**Hankook Tire drives digital transformation with
Amazon Web Services**

**Tyre maker Hankook will further strengthen the innovative power of its products and technologies in collaboration with the cloud computing company Amazon Web Services (AWS). AWS's IT infrastructure will predominantly be used to further expand Hankook's in-house technology for the virtual prediction of material properties.**

***Neu-Isenburg, Germany, February 20, 2020*** - In order to drive forward future oriented product development and technological progress in a targeted manner, premium tyre maker Hankook is entering into a strategic partnership with the cloud computing provider Amazon Web Services (AWS), whose services are based on digital technologies such as artificial intelligence and databases. The collaboration builds on Hankook's development of a so-called "Virtual Compound Design" (VCD), which predicts the material properties of tyres and uses artificial intelligence to determine an optimal compound. The AWS cloud platform will enable Hankook to not only store the data obtained from the VCD system, but to process and analyse it in a way that makes more efficient use of the data.

“As we continue to drive our technological strategy, collaborating with AWS will enable Hankook to further strengthen these efforts,” said Soo Il Lee, President of Hankook Tire & Technology. “The introduction of AWS to our processes emphasises Hankook Tire’s commitment to innovation, further bringing technology to the core of our business as one of the leading global automotive companies.”

AWS offers an attractive platform for the analysis of large amounts of data as well as innovative solutions for manufacturers who want to enter new business areas. Through the partnership with AWS, Hankook will be able to actively use digital high-tech solutions such as the machine learning application "Amazon SageMaker" to further optimise product development. Amazon SageMaker is based on artificial intelligence and offers Hankook the possibility to analyze, prepare and provide relevant data in a fully automated way and to summarise the necessary conclusions into a prediction or action.

As part of its future strategy, Hankook has made extensive investments in research and development and has committed itself to far-reaching strategic initiatives. The company is securing future-oriented innovative technology by utilising its global R&D network built around its high-tech facility, the HANKOOK TECHNODOME. This will enable Hankook to focus its strategic focus on qualitative tyre development and to increase its competitiveness in the long term.

###

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