**Hankook Technodome:
The tyre maker celebrates the inauguration of its new global R&D center to lead the future**

**Hankook Tire aims to solidify its technology leadership in the automotive industry at the high-tech facility by providing an optimal research environment, and by implementing Hankook Tire’s ‘Proactive’ corporate culture via innovation in the working process.**

***Seoul, Korea/Neu-Isenburg, Germany, October 18, 2016*** – Hankook Tire today announced that it held an opening ceremony of ‘Hankook Technodome’, the new central R&D center in Daejeon, Korea, as the company headways into becoming a global top-tier brand based on technological leadership.

Hankook Technodome is an embodiment of Hankook Tire’s strong commitment in R&D innovation, and will act as a core instrument of the company’s global R&D infrastructure. As the high-tech facility provides an optimized research environment, Hankook Tire plans to focus on securing original technology for the future to lead the way of Hankook Tire’s mid-long term R&D plans to lead the latest tyre technology and world class quality. The new R&D center will also play a pivotal role in implementing Hankook Tire’s proactive corporate culture by innovating the working process, and continuously strengthening the company’s R&D capability to step towards a top-tier company.

Hankook Technodome was designed by Foster + Partners, an architectural firm founded by Sir Norman Foster, and integrates Hankook Tire’s cutting-edge technology, vision and culture. Located in Daejeon, South Korea, Hankook Technodome is an outcome of a total investment of KRW 266.4 billion (an equivalent of approx. 220 Million EURO). The R&D center stands on a massive floor space of 96,328㎡, with an R&D building with 6 stories and a residence building consisting of 8 stories, equipped with employee accommodations including a fitness center, medical clinics, cafés and a day care center.

Through Hankook Technodome, Hankook Tire achieves a Gold certification of LEED (Leadership in Energy and Environmental Design) by USGBC (U.S. Green Building Council), one of the most prestigious green building certification systems.

In addition, Hankook Technodome is ready to further strengthen its technological leadership to effectively tackle the rapid changing business environment of the automotive industry as new technologies, such as electric vehicles and self-driving cars, prevail. It is equipped with various state-of-the-art research and testing facilities. The R&D center has introduced the Driving Simulation system as well as 'SPMM (Suspension Parameter Measuring Machine)' to carry out virtual tests and record digital results. At the Hankook Technodome, Hankook Tire will showcase future technology which integrates eco-friendly material, new material development and simulation technology, as well as networking technology.

Also, Hankook Tire plans to fulfill its indigenous corporate culture dubbed “Proactive Culture” via Hankook Technodome to solidify its position as a global top-tier company. Under the 'One Company Concept', 10 independent offices and laboratories are housed under the same roof to symbolize that all the offices are of one company. The center arena was created for employees to organically enjoy comfortable and active communication.

Mr. Seung Hwa Suh, Vice Chairman and CEO of Hankook Tire said, “Hankook Technodome is equipped with the high tech facilities and the optimal work environment to strengthen our global competitiveness through innovation, while actively dealing with rapid changes in the business environment and delivering products optimized for various customers’ needs.” He added, “I believe the new Hankook Technodome will be a great foundation to lead the future of tyre technology, as it symbolizes optimized process in development of future technologies and securing original technologies through strengthening our headway towards a global top-tier company.”

**About Hankook**

Hankook Tire is one of the global top 5 companies in the mass production of tyres and manufactures 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).

Hankook continues to invest in research and development so that we can always offer our customers the highest level of quality, combined with technological excellence. At a total of five development centers and seven large scale factories around the world, the company develops and produces tyre solutions specially tailored to the requirements and needs of regional markets. Bespoke tyre solutions for the European markets as well as European Original Equipment according to the requirements of leading premium car manufacturers, are developed in the company’s regional Technical Centre in Hanover/Germany. Production for the European region is taking place in the state-of-the-art manufacturing site in Rácalmás/Hungary which was inaugurated in June 2007 and is continuously being expanded. Currently more than 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 Germany, UK, France, Italy, Spain, the Netherlands, Hungary, Czech Republic, Russia, Turkey, Sweden and Poland. Hankook products are sold directly through regional distributors in other local markets. Hankook Tire employ more than 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.

For more information please visit [www.hankooktire-mediacenter.com](http://www.hankooktire-mediacenter.com) or [www.hankooktire.com](http://www.hankooktire.com)

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