



## **Hankook Tires Introduces New Corporate Logo And Corporate Identity Program**

*Hankook Tire American Corporation, one of the largest tire manufacturers in the world, introduces its new corporate logo and corporate identity program at a special ceremony at the brand-new home of the Philadelphia Phillies, Citizens Bank Park.*

([PRWEB](#)) April 4, 2004 --Hankook Tire American Corporation, one of the largest tire manufacturers in the world, introduces its new corporate logo and corporate identity program at a special ceremony at the brand-new home of the Philadelphia Phillies, Citizens Bank Park. The ceremony will take place on Sunday April 4th 2004, prior to the start of the pre-season game between the Philadelphia Phillies and the Cleveland Indians.

Hankook Tire America Corp. President, Mr. J. W. Choi, will participate in pre-game ceremonies that will showcase Hankook's new corporate logo and corporate identity.

"As avid baseball fans and a growing international company, we decided that Citizens Bank Park in Philadelphia would be the perfect venue for us to launch our new corporate logo as part of our far-reaching marketing and advertising program," said Hankook President Cho Choog-Hwan. "We hope to familiarize the public with our ability to design and manufacture high quality products. Our new Hankook logo will be in thirteen (13) major league baseball stadiums during the 2004 baseball season."

Hankook is one of the largest tire manufacturers in the world. It is a market-driven technology company with manufacturing facilities, research and development on three continents, and sales in 200 countries. Hankook manufactures and markets a full range of Passenger, Touring, High Performance, Ultra High Performance, Light Truck, Winter Radial, Original Equipment, and Truck and Bus Radial Tires.

According to Bill Bainbridge, Hankook Tire America Corp. Marketing Director, "Hankook Tire has remained dedicated to the tire business for over 60 years, building up superior technology and maintaining the top domestic position in the process. These are exciting times for a dynamic company like Hankook to make a bold new impression in the marketplace. Our long-term goal in the United States is to build brand awareness and brand equity with consumers to a level that rivals any and all of our competitors."

The new brand essence reflects a forward-looking, innovative company. The term "proactive tireship" has been coined by Hankook to express the determination to grow with the customers, creatively taking on any challenge to emerge as one of the world's foremost tire makers in the 21st Century. "Proactive tireship" is also a commitment by every employee to stay ahead of market trends and to anticipate customer needs accurately in order to be the industry leader.

The new Corporate Identity(CI) design projects the image of a company with industry-leading technology, and embodies progressive thinking, innovative and specialized technical capabilities, passion, sophistication, vitality, and multi-national operations. CI Symbol A tire tread has been geometrically altered to suggest wings, flying, aerodynamics and speed. As such it symbolizes dynamic movement and activity. The main color, orange, is youthful and represents technology and speed, helping to convey the image of a technology leader. CI Logotype The logotype is people friendly and the optimal blend of capital and small letters enhances legibility, projecting the image of products that are appropriate and reliable. Italics liven up the bold Gothic typeface for a



modern and refined feel. The black background represents tires and conveys a message of advanced technology, while the white and silver underscore technical competencies and the sophisticated brand image.

“The "proactive tireship" approach, within the corporate Identity program” says Bainbridge, “is being applied both internally and externally to make the Hankook Tire brand more consumer friendly and to echo our Company's growth as a progressive and dynamic organization. Our new Corporate Identity look represents a change in corporate vision and goals, and distinguishes the Hankook brand from the competition.”

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#### About Hankook Tire American Corporation

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