Kumho Tyre Europe Appoints New Marketing Director

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Kumho Tyre has appointed Dirk Rockendorf as Marketing Director for the European market. The 46-year-old marketing and tyre expert has been in charge of Kumho's European marketing team since November 1, 2015. His future responsibilities include price and product management, communications and PR and the company's European motorsport and sponsorship activities. The development of the European marketing and communication strategy as well as the co-ordination of the related marketing activities will be among his prime tasks.

Rockendorf previously worked as Head of Marketing for the Middle East and North Africa in the Continental Reifen Deutschland GmbH. As Head of eBusiness he was responsible for the online marketing of all Continental's replacement passenger car tyre business. Prior to that, he was a consultant for eBusiness and CRM at KPMG Consulting (later Bearingpoint). Increasing the presence of the Kumho brand on the European market will now be the top priority of this graduate in Business Administration and Engineering.

Commenting on the task ahead, Dirk Rockendorf said: “Kumho Tyre is a brand that delivers best quality at a reasonable price, and one of the central tasks of our marketing team is to fully establish this fact in the minds of the consumers.”

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

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About Kumho Tyre:

Founded in 1960, the Kumho Tire Company based in Seoul, South Korea is currently one of the world's leading tyre manufacturers with revenues in excess of two billion US dollars. Each year, the company sells over 60 million tyres worldwide. The company is part of the long-established Kumho Asiana Group, one of Korea's best known and largest companies, which also owns Asiana Airlines, a member of the Star Alliance. With over 10,000 employees worldwide, Kumho develops, manufactures and primarily markets tyres for passenger cars, vans and trucks. Kumho operates production facilities in Korea, China and Vietnam. The company also maintains research and development centres in Korea, China, Europe and North America. Kumho is an original equipment supplier to car manufacturers such as Volkswagen, Mercedes-Benz, BMW and the Korean manufacturers Hyundai and Kia. Kumho Tire Europe GmbH with its head office in Offenbach am Main is responsible for marketing and sales activities in Germany and Europe.

Press release issued on behalf of Kumho by Gordon Bruce Associates. For further press information and/or a hi res version of the image below, please email Gordon at gordon.bruce@gordonbruce.com.

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