**Hankook strengthens its truck business, presenting as global player at 2018 IAA Commercial Vehicles Show**

**Hankook is presenting its prospering commercial vehicles segment at this year's IAA for Commercial Vehicles in Hanover, Germany, being in overall already for the fifth time at the largest and most famous truck exhibition worldwide. As a global top-tier truck tyre maker with international Original Equipment partnerships with MAN, Mercedes-Benz Trucks, Scania and Schmitz-Cargobull, Hankook will be showcasing a new tyre line-up for mild on- and off-road use as a world premiere. Having likewise become a player in the bus segment as well, Hankook is also presenting a future oriented extension of its bus portfolio.**

***Neu-Isenburg/Germany, 24th May 2018*** – After showing strong presence at Commercial Vehicles Show in Birmingham, and having great expectations for the coming Tire Cologne in the truck and bus field, premium tyre maker Hankook has already started with full speed into preparations for this year's 67th IAA for Commercial Vehicles, to be carried out from 20th to 27th September in Hanover, Germany.

The company will be following IAA’s motto ‘driving tomorrow’ and thus responding to demands of current market innovations in the bus segment. What is more, Hankook is going to present as world premiere a complete mild on- and off-road tyre line-up for steering, driving and trailer axle on more than 200 square metres of booth space. In total, Hankook participates already for the fifth time at the largest and most important internationally known truck fair with plans to announce further growth in the context of its Original Equipment partnerships. In a separate outdoor exhibition area, the company will also be highlighting further brand activities.

“Since more than a decade the commercial vehicles segment has become of strong significance for Hankook’s overall business, especially on the European continent," explained Tony Lee, Hankook Tire Europe Vice President for Marketing & Sales. "We grow in regards to our OE partnerships, our fleet cooperations and product line-ups. Having adjusted all truck and bus tyre production and supply chain some time ago, we have prepared ourselves strategically for further prosperity. Thus we are not affected by the anti-dumping duties, recently initiated by the European Commission. We look forward to a promising show together with our customers from around the world.”

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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](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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