KUMHO TIRE APPOINTS HAN-SEOB LEE AS NEW CEO

Tuesday 2 February, 2016

Kumho Tire has appointed 61-year-old Han-Seob Lee to be its new CEO - he will head up the Korean tyre manufacturer's global business with immediate effect.

During his early career at Kumho Tire, Lee held various positions within its European operation and is regarded by the industry as an expert in the European tyre market. His initial role on moving to the area in the late 1980s was that of Operations Manager in the UK. Following this successful beginning, he became General Manager for the Italian market, based in Kumho's Milan Office. Lee then held several positions within the company's Korean headquarters before returning to Europe in 2005 as President of Kumho Tire Europe. For his most recent post he once again returned to South Korea, where he was responsible for Kumho's global sales activities under the title of Chief Sales Officer.

In his new appointment, Han-Seob Lee succeeds Chang-Kyu Kim.

For further information on Kumho and its products for road and motorsport use see www.kumhotyre.co.uk.

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