

SuperSpec Cup Announces Hankook Motorsports as Official Tire Sponsor for 2020 Season

The Hankook Ventus RS4 will be the spec tire for the California-based wheel-to-wheel racing series.

Los Angeles, CA — Speed Ventures, Inc. is pleased to announce that Hankook Motorsports will be the official tire sponsor of SuperSpec Cup for 2020, with Hankook providing the spec tire for the series: the Hankook Ventus RS4 (size 225/45/15).

With the move, SuperSpec Cup (previously Supermiata) continues to sharpen the formula for low-cost, competitive amateur racing, and Hankook broadens its support for grassroots motorsports.

“We’re very excited to have Hankook on board in 2020. The low cost, long lifecycle, and proven performance of the RS4 fits perfectly with our goal of keeping expenses down—and competition up—for our drivers.” - Aaron Bitterman, CEO of Speed Ventures, Director SuperSpec Cup

The Speed Ventures team will work with Hankook Motorsports CEO Danny van Dongen to provide fresh rubber to SuperSpec Cup competitors at a special competition price. The tire was selected from among several tire options based on lifecycle cost, durability, and speed.

“Affordable, long-lasting tires is perhaps the single most important way we can keep costs down for SuperSpec drivers,” Bitterman explains. “We’re happy Danny and Hankook share our vision, and we’re all looking forward to a great race season in 2020.”

The first round of SuperSpec Cup 2020 competition is January 25-26 at Buttonwillow Raceway Park.

About SuperSpec Cup

SuperSpec Cup is one of the most affordable wheel-to-wheel production car racing series in the US. No pro engines or 1000-page rule set—just close, low-cost racing with a focus on driver development and fun. A front-running car can be built for under \$10k, runs on pump gas, and wears affordable tires that last several weekends. SuperSpec Cup is exclusively hosted by Speed Ventures, Inc.

www.superspecracing.com

About Hankook Motorsports

As the official distributor of Hankook Competition Tires North America, Hankook Motorsports provides tires for racers across the country. Hankook Motorsports also provides trackside fitting service, expert engineering support, and first class customer service. Hankook Motorsports engineers all have multiple years of field experience to help racers find the best way to prepare their car for Hankook tires.

www.hankookmotorsports.com