**Hankook Tire showcases award winning**

**futuristic concept tyres**

**At the IAA 2017 in Frankfurt, premium tyre maker Hankook showcases innovative concept tyres inspired by future mobility. The five futuristic concept tyres Magfloat, Flexup, i-Play, Shiftrac and Autobine are designed by students at the University of Cincinnati to showcase Hankook’s cutting edge technology.**

***Neu-Isenburg, Germany, September 13th 2017*** - Global tyre company Hankook brings futuristic concept tyres to the 2017 IAA in Frankfurt. Each of the five concept tyres reflects Hankook’s design philosophy to develop innovative technology that will affect the future of driving. The tyres were designed in line with the theme ‘Connect to the Connected World’, where the company aims to predict mobility changes in future mega cities and present a vision of future mobility with tyres. This includes car sharing, autonomous driving and connected cars.

Hankook Tire’s 2016 Design Innovation – the company’s exclusive sponsorship program for the world’s leading design universities - collaborated with the University of Cincinnati to design the five futuristic concept tyres. Featured are ‘Magfloat’ for flexible single user mobility based on magnetic field extensions, ‘Flexup’ for single user mobility that can freely ascend stairs and ‘iPlay’, a two wheel single user mobility. The ‘Shiftrac’ allows for strong cornering whilst the ‘Autobine’ can attach and detach the tyres from the body according to the number of passengers.

“The IAA is a great venue for showcasing our innovative concept tyres because it is where the best in the industry come together,” said Mr. Seung Hwa Suh, Vice Chairman & CEO of Hankook Tire and added, “We are pleased to be leading the future mobility trend and look forward to revealing our futuristic concept tyres. Hankook Tire will continue to do its best to lead the tyre industry with our global top-tier technology.”

Hankook’s concept tyres have been continuously recognized for design excellence with leading global design awards. In 2015 and 2016, the Boostrac, HyBlade and Alpike were awarded at the Red Dot Luminary, iF Gold and IDEA Awards, followed by the Flexup and Shiftrac which received bronze and finalist awards at the 2017 IDEA Awards.

Visitors to this year’s IAA in Frankfurt will have a chance to see Hankook’s futuristic tyres Flexup, Shiftrac and Autobine, at Hall 8, Booth C26.

 Hankook Tire – Flexup

[Can be used on stairs and speed bumps (0~35km/h)]

Futuristic single user mobility which can freely move within complicated cities and access stairs and speed bumps through a principle of divided treads that expand and contract.

Hankook Tire – Shiftrac

[Strong cornering through skating principle]

The divided treads, with the skating principle provides maximum cornering performance. They are tyre concepts for special vehicles such as police cars in mega cities that are becoming increasingly sophisticated and dense.

Hankook Tire – Autobine

[Expansion in accordance to number of passengers / Tyre detachment and attachment]

Wheels and tyres with their own power source that attach and detach according to the weight of the vehicle. It is an autonomous bus concept (Driverless Public Transportation) that has an applied Self-Contained Drone concept.

 Hankook Tire – i-Play

[2-Wheel Drive with maximized efficiency and cornering]

The two wheel with flexible suspension structure allows a minimized volume size during standby mode and maximized cornering performance. It is a single user mobility that can move freely through the city with high accessibility, similar to Flexup.

 Hankook Tire – Magfloat

[Flexible wheel using magnetic field (0~15km/h)]

A single user mobility board which uses magnetic field extension and rotation principle. By improving accessibility and portability, it can move freely on pavements and can be used indoors.

**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).

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 further information visit www.hankooktire-mediacenter.com or www.hankooktire.com

|  |
| --- |
| **Contact:****Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 14, 63263 Neu-Isenburg **|** Germany |
| **Felix Kinzer**PR Directortel.: +49 (0) 61 02 8149 – 170f.kinzer@hankookreifen.de  | **Sabine Riedel**Public Relationstel.: +49 (0) 6102 8149 – 174s.riedel@hankookreifen.de  |  |  |