

# Tiger Wheel & Tyre takes Hankook Tyres to the extreme

Issued by [Tiger Wheel & Tyre](#)

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When it comes to premium performance at the right price, Tiger Wheel & Tyre has spared no compromise in delivering all-round customer satisfaction on their wheel and tyre product line - their latest TV campaign offering, on their world-class Hankook tyre brand is a testament to this.



The  
new

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Hankook TV commercial focusses on the driver's feeling of "being one" with the tyre and the road. The extreme sport base jumping, with specially designed wing suits, is utilised to present the theme. The message that confidence in equipment brings out the best performance in sports is consistent with Hankook's assurance in its tyres enabling the best possible driving experience.

Filmed in New Zealand and headed-up by award-winning director, Jeffrey Darling, the "Be One with it" commercial sports some of the most exhilarating film photography yet to be seen in the global tyre industry. The commercial has already captivated the European Markets with its nomination for the "Industry Advertising Campaign" Award in the National Tyre Distributors Association (NTDA) Tyres & Fast-Fit Awards (TAFF) - 2011.

Tiger Wheel & Tyre, the exclusive stockists of Hankook Tyres in South Africa, has proudly driven this internationally revered message home to local consumers. "We are proud to have a longstanding association with Hankook Tyres based on the supreme quality that these treads deliver. Our "Be One with it" Campaign emphasises the importance of tyre safety and performance ability on our roads," says Joe du Plooy, Marketing Executive of Tiger Wheel & Tyre.

Tiger Wheel & Tyre was responsible for spearheading the introduction of Hankook Tyres into the South African Market, back in 2009. In just a short space of time the premium branded tyre brand has grown considerably in demand by southern African vehicle owners, for its ultimate performance quality and affordability.

"Our customers know that when we put our name behind a tyre, it comes with our guaranteed stamp of approval, for all the right reasons," ends du Plooy.

South African television viewers will be able to catch the new Hankook TV commercial, airing this May, across most SuperSport Channels. Alternatively visit [www.twt.to](http://www.twt.to) for a preview.

In conjunction with the extreme measures that the new Hankook Campaign is demonstrating, Tiger Wheel & Tyre is launching their Xtreme Hankook Tyre Deals Promotion. For details log onto [www.twt.to](http://www.twt.to) or [twt.mobi](http://twt.mobi) from your mobile phone. Offer ends on the 25th of May 2012, or while stocks last.

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