**Hankook launches European Instagram channel**

**In addition to its Facebook and YouTube activities in Europe, Hankook is moving onto another digital stage. The tyre maker will open its new Instagram channel called** [**@hankooktire.europe**](https://www.instagram.com/hankooktire.europe/) **on June 8th. For all interested and enthusiastic followers of technical content and topics related to cars, the new channel offers all kinds of relevant information on these areas, as well as, for example, on the tyre manufacturer's wide-ranging sports and motorsport activities.**

***Neu-Isenburg, Germany, 8th June 2020*** – Premium tyre maker Hankook is strengthening its presence in social networks and launching its official Instagram channel for the European markets shortly before the start of summer. It starts on June 8th with the first entry for the new Hankook followers of this increasingly popular platform. Besides informative and stylish content about the black gold, impressions of various spectacular sports sponsorships will be shown.

For example, Hankook has long maintained very successful football partnerships with the UEFA Europa League, Real Madrid, Borussia Dortmund, SSC Naples and AS Monaco. Other, more seasonal premium engagements in one of the most dynamic sports worldwide, ice hockey, will also be featured on Instagram, where Hankook has partnerships with the KHL (Kontinental Hockey League - one of the largest ice hockey leagues worldwide), as well as with HC Davos and the international Spengler Cup. A further, particularly important part is of course the spectacular impressions of Hankook's numerous activities in international top motorsport, for which the premium tyre maker has long been known.

"We are pleased to be able to bring important news about our company to our customers and interested followers throughout Europe from now on also on Instagram. With this, we are specifically strengthening the presence of our premium brand Hankook in social networks and are able to communicate the topics of tyres, innovations, sport and motorsports to a younger target group in particular," comments Sanghoon Lee, President of Hankook Tire Europe.

Not only beautiful pictures and great design motifs await the Instagrammer on [@hankooktire.europe](https://www.instagram.com/hankooktire.europe/), but also exciting facts about tyres and automotive. The postings are accompanied by various stories. Every month these stories are filled with the most viewed, most commented, and most liked postings, so that the users can always be up to date. The Hankook Instagram followers can also look forward to attractive raffles & competitions. More information will follow shortly on the channel itself.

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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 20,000 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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