**On track for a promising motorsport career with Hankook**

**The Norisring, in the heart of Nuremberg, plays host to the FIA Formula 3 European Championship this weekend. Sharing the bill with the DTM, the young drivers will take to the only street circuit in Germany for races 13 to 15, after which they will have reached the halfway point of the season. Exclusive DTM partner Hankook has now been providing race tyres for what is probably the toughest single-seater series for young drivers in the world for five years. At the start of the season, it extended its contract through to 2019. Young drivers like rookie Joel Eriksson benefit from this professional cooperation with premium tyre maker Hankook. The FIA Formula 3 European Championship provides many young drivers with a springboard to a successful career in motorsport.**

***Nuremberg/Germany, 26th June 2016*** – The young Swede puts his love of motorsport down to his father, who spent many days and nights at a kart circuit. As a five-year-old, Joel Eriksson was always at his father’s side, and was given his own kart just one year later. “I raced a lot on the karting circuit until 2014, when I entered the ADAC Formula Masters and finished fifth,” explains the young man from Tomelilla in Sweden.

One year later, the 17-year-old finished runner-up in the ADAC Formula 4 series, narrowly missing out on the title. “I could actually have come away with the title, but unfortunately I missed a few races, and so missed out on some valuable points,” says Joel Eriksson. This season, the Swede is making his debut in the FIA Formula 3 European Championship, and finished an impressive sixth in his first race at Paul Ricard.

However, Joel Eriksson has had to learn the hard way: instead of challenging for the title, he has had to turn his attention to the Rookie competition. “It is a big step up from Formula 4 to the FIA Formula 3 European Championship. All the drivers are incredibly quick, and you first have to get used to the car and master the enormous power. That takes a while,” the 17-year-old explains.

The race tyre provided by premium tyre maker Hankook has helped the newcomer greatly in his first season in the junior series. Joel Eriksson: “I find the Hankook race tyre easy to drive with. It hits peak performance quickly and maintains it for a long time. You can push from the first round to the last without the tyre showing any signs of wear. Like many of my colleagues, I am very comfortable on it.”

Eriksson has one year of school left back in his native Sweden. After that, he intends to focus fully on motorsport. His dream is not only to race on the same bill as the DTM, but to drive one of the powerhouses in probably the most popular international touring car series. “I tested a DTM car once, and was amazed how much fun it was. My goal is to live for motorsport, and to make a living from it.”

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