**Hankook Technology Group opens CMF LAB for research in industrial design**

**Tyre maker Hankook launches "CMF LAB" a database dedicated to the research and categorisation of current design trends in the areas of "colour", "material" and "finish" (CMF for short). The CMF LAB is part of Model Solution, a company of the Hankook Technology Group, which supports the tyre maker with creative future-oriented concepts. The CMF Lab will work together with the British design studio "Chris Lefteri Design".**

***Neu-Isenburg, Germany, March 26, 2020*** – Premium tyre maker Hankook and its prototype and manufacturing solutions company Model Solution are opening an in-house creative database, the "CMF LAB", which will support Hankook in its own product development with unique industry insights and new concepts. CMF stands for an area of industrial design that deals with the basic principles and processes of using colour, materials and finishes in the design development of products. One of the first joint projects between Hankook and Model Solution is the development of a tyre prototype that adapts its shape according to the road conditions. The research carried out by Model Solution enables the tyre to maintain a perfect balance during the transformation. The CMF LAB at Model Solution's headquarters in Seoul serves as a place to research and categorise trend developments and possible product applications in colour, materials and surfaces. Divided into six areas covering various design aspects related to CMF - from the latest design trends to pantone colour trends and lead projects - Model Solution will use the CMF LAB as a strategic springboard for new business expansion.

The CMF LAB, in collaboration with British design studio Chris Lefteri Design will be based on four themes - retro, sustainability, feel and the fantastic. This theme package, called "CMF Package Box", is designed to convey unique insights and forward-thinking design processes. It will offer designers and companies extensive insights and inspiration for future developments. Chris Lefteri Design is a design studio for material experts. The studio provides consulting services to global companies in various sectors, including the automotive, electronics and sports industries.

Hankook Technology Group acquired Model Solution in May 2018 to expand its business model. Since then, Model Solution has strengthened Hankook's competitiveness as an innovative company and consolidated the group's growth and future development. The opening of the CMF LAB is part of Model Solution's growth strategy in product development and mass production. The goal is to provide world-class technology and platform solutions for a wide range of industries, including consumer electronics, robotics, medical and healthcare devices and automotive services.

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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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