**Hankook continues partnership with Supercar Fest for 2021**

**Hankook Tyre UK is announced as the official tyre sponsor of Supercar Fest once again. The event is a supercar themed festival which showcases the best modern day and classic supercars ever built. Due to the event’s debut success in 2019, Supercar Fest will be hosting two events this year: “Supercar Fest: The Runway” at Sywell Aerodrome, Northamptonshire, and “Supercar Fest: The Hill”, returning to Shelsley Walsh Hill Climb, Worcestershire.**

***Daventry, UK, 12th May 2021 –*** Premium tyre maker Hankook is announced as official tyre sponsor at Supercar Fest for a second year. After the event’s hugely successful debut in 2019 at Shelsley Walsh, event organisers will be hosting two events throughout 2021. Supercar Fest: The Runway will take place on 30th May at Sywell Aerodrome in Northamptonshire, which will see the supercars go head-to-head on a one kilometre runway whilst Supercar Fest: The Hill Climb will be returning to the historic Shelsley Walsh Hill Climb, in the heart of the picturesque Worcestershire countryside on 29th August 2021, to show off the very best of the supercars’ handling capabilities as they ascend the hill climb. Both events will offer non-stop action, including exclusive supercar, classic car and motorsport demo runs, trade stands, live music, and the chance to get up close and personal with the cars in ‘The Paddock’.

Hankook has strong links in Motorsport throughout the world including W Series, 24-hour GT Series, Supercar Challenge, British F4 as well as Radical which will feature alongside Hankook at Supercar Fest: The Runway. Also on display will be Hankook’s latest flagship tyre, the Ventus S1 Evo 3, which is an ultra-high-performance tyre for luxury performance vehicles, and the all-season Kinergy 4S2 which delivers year round performance, whatever the weather.

Chang Yool Han, Managing Director of Hankook Tyre UK says, “After the success of 2019, Hankook is delighted to once again be named as the official tyre sponsor for a second year. This is a fantastic opportunity for us to showcase the Hankook brand and our world class tyres to motoring enthusiasts and supercar owners.”

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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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