**Hankook with sporty tyre line-up and Opel GT Concept at the Essen Motor Show**

**The Essen Motor Show focuses on sporty vehicles and Hankook has the tyres to match. At Booth F102 in Hall 10, the premium tyre maker has many exhibits well worth seeing on show – from future-oriented tyres on the Opel GT Concept car to Ultra High Performance (UHP) classics: the VentusS1 evo series rated “Outstanding” by Auto Bild Sportscars magazine in both 2015 and 2016. “The UHP sector is an important business field for us as tyre makers,” explains Dietmar Olbrich, Hankook’s Vice President for Sales and Marketing in the German-speaking markets. “Tyres cannot allow themselves any weaknesses in this segment. The fact that we can deliver the necessary quality is illustrated by our OE business, where we will be able to share exciting news in a few days. From 0 to 100 kilometres/hour in only 4.8 seconds – and we are providing the grip for this. I cannot reveal any further details at the moment.”**

***Neu-Isenburg, Germany, 21 November 2016*** – Booth F102, Hall 10: With 2017 nearly upon us, premium tyre maker Hankook is presenting its sporty tyre line-up on more than 300 square metres of floor space to visitors of the Essen Motor Show – Europe’s leading trade fair for sporty vehicles –and has brought along plenty of highlights. In line with the fairs subject “performance”, the UHP flagship Ventus S1 evo² and DTM racing tyre Ventus Race are flanked by a prototype in a purist design. The Opel GT Concept with its red Hankook tyres has already made its way into every automotive magazine in the world. The concept sports car with the futuristic tyres is now being showcased on the premium tyre maker’s fair booth.

Hankook is getting off to a flying start to its twelfth appearance at the show on 25th November on the neighbouring booth belonging to the Verband der deutschen Automobiltuner 'VDAT' (Association of German Car Tuners) with the revelation of the “Tune it! Safe!” campaign vehicle. The initiative for safe tuning, which is promoted by the Federal Ministry of Transport, is traditionally supported by Hankook and – this much we can reveal – a police car not usually found on the roads will beat the heart of the campaign again this year.

Cross-sections of the promising tyre technologies sound absorber**®** and SEALGUARD® provide an insight as to how the reduction of car interior noise works in the tyre and what the differences are between self-sealing and run-flat tyres.

In addition to the OE tyres for the 7-Series BMW and Porsche Macan, the 36,000 guests expected at the Essen Motor Show will be able to see the “Outstanding” (Auto Bild) Ventus Prime³ tyre, get an autograph from TV’s Tuning legend PS Profi Sidney Hoffmann or experience BVB players live. Other events and competitions are planned which will attract visitors in addition to the tyre range.

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**About Hankook Tire**

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).

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 seven production facilities around the world. Bespoke tyre solutions for the European markets as well as European Original Equipment according to the requirements of leading premium car manufacturers, are developed in the company’s regional Technical Centre in Hanover/Germany. Production for the European region is taking place in the state-of-the-art manufacturing site in Rácalmás/Hungary which was inaugurated in June 2007 and is continuously being expanded. Currently 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 employs 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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| **Contact:****Hankook TireEurope GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 5a, 63263 Neu-Isenburg **|** Deutschland |
| **Felix Kinzer**Directortel.: +49 (0) 61 02 8149 – 170f.kinzer@hankookreifen.de | **Larissa Büsch**Public Relationstel.: +49 (0) 6102 8149 – 171l.buesch@hankookreifen.de |  |  |