**New Audi SQ8 TDI also with Hankook tyres   
as original equipment**

**Following the successful original equipment of the Audi Q8 series, Hankook now equips another sporty model of the manufacturer, the Audi SQ8 TDI. As with the Audi Q8, the ultra-high performance tyres of the Ventus and Winter i\*cept lines in 21 inches and, in future, 22 inches are fitted, among others.**

***Neu-Isenburg, Germany, 11th December 2019*** – Premium tyre maker Hankook now equips the new Audi SQ8 TDI with its tyres ex works. Progressive design and pioneering technology characterise the Q family of the Ingolstadt-based car manufacturer. The Audi SQ8 TDI in particular emphasises the sportiness of the Q8 series: a 435 hp engine with permanent Quattro all-wheel drive and a maximum torque of 900 Newton metres accelerates the vehicle to 100 km/h within 4.8 seconds. The combination of coupé, sports car and SUV with the Q8-typical design elements, such as the octagon single frame radiator grille, is completed with Hankook’s original equipment tyres in dimensions of 21 or 22 inches. Two Hankook tyre lines are used for the four-door SUV: the ultra-high-performance summer and winter treads Ventus S1 evo 3 SUV and Winter i\*cept evo 2 SUV respectively in 285/45 R21 113 Y XL and V XL. In future, a 22-inch summer tyre dimension (Hankook Ventus S1 evo 3 SUV in 285/40 R22) will follow.

"We are very pleased that the Audi SQ8 TDI will also come off the production line with Hankook tyres, among others," explains Han-Jun Kim, President of Hankook Tire Europe. "As a long-standing partner, we have been equipping many particularly sporty Audi models. As with the Audi Q8, we are proud to also be supplying our modern ultra-high performance tyres for the Audi SQ8 TDI."

"The essential requirement in the development process was the tyre design. As with the Audi Q8, the Audi SQ8 TDI as a large SUV generally has a higher vehicle load index in order to provide the vehicle load to be fulfilled in combination with the possible high speeds. The durability of the tyre construction was of course particularly important. In addition, we paid special attention to the required vehicle attributes in both wet and dry conditions," explains Dipl.-Ing. Klaus Krause, Head of the European Research and Development Center at Hankook.

By the way Ventus S1 evo 3 is constructed with “bead packing”, a special nylon material in the sidewall area, which increases the sidewall strength. The two-layer carcass and the use of an aramid composite material reduce the unwanted growth of the unwinding circumference at high to very high speeds (over 300 km/h) by up to 60 percent compared to previously used fabrics. This gives the tyre significantly better driving stability and a longer service life due to less heat generation and thus remains at a consistently high level of grip even over a very wide temperature range. The sporty dynamic performance on both dry and wet roads is guaranteed by a special tread compound using high-performance natural resins.

###

**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](about:blank) or [www.hankooktire.com/uk](about:blank)

|  |  |  |  |
| --- | --- | --- | --- |
| **Contact**  **Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 14, 63263 Neu-Isenburg **|** Germany | | | |
| **Felix Kinzer**  Director  tel.: +49 (0) 61 02 8149 – 170  [f.kinzer@hankookreifen.de](about:blank) | **Larissa Büsch**  PR Manager  tel.: +49 (0) 6102 8149 – 173  [l.buesch@hankookreifen.de](about:blank) | **Stefan Prohaska**  PR Assistant  tel.: +49 (0) 6102 8149 – 171  [s.prohaska@hankookreifen.de](about:blank) |  |