



2016 activities teased with Falken Tyre brand film

Falken Tyre has released a short film demonstrating the breadth of the Japanese tyre brand's presence and activities, compiled from over 100 hours of footage captured in the past three years. The brand movie features highlights from Falken's motorsport, football and Red Bull Air Race involvement, as well as spectacular ice driving scenes.

The brand video features footage of the Falken Motorsports team claiming a podium finish in the 2015 ADAC Zurich 24-Hour Race at the formidable Nürburgring in Germany, as well as stunning images from the off-road Portuguese rally 'Baja Portalegre 500' where Mitsubishi relied on Falken's high-performance all-terrain tyres.

Motorsport is a key communication platform for Falken Tyre, further demonstrated by the Falken drift team sending up tyre smoke and laying down rubber. The brand's motorsport accomplishments are complemented by its involvement in football and lifestyle activities. These are illustrated in the video by the Red Bull Air Race, in which Falken competed with its own plane, as well as football players from FC Ingolstadt at the Audi Sportpark.

The video also hints at what's to come with a snapshot of the Falken summer advertising campaign, due to launch in spring 2016.

The brand film can be seen on the Falken Tyre Europe YouTube Channel here: <https://www.youtube.com/watch?v=AiKr2V5lffw>.

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About Falken Tyre Europe

The Falken Tyre Europe GmbH is the European affiliate of the Japanese tyre manufacturer Sumitomo Rubber Industries Ltd., with about 23,000 employees it's the seventh largest tyre manufacturer worldwide. From its location in Offenbach/Main, the company markets and sells a complete tyre portfolio for passenger cars, trucks, pick-ups and SUVs as original equipment and for the entire European retrofitting market. All Falken products comply with the ISO standards 9001, 16949 and 14001. Developed and tested in the world's most demanding racing series, the Falken tyres provide the maximum of individual driving enjoyment – at outstanding value for money. Further information under:

<http://www.falkentyre.com>

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