**Hankook celebrates its 15th anniversary at the Essen Motor Show by presenting a range of high-performance tyres**

**From 29th November to 8th December Hankook will once again be present at the Essen Motor Show in Hall 7, Stand 7A16. The tyre maker naturally focuses on its ultra-high performance tyres in the Mecca of the tuning scene. The traditional fair in the Ruhr area is a fixed date in the calendar, especially for tuning and motorsport fans. In addition to attractive show cars and the "Nürburgring e-Sports Lounge", Hankook presents its wide summer and winter tyre line-up, in particular its current flagship, the Ventus S1 evo 3.**

***Neu-Isenburg, Germany, 21st November 2019*** – Premium tyre maker Hankook will once again be represented at the Essen Motor Show from 29 November to 8 December with its wide range of summer and winter tyres. The highlight is the Ventus S1 evo 3, which has been available on the European market since this spring, initially in 72 dimensions from 17 to 22 inches. The high-end tyre has already achieved a podium finish in the 2019 summer tyre test out of 53 brands in Auto Bild magazine. The profile was particularly convincing with regard to wet grip and driving behaviour/steering precision.

"This is now the 15th time we have exhibited at the Essen Motor Show and look forward to many interesting discussions with our tuning-inspired fans. The tuning business is very important for the German market. In addition to our wide range of tyres for all seasons, our new flagship Ventus S1 evo 3 is the highlight of this year," says Dietmar Olbrich, Vice President of Sales & Marketing at Hankook Reifen Deutschland.

There will also be prominent football players from the German top club Borussia Dortmund and TV presenter Sidney Hoffmann from PS Profis, who will welcome autograph requests at the Hankook stand from their fans. Added to this will be a visit by René Rast, this year's DTM season champion, who will drop by the Hankook stand for a meet & greet on the first Saturday of the fair. But tuning and motorsport also work virtually. E-sports are an important part of Hankook at the Essen Motor Show this year. With race simulators, visitors to the Hankook stand in the "Nürburgring e-Sports Lounge" can get behind the virtual cockpit and step on the gas. Hot lap tournaments will take place on Saturdays during the fair, accompanied by a presenter from the TV channel Sport1, who will be handing out some great prizes. The main prize is a real taxi race drive in the Seyffarth AUDI R8 LMS Cup on a real race track. There will also be a QR code competition on site to win VIP tickets for BVB, Real Madrid, the ice hockey Spengler Cup and DTM races.

Hankook demonstrates its great affinity, passion and enthusiasm for tuning and motorsport with powerful racing and tuning vehicles at the fair. The tyre maker will remain the main sponsor and exclusive tyre partner of 'TUNE IT! SAFE!' the campaign for safe and legal tuning under the patronage of the Federal Ministry of Transport and Digital Infrastructure. The unveiling of the 2020 campaign vehicle will take place on the press day in the presence of the Hankook management team at the VDAT exhibition stand, directly opposite the Hankook exhibition stand.

Roland Hehner, Director of Sales & Tuning at Hankook Reifen Deutschland: "The Essen Motor Show is the most important event and the highlight in Europe for all matters relating to tuning. In addition to the latest trends in this field, such as lightweight construction, energy efficiency and aerodynamics, safety and ecology coupled with sportiness are particularly important for Hankook as a tyre maker. That's why we have been involved from the very beginning in the 'TUNE IT! SAFE!' campaign for safe tuning under the patronage of the Federal Ministry of Transport and Digital Infrastructure".

###

**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 or www.hankooktire.com/uk

|  |
| --- |
| **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 | **Larissa Büsch**PR Specialisttel.: +49 (0) 6102 8149 – 173l.buesch@hankookreifen.de | **Stefan Prohaska**PR Assistanttel.: +49 (0) 6102 8149 – 171s.prohaska@hankookreifen.de |  |