**New Marketing Director for truck and bus tyres**

**at Hankook Tire Europe**

**Hankook Tire Europe has engaged Guy Heywood as the new Marketing and Strategy Director for its European truck and bus business. The British national has twenty years of experience in the tyre industry in leadership positions, most recently active as the Commercial Director for a manufacturer for the UK and Truck, Bus and Service Director for North Europe. Heywood is taking over the position of Seok Yun Kim who has relocated as Managing Director of Hankook’s organisation in Jeddah, Saudi Arabia.**

***Neu-Isenburg, Germany, January 15, 2019*** – The European Marketing Team for Truck and Bus Tyres (TBR) at premium tyre manufacturer Hankook is under the direction of Guy Heywood. The 51 year old native Brit has extensive international marketing and sales experience in management positions in the tyre industry. In his new position as TBR-Marketing and Strategy Director for Europe, he will utilise his expertise to the further development of strategic marketing in the truck and bus tyre segment on the continent.

“We warmly welcome Guy as our the new Marketing and Strategy Director for Truck & Bus Tyres and Services,” says Tony Lee, Vice President Marketing & Sales at Hankook Tire Europe. “We are delighted to have appointed him in this position. With his detailed industry expertise, many years of experience and a track record of business success, he brings to the table everything needed to continue strengthening and expanding the Hankook brand in this segment.”

The tyre manufacturer's goal is to continue expanding its premium status in the truck and bus tyre division over the next few years. The new strategic marketing alignment in this area will be managed and communicated via the current 13 Hankook subsidiaries across Europe.

“Together with my team, I would like to use my experience to significantly further the development of the Hankook brand as a premium manufacturer in the truck and bus tyre segment. I look forward to exciting tasks and am certain that we will continue the impressive growth in the European TBR business in the years to come,” affirms Guy Heywood.

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**About Hankook**

Hankook produces innovative, high quality high-performance radial tyres in the premium segment for cars, SUVs, off-road vehicles, light trucks, mobile homes, trucks and automotive motor sports (circular racetracks/rallys) around the world.

The company invests continuously in research and development in order to always provide its customers with the highest quality plus technological excellence. Hankook Tyre develops and produces tyre solutions in five development centres and eight large factories worldwide that are specially tailored to meet the requirements and demands of the regional markets. In Europe, the tyre development for local markets and original equipment in accordance with leading European vehicle manufacturers takes place in Hankook's technical centre in Hanover/Germany. Among other places, the tyres are produced in the state-of-the-art European factory in Rácalmás, Hungary, which was opened in 2007 and continuously expanded. Currently about 3,000 employees produce up to 19 million tyres per year there for cars, SUVs and light trucks.

The Europe and Germany headquarters of the tyre manufacturer are located in Neu-Isenburg close to Frankfurt am Main. In Europe, Hankook has additional branches in France, Great Britain, Italy, the Netherlands, Poland, Russia, Sweden, Spain, the Czech Republic, Turkey, Hungary and the Ukraine. Hankook's tyres are distributed to other European countries via regional distributors. The company has 22,000 employees worldwide and supplies its products to over 180 countries. leading automobile manufacturers trust Hankook's original tyre equipment. About 30 percent of its global sales are within Europe and the CIS. Hankook has been represented in the prestigious Dow Jones Sustainability Index World (DJSI World) since 2016.

More information is available at www.hankooktire-mediacenter.com or www.hankooktire.com

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