**Hankook Tyre UK announces headline sponsorship of 2021 BBC Top Gear EV Awards**

**To further cement its position as a global leader in the electric tyre market, Hankook announces its sponsorship of the second annual BBC Top Gear Global Electric Vehicle Awards which celebrate the diverse and rapidly developing world of “electrification”. Hankook’s specially developed Ventus S1 evo 3 ev tyres are currently original equipment on several electric vehicles.**

***Daventry, UK, 10th June 2021*** – Premium tyre maker Hankook is announced as main sponsor of the 2021 BBC Top Gear Global Electric Vehicle Awards which recognise the best EVs across 12 different award categories, including EV of the Year, Best Hatchback, SUV, Estate, and Hypercar. Hankook already has a close relationship with the ev market, with several leading vehicle manufacturers already equipping their electric and hybrid models with Hankook ev tyres as original equipment, such as the Porsche Taycan and more to follow soon.

Hankook is also the future tyre supplier and technology partner for the ABB FIA Formula E World Championship from the start of the 2022/23 season, equipping the world’s first and only all-electric street racing Formula with its revolutionary tyres. Hankook will provide tyres for all teams in the FIA Formula E Championship – creating bespoke compounds designed for the upcoming ‘Gen3’ cars. With a tyre for both wet and dry conditions, and with Formula E’s environmental agenda in mind, these tyres will offer a very low rolling resistance to increase efficiency and will deliver a long-lasting performance thanks to the bio-sourced material and sustainable rubber the tyre will contain.

Hankook’s flagship ev tyre, the Ventus S1 evo 3 ev, has been specifically developed for the needs of electric vehicles. It features special compounds, cutting-edge construction methods and a unique tread pattern, all with battery-powered motoring in mind. The tread pattern not only delivers the ultra-high performances of its conventional counterpart, but also dissipates soundwaves caused by vibration, to provide a more comfortable ride, as rolling noise can often be perceived as louder in electric vehicles. The tread pattern is also optimised to reduce rolling resistance in order to preserve battery power, maximising the distance the vehicle is able to travel in one single charge.

Hankook has long been committed to sustainable and environmentally friendly business practices in connection with the assumption of social responsibility and has already firmly anchored this in its business objectives. The company was recently awarded the Platinum Award, the highest honour, of the renowned CSR rating agency EcoVadis. Furthermore, since 2016 the manufacturer has been listed continuously in the influential Dow Jones Sustainability Index World (DJSI World), being only one of three tyre makers currently listed.

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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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