**Hankook kicks off the New Year with a broad portfolio of tyres at AutoZum in Salzburg**

**Tyre maker Hankook will present its new tyres from 16th to 19th January 2019 at AutoZum in Salzburg for the fifth consecutive year. A special highlight will be the recently launched ultra-high-performance tyre Ventus S1 evo 3 for passenger cars and SUVs. Visitors to the exhibition can also look forward to a large range of cars and trucks at Stand 0201 in Hall 10.**

***Neu-Isenburg, Germany, January 9, 2019*** – Premium tyre maker Hankook kicks off the New Year with a broad portfolio of tyres. Both ultra-high-performance tyres as well as passenger car and truck tyres will be presented at the AutoZum in Salzburg at the end of January. A special highlight is the new UHP flagship, Ventus S1 evo 3, first presented to the public at the Essen Motor Show in late November 2018. The new tyre offers safe and sporty driving on both dry and wet surfaces. Among its credible features is the high steering precision and excellent handling behaviour. The developers put a special focus on reducing the rolling friction while maintaining the high mileage for which its predecessor has become known. The new UHP tyre will be available on the European market this spring.

Hankook also presents its current tyres for truck and bus fleet owners. The Smart City AU04+, designed for use on electric buses, as well as traditionally powered vehicles, features a reinforced sidewall. This protects the tyre from excessive wear as a result of frequent curb contact. The Smart Work family of truck tyres including steering-axle tyres Smart Work AM11 and rear-axle tyres Smart Work DM11, was designed primarily to meet the needs of trucks delivering to construction sites. Among their considerable attributes is their good traction, not just on construction sites, but also on the road, such as high mileage, for example.

Participation at the Salzburg exhibition is intended to further strengthen Hankook’s replacement tyre business in the Austrian market. "AutoZum is synonymous with new products and innovation. It is therefore an important meeting point for the industry and provides an excellent platform for expanding and intensifying our sales contacts in Austria,“ says Tassilo Rodlauer, Hankooks Sales Director in Austria.

Tyre maker Hankook has been able to further expand upon its position as an established supplier of original equipment for leading European car makers in recent years. "We are delighted that the perception of our brand continues to stand out in Austria and Switzerland, and more and more customers in these markets put their trust in Hankook's premium tyres," underlines Rodlauer.

In addition to the Ventus S1 evo 3, passenger car models also include the predecessor model Ventus S1 evo2 as well as i\*cept evo2 snow tyres, i\*cept evo2 SUV snow tyres, Ventus V12 evo2, Vantra LT and the Auto Bild test winner of 2018, Ventus Prime3. In the truck tyre category, Hankook has launched Smart Work AM11, Smart Work DM11 and Smart City AU04+. In addition, a DTM car will be on show. With its Ventus Race tyres, Hankook has been the exclusive tyre partner of the popular German Touring Car Masters (DTM) since 2011. The company will also present the Laufenn product line for passenger cars. These include Laufenn X Fit, Laufenn S Fit EQ and Laufenn G Fit EQ.

###

**About Hankook**

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)

|  |  |  |  |
| --- | --- | --- | --- |
| **Contact:**  **Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 14, 63263 Neu-Isenburg **|** Germany | | | |
| **Anna Magdalena Pasternak**  PR-Manager  tel.: +49 (0) 6102 8149 – 173  [a.pasternak@hankookreifen.de](mailto:a.pasternak@hankookreifen.de) | **Yara Willems**  Public Relations  tel.: +49 (0) 6102 8149 – 172  [y.willems@hankookreifen.de](mailto:y.willems@hankookreifen.de) |  |  |
|  |  |  | |