**Hankook is partner of the largest motorsport championship in the world**

**Hankook is the new sponsor of the Nürburgring Endurance Series. The renowned Nordschleife championship, previously known as the VLN Endurance Championship at the Nürburgring, lines up with a new brand identity this season. Premium tyre maker Hankook is aiming for a long-term partnership with the iconic motorsport series under its new title.**

***Neu-Isenburg, Germany, 12th March 2020*** – The Nürburgring is one of the most famous racetracks in the world: 95 percent of Germans are familiar with the circuit in the Eifel region. The Nürburgring Endurance Series, which is steeped in tradition and kicks off on 21st March with the 66th ADAC Westfalenfahrt, is held on a combination of the Grand Prix Circuit and the infamous Nordschleife. The circuit that Formula 1 world champion Jackie Stewart once referred to as the “Green Hell” is the epitome of pure motorsport for teams, drivers and fans alike, and a good reason for Hankook to support this endurance highlight. The Hankook brand will appear on the Nordschleife ‘rollercoaster’, which features a total elevation change of 300 metres.

The calendar for the Nürburgring Endurance Series consists of eight four-hour races and one six-hour race. Approximately 165 cars will race in the largest motorsport championship in the world. Over the course of the season, 950 drivers from 40 countries will take their place in the cockpit of GT3 racers including the Audi R8, BMW M6 GT3, Mercedes-AMG GT3 and Porsche 911 GT3 R, or at the wheel of a Renault Clio, Honda Civic, Opel Astra, Calibra and Manta, as well as the VW Corrado and Jetta. The logo of premium tyre maker Hankook will be displayed on the cars, grandstands, in the pit lane, the paddock, and along the side of the track, making it an integral part of the oldest endurance series in Germany.

Christian Stephani, Managing Director of VLN VV GmbH & Co. KG, on the new partnership: “In Hankook, we welcome on board a partner that, just like our racing series, is renowned for the top-class performance and great potential of its products. This sponsorship once again underlines the attraction and appeal of the Nürburgring Endurance Series. I look forward to a trustworthy and professional partnership, as well as many activities that go beyond the classic sponsorship.”

Manfred Sandbichler, Hankook Motorsport Director Europe: “It is a pleasure for us to be involved in this iconic sporting event. Hankook’s history is closely associated with the Nürburgring. It is here that we took our first steps in the field of endurance racing, and we have enjoyed great success in recent years with the teams that we have supported. There is nothing left to say about the legend of the Nordschleife: every motorsport fan in the world knows what it means. This spectacle, in which the range and performance of the cars – from virtually standard production models to thoroughbred GT3 race cars – is arguably more diverse than anywhere else, is the perfect stage, on which to present Hankook as a motorsport brand.”

The events:

14.03. – Preview Day

21.03. – 66th ADAC Westfalenfahrt

04.04. – 45th DMV 4-Stunden-Rennen

18.04. – 62nd ADAC ACAS Cup

27.06. – 51st Adenauer ADAC Rundstrecken Trophy

11.07. – 60th ADAC Reinoldus-Langstreckenrennen

01.08. – 43rd RCM DMV Grenzlandrennen

29.08. – ROWE 6h ADAC Ruhr-Pokal-Rennen

26.09. – 52nd ADAC Barbarossapreis

24.10. – 45th DMV Münsterlandpokal

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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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