**Hankook at Tire Cologne 2018:**

**World premières and smart tyre solutions**

**At Tire Cologne from 29th May to 1st June 2018 Hankook is presenting several world premières alongside current tyre exhibits from the passenger car, SUV, bus and truck line-ups. In Hall 6.1, Stand no. A050, the world première of a completely newly developed passenger car all-weather tyre will be just one product visitors can expect to see in the 400 square metres of exhibition space. In addition, the premium tyre maker will be using the trade fair presentation to focus on the current winner of the major Auto Bild summer tyre test 2018, the Ventus Prime³, which completes the exhibition portfolio alongside other premières in the truck and bus tyre segment.**

***Neu-Isenburg, Germany, 19 April 2018*** – Premium tyre maker Hankook is presenting its comprehensive portfolio for the European market at the specialist tyre trade fair Tire Cologne from 29th May to 1st June and introducing a completely newly developed all-weather tyre for passenger cars in Hall 6.1, Stand A050. The brand new all-rounder created in Hankook’s European development centre will continue the long tradition of success of Hankook products in this market segment.

At the new trade fair for tyres and wheels, the focus in the passenger car portfolio ranging from the classic summer Ultra-High-Performance (UHP) products to the current winter tyre range will be on the tried-and-trusted UHP flagship series Ventus S1 evo² as well as on the Ventus Prime³, the winner of the major summer tyre test 2018 carried out by Auto Bild. Hankook’s premium comfort summer tyre was developed with a balanced blend of power, comfort, safety and eco-friendliness and was able to prove its performance impressively for the second time compared with more than 50 brands, in what is probably the largest independent product test in the world. In addition to solutions for private transport, visitors to the Hankook stand can also take a look at the comprehensive tyre range for trucks and buses, including the new SmartCity AU04+, which is supplementing the brand’s range of bus tyres. It goes without saying that the stand will include a show car, and the tyre maker is bringing along a special treat this year – the current project vehicle Eibach Audi RS5, for which Hankook is the official partner, supplying suitable Ventus S1 evo² 20-inch tyres.

Trade fair visitors will also able to see the technological excellence of the brand for themselves. With its home-made premium technologies sound absorber®´, SEALGUARD® and HRS®, Hankook is showcasing state-of-the-art tyre solutions for the further enhancement of safety and comfort. The “sound absorber®”, which is already being used for original fitment in various vehicle classes by Audi and Opel, for example, significantly reduces vehicle interior noise and guarantees a relaxed drive. The special SEALGUARD® sealing material is being used for the original fitment of several VW vehicles, can seal punctures up to a diameter of 5 mm in the area of the tyre tread and allow you to drive on safely without replacing the tyre. The HRS® (Hankook Runflat System) is also successful in original fitment and is being fitted on the current 7 Series BMW among others as both summer and winter tyres. The tyre maker is dedicating part of the 400 m² exhibition area to its second brand, Laufenn.

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**About Hankook Tire:**

Hankook Tire manufactures globally 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 around 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 approximately 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)

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| **Contact:****Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 14, 63263 Neu-Isenburg **|** Germany |
| **Felix Kinzer**Directortel.: +49 (0) 61 02 8149 – 170f.kinzer@hankookreifen.de | **Larissa Büsch**PR Managertel.: +49 (0) 6102 8149 – 171l.buesch@hankookreifen.de | **Sabine Riedel**PR Mangertel.: +49 (0) 6102 8149 – 174s.riedel@hankookreifen.de |  |