip without causing any loss of performance on dry roads.

Engineer Klaus Krause, Head of Hankook’s European Technical Center in Hanover, says: “For the Ventus S1 evo 3, our engineers set their sights on beating its predecessor – as Hankook's most successful tread in the market to date – in virtually every area. The result of their work is an Ultra-High Performance tyre whose handling and driving characteristics have been optimised in such a way as to make driving emotion a true experience. Furthermore”, Krause continues, “the future requirements of so-called real driving emissions that the automotive industry needs to meet in the WLTP tests that are now mandatory for approval, have already been incorporated into the development of the S1 evo 3.”

The development for the Ventus S1 evo 3 was undertaken in the tyre maker’s European Technical Center in Hanover, which is part of the global Hankook Tire research network. Production will take place primarily in the company's ultra-modern production facility in Rácalmás, Hungary. The S1 evo 3 will also be available at market launch in an adapted version for SUVs with a two-ply rayon carcass. A number of versions have already received original equipment approval from German car makers for their latest models. The new Hankook flagship will initially be launched across the entire European market from early 2019. The initial line-up will include over 72 dimensions ranging in size from 17 to 22 inches in the 50 to 25 series, with tread widths ranging from 205 to 315 mm.

**Hankook Tire presents new futuristic concept tyres at the Essen Motor Show 2018**

**The “Design Innovation” project organised by Hankook every two years in collaboration with internationally renowned design universities will be concluded at the Motor Show in Essen this year. The motto of the design studies prepared in 2018 in cooperation with the London Royal College of Art was “Extending Future Life beyond Mobility”. Now the tyre maker is presenting the winning entries “Aeroflow” and “Hexonic” by the London-based design students in Europe for the first time. The innovation project initiated by Hankook is intended to motivate design students to develop ideas which go beyond the limits of today’s tyre and mobility developments.**

At this year’s Essen Motor Show, premium tyre maker Hankook Tire is once again concentrating on future topics and presenting two futuristic concept tyres, the Aeroflow and the Hexonic. The innovation concept initiated with the London Royal College of Art this year within the context of the Hankook “Design Innovation” was launched under the motto “Extending Future Life beyond Mobility”. The task the participating students were set was to develop a new tyre concept for autonomous vehicles and thus to create a whole new experience for mobility of the future. Evaluation criteria for choosing the winners included attractiveness for the user, design and the implementation of convincing technical principles.

“This project is part of our effort to find creative and efficient solutions for mobility of the future,” explained Klaus Krause, Head of the European Research and Development Center at Hankook. “We are very pleased to be presenting creative contributions that demonstrate the out-of-the-box mindset that we also promote in our employees. Over the past few years, the project has already contributed to the development of innovative tyres. We will no doubt continue to develop new visions that go beyond the limits of current tyres and mobility.”

“Hexonic” is an intelligent tyre concept for autonomous shared mobility vehicles. The designer considered completely autonomous, driverless vehicles as the standard for future cities and developed a tyre for jointly used cars. Passenger comfort is the deciding factor for the driving experience here. The Hexonic supports the vehicle’s efforts to offer maximum driving comfort by scanning and analysing the road in real time using seven separate sensors. This way, the tyre records road conditions such as grip, temperature and state of the road surface and adapts the tyre treads accordingly.

The “Aeroflow” is a tyre for maximum downforce designed for use in motorsports. To achieve this, the wheel has been widened through a separable tread and the tyre grip has been optimised. The wheels have been equipped with turbine impellers to pick up the air during driving and use this to generate additional downforce if necessary. The focus of the design on downforce, which is not generally taken into consideration during tyre development, is what makes the draft so unique.

Following their European première at the Essen Motor Show, the award-winning concept tyres will be on show at further European trade fairs next year.

**Tyre maker Hankook looks back on another successful year of motorsport in 2018**

**The 2018 motorsport season is drawing to a close and Hankook can already start to look back on what has been another successful year. The tyre maker has supplied demanding and prestigious series, including the DTM, FIA Formula 3 European Championship, 24H Series powered by Hankook, the VLN Endurance Championship, and the 24-hour race at the Nürburgring, with the Ventus Race tyre. As in previous years, the high-end tyre impressed at every racetrack, offering excellent performance and maximum safety. At the same time, Hankook’s mechanics and engineers consistently provided the teams on-site with optimum support, allowing them to be quick and successful in a wide range of conditions.**

Hankook has been exclusive tyre partner of the DTM since 2011 and can look back on an extremely successful 2018 season in arguably the most popular international touring car series. The championship went right down to the wire and was ultimately decided at the final round in Hockenheim. This was thanks in no small part to the Ventus Race, which performed strongly and demonstrated a high level of consistency, allowing all the teams to really flex their muscles. “The partnership with Hankook was very good again this season, as usual. We witnessed exciting races with consistent tyres, which, crucially, were the same for everyone. We are looking forward to next season with great Hankook tyres,” said Jens Marquardt, BMW Motorsport Director.

The premium tyre maker reached a special milestone at the Nürburgring, which hosted the 111th DTM race on Hankook tyres. Another highlight was the DTM event in Misano. Here, the Ventus Race displayed its extraordinary potential in high daytime temperatures during qualifying and then on a cooler and sometimes wet track in the two night races, contributing to a motorsport extravaganza at the Italian circuit. Former Formula 1 driver Alessandro Zanardi, who made his DTM debut as a guest starter in Misano, was also impressed by the Hankook race tyre. “I was amazed how incredibly consistent the Hankook tyre is. The Hankook designers have done a great job there.”

Han-Jun Kim, President of Hankook Tire Europe, said of the season finale: “Motorsport is at home in many of Hankook’s core markets, particularly in Europe, and motorsport is an important part of our brand’s DNA. As such, we are always looking for new ways to develop fascinating series and formats in Europe with our high-end products. Particularly important to us is the DTM, from which bid farewell to Mercedes Benz this season. However, we welcome a new premium manufacturer next season, in the form of Aston Martin. Continuity in our promotion of young drivers is also of great importance to us, as this is where the successful racing drivers of tomorrow are developed.”

The promotion of youngsters has always been, and remains, of great importance to Hankook. It is for this reason that the premium tyre maker supports the FIA F4 Spain, SMP F4 NEZ, F4 British Championships certified by FIA, and the FIA Formula 3 European Championship. The latter, in particular, is regarded as a springboard to Formula 1. Successful current drivers, including Max Verstappen, Lance Stroll, Esteban Ocon and Carlos Sainz, all fine-tuned their skills en route to the pinnacle of motor racing on the Hankook race tyre in what is arguably the strongest European single-seater series for young drivers. Newly-crowned FIA Formula 3 European Champion, Mick Schumacher: “I managed very well on the Hankook race tyre. It is always consistent. Its greatest strength is that it lasts a long time on most tracks.”

The Hankook Best Pit Stop Award is also of great importance to the teams. Since its DTM debut eight years ago, the premium tyre maker has been presenting this award to recognise the important work carried out by the crews in the pit lane. The team with the most points, which completed the fastest tyre changes over the course of the season, receives the coveted trophy. The exclusive DTM partner also organises a team event for the victorious crew each year. This season, Audi Sport Team Phoenix not only successfully defended the title it won last year, but also picked up the award for the third time. “It is great that Hankook launched this award. We are proud to have defended our title,” said team principal Ernst Moser.

Despite its impressive track record, there is no resting on one’s laurels at Hankook. This is clearly demonstrated in the new partnership with the British automobile manufacturer Radical, which was agreed at the start of 2018. Since then, the premium tyre maker has equipped the Radical racing and sports cars with both the Hankook Ventus road tyres, as well as the dry (F200) and wet (Z217) variants of the Ventus Race, which have been used successfully in Radical racing series around the world including the North American Masters, European Masters, and the cup series in the Middle East, Canada, Australia and Scandinavia.

Hankook is once again title sponsor and tyre partner of the 24H GT and Proto Series powered by Hankook, the biggest endurance series in the world, with four 24-hour races and four 12-hour races spread over eight rounds on three continents. The European finale took place in Spa and on 16th to 18th November, the “Champion of the Continents” was hosted at the Circuit of The Americas in Austin, Texas. 13 containers full of Hankook race tyres were shipped over to the USA where the Ventus Race, provided all the teams with perfect grip.

For the first time, this season Hankook has also been the exclusive tyre partner of the Rundstrecken-Challenge Nürburgring (RCN) – regarded as one of the oldest mass racing series in Europe. At each of the season’s nine rounds, up to 160 touring and GT racing cars were supported with the Ventus Race tyre, which was provided in various sizes. Hankook has also exclusively supplied the SRO/GT4 and TCR classes in the VLN Endurance Championship, which also takes place at the Nürburgring, and the ADAC Zürich 24H Race. New to the motorsport calendar this season was the Audi Sport Seyffarth R8 LMS Cup. The one-make cup shared the bill with the DTM at six race weekends and offered professionals, amateur drivers and juniors the opportunity to take their first steps in GT4 racing.

**Hankook’s winter tyres give a convincing performance in European tyre tests**

**With tyre models i\*cept RS 2, i\*cept Evo 2 and i\*Pike RS 2, tyre manufacturer Hankook provides a choice of three outstanding winter tyres for the upcoming cold season. All three models obtained top scores in the tyre tests conducted by European specialist magazines and testing organisations and are continuing the success of the 2017 test season.**

Hankook is ready for winter. The tyre manufacturer kicks off the cold season with three outstanding tyre models. The Winter i\*cept RS 2, Winter i\*cept Evo 2 and Winter i\*Pike RS 2 tyres scored above-average results in comparative tests throughout Europe. Above all, the independent testers from specialist media from Germany, Finland, Russia, Sweden and the United Kingdom praised the handling and braking characteristics of Hankook tyres on snow. Hankook's success model for moderate latitudes such as Central and Western Europe – Winter i\*cept RS 2 – was among the top-rated tyres in several tests conducted by German and English specialist magazines. The tyre convinced testers above all by its "excellent handling properties in all weather conditions” (Autobild, Germany, 38/2018). The Winter i\*cept RS 2 proved to be "highly reliable, precise and providing powerful traction" (auto motor sport, Germany, 21/2018) and with “impressive safety and excellent manageability on both wet and dry roads” (Auto Express, UK, 09/2018). The Winter i\*cept RS 2 tyre thereby continues the good test results of the previous year.

Another tyre which is designed for winter road conditions in Central and Western Europe is Hankook’s Winter i\*cept Evo 2. The ultra-high performance winter tyre impressed above all with its strong braking performance on snow-covered roads and provided optimum grip on bends and corners. The tyre tread "offers exemplary traction properties when braking on snow". In addition, Hankook’s i\*cept Evo 2 is "easy to manage in wet conditions" while providing "safe understeering" on dry roads (sport auto, Germany, 11/2018). For snowy regions with permafrost in winter such as Scandinavia and Russia, Hankook offers the i\*Pike RS 2 model. The studded winter tyres reached top positions in recent tests conducted by Russian and Scandinavian testing magazines. It impressed above all with excellent braking properties on snow and equally outstanding lateral traction on ice (Za Rulem, Russia, 09/2018). Hankook developed the new tread with major involvement from its own test centre in Ivalo in Northern Finland, which has been carrying out comprehensive tests on winter tyres particularly destined for Europe since it opened at the beginning of 2017.

"We are extremely proud of the many good test results for our current winter tyre models in different countries,” says Han-Jun Kim, President of Hankook Tire Europe. "Regularly scoring such good and very good results for our Hankook winter tyres in independent tyre tests throughout Europe and the CIS show that we can offer consumers suitable products for a wide range of applications on these demanding markets."

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| --- | --- | --- | --- | --- | --- |
| Magazine | Issue | Country | Model | Tyre size: | Result |
| Autobild | 38/2018 | Germany | Winter i\*cept RS 2 | 195/65 R 15 H | Good |
| auto motor sport | 21/2018 | Germany | Winter i\*cept RS 2 | 205/55 R 16 H | Recommended |
| sport auto | 11/2018 | Germany | Winter i\*cept Evo 2 | FA: 235/40 R 18 V  RA: 255/35 R 18 V | Recommended |
| Auto Express | 09/2018 | UK | Winter i\*cept RS 2 | 205/55 R 16 H | 99 % (2nd place from 8) |
| Aftonbladet | 11/10/2018 | Sweden | Winter i\*Pike RS 2 | 205/55 R 16 T | 4 stars (3rd place from 12) |
| Za Rulem | 09/2018 | Russia | Winter i\*Pike RS 2 | 195/65 R 15 T | 2nd place from 12 |
| Tekniikan Maailma | 17/2018 | Finland | Winter i\*Pike RS 2 | 205/55 R 16 T | 4 stars (best result) |
| Moottori |  | Finland | Winter i\*Pike RS 2 | 205/55 R 16 T | Recommended for ice/snow |

**New premium original fitment options with Hankook Ventus S1 evo² SUV or Winter i\*cept evo² SUV**

**The current generation of the BMW X3 has been on the market since November 2017 and is available with tyre options including Hankook summer tyres in the size 225/60 R18 104 W XL or Hankook winter tyres in 225/60 R18 104 H XL. With more than 1.5 million vehicles sold world-wide since the BMW X3 was launched in 2003, the model is one of the most popular in its class. The premium Hankook Ventus S1 evo² SUV and Winter i\*cept evo² SUV tyres contribute towards the brand-typical driving dynamics and agile handling of the new BMW X3. The passenger car version of these tyres has already proven itself as an original fitment tyre on the flagship BMW 7 Series among others.**

Hankook wins another original fitment order covering both summer and winter tyres, this time for the current BMW X3. This year for the first time, 25 percent of passenger car production will be for the popular SUV vehicle segment in Europe. Hankook supplies its Ultra High Performance (UHP) tyres in an SUV version especially for this product class. The BMW Group recognised the trend towards this versatile vehicle class early and was very successful with the predecessor models of the BMW X3. In terms of tyres for the third BMW X3 generation, the manufacturer favours the Hankook brand amongst others. The BMW X3 can be delivered with the Ventus S1 evo² SUV in size 225/60 R18 104 W XL and with Hankook’s Winter i\*cept evo² SUV in 225/60 R18 104 H XL for a dynamic sporty appearance.

With the summer tyre in particular, the BMW Group required Hankook’s engineers to develop a tyre that offered a high performance without compromising comfort, thus not only doing justice to the brand’s sporty reputation but also matching the comfortable yet agile character of the BMW X3.

To meet these requirements, the Ventus S1 evo² SUV with the star marking for the BMW X3 has been fitted with a specially adapted bead filler. This has been specifically designed for more sporty vehicles and offers the necessary rigidity to guarantee high steering precision that does justice to the vehicle’s driving dynamics and still gently cushions the increased weight of an SUV. To be able to cope with high temperatures the Ventus S1 evo² SUV is exposed to driving at approved speeds of up to 270km/h and the reinforced layers are made of a specially developed heat-resistant hybrid textile. The high rigidity of the lower sidewall also achieves particularly good handling characteristics.

The rolling resistance has been significantly reduced with the aid of a multi-layer tread structure. At the same time, the tread compound enhances wet grip, thus optimally supplementing the safety features of the BMW X3.

The tyres also offer a particularly low rolling noise to match the acoustic glazing of the windscreen fitted as standard. The innovative DTM inspired 3-layer block design, with its special staircase arrangement of the outer rib blocks, ensures an improved contact surface even as tyre wear progresses, thereby guaranteeing very good traction throughout the entire lifetime of the tyre.

“The fact that our summer and winter tyres are now being used as original equipment not only for the BMW 7 Series but also for the BMW X3 is a testament to the engineering performance of our tyre developers and proof of the high quality of our products,” said Tony Lee, Vice President Marketing & Sales at Hankook Tire Europe. “Hankook’s investment in its own winter testing ground “Technotrac” in Ivalo, Finland, which provides us with a very good basis for the development of winter tyres for original fitment as well, is certainly paying off in the European market, which is a very important market for us.”

Like the summer tyres, the Winter i\*cept evo² SUV with the star marking has been designed to provide optimum support for the driving dynamics of the BMW X3 even in wintry weather conditions. Development work focussed particularly on good track performance as well as on low rolling resistance. By minimising block movement and wear, 3D sipes applied to the entire tread area ensure additional driving stability as well as improving the general handling properties with the aid of maximised edge effects. A highly dispersible nano-silica compound is used, which prevents hardening of the tyre at low temperatures and thus ensures better grip on wintry and wet roads through greater elasticity of the tyre contact area, as shown by the short braking distances. The rolling noise is pleasantly quiet for a winter tyre, thus increasing driving comfort and reducing noise pollution for the environment.

**Hankook’s winter line-up 2018/2019 further expanded**

**For the winter season 2018/2019, Hankook has expanded its line-up in the two winter profiles i\*cept evo² SUV and Winter i\*cept RS 2 by additional sizes. The all-weather tyre Kinergy 4S² has also been boosted by SUV dimensions.**

The Winter i\*cept RS 2, which was especially developed for compact and middle-class cars, is now being supplied in further specifications. The new dimensions 205/55 R16 V XL, 215/65 R16 H XL and 225/45 R17 H XL and V XL not only serve the needs of compact cars but also the continually growing market for smaller SUVs. In addition, the Winter i\*cept RS 2 has been optimised for the moderate winter temperatures usually prevalent in central and western Europe.

The Ultra High Performance winter profile, which is available for SUVs and passenger cars, is also being extended by further sizes for the coming winter season. In line with the constantly increasing sales figures for SUVs, Hankook is boosting the line-up of its UHP winter tyre Winter i\*cept evo² SUV by further sizes and offering three new additional versions 225/60 R18 H XL, 225/55 R19 V und 235/50 R19 V XL. Among other things, the asymmetric tread design ensures a particularly good performance in snow as well as increased traction and braking performance on wet and dry roads.

For customers who drive a lot of shorter distances and in urban areas, an all-weather tyre can be a viable alternative to changing tyres according to season. The Kinergy 4S² launched on the market in 2018 benefits from Hankook’s expertise in the field of all-weather tyres, which goes back more than twenty years. The V-shaped tread and the state-of-the-art tread compound made of natural oil components used for the Kinergy 4S² guarantee stable driving and braking behaviour all year round across all the different temperature ranges that regularly occur in Europe. For the coming winter season 2018/2019, Hankook has added SUV sizes that go beyond 18 inches to those available for its predecessor tyre, making them suitable for larger models in this vehicle segment. With speed index W, the sizes 235/55R19W XL, 255/50R19W XL and 275/45R20W XL are also suitable for vehicles with powerful engines that can reach up to 270km/h.

**Hankook is convincing in independent product tests: 1st place in Auto Bild summer tyre test 2018**

**The Hankook Ventus Prime³ is the winner of the large-scale summer tyre test 2018 conducted by German automobile consumer magazine Auto Bild. Decisive factors included the best overall braking performance from all 51 examined tyre brands. The German automobile club ADAC also awarded the best mark "Good" to Hankook’s premium comfort tyre in its latest summer tyre test. The Hankook Ventus Prime³ was developed to provide an ideal blend of performance, comfort, safety and environmental friendliness. It is available on the market in more than 90 sizes for an extremely broad spectrum ranging from compact cars to luxury limousines.**

The Hankook Ventus Prime³ has confirmed its top performance once again in independent product tests1). Following its excellent victory in the tyre test conducted by Europe’s largest automobile consumer magazine Auto Bild in its debut season in spring 2016 and further international top placings in 2017, the comfort-champion of the successful Hankook Ventus product family has repeated its success this year again in tests by the specialist automotive press. After the renowned ADAC had awarded the Ventus Prime³ the top overall mark "Good" (best mark in the test) in its 2018 summer tyre test and praised the tyre for its outstanding braking performance as "very balanced tyre with top marks on dry roads and good in the wet", the Auto Bild followed suit. In probably the largest-scale tyre test involving 51 products2) including all the top brands, it was crowned the winner for the second time since 2016. The crucial factors included the best braking performance as a combination of wet and dry braking distance out of all brands – probably the most important safety feature for all car drivers. Auto Bild editors testified the Hankook pattern to be the test winner with outstanding driving characteristics on wet and dry roads, precise steering behaviour, short wet and dry braking distance along with pleasant ride comfort amongst other things.

The Hankook Ventus Prime3 was developed to provide an ideal blend of performance, comfort, safety and environmental friendliness. The very good braking performance on wet surfaces was a key task for Hankook engineers during development. To achieve this, Ventus Prime³ uses a high-grip silica tread compound and a new compounding technology which provides better distribution of polymers and fillers in the tread compound. This improved both wet braking performance and rolling resistance. The effective contact surface between the tyre and the road was increased by using a specially designed, asymmetrical tread. Along with a high tread stiffness in both radial and lateral directions, and in conjunction with special “hybrid hardness” tread ribs with different hardness levels at the outer and inner shoulder areas, the Ventus Prime³ provides an exceptional dry performance. The very good dry braking performance is achieved applying chamfered tread block edges across the entire tread surface and being able to enlarge the tyre's contact surface during braking.

Newly-developed, functionalised polymers with a high molecular weight in the tread compound of the Ventus Prime³ increase its wear-resistance. The tyre is equipped with a highly-modern, lightweight, and especially sturdy Rayon carcass and a wide steel belt package including a jointless bandage and high-strength bead fillers. Besides improving handling, this ensures precise steering feedback and great control, even at high speeds. Thanks to an improved pitch design and the optimised angle of lateral profiling, as well as a sidewall optimised for air resistance, Hankook's development engineers were able to further reduce the noise level of the tyres, once again improving the tyre's comfort features.

The Hankook Ventus Prime³ is market available in more than 90 sizes with tread widths from 195 to 245 for the series 65 to 40 and speed indices H-W (210 - 270 km/h) for an extremely wide spectrum of passenger cars ranging from compact cars to luxury limousines.

1) Test results of Hankook Ventus Prime³ published in German automotive media:

Magazine: Tested Size: Test Result: Edition:

Auto Bild 205/55 R 16 91 V "exemplary/best in test" 12/2016

Auto Zeitung 215/55 R 17 94 W "highly recommended" 06/2017

Auto Bild 225/50 R 17 98 W "exemplary" 11/2017

ADAC Motorwelt 205/55 R 16 91 V „good" 03/2018

Auto Bild 195/65 R 15 91 V "exemplary/best in test" 10/2018

2) 51 Tyre patterns pre-tested (wet/dry braking), 20 best braking patterns (combined) continued in main test.

**The new Hankook KINERGY ECO²: Economical generation of summer tyres for Europe’s small, compact and mid-range vehicles**

**Hankook’s latest Kinergy generation - the exceptionally eco-friendly and economical KINERGY ECO² summer tyre was developed with the needs of modern small, compact and mid-range vehicles in mind. Like its predecessor, which received many outstanding reviews from independent institutions, the development engineers focussed not only on driving safety and economy with a low rolling resistance and high mileage, but also particularly on rolling and noise comfort. The new KINERGY ECO² has been available since Spring 2018, initially in 52 sizes from 13 to 16 inches, with tread surface widths of 145 to 215 mm in aspect ratios of 55 to 80 and the speed classes T, H and V.**

In the portfolio of premium tyre maker Hankook, KINERGY represents the exceptionally economic summer tyre for vehicles from micro-car/small car to the lower mid-range. Due to the increasing electrification of smaller vehicle classes, accompanied by further urbanisation and shortage of space for traffic, the company envisages an increasing market for these vehicle segments and appropriate tyres. Alongside pure economic efficiency they also offer optimised traction and braking performances as well as noise comfort, and are therefore suitable for future generations of electric vehicles with their high torques and very low drive noise levels.

KINERGY is short for Kinetic Energy (from the Greek Kinesis = movement), in other words ‘the energy an object contains due to its movement’. It corresponds to the work that must be done to move the object from rest to its current movement. With the new Hankook tyre, this is much lower than with conventional tyres of this class. The suffix ECO provides orientation for consumers as it is widely understood to be a synonym both for ecology and economy, combining the eco-friendly and economical fuel-saving characteristics of the tyre for the benefit of both nature and consumers’ wallets. The first KINERGY ECO generation, which was launched in 2011, received many independent international awards. The new KINERGY ECO² is retaining these positive characteristics whilst being further improved.

Optimisation of braking performance in the wet was a focus during development of the latest additions to the KINERGY family. A high-grip silica tread compound in conjunction with the compounding technology already used for the company’s performance products provides much better distribution of polymers and fillers in the tread compound. This has improved both wet braking performance and reduced rolling resistance even further. In addition, three linear grooves make fast drainage possible and also increase vehicle control on wet roads.

By using a newly designed, asymmetrical tread, the actual contact surface between the tyre and the road was optimised compared with its predecessor’s profile. Along with the improved tread stiffness in both radial and lateral directions, as well as the massive outer tyre shoulder, the KINERGY ECO² provides more driving stability and a significantly better dry performance. The dry braking performance of the tyre was also improved by four percent. This was made possible by applying chamfered tread block edges across the entire tread surface, which immediately increased the contact surface during braking. Newly-developed polymers with a high molecular weight in the tread compound of the KINERGY ECO² increase its wear-resistance by four percent.

Thanks to an improved pitch design, the noise development of the tyre particularly at country road speed has been further reduced, improving the comfort features even more. By using the latest Hankook design technology when positioning the tread grooves, development engineers were able to achieve a significant reduction in the noise level of the tread, even with improved tyre life. Like all current Hankook products, the KINERGY ECO² has a Visual Alignment Indicator System (VAI) on both tyre shoulders, which allows drivers to check the basic body alignment easily and conveniently.

**1) International test results determined by independent institutions for the Hankook KINERGY ECO of the 1st generation:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Medium:** | **Country:** | **Year:** | **Tyre size:** | **Overall rating:** |
| ADAC/OEAMTC/TCS | Germany/Austria/Switzerland | 2016 | 185/65 R 15 H | Good (best mark in the test) |
| ACE/GTUE | Germany | 2016 | 195/65 R 15 V | Highly recommended |
| Auto Review | Russia | 2016 | 185/65 R 15 H | Best in test |
| Auto Bild | Germany | 2015 | 185/60 R 15 H | Exemplary |
| ADAC/OEAMTC/TCS | Germany/Austria/Switzerland | 2015 | 185/60 R 14 H | Good (best mark in the test) |
| ADAC/OEAMTC/TCS | Germany/Austria/Switzerland | 2014 | 175/65 R 14 T  195/65 R 15 V | Good (best mark in the test)  Good (best mark in the test) |
| L'Argus | France | 2012 | 205/55 R 16 V | Best in test |
| ACE/GTUE | Germany | 2012 | 205/55 R 16 V | Price/performance winner |
| Za Rulem | Russia | 2012 | 185/60 R 14 H | Good |

**Technical characteristics of Hankook KINERGY ECO²:**



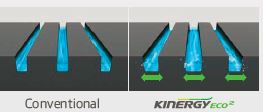
1. *Improved performance on dry roads:*

- Increased profile block stiffness in both radial and lateral directions.

- Optimised tyre contact surface and asymmetrical tread.

- Massive outer shoulder blocks for improved curve stability.

- Chamfered block edges broaden the contact surface while braking:   
Dry braking improved by four percent.

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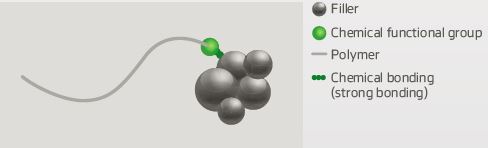
1. *Better wet performance:*

- 3 linear optimally positioned main tread grooves for especially fast drainage.

- Newly developed, high-grip silica tread compound and new compounding technology for an improved distribution of polymers and fillers, resulting in a higher wet braking performance.

*3.*  *Reduced noise emissions and higher comfort:*

- Innovative pitch design and new design technology for positioning the tread grooves: reduction of noise development on the tread, even with continued use.

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1. *Lower rolling resistance and less tyre wear:*

*-* High-grip silica compound reduces rolling resistance at the same time.



- Polymers with high molecular weights in the tread compound

for improved wear performance (four percent better).

- Visual Alignment Indicator System on the tyre shoulder blocks allows to easily check for uneven wear caused by poor body alignment.

*5.* *Line-up:*

The KINERGY ECO² is primarily produced in Hankook’s high end production facility in Hungary and will be available on the market from Spring 2018 in 52 sizes from 13 to 16 inches, with tread surface widths of 145 to 215 mm in aspect ratios of 55 to 80 and speed classes T, H and V.

**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 Center 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, Poland, Russia, Spain, Sweden, Turkey, UK and Ukraine. Hankook products are sold directly through regional distributors in other local markets. Hankook Tire employs approximately 22,000 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 30 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](file:///D:\Daten\Übersetzungen\Übersetzungen_2018\R11Frankfurt\R11141806-12\www.hankooktire-mediacenter.com) or [www.hankooktire.com](file:///D:\Daten\Übersetzungen\Übersetzungen_2018\R11Frankfurt\R11141806-12\www.hankooktire.com)

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