

Hankook ‘Great Hit’ grand prize winner chosen

Hankook Tire America Corp. has announced the grand prize winner of its “Great Hit” giveaway promotion.

Mona McHenry, 46, of Destin, Fla., who entered the promotion online, won a new 2012 Volkswagen Passat TDI SE. She accepted the prize from Hankook Tire America’s Senior Vice President of Sales Shawn Denlein at Pep Boys Auto’s Destin, Fla., location.

Hankook says its Great Hit giveaway, in addition to its other baseball and college basketball advertising, motorsports marketing and Times Square billboard, has drawn significant attention to the Hankook brand, contributing to its growing success in the U.S. market.

“As we have quickly and effectively grown our brand awareness and market traction here in the U.S., conventional and nonconventional engagement with customers have been instrumental to our efforts and will continue to play an active role in our overall strategy moving forward,” says Denlein. “Programs like our ‘Great Hit’ promotion, coupled with our continued focus on R&D, innovative products and technologies, and strong vision, are critical to increasing both mindshare and marketshare.”

Hankook reports its Great Hit and Great Catch baseball themed rebate and car giveaway promotions have not only helped consumers receive a great deal on a new set of tires, but have also helped Hankook’s dealers and retailers increase their sales of some of Hankook’s most popular tires. Since the program’s start in 2010, dealers and retailers have seen increased participation in the promotions by consumers and greater purchase consideration for Hankook’s entire line of passenger car and light truck tires.

On Sept. 1, 2012, consumers were able to register for the no purchase necessary giveaway promotion online. Upon registering, consumers were automatically entered into a random drawing to win the promotion’s grand prize 2012 Volkswagen Passat TDI SEL Premium. The contest concluded on Nov. 30.

Additionally, consumers who purchased four qualifying Hankook tires from an authorized Hankook dealer between Sept. 1 and Nov. 30 were eligible for a mail-in rebate of up to \$80. The tires included in the rebate program were the UHP Hankook Ventus V12 evo, the UHP all-season Ventus V4 ES, the luxury performance touring all-season Hankook Optimo H426, the performance touring all-season Hankook Optimo H727, and the premium highway all-season Dynapro HT light truck tire.

Coming this spring, Hankook will continue its baseball themed promotions for 2013 with the launch of the Great Catch rebate and car giveaway promotion. Great Catch will offer consumers rebate savings on some of Hankook’s newest and most popular passenger car and light truck tires. Great Catch is scheduled to launch in April of this year.