**Hankook heading towards**

**2017 Pikes Peak International Hill Climb Competition**

**The tyre maker continues its partnership with Competition Driver Rhys Millen at 2017 Pikes Peak International Hill Climb. On specially crafted Hankook *Ventus Race* competition tyres, Millen will seek new heights following a record breaking 2016 run.**

***Neu-Isenburg, Germany, 23rd June 2017***– Premium tyre maker Hankook sponsors racing champion Rhys Millen at the 2017 Pikes Peak International Hill Climb (PPIHC) on June 25th in Pikes Peak, Colorado. One year after a record-breaking run at the Broadmoor PPIHC, the New Zealander will aim for return glory in a car with a rich legacy of its own.

Millen and his RMR team will compete in the 101st running of the “Race to the Clouds” in a modified version of the car that set the Time Attack record in 2012. Millen will chase his record with the help of Hankook *Ventus Race* Competition tyres of type F200, designed exclusively for this event.

The Pikes Peak International Hill Climb boasts a rich heritage. Founded in 1916, the Race to the Clouds rambles up a 12.4-mile course to the summit of Pikes Peak, the top tourist destination in Colorado. Climbers wind their way through 156 turns and ascend 4,720 feet to the mountain’s summit. “Pikes Peak is one of the most mentally challenging events that any driver can take on,” Millen said. “You put everything on the line not knowing what is around the next corner. Fortunately, we have the perfect tyre that will react to Pikes Peak’s changing conditions.”

The specially crafted Hankook tires will play a key role in Millen’s potential success, according to the internationally heralded New Zealand native. “You have to have a sponsor and a group of engineers willing to push the envelope of tyre construction to formulate the right balance to function specifically in that environment,” said Millen. “We’ve always been very successful at finding that balance, and I feel that we’ve absolutely nailed the compound for this event.”

Millen is no stranger to success at Pikes Peak. Last year, he broke the world record for the Electric Modified class.

“We’re excited to continue our partnership with Rhys for another year at Pikes Peak,” said Hankook Tire America Motorsports Manager J. David Rich. “His past success proves that we have the best driver and the best tire on the grid. Taking into account the continuing research and development between Rhys and our engineers, we are fully confident that our tyres mixed with a proven vehicle will push us all to new heights.”

Millen is one of several drivers Hankook sponsors across multiple formats in the USA. The company also has a strong presence in Formula Drift, where it sponsors six drivers, including last year’s series champion, Chris Forsberg.

**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 or www.hankooktire.com

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  | | --- | --- | --- | --- | | **Contact:**  **Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 5a, 63263 Neu-Isenburg **|** Germany | | | | | **Felix Kinzer**  Director  Tel.: +49 (0) 61 02 8149 – 170  [f.kinzer@hankookreifen.de](mailto:f.kinzer@hankookreifen.de) | **Anna Magdalena Pasternak**  PR-Manager  Tel.: +49 (0) 6102 8149 – 174  a.pasternak@hankookreifen.de | **Yara Willems**  Public Relations  Tel.: +49 (0) 6102 8149 – 172  y.willems@hankookreifen.de |  | |