**Hankook supports the “Volkswagen ID.4: Great Roadshow through the U.S.”**

**Tyre maker Hankook is going on tour again together with Challenge4 and Volkswagen. After the VW ID.3 tour through Germany in 2020, Hankook is now providing its tyres for the US Cross Country Tour on the all-electric Volkswagen ID.4. Rainer Zietlow and his team from Challenge4, the implementing agency, will visit various Volkswagen and Hankook dealers during their 36,000-mile (just under 58,000 km) US tour.**

***Neu-Isenburg, Germany / Nashville, Tennessee, USA 14th July 2021*** – Premium tyre maker Hankook is once again cooperating with Challenge4 and Volkswagen. For the " Volkswagen ID.4: Great Roadshow through the U.S.", the record-breaking driver Rainer Zietlow, who is already well-known in Germany, is on the road this time in an all-electric VW ID.4 through the United States. During the ID.3 tour through Germany last year, Hankook's winter tyres i\*cept evo 3 in 18 inch successfully mastered the central European challenges in autumn and winter. For the coast-to-coast tour of the USA that started yesterday, the VW ID.4 is on Hankook's Kinergy AS EV tyres in 235/55R19 on the front and 255/50R19 on the rear.

Challenge4 will pilot the new electric car from Volkswagen, travelling over 36,000 miles in “all-electric” mode across all 48 contiguous US states from July to October. The tour will stop at more than 600 different Hankook and Volkswagen dealerships along the way. In addition, there will also be a stop at the Hankook plant in Clarksville, Tennessee. The VW ID.4 in the USA tour kicked off on 13 July 2021 at VW headquarters in Herndon, Virginia, where it will then make its way through the northern part of the country to the West Coast before crossing back across the country via a southern route. The tour will end back at Volkswagen Group of America's Virginia facility on October 18.

“As a long-term Challenge4 and Volkswagen tyre partner, Hankook is pleased to be given the opportunity to be a supplier for their tour across America,” said Sooil Lee, President and CEO of Hankook Tire & Technology. “Engineered specifically for electric vehicles with its low rolling resistance, exceptional grip and handling as well as improved durability, we are confident that our Kinergy AS EV tyres will impress during the rigorous journey.”

“For this journey, we require tyres that will withstand the most diverse conditions that we will face across different parts of the country,” said Rainer Zietlow, driver and founder of Challenge4. “The Hankook Kinergy AS EV’s low rolling resistance will enable us to reduce the amount of charging stations we have to visit, and its added wet grip, ability to respond to high initial acceleration, and excellent stability and handling will all be very important factors in the success of this tour.”

The VW ID.4 - USA Tour can be followed from 13 July via a GPS tracker map at <https://vwid4-usatour.com/>, which will be updated every 15 minutes with the live position of the VW ID.4. As with the ID.3 Germany Tour, Challenge4 will support [SOS Children's Villages](https://www.sos-usa.org/about-us) and donate 10 cents for every mile driven.

###

**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) | **Larissa Büsch**  PR Manager  tel.: +49 (0) 6102 8149 – 173  [l.buesch@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) |  |