**Hankook Tyre UK appoints Paul Emery as Sales Director**

**Hankook continues to build on the current growth in the UK market with the promotion of Paul Emery to Sales Director managing all Sales Operations for passenger cars, trucks, light trucks and car fleet sales teams in the UK.**

***Daventry, UK, 7th February 2020*** – Hankook Tyre UK has appointed Paul Emery as Sales Director effective from 1st February 2020. He joined the company as UK Sales Manager of the truck and bus tyre segment. Paul has a wealth of knowledge and industry expertise, having spent over 30 years in the tyre industry, in various managerial positions.

Chang Yool Han, Managing Director at Hankook Tyre UK commented “We are delighted Paul has taken up this role. We have ambitious plans for sales and customer service in the UK and Paul is the ideal person to be leading this from a sales perspective. Paul’s extensive industry experience, professionalism and highly motivated work ethic shall without doubt witness him become a major asset to the team.”

Paul added, “It is well known throughout the industry that Hankook manufacture superb quality products, and it has been a privilege to have been a part of the UK team since 2019. In my opinion, the success of Hankook is not only due to the result of the strength of the brand and product, but also because of the team we have. I am very lucky to be working with a really experienced and committed team at Hankook who all happily take ownership in making sure our service levels to our customers meets their high expectations, and I am really looking forward to maximise our full potential in the coming years.”

Since its foundation in the 1940s, Hankook has quickly established itself as a premium tyre maker and is now a sought-after original equipment partner for numerous internationally renowned automobile manufacturers, including Audi, BMW, Mercedes-Benz and Porsche in the car segment and MAN, Mercedes-Benz Trucks, Scania and Schmitz-Cargobull in the van, bus and truck segment. With its European Research and Development Center in Hanover, a state-of-the-art factory in Rácalmás, Hungary and its own test capacities in Idiada, Spain and in Ivalo, Finland, Hankook is firmly established in Europe.

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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, Austria, Poland, Russia, Serbia, 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 34 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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