**Hankook extends product portfolio for Premium SUVs**

**Tyre maker Hankook is further expanding its line-up for the SUV segment. Beside high levels of comfort, safety and performance the company’s flagship tyre for the ever growing group of sports utility vehicles, the Ventus S1 evo² SUV had been especially developed with a low level of rolling resistance. It recently has been also selected as Original Equipment by Daimler AG. Sole production for these tyre types takes place at Hankook’s European high tech plant in Hungary.**

***Neu-Isenburg, Germany, 27. March 2017*** – Premium tyre maker Hankook is further extending its tyre portfolio for the premium performance vehicle segment through the expansion of the line-up for its high end tyre Ventus S1 evo² SUV. The tyres were developed not only around the focus safety, performance and comfort-related aspects typical for premium automobiles, such as precise handling, excellent braking performance in both dry and wet, high directional stability and low rolling noise. Hankook’s engineers also realized a considerable reduction in rolling resistance. The latter was achieved by applying a state-of-the-art high-grip styrene-polymer-silica mixture that not only enables optimised wet grip, but also enhances the tyre’s environmental compatibility.

The company will provide specific high-performance yet very low rolling resistance SUV versions from its multiple award-winning Ventus line also for the popular Mercedes-Benz GLC and GLC Coupé. The Stuttgart-based premium automobile manufacturer’s latest generation midsize SUVs are fitted with the Hankook Ventus S1 evo² SUV ex works. Hankook supplies the Mercedes-Benz GLC in size 235/65R17 V MO (Mercedes-Benz Original) or 235/60R18 V MO.Especially the 18 inch MO version distinguished itself during the test phase for its outstandingly low level of rolling resistance and was therefore chosen from Daimler AG as Original Equipment tyre for the CO2 emission relevant EU markets. Additionally the sporty Mercedes-Benz GLC Coupé is fitted with 19 inch tyres in mixed sizes 235/55R19 Y MO (front) and 255/50R19 Y MO (rear) matching the dynamic driving characteristics of the coupé.

“The superior performance of the product documents our potential of being able to supply the market with Hankook state-of-the-art technology and top quality in all premium automobile segments – commercial vehicles, passenger cars, as well as the popular SUV segment,” explains Ho-Youl Pae, Head of Hankook Tire in Europe. “We are especially proud of the fact that the original fitment tyres for Daimler AG including the patterns for the Mercedes-Benz GLC and GLC Coupé are being developed in cooperation with our German-based R&D centre and manufactured completely in our advanced European production facility in Hungary.”

The sophisticated technology of the Hankook Ventus S1 evo² SUV with its multiple tread radius and double-layer rayon carcass also effectively support SUV terrain characteristics by providing maximum tread contact under all conditions. The tyre’s innovative DTM inspired 3-layer block design, with its special staircase arrangement of the outer rib blocks, ensures an evenly gripping contact area even as wear progresses thereby guaranteeing very good traction performance throughout the entire lifetime of the tyre.

By increasing the mixing times at lower temperatures, a significant increase in the bonding rate and a more targeted linking of the carbon black with the rubber molecules has been achieved for the tread compound. The result is a lower amount of heat developed while driving, which also has positive effect on the driving dynamics and especially the rolling resistance and wear behaviour. Furthermore, a newly developed styrene polymer also significantly boosts the grip level of the tyre for outstanding brake and traction performance on wet roads.

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**Technical characteristics of the Hankook Ventus S1 evo² SUV:**

1. *DTM-developed tread with Multi-Tread-Radius and double layered rayon carcass for especially even ground pressure distribution thanks to an ideal tyre contact area. Considerable weight reduction by* *using* *ultra-lightweight yet resilient steel cord material for the belt package:*

- Dynamic handling even under tough conditions

- Outstanding driving stability at high speeds

- Higher driving comfort and low rolling noise

- Improved performance especially in diagonal aquaplaning

1. *DTM inspired 3-layer block design for constant high performance*

- Staircase-shaped design of the outer rib blocks to increase the contact area for constant high traction and braking performance.

      

 *3. State-of-the-art tread compound to optimise wet braking,*

 *mileage and rolling resistance:*

- Specially developed styrene-polymer for further enhancement

 of wet brake performance.

- Optimised molecule linking system to improve wear characteristics

 and heat-ageing resistance.

*4. Advanced cooling system and aerodynamic tyre sidewall*

 *for improved heat regulation:*

- Surface enlarging cooling fins in the base of the principal tread grooves for continuous heat reduction and more stable handling characteristics.



- Cooling micro-turbulences via two-stage recesses on the outer tread blocks and in the side wall to reduce heat build-up, particularly in the shoulder area of the tyre.

*5. Vehicle Alignment Indicator*

* Offers drivers the simple and practical option to check wheelalignment themselvesby comparing the wear on

both tyre shoulders.

**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 centers 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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