**Hankook Tire receives IDEA Award 2018**

**for its electric vehicle tyre**

**Hankook Tire’s electric vehicle tyre, Kinergy AS ev, is honoured at the International Design Excellence Awards (IDEA). The Kinergy AS ev combines advanced technology to create a hyper-low noise environment with improved driving performance and comfort. It is acknowledged for its innovative design.**

***Seoul, Korea / Neu-Isenburg, Germany,*** **October 8th, 2018** **–** Hankook Tire’s Kinergy AS ev, a tyre for electric vehicles was recognised in the automotive and transportation category at the International Design Excellence Awards (IDEA) 2018.

In previous years, Hankook Tire has received numerous awards from IDEA for its futuristic concept tyres – bronze and winner in 2015, finalist in 2017 – but this is the first time that Hankook Tire has received an award for a mass production model.

The Kinergy AS ev is characterized besides others by its hyper-low noise environment optimised for electric vehicles. Its comfort, driving and handling performance are comparable to high performance passenger tyres. The Kinergy AS ev’s block design, modelled after electric circuits, and its customised electrical vehicle sidewall design provide an improved aerodynamic performance and the best driving environment in various conditions.

Several noise reducing technologies were applied. For example, Hankook Tire integrated a technology optimising the pitch arrangement to reduce a certain frequency that incurs when driving. An aramid hybrid reinforcement belt exclusive to electric vehicles was used to minimise tread block distortion when changing direction. This feature helps to maintain optimum grip force to provide exquisite handling performance and significantly improves handling stability.

With the recognition from the IDEA 2018, Hankook Tire has been acknowledged for its design philosophy and infinite potentials to lead the future driving environment. Hankook Tire will continue its journey to lead the future tyre industry, actively developing innovative designs.

Hosted by the Industrial Design Society of America, the IDEA 2018 is a world class design award and is deemed as one of the world’s top three design awards along with ‘iF DESIGN AWARD’ and ‘Red Dot Design Award’. Various elements including design innovation, user experience and benefit, corporate social responsibility, aesthetic are evaluated to select the best design.

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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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