**Hankook Tire holds the ‘Design Insight Forum’,**

**an innovative display of future technology**

**The ‘Design Insight Forum’ raises discussions on the core competitiveness of the future mobility industry and opens ways to generate more value. It is the first unveiling of the award winning works of ‘****2018 Design Innovation’ that looks to the future of driving in 2035****.**

***Seoul, Korea / Neu-Isenburg, Germany,*** ***September 24th, 2018*** ***––*** Last week premium tyre maker Hankook held the ‘Design Insight Forum' at its global R&D centre Technodome in Daejeon, Korea, where topics including the future of mobility and the tyre industry were discussed.

Hankook Tire has been holding the ‘Design Insight Forum’ every year since 2004 under the theme of future driving. Interactive seminars are held between external and internal experts on creativity and innovation. This year, the forum sees the unveiling of the award winning works of ‘2018 Design Innovation’ under the theme of ‘Extending Future Life Beyond Mobility’.

The Design Innovation is an R&D project of Hankook Tire held every two years in collaboration with the world’s renowned design universities to propose a vision for the future driving and provide a solution through tyres. This year, 19 industrial design students from the UK’s prestigious Royal College of Art (RCA) worked with Hankook Tire to suggest a tyre system that can generate value and is fit for future driving in 2035.

In January 2018, two pieces of work were selected from the students final entries. The ‘Aeroflow’, a futuristic one-person race car tyre with maximised downforce and ‘Hexonic’, a tyre with smart sensors that provide an optimal driving solution for autonomous cars to be used for car sharing services, will be unveiled. In addition, 'HLS-23', which will be responsible for the future logistics system, will be introduced.

 These works will continue to be exhibited globally to display the innovative design technology of Hankook Tire starting from RCA students' graduation exhibition in 2019, the Frankfurt Motor Show, the Essen Motor Show, and Cologne Tire Exhibition in Germany.

 “Hankook Tire is glad to have given these students the opportunity to propose a whole new experience for future driving. We expect these innovative ideas and intense discussions will further Hankook Tire’s commitment to developing technologies for future mobility,” said Hyun Bum Cho, President & CEO of Hankook Tire.

 As a global top-tier company, Hankook Tire will continue to provide opportunities to preemptively respond to the rapidly changing mobility environment and to strengthen its technology leadership.

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**About Hankook**

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=0&flt=5) or [www.hankooktire.com](http://www.hankooktire.com)

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| **Kontakt:****Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 14, 63263 Neu-Isenburg **|** Deutschland |
| **Felix Kinzer**DirectorTel.: +49 (0) 6102 8149 – 170f.kinzer@hankookreifen.de | **Sabine Riedel**PR ManagerTel.: +49 (0) 6102 8149 – 174s.riedel@hankookreifen.de |  |  |