

Hankook Hits \$1 Billion Sales Mark

Hankook Tire America Corp. announced yesterday that the company has reached the \$1 billion sales mark in the U.S. The tire company hit the mark as of Dec. 13, marking the first time Hankook has reached that sales level since it first began selling tires in the U.S. some 30 years ago. “Our continued strong growth in the U.S. market is driven by our investment in R&D, industry leading product lines and technology, and the support of our dedicated customers,” said Soo Il Lee, president of Hankook Tire America. “To reach the \$1 billion sales mark for the first time in our history is a testament to our collective efforts in all facets of our business, from product development to sales and marketing. “What makes this achievement still more special is that 2011 marks Hankook’s 30th anniversary in the U.S. We continue to see many opportunities to build on this success and look forward to achieving even greater results in 2012.”