**Top marks for Hankook’s Ventus Prime³ from the ADAC and ranked 1st in the Auto Bild brake test**

**The Hankook Ventus Prime³ was awarded the top mark "Good" in the ADAC summer tyres test 2018. In addition, the particularly comfortable premium performance passenger car tyre, part of the successful Hankook Ventus product family, stood out in the first round of the large-scale tyre test conducted by Auto Bild, with the shortest braking distance overall amongst 51 competitors (in wet and dry conditions).**

***Neu-Isenburg, Germany, March 7, 2018 -*** The Hankook Ventus Prime³ has achieved outstanding test results in independent product tests once again this year. After the renowned German Automobile Club ADAC had awarded the top mark "Good" to the Hankook Ventus Prime³ in its recently published product test 2018, the comfortable summer tyre fully convinced experts in the first round of the large-scale 2018 tyre test conducted by Auto Bild, and came out in 1st place out of 51 competitors - among them all global top brands - in the combined ranking with top-level braking results both in dry and wet conditions.

Traditionally, the editors from Europe’s largest car magazine do their testing in two stages, whereby in stage one more than 50 of the brands available in the same dimension on the market are scrutinised during a complex braking test in wet and dry conditions. The best 20 brands from the combination of wet and dry braking results are then tested for all performance criteria, including wet/dry handling, hydroplaning, rolling noise, comfort, rolling resistance, mileage performance and price per km. This is why the Auto Bild tyre test is regarded as one of the largest and most significant product tests in the world within its category.

Hankook’s Ventus Prime³ pattern was developed with a focus on providing a balanced blend of performance, comfort, safety, and environmental friendliness. It is the premium comfort pattern in the successful Ventus product series offered by the company. Drivers benefit from well-designed driving characteristics, including a top braking performance on both wet and dry road surfaces, which is considered as probably the most important safety feature in modern automobile traffic worldwide.

The Hankook Ventus Prime³ is available on the market in more than 90 dimensions with tread widths from 195 to 245 for the series 65 to 40 and speed indices H-W (210 - 270 km/h) for an extremely wide spectrum of passenger cars ranging from compact cars to luxury limousines.

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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).

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 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](http://www.hankooktire-mediacenter.com/) or [www.hankooktire.com](http://www.hankooktire.com/)

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