**Press release**

**Public premiere for Hankook iON race Formula E tyres at the Essen Motor Show**

* **Tailor-made racing tyre combines sustainability and performance**
* **Hankook is also the main sponsor and partner of the TUNE IT! SAFE! campaign vehicle 2023**
* **“Made for it” competition with a 5-star trip as the top prize**
* **Champion partner autograph sessions with Borussia Dortmund footballers**

**Neu-Isenburg, Germany, November 21, 2022** – Once again, Hankook will appear at the “HP Festival of the Year” with a top-class product portfolio and a public premiere for racing fans. “I'm particularly pleased that Hankook will be at the Essen Motor Show again this year, as we have had a strong presence in the tuning scene from the start. This trade fair is a great opportunity to exchange ideas directly with Hankook fans,” said Dietmar Olbrich, Vice President Marketing and Sales at Hankook Reifen Deutschland GmbH. From December 2nd to 11th, the premium tyre manufacturer will be presenting its tyre portfolio for electric and combustion vehicles at the Essen Motor Show, where it will also unveil the Hankook iON race tyre with which the all-electric cars will compete in the ABB FIA Formula E World Championship from the coming season. Visitors to Hall 7, Stand A16, which measures about 250 square metres, can also look forward to a varied supporting program, exciting show vehicles and autograph sessions with VIP guests and players from Borussia Dortmund.

**iON race Formula E tyres: Pioneer for sustainable racing**

Hankook will present the new iON race Formula E tyre to the public for the first time at the Essen Motor Show. As an exclusive technical partner and tyre supplier, Hankook developed the new tyre in close cooperation with the racing series and meets the sustainability standards of Hankook and Formula E, which will start its next season at the Mexico City E-Prix on January 14, 2023. Around 30 percent of the new tyre, which is tailor-made for the third-generation Formula E race cars, consists of sustainable materials. End users also benefit from racing developments: Findings from the racetrack flow into the production tyres of the iON product family, which includes summer and winter patterns especially designed for the resource-saving mobility of modern premium electric vehicles.

**Spirited athletes, safe tuning**

Another highlight of the Essen Motor Show will be Hankook’s presentation of the AMG GT Black Series, which has been refined by the performance specialist TIKT. As in previous years, Hankook is also sponsoring the TUNE IT! SAFE! project. The 2023 campaign vehicle will be unveiled by the Hankook and VDAT (Association of Automobile Tuners) management on the preview day in Hall 7, Stand B11.

In addition, visitors can take part in the “Made for it” competition on site. The question is: Electric or combustion engine? The top prize is a 5-star trip to the Hyundai Winter Experience in Sölden, Austria.

**Hankook program at the Essen Motor Show**

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| Friday, December 2nd, 2022 | 9.30 a.m | TUNE IT! SAFE! Presentation of the new campaign vehicle Hall 7 | Booth B11 |
| Saturday, December 3rd, 2022 | \* | BVB players Sebastian Kehl and Patrick Owomoyela |
| Saturday, December 10th, 2022 | \* | Meet and Greet Matthias Malmedie |
| Sunday, December 11th, 2022 | \* | Autograph session with BVB players |

\*The exact time will be announced on <https://de-de.facebook.com/hankookreifen/> and directly at the trade fair stand.

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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/street circuits/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 several European countries and sells its products through regional distributors in other local markets. Hankook Tire employs approximately 20,000 people worldwide and sells products in over 160 countries. The company has been selected as the technical partner and exclusive tyre supplier of the Generation 3 for the FIA ABB Formula E World Championship, starting 2023. 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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