**Hankook Tire collaborates with SK Planet to develop Road Risk Detection Solution**

**Tyre maker Hankook is expanding its leading position in tyre technology with the development of a platform together with SK Planet. The aim of the platform is to analyse road conditions using deep learning and AI in order to identify traffic risks. Hankook's test-driving sites G'Track in Geumsan, Korea, and Technotrac in Ivalo, Finland, will provide the data for the system**

***Neu-Isenburg, Germany, September 30, 2020*** – Premium tyre maker Hankook is collaborating with SK Planet, a leading Data & Test company, to develop a monitoring system that identifies potential traffic risks in real-time. The “Road Risk Detection Solution” uses artificial intelligence (AI) and deep learning technology to analyse road noise of passing cars and thus to identify potential risks on the road such as rainfall, snow, black ice, and accidents, as well as other dangers. The data is then reported in real-time to various public transport safety and maintenance departments. Countermeasures such as the removal of excess snow or the repair of potholes can then be initiated in a timely manner.

The use of artificial intelligence requires a wide range of different noise data as possible to function effectively. Hankook will provide diverse data to SK Planet to improve and increase the accuracy of the technology. The data will be collected at the test driving tracks in Geumsan, Korea, and Ivalo, Finland. As soon as the development is completed, the system is expected to be adapted and implemented to road traffic surveillance and control in the winter. SK Planet holds the patent for sound processing and the deep-learning technology that makes this solution possible.

“Safety is Hankook Tire's top priority. Our partnership with SK Planet to build a risk detection solution thus contributes to safe driving as our core corporate purpose. Aligned with Hankook Tire's commitment to digital transformation, this partnership will also further advance the automotive industry”, explains Dipl.-Ing. Klaus Krause, head of the European research and development center at Hankook.

Hankook is leading digital innovation in the automotive industry, obtaining visible results in technology-based innovation. In addition to this joint project with SK Planet, the company has been working closely with the Korean university KAIST (Korean Advanced Institute of Science & Technology) on future technologies and partnerships between industry and academia. The two parties are focusing on securing innovative R&D and digital technology capabilities through digital transformation.

**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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| **Contact:**  **Hankook Tire Europe GmbH |** Corporate Communications Europe/CIS **|** Siemensstr. 14, 63263 Neu-Isenburg **|** Germany | | | |
| **Felix Kinzer**  Director  tel.: +49 (0) 61 02 8149 – 170  [f.kinzer@hankookreifen.de](mailto:f.kinzer@hankookreifen.de) | **Sabine Riedel**  PR Manager  tel.: +49 (0) 6102 8149 – 172  [s.riedel@hankookreifen.de](mailto:s.riedel@hankookreifen.de) |  |  |