**Hankook Tire awarded for its innovative concept tyres at IDEA Award 2019**

**Tyre maker Hankook has been awarded as one of the finalists in the automotive and transportation category for its concept tyres Hexonic and HLS-23 gaining a podium position out of 1600 submitted creative design ideas. Hankook is now acknowledged by the world’s top three design awards this year: an iF Design Award 2019, a Red Dot Design Award 2019 and most recently, at the IDEA Awards 2019.**

***Neu-Isenburg, Germany, 5th September 2019*** – Premium tyre maker Hankook was selected as a finalist in the automotive and transportation category at the world-class International Design Excellence Awards (IDEA) 2019 held on 21st August in Chicago, USA. Hankook was commended for its concept tyres Hexonic and HLS-23.

The Hexonic is a tyre for completely autonomous car-sharing vehicles and guarantees enhanced driving comfort. Built-in scanners analyse the road in real time using seven separate sensors on the tyre tread. Conditions such as grip, temperature and road surface are detected and the tyre treads adapted accordingly. The HLS-23 was developed for automated logistics systems and the tyres use sensors to mutually monitor their position between the vehicles and maintain a constant distance apart. In addition, the tyre ensures a reliable driving performance and thus contributes to problem-free automatic goods deliveries.

Han-Jun Kim, President of Hankook Tire Europe said, “We are delighted to be awarded by IDEA, one of the most prestigious design awards in the world. The award from IDEA 2019 has enabled Hankook to demonstrate its innovative design leadership to the world. We will continue our efforts to improve our cutting-edge technology and competitiveness as a global leading company.”

In February, Hankook came first in the Professional Concept and Product catagories at 'iF Design Awards 2019'. The three winning tyres were the Hexonic and HLS-23 as well as the Kinergy 4S 2, Hankook’s all-season passenger car tyre. The two concept tyres, Hexonic and HLS-23 were designed in conjunction with students from the London Royal College of Art (RCA) within the context of the “Design Innovation” research and development project and have already been showcased at several international trade fairs. Moreover, in March, the company was crowned the winner of the Product Design category at the Red Dot Awards 2019 for its new ultra-high-performance flagship tyre, Ventus S1 evo 3.

The annual IDEA Awards are organised by the Industrial Designers Society of America (IDSA) and are one of the top three reputable international design awards along with the Red Dot Design Award and the iF Design Award. The best design is selected every year through comprehensive evaluation of various judging criteria including design innovation, user experience, and benefit to society.

###

**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 21,000 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)

|  |
| --- |
| **Contact:****Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 14, 63263 Neu-Isenburg **|** Germany |
| **Felix Kinzer**Directortel.: +49 (0) 61 02 8149 – 170f.kinzer@hankookreifen.de | **Yara Willems**PR Specialisttel.: +49 (0) 6102 8149 – 172y.willems@hankookreifen.de |  |  |