**Hankook Tires as Original Fitment**

**on the new** **Citroën C3 Aircross**

**Since November 2017, many of the new compact SUV from Citroën have been leaving the assembly line in Saragossa/Spain equipped with Hankook tyres. The Hankook tyres used for original fitment on the SUV, resulting from the C-Aircross study presented in Geneva in 2017, are the premium comfort summer tyre Ventus Prime³ or the all-weather variant Kinergy 4S, depending on size and customer requirements. The tyres are available in sizes 195/60 R16 89H and 215/50 R17 91H as Kinergy 4S all-weather tyre and** **205/60 R16 92H in both variants.**

***Neu-Isenburg, Germany, 22 January 2018* -** With sales figures on the SUV market increasing all the time, Citroën has launched the C3 Aircross on the market, a compact SUV version that feels at home both in town as well as on light terrain. The French manufacturer has decided to include summer and all-weather tyres from Hankook in its list of approved original fitment tyres. There is a choice of Hankook tyres - the Kinergy 4S (all-weather) in the sizes 195/60 R16 89H, 205/60 R16 92H and 215/50 R17 91H as well as Ventus Prime³ in size 205/60 R16 92H (summer).

The Citroën C3 Aircross stands for a young, lively design. Thanks to a high personalisation factor, it also impresses with a whole host of different customisation options. The choice of driving modes (including standard, sand, terrain, snow) guarantee best possible support when driving on and off tarmac roads in wide ranging weather conditions. Alongside very good driving characteristics, the development engineers’ requirement specification for the new Citroën compact SUV included low consumption and the related low pollutant emission. The C3 Aircross offers a convincing combination of driving pleasure, economy and environmental efficiency. These characteristics include effective support in the form of particularly low rolling resistance of the Hankook tyres. In addition, Hankook development engineers found very good handling in wet and active dry handling particularly important. At the end of the day, the balanced performance of the Hankook tyres in terms of driving pleasure, safety and environment characteristics made the decisive difference for the car maker.

“We are looking forward to a strengthened relationship with the second largest car manufacturer in Europe, now adding the Citroën brand as well,” said Tony Lee, Vice President Marketing & Sales at Hankook Tire Europe. “Since we deliver original fitment tyres to the sister brands Opel/Vauxhall and Peugeot, we see great potential for more intensified cooperation, particularly on the European market, which is very important for us.”

**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 eight 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 Czech Republic, France, Germany, Hungary, Italy, the Netherlands, Poland, Russia, Spain, Sweden, Turkey, UK and Ukraine. 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. Hankook Tire has been represented in the renowned Dow Jones Sustainability Index World (DJSI World) since 2016.

For more information please visit [www.hankooktire-mediacenter.com](http://www.hankooktire-mediacenter.com/) or [www.hankooktire.com](http://www.hankooktire.com)

|  |  |  |  |
| --- | --- | --- | --- |
| **Contact:**  **Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 14, 63263 Neu-Isenburg | Germany | | | |
| **Felix Kinzer**  Director  Tel.: +49 (0) 6102 8149 – 170  f.kinzer@hankookreifen.de | **Larissa Büsch**  PR-Manager  Tel.: +49 (0) 6102 8149 – 171  l.buesch@hankookreifen.de | **Yara Willems**  Public Relations  Tel.: +49 (0) 6102 8149 – 172  y.willems@hankookreifen.de |  |