Offenbach am Main, August 2020

**Falken launches new social media campaign: “Pass The Wheel” by Falken**

For most of us, this year, the coronavirus pandemic has meant that visiting dream destinations, such as the three peaks of the Dolomites, Lake Como and the Gotthardt Pass, will very much remain a dream. We therefore decided to offer our fans something very special: we are taking you with us on a virtual journey from Zell am See in Austria, and across Switzerland, Italy and France on the most beautiful roads and passes in Europe to Monaco.

“Cross the Alps! Drive over as many mountain passes as you can, and take photos as evidence, holding a copy of the day’s newspaper at the top of each pass” - such was the initial task that Peter Dumbreck, longstanding member of our motor racing team, and Moritz Leidel, Flat6High5 blogger & automotive Influencer, were required to master in the first episode of the three-part game. They set out in a Porsche 911, built in 1965 and equipped with the Falken ZIEX ZE310 ECORUN tyres, a summer tyre which is recommended repeatedly by independent testers.

The pair were accompanied by a 3-man film crew which recorded the two Porsche drivers on their tour. The result: a total of three films, each lasting approximately ten minutes, showing the two drivers rising to the different challenges. Not only are the viewers able to enjoy the shots of the landscape, which is amongst the most beautiful in Europe, they can also witness the serious and not-so-serious conversations that the two pilots had during their drive.

On 15 July 2020, we released the trailer on our social media channels, and on the following three Thursdays we will show you the individual episodes on YouTube. We will also provide regular updates on our Instagram, Facebook and Twitter channels. The trailer alone chalked up more than 1.5 million views within six days, and the first episode was viewed almost 200,000 times within just four days.

“Above all else, we have put the pleasure of driving, which always depends on having the right tyres, centre stage. Falken has tyres that are ideal for both new cars and classic cars,” said Evropi Dionysiadou, responsible for social media at Falken Tyre Europe GmbH, commenting on the campaign. “At the same time, the broadcasting of the episodes is part of our contribution to #flattenthecurve, and we are hoping to make staying at home more enjoyable for our fans in these tough times.”