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 **Press Kit**

**Essen Motor Show**

**2019**

**Essen Motor Show**

**29th November – 8th December 2019**

Press Kit

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You will find further material on Hankook’s line-up on our Media Center Website: <https://www.hankooktire-mediacenter.com/ems2019>

**Hankook celebrates its 15th anniversary at the Essen Motor Show by presenting a range of high-performance tyres**

**From 29th November to 8th December Hankook will once again be present at the Essen Motor Show in Hall 7, Stand 7A16. The tyre maker naturally focuses on its ultra-high performance tyres in the Mecca of the tuning scene. The traditional fair in the Ruhr area is a fixed date in the calendar, especially for tuning and motorsport fans. In addition to attractive show cars and the "Nürburgring e-Sports Lounge", Hankook presents its wide summer and winter tyre line-up, in particular its current flagship, the Ventus S1 evo 3.**

***Essen, Germany, 29th November 2019*** – Premium tyre maker Hankook will once again be represented at the Essen Motor Show from 29 November to 8 December with its wide range of summer and winter tyres. The highlight is the Ventus S1 evo 3, which has been available on the European market since this spring, initially in 72 dimensions from 17 to 22 inches. The high-end tyre has already achieved a podium finish in the 2019 summer tyre test out of 53 brands in Auto Bild magazine. The profile was particularly convincing with regard to wet grip and driving behaviour/steering precision.

"This is now the 15th time we have exhibited at the Essen Motor Show and look forward to many interesting discussions with our tuning-inspired fans. The tuning business is very important for the German market. In addition to our wide range of tyres for all seasons, our new flagship Ventus S1 evo 3 is the highlight of this year," says Dietmar Olbrich, Vice President of Sales & Marketing at Hankook Reifen Deutschland.

There will also be prominent football players from the German top club Borussia Dortmund and TV presenter Sidney Hoffmann from PS Profis, who will welcome autograph requests at the Hankook stand from their fans. Added to this will be a visit by René Rast, this year's DTM season champion, who will drop by the Hankook stand for a meet & greet on the first Saturday of the fair. But tuning and motorsport also work virtually. E-sports are an important part of Hankook at the Essen Motor Show this year. With race simulators, visitors to the Hankook stand in the "Nürburgring e-Sports Lounge" can get behind the virtual cockpit and step on the gas. Hot lap tournaments will take place on Saturdays during the fair, accompanied by a presenter from the TV channel Sport1, who will be handing out some great prizes. The main prize is a real taxi race drive in the Seyffarth AUDI R8 LMS Cup on a real race track. There will also be a QR code competition on site to win VIP tickets for BVB, Real Madrid, the ice hockey Spengler Cup and DTM races.

Hankook demonstrates its great affinity, passion and enthusiasm for tuning and motorsport with powerful racing and tuning vehicles at the fair. The tyre manufacturer will remain the main sponsor and exclusive tyre partner of 'TUNE IT! SAFE!' the campaign for safe and legal tuning under the patronage of the Federal Ministry of Transport and Digital Infrastructure. The unveiling of the 2020 campaign vehicle will take place on the press day in the presence of the Hankook management team at the VDAT exhibition stand, directly opposite the Hankook exhibition stand.

Roland Hehner, Director of Sales & Tuning at Hankook Reifen Deutschland: "The Essen Motor Show is the most important event and the highlight in Europe for all matters relating to tuning. In addition to the latest trends in this field, such as lightweight construction, energy efficiency and aerodynamics, safety and ecology coupled with sportiness are particularly important for Hankook as a tyre maker. That's why we have been involved from the very beginning in the 'TUNE IT! SAFE!' campaign for safe tuning under the patronage of the Federal Ministry of Transport and Digital Infrastructure".

###**Fast and safe on Hankook tyres – the ABT RS4-R is the new "TUNE IT! SAFE!" campaign vehicle for 2020**

**On the press day of the Essen Motor Show 2019, the latest campaign vehicle of the TUNE IT! SAFE! Initiative is unveiled in the traditional police car design, supported by the BMVI alongside partner and main sponsor Hankook. The RS4-R, further developed by ABT Sportsline, is based on the recently developed model-maintained Audi RS 4 Avant and rolls into the new decade on the latest ultra-high performance Ventus S1 evo 3 tyres in the 20-inch dimension. The unveiling of the vehicle took place on the press day together with TUNE IT! SAFE! Since 2005, the founding year of the initiative, Hankook has been the exclusive tyre partner for safe and legal tuning.**

Once again the curtain falls on the Essen Motor Show. Premium tyre maker Hankook and the "TUNE IT! SAFE!" initiative unveiled the new police vehicle of the campaign for safe and legal tuning at the VDAT stand in the presence of Hankook management. Following the BMW i8 Coupé from last year, the upcoming campaign vehicle once again comes from a German manufacturer. The more than 500 HP sports car is equipped with Hankook’s Ventus S1 evo 3 ultra-high performance tyres in size 275/30 ZR20.

"Since 2005, the founding year of TUNE IT! SAFE!, Hankook has been a successful main sponsor and exclusive tyre partner for road safety and tuning. With the Ventus S1 evo 3, the ABT RS4-R has the right ultra-high performance tyres to enter the campaign year 2020 in a sporty yet responsible way," says Roland Hehner, Head of Product and Tuning at Hankook Reifen Deutschland.

The ABT RS4-R impresses with its uncompromising sporty design. The Audi RS 4 Avant with 450 horsepower already has a significant amount of power. In the further developed ABT version, the vehicle has another 80 HP more under the bonnet, which allows it to accelerate from 0 to 100 km/h in 3.8 seconds. For the tuning community, ABT has also implemented optimised aerodynamics, sports rims, exhaust and chassis technology and an interior in RS4-R design especially for the campaign vehicle.

The tyre is always at the top of the tuning list, which is why Hankook, as a tyre maker, has been particularly interested in the initiative since the beginning of the TUNE IT! SAFE! campaign, which starts with a tuned police car for the 15th time. Launched in spring 2019, the Hankook Ventus S1 evo 3 is a completely new development that systematically continues the success story of Hankook ultra-high performance tyres. The tyre has increased sidewall strength thanks to bead packing, the use of a special nylon material in the sidewall area. The blocks of the stiff and extra wide outer rib of the asymmetric tread pattern have been further reinforced with additional connecting bars for precise and stable cornering handling.

In the Auto Bild summer tyre test 2019, the tyre immediately achieved a top position among 53 brands. Like its predecessors, it offers a very safe, sporty and comfortable driving experience in both dry and wet conditions. Consequently, the new Ventus S1 evo 3 outperformed all other tyres tested, including during wet braking, which was probably the most significant test criterion from a safety point of view. However, the ABT RS4-R was not the only vehicle fitted with Hankook tyres at the Essen Motor Show. The company had already equipped two different Audi RS models with the predecessor Ventus S1 evo. The new Ventus S1 evo 3 SUV has also been successful in its SUV version on the Audi Q8 and Porsche Cayenne as original equipment this year.

###

**Hankook as original equipment
on Audi's Q8 model series**

**Hankook fits the new Audi Q8 in various sizes, among others. The Hankook tyre lines Ventus and Winter i\*cept in the SUV version as well as Dynapro are fitted as original equipment to the SUV flagship of the Ingolstadt-based premium manufacturer. While the Ventus S1 evo 3 SUV and Winter i\*cept evo 2 SUV models are primarily intended for use on European roads, the Dynapro HP 2 Plus is predestined for the North American market.**

Premium tyre maker Hankook equips the new Audi Q8 with its tyres ex works. Progressive design and pioneering technology characterise the Q family of the Ingolstadt-based car manufacturer. The Audi Q8 with its single frame radiator grille in octagonal design is based on the successful Audi Ur-Quattro. The new SUV Coupé offers plenty of space is luxurious and highly networked. High-tech navigation system, voice control, an agile chassis with Hankook tyres in dimensions from 20 to 22 inches and powerful engines make the Q8 a dynamic vehicle that is particularly suitable for everyday use.

Three Hankook tyre lines are used for the four-door SUV Coupé: the ultra-high performance summer and winter treads Ventus S1 evo 3 SUV and Winter i\*cept evo 2 SUV respectively in 285/45 R21 113 Y XL and V XL and the Dynapro HP 2 Plus in the sizes 275/50 R20 113H X, 285/45 R21 113H XL and 285/40 R22 110H XL. Further dimensions will follow.

"We are very pleased that our products have again been selected for a new Audi model," explains Han-Jun Kim, President of Hankook Tire Europe. "Even as a long-standing supplier to Audi, it is an honour to have been named original equipment supplier for the top-model of the Q-Series. In addition, we are proud that we will supply the full range of our treads for the Q8 to various markets".

The Hankook tyres provide particular support for agile handling when driving dynamically: "The central requirement in the course of the development was the tyre design. Because of the generally higher vehicle loads with large SUVs and the resulting load index to be fulfilled in combination with the possible high speeds, the durability of the tyre design was of course particularly important. In addition, we paid special attention to the required vehicle attributes in both wet and dry conditions," explains Dipl.-Ing. Klaus Krause, Head of the European Research and Development Center at Hankook.

The Ventus S1 evo 3 is by the way constructed with ‘bead packing’, a special nylon material in the side wall area, which increases the side wall strength.

The two-layer carcass and the use of an aramid composite material reduce the unwanted growth of the unwinding circumference at high to very high speeds (over 300 kph) by up to 60 per cent compared to previously used fabrics. This gives the tyre significantly better driving stability and a longer service life due to less heat generation and thus remains at a consistently high level of grip even over a very wide temperature range. The sporty dynamic performance on both dry and wet roads is guaranteed by a special tread compound using high-performance natural resins.

###

**Hankook Ultra-High-Performance Tyres for the
Porsche Cayenne**

 **Tyre maker Hankook and automobile manufacturer Dr. Ing. h.c. F. Porsche AG have expanded the original equipment with Hankook tyres on its new sports car models. Since June of this year, the Porsche Cayenne has been equipped ex works with Hankook’s ultra-high-performance Ventus S1 evo 3 SUV tyres in the 21-inch dimension, among others. The latest edition of this high-end tyre offers excellent drivability and steering precision in addition to high wet grip and low rolling resistance.**

Premium tyre maker Hankook has been supplying the Porsche Cayenne ex works with its UHP flagship, the Ventus S1 evo 3 SUV, since June. The ultra-high-performance tyre supplies a tailor-made original equipment tyre for the new SUV model of the Stuttgart-based sports car manufacturer, which fully meets the high demands placed on the segment.

"Porsche stands for particularly powerful sports cars with a high utility value at the same time. However, this also makes tyre development very complex," says Han-Jun Kim, President of Hankook Tire Europe. "We are therefore very pleased with this original equipment as it impressively demonstrates the performance of our products."

Based on DTM-tested technology, the new ultra-high-performance tyre offers high steering precision and very sporty handling. The mixed tyres in sizes 285/40 ZR 21 (109Y) XL at the front and 315/35 ZR 21 (111Y) XL at the rear are especially designed for use in sports SUV and ensure outstanding handling performance.

"Due to the vehicle load in combination with sporty drivability, low rolling resistance and high load capacity, it was very challenging to develop the tyre design for the Porsche Cayenne," explains Dipl.-Ing. Klaus Krause, Head of the European Research and Development Centre at Hankook. "The new Ventus S1 evo 3 SUV meets these requirements very well in both wet and dry conditions."

In addition to the sporty drivability, the new Hankook tread also offers a number of new features that optimise its environmental properties (rolling resistance and durability). The Ventus S1 evo 3 SUV uses a new generation of innovative materials based on high-performance natural resins in the tread compound. This not only increases the grip level in the peak of the power output, the tyre also remains at this high level of grip even over a much wider temperature range, giving it a very wide limit range. In addition, special nylon materials applied in the so-called "bead-packing" process in the sidewall ensure very high driving stability even under load. The CapPly hybrid aramid material over the steel cord belts in combination with the two-layer rayon carcass construction additionally ensures high resistance and durability.

###

**Hankook’s new Flagship tyre rewarded with podium finish**

**in its first 3rd party test vs. 53 other brands**

**The all new Hankook Ventus S1 evo 3, an Ultra-High-Performance tyre for passenger cars and SUVs, has achieved a top position and outstanding rating in its very first 3rd party test from Germany’s leading automotive media Auto Bild. The magazine has tested in March 2019 Ultra-High-Performance (UHP) summer tyres from 53 brands in size 225/45 R 17 in all performance criteria, including mileage. As with all Hankook tyres, safety was again the emphasis in the development engineers’ product specifications for the premium tyre maker's latest model. Great importance was therefore attached to further improvements especially in the areas of wet grip and handling/steering precision. Consequently, the new S1 evo 3 has outperformed all other tested tyres in wet braking, which is probably rated the most prestigious test criteria from the point of safety. Furthermore, the Auto Bild testers highlighted the tyre’s precise steering behaviour and good feedback on dry roads. The new Hankook Ventus S1 evo 3 is initially being offered in the European market in 72 dimensions ranging from 17 to 22 inches.**

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 Ventus S1 evo 3 as the latest member of the Hankook Ventus family, which celebrated its market launch back in 1994 with the original “Ventus”, sets a new focus, particularly in the area of environmental protection and resource conservation, without compromising safety relevant criteria.

For their 2019 edition, Europe’s largest automobile consumer magazine Auto Bild has evaluated the size 225/45 R 17 on a BMW 1-series in probably the globally largest-scale tyre test, involving 53 summer products 1) including all the top brands. Having achieved good and very good marks in all tested criteria, the Auto Bild editors testified the Hankook Ventus S1 evo 3 in their final verdict to be ... “a balanced, high performing tyre, truly without blame and blemish, offering a precise steering behaviour with a good feedback on dry tracks and the best overall wet braking ...”.

“Our tyres have already 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 this path and I am very glad, that the large number of new technologies we have applied into series production for our new flagship tyre, have shown their performance potential in one of the globally most prestigious independent 3rd party tests. I am certain that our new Ventus S1 evo 3 will be an immediate success with our customers from its launch.”

Thanks to continuous research, a new generation of innovative materials are 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 side wall also contributes to this reduction, further lowering the rolling resistance of the Ventus S1 evo 3 by at least an additional 2.5 per cent versus its predecessors.

A new 0-degree cap ply made from aramid composite further 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 thanks to lower heat generation a longer tyre life.

The cap ply also contributes to an improvement in cornering forces of just over five per cent. ‘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 Development Center in Hanover/Germany, 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, have already been incorporated into the development of the S1 evo 3.”

In addition to the Hankook main R&D Center Technodome, the development for the Ventus S1 evo 3 was as well undertaken in the tyre maker’s European Development 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 Ventus 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 initial line-up will include over 72 dimensions ranging in size from 17 to 22 inches in the 55 to 25 series, with tread widths ranging from 205 to 315 mm.

1) 53 Tyre patterns pre-tested (wet/dry braking), 20 best braking patterns (combined) continued in main test.

**Hankook Ventus S1 evo 3: Technical Features**

1. **Rewarded with podium finish in Auto Bild Summer tyre test**
* The all new Hankook Ventus S1 evo 3, has achieved a top grade in its very first 3rd party test from Germany’s leading automotive media Auto Bild 2019.



1. **Handling Performance & Further Development**
* Hyper slants in the centre tread bar ribs help to increase the cornering force by enlarging the contact surface under load.
* The blocks of high rigidity and wider outer ribs of the asymmetric tread have been reinforced with additional connecting bridges to provide precise and stable handling around corners.



1. **Reduction of height growth at high speeds due to new aramid composite material**
* A new 0-degree cap ply made from aramid composite further reduces the unwanted growth in rolling circumference at (300 km/h and more) speed by up to 60 per cent compared with traditional nylon-based fabrics.



1. **Improved wet braking performance and reduction of rolling resistance**
* A high grip silica tread compound and a special mixing technology makes for a significantly better distribution of polymers and filler material, which is also used in the tread compound. This results in a clear improvement in braking performance in the wet as well as in reducing rolling resistance.
* 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.



**###**

**Hankook’s all-weather tyre Kinergy 4S 2**

**A reliable performance 365 days a year without changing tyres – this is what the latest generation of Hankook’s all-weather tyres has been developed for. With more than 20 years of experience in the all-weather tyre product category, the tyre maker is one of the pioneers in this field. The entire know-how of the Hankook engineers has been incorporated in the development of the Kinergy 4S 2, which has been specially designed for European road conditions. With its new V-shaped tread pattern and a state-of-the-art tread mixture made of natural oil components, the Kinergy 4S 2 guarantees stable driving and braking behaviour all year round across the different temperature ranges that regularly occur in Europe. It is now available in 52 popular sizes from 14 to 20 inches.**

With the Kinergy 4S 2 all-weather specialist, which has been completely redeveloped for no less than its fifth generation, premium tyre maker Hankook is specifically targeting quality- and cost-conscious drivers who prefer not have to change their tyres every six months but who do not want to go without balanced performance and safety. In order to be equipped for all weathers and temperatures, the Kinergy 4S 2 offers specially balanced and constant performance features across all seasons. This is made possible by a directional tread being used for Hankook all-weather tyres for the first time, combined with a particularly innovative polymer silica tread mixture. This makes the product an attractive alternative when it comes to ensuring legally compliant year-round mobility, particularly as weather conditions in Europe become increasingly changeable, as well as for use in more urban traffic. Thanks to the snowflake marking (3PMSF), which has been binding for winter tyres in Europe since January 2018, the tyre can be used all year round even in countries with situational or static winter tyre requirements.

As Dipl.-Ing. Klaus Krause, head of the Hankook European Development Centre in Hanover, emphasises, “Our team of engineers was able to fall back on more than twenty years of expertise in the field of all-weather tyres for the Kinergy 4S 2. The result is a completely new product which makes a particularly stable performance available with the aid of an innovative tyre compound and the special tread design, independently of weather conditions and temperatures.”

As an all-weather tyre, the Kinergy 4S 2 is a real all-rounder and combines crucial summer and winter tyre properties without temperature-related performance losses. It is extremely reliable in wet and dry conditions as well as on snow.

The directional tread is one of the factors that ensures safe driving on wet roads. The V-shaped interleaved tread blocks guarantee high driving stability. They are divided by extra-wide two-level grooves which disperse water ideally to the side even in heavy rain. The drainage system prevents hydro planning and even discharges slush out of the tread effectively. These tread characteristics are supported by the newly developed tyre mixture from a high-density silica polymer compound which ensures very good wet grip on nano level thanks to a high share of natural renewable raw materials among other factors.

The same combination of natural and synthetic high-tech ingredients also has a positive effect on the dry performance of the Kinergy 4S 2. For the all-weather tyre, Hankook’s compound experts have achieved a high rigidity, extra stability round bends and improved steering precision on dry roads as well as high grip independently of the temperature. This high rigidity is guaranteed by the solid block structure and its special layout. Thus, the Hankook engineers ensure that the braking distances remain short even on dry roads and at higher temperatures, and the tyre shoulder offers the necessary footing, benefiting dry handling properties as a whole.

In addition, the variation in block layout, which has a zigzag pattern in the centre of the tread, results in a reduction in noise level compared to the predecessor tread. Functionalised polymers ensure a high-density compound with silica structures. Thus, elasticity is retained while rolling resistance is reduced and the tyre’s natural aging process is slowed down by the stable chemical composition of the individual constituents. This also has a positive effect on mileage. The Kinergy 4S 2 is particularly resilient and has a long service life and good operating efficiency thanks to reduced abrasion.

With all-weather tyres it is important that the tyre compound remains elastic and does not harden at low temperatures. This is the only way the tyre’s contact surface can retain the crucial number of contact points with the road to ensure the necessary grip for safe driving even at temperatures below freezing. Fine 3D sipes in the centre tread block increase the surface area and ensure optimum grip in the snow. The special 3D wave layout keeps the Kinergy 4S 2 stable and ensures short braking distances during braking actions not only in the winter, it also reduces wear on the sipes under greater loads on the tyre at high temperatures as well. An optimised tread surface with V-shaped crosswise grooves also enables controlled handling and good lateral stability on snowy roads.

Special winter tread wear indicators (WTWI) incorporated into the tread grooves at regular intervals also make it quick and easy for drivers to check whether the tread meets the minimum depth requirements for winter tyres.

The Hankook Kinergy 4S 2 line-up provides now 52 sizes from 14 to 20 inches in the 35 to 70 series and tread widths from 165 to 275 with speed ratings T, H, V, W and Y.

###

**Premium original fitment options with Hankook Ventus S1 evo 2 SUV and Winter i\*cept evo 2 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 evo 2 SUV and Winter i\*cept evo 2 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 won 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 evo 2 SUV in size 225/60 R18 104 W XL and with Hankook’s Winter i\*cept evo 2 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 evo 2 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 evo 2 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 evo 2 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 fits the new Ford Focus Active with the Ventus Prime 3**

**Tyre maker Hankook is further expanding its OE partnership with the Ford Motor Company the new Ford Focus Active is being exclusively factory-fitted with Hankook’s Ventus Prime 3. Two sizes of Hankook’s premium comfort tyre have been available as original equipment for the new vehicle model since the end of 2018.**

Premium tyre maker Hankook is factory-fitting the new Ford Focus Active with the Hankook Ventus Prime 3. The tyre, which stands for safety, performance and comfort, has been available in sizes 215/50R18V and 215/55R17V for the vehicle model since December 2018. Thanks to smart technologies such as freely selectable drives modes, the Ford Focus Active offers innovative handling which is boosted even further by the Ventus Prime 3.

Hankook’s latest ultra-high-performance tyre shows a good driving performance and excellent braking performance on wet and dry surfaces. Its wide four channel grooves with rapid drainage provide an optimised wet performance and, its grooves have an optimised design for each position, minimising the trade-off between wet and dry performance. Innovative compounding technologies were applied during development, making use of a high-grip silica tread compound that provides improved wet braking.

“During development of the new Ventus Prime 3, special attention was paid to a high traction and braking performance, particularly on wet road surfaces,” explained Dipl.-Ing. Klaus Krause, Head of the European Research and Development Center at Hankook. “By using an adapted asymmetrical tread, the actual contact surface between the tyre and the road has been increased by ten percent. This means the Ford Focus Active will hit the road especially safely and precisely thanks to Ventus Prime 3.”

The Ventus Prime 3 has received various awards: In 2018 the tyre was awarded the top grade “Good” in the product test by the German Automobile Club ADAC and took first place in the large tyre test 2018 conducted by Auto Bild. In addition, Hankook’s Ventus Prime 3 won the Red Dot Design Award 2016 in a field of 51 competitors.

Premium tyre maker Hankook has been supplying original equipment tyres to Ford Motor Company since 1999. Now models ranging from Ford Fiesta and Explorer to Mustang are fitted with Hankook’s products. With the addition of the all-new Ford Focus Active, Hankook continues to expand its global automotive partnership, successfully supplying original equipment tyres for 45 car brands.

###

**Hankook KINERGY eco 2: 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 eco 2 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 eco 2 is available 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 an 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 1). The new KINERGY eco 2 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 eco 2provides 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 eco 2increase 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 further. 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 eco 2has a Visual Alignment Indicator System (VAI) on both tyre shoulders, which allows drivers to check the basic body alignment easily and conveniently.

**Technical characteristics of Hankook KINERGY eco 2:**



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.

1. **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.

1. **Line-up:**

The KINERGY eco 2 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.

###

**Hankook equips Swiss electric roadster**

**Tyre maker Hankook has signed a partnership agreement with the Swiss company Kyburz. The first project will be to fit the Roadster eRod with ultra-high-performance tyres from the Ventus line. The eRod is a purist road-legal sports car for enthusiastic drivers. Equipped with the Ventus V12 evo 2 in size 195/50R15 V, this powerful electric vehicle combines passion and safety, enabling maximum driving pleasure.**

Premium tyre maker Hankook will in future equip the eRod roadster, and will also be the recommended replacement brand. The annual volume of 50 vehicles is currently manufactured entirely in Switzerland. At the Swiss Automotive Show, SAG’s in-house exhibition in Fribourg, the eRod was presented to the public for the first time in September 2019 fitted with Hankook tyres.

KYBURZ is an international leader in high-quality mobility and transport solutions for the final mile. KYBURZ’s core business is the development and production of high-quality electric vehicles for delivery companies, industrial companies, municipalities and private individuals.

“In future Hankook will act as the official tyre partner of a pioneering company in electric mobility for the Swiss supplier industry. With the signed partnership agreement we are eager to support even more promising projects of Kyburz”, says Soo Won Chang, Managing Director of Hankook Austria and Switzerland.

“We are proud to announce a partnership agreement with the international tyre maker Hankook for our future projects. Our companies’ shared values – Hankook’s passion for "Driving Emotion", and our first joint project with Hankook, which focuses on “Pure Driving” of the roadster eRod, show the future potential of the partnership for further projects.” states Flurin Vicentini, development manager at Kyburz.

**###**

**Über Hankook**

Hankook fertigt weltweit innovative, Hochleistungsradialreifen im Premium-Segment für Pkw, SUVs, Geländewagen, Leicht-Lkw, Wohnmobile, Lkw, Busse und den automobilen Motorsport (Rundstrecke/ Rallye).

Das Unternehmen investiert kontinuierlich in Forschung und Entwicklung, um seinen Kunden stets höchste Qualität in Verbindung mit technologischer Exzellenz zu bieten. In weltweit fünf Entwicklungszentren und acht Groß-Fabriken entwickelt und produziert Hankook Tire Bereifungslösungen, die speziell auf die Anforderungen und Ansprüche regionaler Märkte zugeschnitten sind. In Europa findet die Reifenentwicklung für die lokalen Märkte und die Erstausrüstung nach Maßgabe führender Europäischer Fahrzeughersteller im Hankook Technikzentrum Hannover/Deutschland statt. Produziert werden die Reifen unter anderem in der hochmodernen europäischen Fabrik des Unternehmens in Rácalmás/Ungarn, die 2007 eingeweiht wurde und kontinuierlich erweitert wird. Derzeit produzieren dort rund 3.000 Beschäftigte bis zu 19 Millionen Reifen pro Jahr für Pkw, SUVs und Leicht-Lkw.

Die Europa- und Deutschland-Zentrale des Reifenherstellers befinden sich in Neu-Isenburg bei Frankfurt am Main. In Europa unterhält Hankook weitere Niederlassungen in Frankreich, Großbritannien, Italien, den Niederlanden, Polen, Russland, Schweden, Spanien, der Tschechischen Republik, der Türkei, Ungarn und der Ukraine. Hankook Reifen werden direkt über regionale Distributoren in weitere europäische Länder vertrieben. Weltweit beschäftigt das Unternehmen 21.000 Mitarbeiter und liefert seine Produkte in über 180 Länder. Führende Automobilhersteller vertrauen in der Erstausrüstung auf Bereifungen von Hankook. Etwa 30 Prozent des globalen Umsatzes erzielt das Unternehmen innerhalb Europas und der GUS. Hankook Tire ist seit 2016 im renommierten Dow Jones Sustainability Index World (DJSI World) vertreten.

Weitere Informationen finden Sie unter www.hankooktire-mediacenter.com oder www.hankooktire.com

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