**Hankook celebrates corporate anniversary with tyre drift art**

**To celebrate its 80th anniversary, tyre maker Hankook has produced an impressive video in cooperation with its partner TIKT Performance. Using a** **Mercedes AMG GT S**, **the tuning workshop has visibly documented the tyre maker’s anniversary right on the surface of the asphalt itself, celebrating 80 years of innovation.**

***Neu-Isenburg, 10th December 2021*** – Premium tyre maker Hankook celebrates its 80th anniversary in 2021. As the company proudly looks back on its long and impressive success story, the decision has been made to highlight this milestone in style, by producing a high-quality video featuring a Mercedes AMG GT S. Hankook partnered with TIKT Performance Parts, a well-known provider of tuning parts and services, for this momentous occasion. [The powerful video](https://www.youtube.com/watch?v=zo2XggUAZxw) is intended to illustrate what Hankook means when it talks about “Driving Emotion”: Dynamics, driving pleasure, technology and safety.

The partnership with TIKT is overseen by Roland Hehner, Head of Product and Tuning at Hankook Reifen Deutschland. Hehner, who has been working for Hankook for 25 years, has worked closely with tuning professionals from TIKT and was thus able to make the campaign possible. “We wanted to celebrate our 80th birthday, while at the same time showing what Hankook tyres are capable of. We are setting an example that does our company history justice, and we are proud of 80 years of innovation,” Roland Hehner says, summarising the campaign.

“We are very pleased to see our vehicle involved in such a fantastic occasion. Alongside Hankook, TIKT has been presenting its cars on international stages for 10 years. Our partnership has grown steadily over the years,” adds Tomislav Bodrozic, Managing Director of TIKT Performance. The video has a special significance for TIKT: “The AMG we are driving has 800 hp, which has one more zero than Hankook now. To match this, we have developed the new TIKT Wide Body Kit in full carbon, which we are displaying exclusively here. The video is its premiere.”

Since its foundation in 1999, Tomislav Bodrozic has been managing TIKT along with his brother Kresimir. The company focuses on manufacturing, distributing and installing tuning parts. As an insider of the tuning scene, TIKT offers innovative solutions for custom vehicle improvement.

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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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