**Press release**

**Hankook exhibiting at Road Transport Expo 2023**

* **Hankook Tyre UK is again exhibiting at the industry’s biggest commercial vehicle industry event at NAEC Stoneleigh in Warwickshire**
* **Road Transport Expo takes place from 28th – 30th June**
* **Hankook will be launching the new SmartFlex AL51 and DL51 hybrid tyres designed for both regional and long-distance transport alongside the latest range of Laufenn truck tyres**

**Daventry, UK, 24 May 2023** – Hankook Tyre UK is showcasing its portfolio of Hankook and Laufenn commercial vehicle tyres at the Road Transport Expo trade show at the NAEC Stoneleigh in Warwickshire on Stand R42. HGVs will be at the very heart of this second commercial vehicle trade show with more than 200 exhibitors, including all major truck and trailer manufacturers and specialist heavy haulage vehicles to parts specialists and professional services. The Road Transport Expo is the ideal opportunity to present Hankook’s tyre range and demonstrate the company’s proven reputation for producing outstanding tyres with superb mileage, reliability and excellent return on initial tyre investment.

As Hankook continually invests heavily in tyre technology to design tyres to meet the ever-increasing demands made on today’s professional commercial vehicle operator, a new range of hybrid tyres designed for both regional and long-distance transport will be on show: The Hankook SmartFlex AL51 for the steering axle and an all-position tyre and SmartFlex DL51 for the drive axle. As more fleets are using the same vehicles for long haul and regional applications these hybrid usage conditions call for different tyre requirements. Hankook has added the two new tyres to its truck tyre range to address these applications.

Furthermore, Hankook will be launching the new LF95 trailer tyre from its second-line brand Laufenn at the show. Also being shown are two more Laufenn regional haul treads; the LF22 all-position and the LZ22 drive axle tyre.

Hankook is viewed as the leader in the UK truck tyre replacement market and the development of the new Laufenn truck tyres is a result of the research in the ever-evolving commercial tyre market to further increase market share dominance in the UK. The new Laufenn commercial portfolio is based on the recognised Hankook brand with high quality products and innovative technologies. This second-line brand offers good value for money and guaranteed re-treadability throughout the range, not only to reduce costs, but also to lessen the impact the products have on the environment.

Jon Cottrell, UK Truck Sales Manager for Hankook Tyre UK said, “Hankook is viewed as the leader in the UK truck tyre replacement market and extending the Hankook and Laufenn portfolio with these new tyre designs further supports this reputation. Hankook continually reflects on the challenges faced by the haulage industry and invests heavily in tyre technology to design tyres to meet the ever-increasing demands made on today’s professional commercial vehicle operator. The Road Transport Expo 2023 is the ideal opportunity to present our tyre range and demonstrate Hankook’s proven reputation for producing outstanding tyres with superb mileage, reliability and excellent return on initial tyre investment.”

Don’t miss the opportunity to visit the Hankook team at the Road Transport Expo 2023 where they will be on hand to offer advice on your tyre choice for your commercial vehicle operation.

Hankook will be on Stand R42 - register for a free ticket at [www.roadtransportexpo.co.uk](http://www.roadtransportexpo.co.uk)

###

**About Hankook**

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 are selling their 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)

|  |
| --- |
| **Contact:****Hankook Tyre UK Ltd** | Fawsley Drive, Heartlands Business Park | Daventry, Nothamptonshire | NN11 8UG |
| **Zoë Baldwin**Marketing & Communication Managertel.: +44 (0)1327 304146mob.: +44 (0) 7948 247048zbaldwin@hankooktyres.co.uk |  |  |  |