**Hankook presents commercial tyre solutions at the
2018 Commercial Vehicle Show**

**Hankook Tyre UK will be once again exhibiting at the Commercial Vehicle Show - the largest and most comprehensive road transport and commercial vehicle event in the UK. From 24th to 26th April 2018 at Birmingham’s National Exhibition Centre, the premium tyre maker will be presenting a comprehensive range of their commercial vehicle tyres including a new bus tyre for city traffic.**

***Daventry, UK, 26th February 2018 –*** Hankook Tyre UK will be presenting their expanding portfolio of commercial vehicle tyres at the Commercial Vehicle Show in Birmingham. Taking place from 24th to 26th April 2018 at the National Exhibition Centre (NEC), the company’s stand will be located in Hall 5, number 5C60. The stand will be featuring a wide range of tyres including the SmartFlex for regional haul, and the SmartWork for on and off road, both of which are selected as Original Equipment for MAN, Mercedes-Benz and Scania trucks. Furthermore, the premium tyre maker will be launching a new all-position bus tyre for city traffic.

David Thorp, UK Sales Manager for the commercial vehicle market said “As we are seen as the leader in the UK truck tyre replacement market, the CV Show is an important date in the Hankook calendar. We are delighted to be once again demonstrating our continued investment in research and development with a showcase of innovative tyre solutions.”

“Our share of the market has grown in recent years, thanks to our reputation for producing reliable tyres which companies need especially when priorities put increased emphasis on Total Cost of Ownership. Fleets looking to maximise value for money in every area of business have returned time and time again to Hankook, which prides itself on providing reliable products for customers and reasonable cost per mile figures.”

Hankook remains a well-recognised and respected tyre choice for many UK based Blue Chip logistics companies characterised for most expedient, cost-effective and unbiased transportation solutions. The decision to fit Hankook tyres is the result of lengthy evaluations, which proved that Hankook tyres belong to the most attractive tyre fitment for many fleets with regard to tyre economics, reliability and eco-friendliness. This is echoed through the premium tyre manufacturer’s commercial tyre sales which shows continual year on year growth, testament to the quality and value of Hankook’s products.

New for 2018, the Hankook stand will also feature the concept tyres from the 2016 Hankook Tyre Design Innovation Programme 'Connect to the Connected World'. Designed by students from the University of Cincinnati, the three futuristic tyres present a vision of future mobility through tyres.

Visitors to the stand are invited to play a ‘Strike-a-Light’ game where they can compete for a place on the leaderboard and ultimately the chance to win the daily top prize of a 4K Ultra HD 55” TV. The winners shall be announced after the exhibition ends. Hankook Tyre UK looks forward to welcoming visitors to the Hankook stand (Hall 5, Stand 5C60) between 8.30 am and 5.00 pm.

**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 centres and eight 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. 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](https://www.hankooktire-mediacenter.com/index.php?id=8&L=2&flt=1) or [www.hankooktire.com](http://www.hankooktire.com/)

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| **Contact:****Hankook Tyre UK Ltd** | Fawsley Drive | Heartlands Business Park | Daventry | Northants | NN11 8UG | United Kingdom**Zoë Baldwin**Marketing Communication ManagerTel.: +44 (0) 1327 304146zbaldwin@hankooktyres.co.uk |
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