**Volkswagen’s new ID.3 Electric Car set a new world record on Hankook Winter i\*cept evo 3 tyres**

**Tyre maker Hankook has supported the success of the “ID.3 Germany Tour” by fitting the new Winter i\*cept evo 3 tyre on the campaign vehicle, VW ID.3. After driving for 65 days and more than 28,000 kilometres across Germany, the team has set a world record for the longest continuous journey with an electric vehicle through a single country.**

***Neu-Isenburg, Germany, 14th December 2020*** – Premium tyre maker Hankook has successfully completed the “ID.3 Germany Tour” with its Winter i\*cept evo 3 tyre on Volkswagen’s ID.3. Back in September, the trip started in Oberstdorf, which is one of Germany’s top winter sports locations and its most southern Hotel-location. Organizer Rainer Zietlow and his co-driver Dominic Brüner from CHALLENGE4 GmbH, an agency specializing in global vehicle projects, spent 65 days travelling through every part of Germany to test the long-distance capabilities of the Volkswagen ID.3 and the charging infrastructure across Germany. After 28,198 kilometres, they reached their final destination in the north of Sylt, the country’s most northern island. Despite the Covid-19 restrictions, the team has set a world record for the longest continuous drive through a country in an electric vehicle. During the journey, they have charged the vehicle at 652 quick-charging stations and used new wall boxes installed at various Volkswagen dealerships they visited.

“We would like to congratulate Rainer Zietlow and his team on their accomplishment in these challenging times. We are very happy that our new winter tyre i\*cept evo 3 was part of this amazing journey and was able to provide the performance, safety and reliability that the team needed to succeed,” says Sanghoon Lee, President of Hankook Tire Europe.

Throughout the entire trip, Hankook's all-new Ultra-High-Performance winter tyres Winter i\*cept evo 3, fitted in size 215/55 R18 99V XL, were mounted on the campaign vehicle. The new, now third, Winter i\*cept evo generation features a directional tread pattern for the first time. It not only offers excellent aquaplaning safety, but also high grip on wet roads and during low temperatures. This is a particularly important feature for electric cars, since high torques are almost completely converted into propulsion. With Hankook’s Winter i\*cept evo 3, the team was well prepared for the onset of winter and to visit every corner of Germany. Hankook’s new Ultra-High-Performance winter tyre has been awarded “Exemplary”, the highest mark from the independent performance test by Europe’s leading automotive magazine *Auto Bild*.

“The strain on the tyres for an electric vehicle like the sporty VW ID.3 particularly in its highest performance level, is immense,” explains record driver Rainer Zietlow. “The new Hankook winter tyre always provided the necessary grip throughout the entire trip, despite the very spontaneous and sporty high torque, even in the prevailing wet and cold weather. As a result, we had great confidence in the performance of our vehicle at all times.”

Tyre maker Hankook has steadily increased its presence in the tyre segment for electric vehicles through forward-looking investments in R&D and the use of leading technology. For example, the company recently announced that, in addition to supplying other leading electric car manufacturers, it is equipping the new electric sports car Porsche Taycan with its Ventus S1 evo 3 ev tyre. Furthermore, the company has just been confirmed as the exclusive tyre supplier for the “ABB FIA Formula E World Series” from the 2022/23 season onwards, where the new, fully electric, third-generation racing cars will compete around the world in their own FIA World Championship.

**Other supporters of the marathon tour**

Volkswagen Group, ADS-TEC Energy, Alpitronic, CAR-connect, E.ON Drive, has·to·be gmbh, Infineon Technologies, Intercity Hotel, MOON, Steigenberger Hotels & Resorts, Tank & Rast and We Charge

###

**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)

|  |  |  |  |
| --- | --- | --- | --- |
| **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:l.buesch@hankookreifen.de) | **Stefan Prohaska**  PR Assistant  tel.: +49 (0) 6102 8149 – 171  [s.prohaska@hankookreifen.de](mailto:s.prohaska@hankookreifen.de) |  |