**Hankook presents advanced tyre solutions at “Autopromotec” in Bologna 2017**

**From 24th to 28th May premium tyre maker Hankook present state-of-the-art tyre solutions at the Autopromotec in Bologna, Italy. The company will showcase its advanced product line-ups for high-performance, environment-friendly and safe transportation in the passenger car and bus and truck sector. Some of the highlights at the Hankook booth will be the new all-season trailer tyre SmartFlex TH31, two winter tyres, Hankook Winter i\*cept evo² and Hankook Winter i\*cept RS², four season Hankook Kinergy 4S**  **and the tyre brand Laufenn which was launched in the European market in 2015.**

***Germany, Neu-Isenburg/Italy, Sesto San Giovanni, 29 March 2017*** – Hankook Tire will again show a strong presence at the Autopromotec in Bologna from 24th to 28th May 2017. The premium tyre maker will present the highlights of its comprehensive line-up for passenger cars, SUVs, light, medium and heavy trucks and buses to the visitors in Hall 20, booth number A 74. Once again the company proves its innovative power - showcasing various state-of-the art tyre solutions, including new all-season trailer tyre SmartFlex TH31, two winter tyres, Hankook Winter i\*cept evo² and Hankook Winter i\*cept RS², All-season Hankook Kinergy 4S and tyre brand Laufenn launched on the European market in 2015.

Winter tyres on the Hankook booth include the Hankook Winter i\*cept evo² which is tailored for enhanced snow performance and superior traction and braking in both wet and dry conditions and Hankook Winter i\*cept RS² which is made for compact and mid-sized cars with reliable and stable handling characteristics on wet, snowy, slushy and also dry roads. Its latest all-season tyre Hankook Kinergy 4S, the all-weather specialist for year round safe driving is made to provide a well-balanced performance and high safety throughout the four changing seasons. On the Hankook booth there will also be an extra zone dedicated to the Laufenn tyre range, launched on the European market in 2015.

Tyre solutions for trucks will also take centre stage in Bologna. Premium tyre maker Hankook will showcase the new trailer tyre, SmartFlex TH31, that completes the all-year tyre line SmartFlex consisting of the SmartFlex AH31 for the steering axle and the SmartFlex DH31 for the driving axle. The trailer tyre’s wide, closed shoulder area supports stable straight driving and ensures good lateral stability. The tyre is labelled with M+S marking and the chamfered tread grooves help to prevent splintering. Both steering and driving axle positions have M+S marking and the snowflake (3PMSF) symbol, which means good traction is guaranteed even if drivers hit wintry road conditions.

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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 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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