**New HR Director at Hankook Tire Europe**

**Tyre maker Hankook has appointed Thomas Jacobi as the new Human Resources Director at Hankook Tire Europe. Jacobi brings with him a substantial expertise in personnel and employee management. The 43-year-old has spent the past 13 years working in human resources for companies in a variety of branches. Before he moved to Hankook’s European headquarters, he was responsible as Senior Regional Director EMEA for human resources management at a telecommunication company. Thomas Jacobi is the successor to Ji Su Lim, who has returned to the corporate headquarters in Seoul, Korea, and is now part of the “Human Resource Team” at the global research and development centre, Technodome.**

***Neu-Isenburg, 28th March 2019 –*** Premium tyre maker Hankook has announced the appointment of Thomas Jacobi as new Human Resources Director for the European headquarters, starting on 1st March. Based in Neu-Isenburg, he is responsible for managing the Human Resources division for the European region. Jacobi has more than 13 years of experience in human resources and has worked for companies in different branches. Following his degree in law, specializing in the protection of industrial property and European law, the 43-year-old worked as Senior Human Resources Specialist in an electronics company and as HR Generalist EMEA in a company for navigation developments after passing his bar examination. Prior to being appointed HR Director at Hankook Tire, Jacobi was Senior Regional Director for the EMEA region for a global telecommunication company.

“We would like to give Mr. Jacobi a warm welcome in his new position at Hankook,” said Han-Jun Kim, President of Hankook Tire Europe. “With him, we have found the right successor for this position with abundant experience and expertise we can trust and build on, to further our human resources strategy for Europe, which is Hankook’s largest and most important region. Thanks to his international experience, including comprehensive knowledge in the fields of change management and organisation development, he has the outstanding credentials necessary to be able to set the right focus in this key position.”

“I am happy to be taking on the task of new Human Resources Director for Hankook in Europe,” added Jacobi. “I am looking forward to contributing my experience to an internationally successful company like Hankook. It will be important to further promote the cultural change that has already been initiated and to extend recruiting efforts. As a motorsports and vintage car enthusiast, I am fully aware that the branch has high expectations of the technical know-how of its employees. This will be one of the focuses of human resources development.”

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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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