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Editor's Corner

July 2021 will be remembered for all the wrong reasons. Civil unrest, arson and looting attacks cost the Kwazulu-Natal economy alone, more than R20-billion, placing more than 150 000 jobs in the province at risk. Added to this, around 40 000 formal businesses in the province were affected during this time, with a further 50 000 informal traders, most of whom were not insured, negatively impacted. This, according to the Mail & Guardian, which went on to state that assessments of the cost of the damage in Gauteng, were still being carried out by the South African Special Risk Insurance Association.

Also impacted was Sumitomo Rubber South Africa (Dunlop), whose warehouse was broken into and looted of products to an estimated value of R90million, an act that will not only affect the manufacturer. The implications of this are far reaching, with potentially grave consequences for the consumer too, as our feature story on page 8 illustrates.

The silver lining to this shocking event was the swift response elicited by businesses and individuals across the country, that combined their efforts to provide immediate assistance by way of resources and essential items. One such example, is Stamford Tyres. This story appears on page 12.

On a happier note, one of the country's best loved retail brands – Supa Quick – is celebrating its 35th birthday this year - an impressive milestone! Their journey makes for inspiring reading, especially for anyone contemplating joining the retail trade. Supa Quick is in fact, on the hunt for dynamic, entrepreneurs to join their growing numbers, so this opportunity may be something to consider!

An array of local and international developments and achievements rounds up our August/September 2021 edition.

Feel free to contact us or to comment on any of the stories featured. We love hearing from you!



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Happy 35TH Birthday supa quick

AN EXCLUSIVE WITH **DAVID PUTTER (DP)** –
SQ NATIONAL COUNCIL CHAIRMAN AND
OWNER OF SQ GRAAFF-REINET AND MARIUS
MOSTERT (MM) – **OWNER OF SQ PONGOLA** -
AS SUPA QUICK REACHES A MOMENTOUS MILESTONE

This year, one of the country's best loved franchise brands – Supa Quick (SQ) – is celebrating its 35th birthday. With more than 199 franchise outlets nationwide, this now well-established retail brand pioneered the way for others to follow, in 1986, paving the way for a professional retail space that would mushroom across the country to include tyres as well as all underbody and affiliated services.

Two of the brands longest committed franchisees, David Putter from Graaff-Reinet, Eastern Cape Province and Marius Mostert, from Pongola KZN, took the time to tell us why they continue to remain loyal to the Supa Quick brand to this day.

SAT: Gentlemen, tell us about your early beginnings in the tyre business and what led to your involvement with the Supa Quick franchise retail brand.

DP: I became involved in the tyre market in 1974 with Graaff-Reinet Tyre Services, as it was called back then. My father initially bought Graaff-Reinet Tyre Services in 1974. In 1977, my eldest brother, Willie, and his wife, Linnea, joined the business, eventually taking it over from my father. Willie signed up as one of the first Supa Quick franchisees and I took over from Willie, in August 1998, to continue the family business.

As a single shop owner, the introduction of a franchise concept such as SQ made complete sense as we would now be able to enjoy greater buying power to help us compete in a growing market. I signed up as one of the original franchisees in 1998 and have never looked back.

MM: My career with SQ began in Pongola in 2010, when the store still belonged to my brother. Starting off as a salesman, I eventually worked my way up to the level where I was able to acquire the business from my brother in 2019. Today, I am the proud owner of SQ Pongola.

How has the brand and its offering changed and evolved over the years?

DP: The first major change took

place when the Japanese company, Bridgestone, acquired Firestone from Murray and Roberts. A new business culture was introduced by the new owners, which initially presented some challenges for the franchisees, ultimately resulting in a change in franchise management.

SQ franchisees have always been well-established, representing a very strong brand. After much debate over a number of years, the franchisees lost exclusivity to the Bridgestone-Firestone brands as Bridgestone embarked on an Open Channel marketing drive. This new reality led to many changes, for both franchisor and the franchisees.

We weathered the storm, and under the leadership of CEO Jacques Fourie, and the subsequent appointment of Franchise Director, Morne Dreyer, the brand has been restructured so as to allow franchisees to conduct business in the full spectrum of services once again. A welcome development that enables us to compete in a very competitive market.

MM: For starters, if you take a look at the SQ logo - the old "Harryman" of the past 35 years - you will notice how this has changed and modernised over time. Now, it is simple and more effective, and stands out better than any over-complicated logos and slogans.

The business itself has definitely changed into a consumer-conscious platform, with SQ catering for all market segments. Consumer safety is at the forefront, in tandem with continuously striving for exceptional service delivery and after sales service. At least, this is what we strive for, here at SQ Pongola.

The business has changed into a consumer-conscious platform with SQ catering for all market segments.

MM

The quality, resilience and experience vested in the SQ franchisee is immense.

DP



David Putter

What kind of support are you receiving from the SQ Franchisor?

DP: The quality, resilience and experience vested in the SQ franchisee is immense, as is the intellectual capital. SQ exist and progress because of the resilience, drive and experience vested in the business. It is them who built the name, provided service excellence and put in the effort that has made SQ the leading brand it is today. With this in mind, SQ are heavily vested in the role of the franchisee, continuing to support by way of a super strong brand that is beyond reproach, a partnership with a world class tyre supplier as well as access to all other products in the market.

MM: There is significant value in being part of this brand when one considers the marketing support we receive in the form of print media, social media, television radio and promotional material, particularly during the holiday season.

Plus, SQ representatives regularly call on the franchisees to assist us in improving and growing our businesses, as a way to remain ahead of the competition.

How important is Bridgestone-Firestone's role?

DP: Bridgestone is one of the world's leading tyre brands with product quality and support that is unsurpassed. Having primary access to this brand is a huge advantage in the marketplace.

MM: Our manufacturing partner plays a big role in our business. They have been providing their franchisees with endless assistance to develop and mould the SQ brand. To have a reputable brand like Bridgestone working together with SQ, makes for a winning recipe.

Is the competition fierce in your respective areas?

DP: The retail space is saturated. In Graaff-Reinet we were the first franchise brand to be established, followed duly by others, however, we maintain a respectful relationship with the opposition. Our biggest competition comes from nearby Gqeberha (formerly Port Elizabeth), however, where competition and price cutting are rife.

MM: There are four tyre shops in total in our small town of Pongola, which is more than enough. Over the years, we have seen tyre shops come and go. At

one stage, there were seven tyre shops in town. Only three remained and a fourth one subsequently came along. I get along with all the tyre shop owners as I believe this to be important in a small community. We are constantly helping each other where we can.

What do you do to differentiate from your competitors?

DP: In our specific part of the country, it remains critical for us to dabble in as many market segments as possible, especially with the agriculture market experiencing a downturn. We also offer a 24hour roadside breakdown service.

MM: We sell one of the most reputable brands in the market, namely Bridgestone-Firestone. Our shop has a sell-out percentage of 70%, of which we are proud. Additionally, we offer any affiliated service you can think of related to motor vehicles, aside from panel beating and auto electric work. I would like to think of SQ Pongola as the-one-stop shop for your car.

Marius, were you directly affected by the recent riots and looting in KZN?

Thankfully, here in Pongola, we were

blessed to not have had a single shop looted. The community stood together, working hand in hand with the SAPS, SANDF, CFP, Taxi Association, Municipality and the general public, guarding our town's four entrances with armed men, to ensure no one could enter our town with ill intentions over that apocalyptic week we experienced in KZN. We could not trade for an entire week, but this was better than being looted and potentially losing our businesses. That said, our prayers go out to those businesses that were looted.

SQ has embarked on a programme whereby we collect food for those affected throughout KZN. We are glad to be able to participate in this initiative.

How has Covid-19 impacted your businesses?

DP: The pandemic has compelled us to approach the business in a different and more creative way with respect to our cost structures and expenses. We reduced our staff complement by six people – all six found alternative employment in the area – which helped us to cut costs. Covid-19 combined



Marius Mostert

We sell Bridgestone/Firestone, one of the most reputable brands in the market.

MM

Supa Quick is currently embarking on a national remodelling project of all the stores, in a drive to be even more customer-focused.

DP

with an eight-year drought here in the Karoo, has affected the trade, especially in the agricultural sector.

MP: Covid-19 has had a massive effect on our business. Our revenue has declined, so we are constantly coming up with innovative ways to generate business and entice customers to our store, by offering services such as sanitising their vehicles before delivery. We hope that value-adds such as this will keep customers safe and maintain that trusted relationship that was built over the years.

DP: On a positive note, our franchisor (SQ), is currently embarking on a national remodelling project of all the stores, in a drive to be even more customer-focused. Franchisees, in conjunction with SQ, are also focusing on stock management and buying smarter with a reduced turnover, in order to improve the buying process and boost growth percentage margins.

What would be your advice to a prospective franchisee that is considering joining the group?

DP: As mentioned earlier, a major reason behind my confidence in the SQ brand and its future, is the quality, resilience and experience vested in the SQ franchisee. The franchisor and franchisee working in unison is the key to even greater success.

Potential franchisees who recognise and take advantage of this are well placed to succeed in this highly competitive market, with the backing of a brand such as SQ.

In short, if you possess drive, entrepreneurship and a strong work ethic, you would make for a welcome and successful member of the Supa Quick group.

MM: For anyone looking to join the retail trade, my general advice would be to ensure you place a competent and trustworthy person at your sales counter. Having worked on the counter, I saw how easy it was to help oneself to the till. You would also need to have the systems in place to counter the possibility of theft. I have witnessed others opening tyre shops in neighbouring towns, only to end up closing their doors as a result of not being involved in their businesses.

As for SQ, joining this dynamic franchise would be the best thing you could do. Before opening a retail store, do your homework in the area you are considering to set up shop. Make sure the traffic is there and that the area is not saturated.

Once you become an official SQ franchisee, maintain a strong and healthy relationship with the franchisor. Make use of all the advice and help they give you. Be present. Be involved in the day-to-day running of the business and you will be successful.





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LOOTED TYRES

Infiltrate Market

With sinking hearts, we watched as KwaZulu-Natal fell victim to civil unrest, riots and looting, seemingly with no one on hand to stop the perpetrators from causing massive destruction to lives and property. A clip showing a group of thugs breaking in to Sumitomo Rubber's (Dunlop) warehouse, and helping themselves to free stock, further highlighted the implications of this unruly uprising on business. Products to the value of R90m were stolen with serious implications to the business. But it goes beyond that, begging the question, where did those stolen goods end up and what are the less obvious, yet equally grave, repercussions to the consumer?

Businesses across the board have been brought to their knees by the widespread theft, vandalism and arson – from informal traders to large retail chains. The economic impact of the anarchy and destruction will be massive, in a country which was already grappling with low economic growth and alarmingly high unemployment levels.

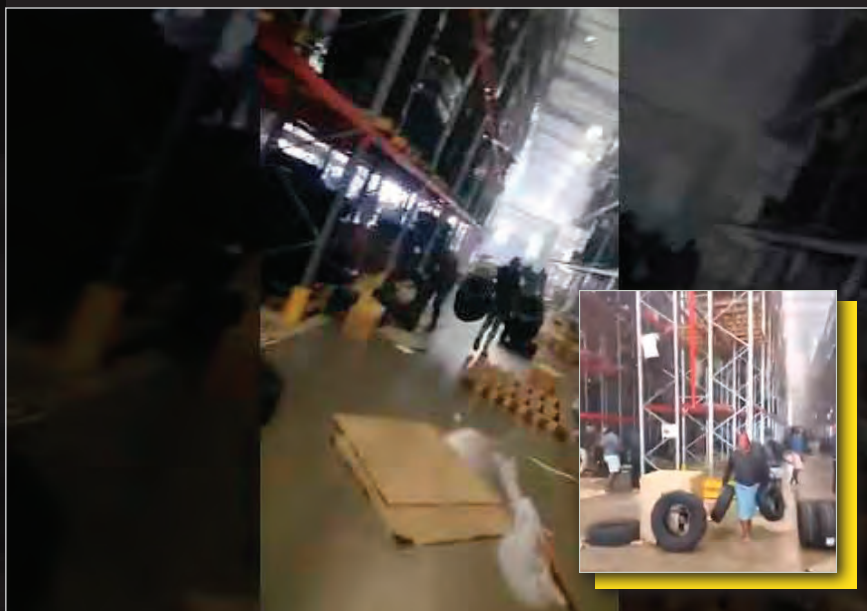
“There are massive implications, not just for the Dunlop business but for the entire value chain, including employees,

the community and the supply chain,” warned Lubin Ozoux, CEO of SRSA.

“It’s been estimated that about 140 000 to 150 000 tyres were stolen in total during the civil unrest through looting from tyre warehouses, tyre dealers and spares dealers, including ours,” he added.

Going forward, SRSA has intensified the security presence at its other sites in Ladysmith, Jet Park, Cape Town, Bloemfontein, Gqeberha and East London.

“Thankfully, our Ladysmith factory was not breached but still remains a potential high-risk area. We will be re-looking at our





We are in the same situation as many other companies that were affected.

Lubin Ozoux

distribution strategy. For key sites we are also looking to work closer with other businesses in the area to discuss measures we can take as a collective.

"Of course, there are the economic aspects where we'll have a loss or shortage of stock and revenue. These incidents have also been deeply traumatic for us as a country, and especially for the communities in KZN and their families, including our own employees," continued Ozoux.

"We are in the same situation as many other companies that were affected. Yes, we have insurance and will be claiming. But as mentioned earlier, the impact on retailers that could be losing their complete businesses should be the real area of concern. We need to find a way to support them through the coming months. The best way to do that is for consumers to say no to looted goods and support these businesses instead."

According to Ozoux, the tyres now circulating in the market unlawfully are predominantly passenger/SUV and motorcycle tyres. The company has been able to identify where a number of these stolen tyres ended up, by means of many tipoffs through their Looted Tyres Hotline, which

they are passing on to SAPS. He went on to say that SAPS were diligently following up on these leads, plus leads generated via the internet.

"We are working with authorities and have seen various reports of stolen tyres being tracked down among other looted items in a number of locations in KwaZulu-Natal.

Say NO to looted tyres

A growing number of consumers are buying tyres online, at a lesser price. Could they unknowingly be buying stolen goods?

"It's not the act of purchasing online that is the issue," explained Ozoux. "We and others in the industry conduct our own sales online as well. What we do say, is that consumers should only purchase from reputable manufacturers and suppliers who are able to deliver the correct advice and educate consumers on the best tyre option, without compromising the technical attributes of the vehicle.

"Tyres should also be fitted corrected and safely by a qualified professional. And for potential buyers of looted tyres, we would like to tell them: In the end, every tyre bought that was looted makes the purchaser part of the problem and will only incite

similar behaviour in the future. It could be the purchaser the next time who is losing their employment or income," cautioned Ozoux.

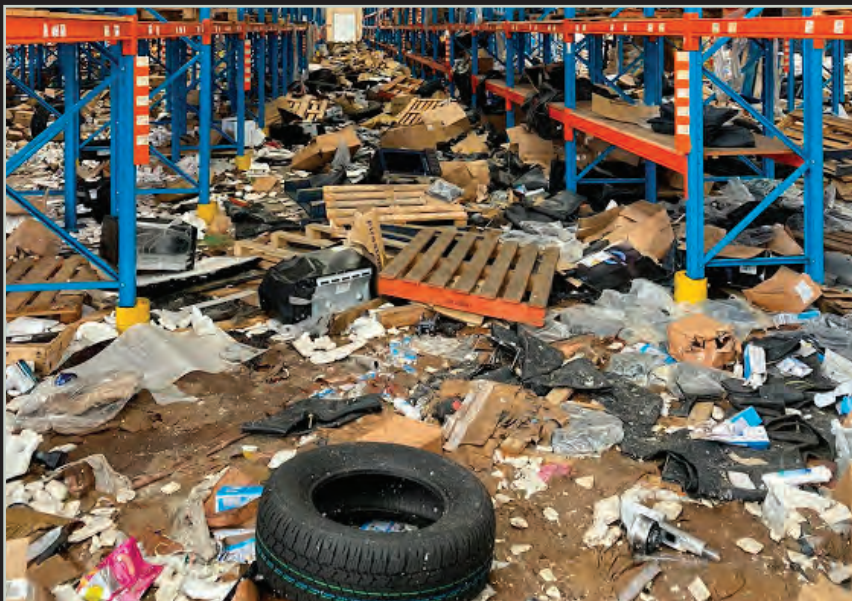
So how does one distinguish between legitimate tyres and those that are not?

The easiest way, according to Ozoux, would be: "Bargain hunters beware! If a deal looks too good to be true, that advert on social media or online classifieds sites could actually be showing off goods stolen during the looting frenzy that took place in KZN and Gauteng last month."

He went on to say that looted commodities are being offered at prices much lower than the normal pricing, on social media posts.

"This is a clear indication that these items have been looted. We do not support, under any circumstance, the purchase of goods from anyone other a reputable manufacturer and supplier," he said.

"Bear in mind," he added, "thieves prey on people looking for the best price. At a time that there is such a large volume of illegally obtained goods now circulating in the market, people will need to have their wits about them to ensure they do not indirectly support thievery," added Ozoux.



SIGNS THAT TYRES MAY HAVE BEEN STOLEN – WHAT TO LOOK OUT FOR

- Approach purchases from unknown retailers and individuals with caution.
- If someone is listing items in bulk, that should be a red flag.
- If the item is marked at a drastically reduced price, that is another red flag.
- If the seller is unable to provide proof of purchase on a brand new item, it could mean it has been illegally obtained.





STAMFORD TYRES

HELPS COMMUNITIES IN NEED

Stamford Tyres Africa (Pty) Ltd – proud distributors of Falken Tyres – have teamed up with the Point S group, in a campaign aimed at helping the communities in need. The Share Your Kindness campaign, consisted of using a percentage from the sales on Falken tyres within the Point S stores nationwide, to contribute towards the sponsorship of food hampers and an additional donation of blankets, generated by the Point S group of tyre retailers.

This initiative was born out of concern of the communities being affected by the socio-economic impact of the Covid-19 pandemic. Recipients of the food hampers and blankets were Magda's Soup Kitchen in Paarl on Thursday 29 July, Westpark Special Needs school in Durban as well as the Laerskool Danie Malan in Pretoria North, on Friday 30 July.

Heading up the Stamford Tyres Africa team is newly appointed general manager, Jose Romero, (effective 21 July). Romero's passion about developing and growing the business through mentorship, places him in the ideal position to lead Stamford Tyres towards enhancing the organisation's image and exceeding overall growth objectives.

"I am looking forward to continuing and building on customer relationships over the years to come," said Romero.

To assist him in meeting these objectives, the company further appointed Sean Forrester as the new regional manager for Johannesburg, in early July. He will be assisting the team of sales representatives from the Johannesburg office covering the greater part of the inland region as well as various areas of the Eastern Cape.

Forrester added that his aim is to support, motivate and assist the sales team to achieve the best performance for the overall benefit of the company.



Jose Romero



Sean Forrester

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GERMAN RECYCLING PROGRAMME GAINS GLOBAL ACCLAIM

Pyrum Pyrolysis plant – based in Germany - were the proud winners for Best Recycling Innovation at the recent 2021 Recircle Awards. The culmination of 40 years of Research & Development, (the company's inventor began his first designs in 1980), last year, the company plant began operating on a 24/7 basis, courtesy of their famous Horizon 2020 Blackcycle EU Project which they run in conjunction with Michelin, a partnership which also led to them acquiring BASF as strategic inventor.

Situated in Dillingen/Saar, Germany, the plant employees 60 people, with the team responsible for Planning, Laboratory, R&D and Commercial, accounting for 40 employees in total.

Commenting on their win, company chairman, Pascal Klein said: "All these significant developments drew attention to our plant and its initiatives, with Pyrum now regarded as a serious player in the pyrolysis market.

"To our credit," he added, "we solved one of the biggest issues attached to the pyrolysis concept, namely, producing a marketable and valuable oil that can be used as raw material for the production of new polymers (finally 100% circular). Our Oil has since received commendation as the first Oil made 100% from used rubber together with an EcoLoop Certificate and a REACH number."

According to Klein, teaming up with almost 30 reliable industrial partners, all of whom assisted in the development of the plant and the design of some special equipment, like sensors that did not exist previously in the hole market, has also contributed to their company's growth and success.

Over 30 million EU was spent developing the technology over the last few years, with Pyrum now producing an average daily of 200kg of steel, 50kg of textile fibres, 320kg of rCB, 220kg of Pyrum Thermo Tyre Oil, 200kg of Thermolysis Gas that is used for energy production (self-sufficient plant) and 10kg of waste water.

All this from the supply of approximately one ton of tyres which they receive directly from 64 car garages in the area as well as from all the large recycling companies in the region.

"As of now, we are receiving more than tyres than we can handle," stated Klein, "with one out of two trucks with used tyres being sent away, as we are simply unable to take any more. At this stage, we only accept six truckloads of used tyres per day.

"In 2020 we recycled 3.200 tons of tyres, while in 2021 (January to May), we already reached 2.500 tons, which means that by the end of the year, we are expecting to produce around 5.000 tons."

THE PYRUM EMISSION-FREE PROCESS

Praised for its emission-free process of used rubber, the company first uses a classic tyre shredding process that creates marketable rubber granules (producing rubber granulates that are <12mm. The steel is almost 100% separated, while some fibre may still be left in the granulates.

Next, the product enters their 100% electrical pyrolysis unit, before being immersed in a milling unit that is powered with the excess power from their power generators.

Finally, the product is subjected to a pelletizer, powered with the excess heat and power from the Pyrum Thermolysis unit.

FUTURE LOOKS BRIGHT

Pyrum are now in the throes of building 50 plants around Europe in cooperation with BASF and other industrial partners.

"More and more tyre manufacturers are joining us in this project, together with more recycling companies," concluded Klein. "Exciting times lie ahead for us as a company, and more importantly, for the environment, as we continue to responsibly dispose of and recycle a waste product into an important raw material."

“

Over 30 million euros was spent developing the technology over the last few years.

Pascal Klein

”



BRIDGESTONE Consumer Sales Director Thandeka Ngoma Wins Gender Mainstreaming Award

Thandeka Ngoma, Consumer Sales Director at Bridgestone Southern Africa has walked away with top honours in the 'Positive Role Model in a Multinational Pan-African Company' category at the 9th Annual 2021 Gender Mainstreaming Awards Southern Africa.

The Gender Mainstreaming Awards were established in 2012 by consulting group Business Engage. The awards recognise organisations and individuals that are at the forefront of advancing the business case for gender diversity in Africa to achieve a more meaningful representation of women in the mainstream of business.

The category in which Thandeka was awarded recognises a woman growing her career and who understands the responsibility that comes with being a role model and the need to inspire others to do the same. Nominees are nominated by a person or group of people who know them very well, primarily in a business role.

"I am deeply proud to advance the representation of women in my organisation, as well as in the tyre industry through my areas of influence," Thandeka says. "My philosophy, especially when it comes to issues such as gender-based violence, is to improve things for young girls and women, we have to also heal young boys and men."

It is this thinking that inspired Thandeka, a mother to two girls, to join the non-profit organisation, The Character Company, as a director in 2016. The organisation is focused on working with and mentoring boys who come from single female-headed households, who don't have present fathers or positive male role models. The long-term mentorship programme focuses on providing male mentors to the boys, thus helping to raise good men with strong values, positively impacting families and society at large.



Leveraging her vast experience, she provides various forms of support, including strategic planning, marketing, and helping establish a direction for the organisation.

Mentorship

As she continues to make an impact in her community work, Thandeka has also

thrown her energy into mentoring young professionals, something she has been doing throughout her career. To date, she has mentored as many as 15 people, with six of those relationships enduring until today, including two at Bridgestone. In these relationships, she uplifts younger colleagues to gain personal and professional excellence.

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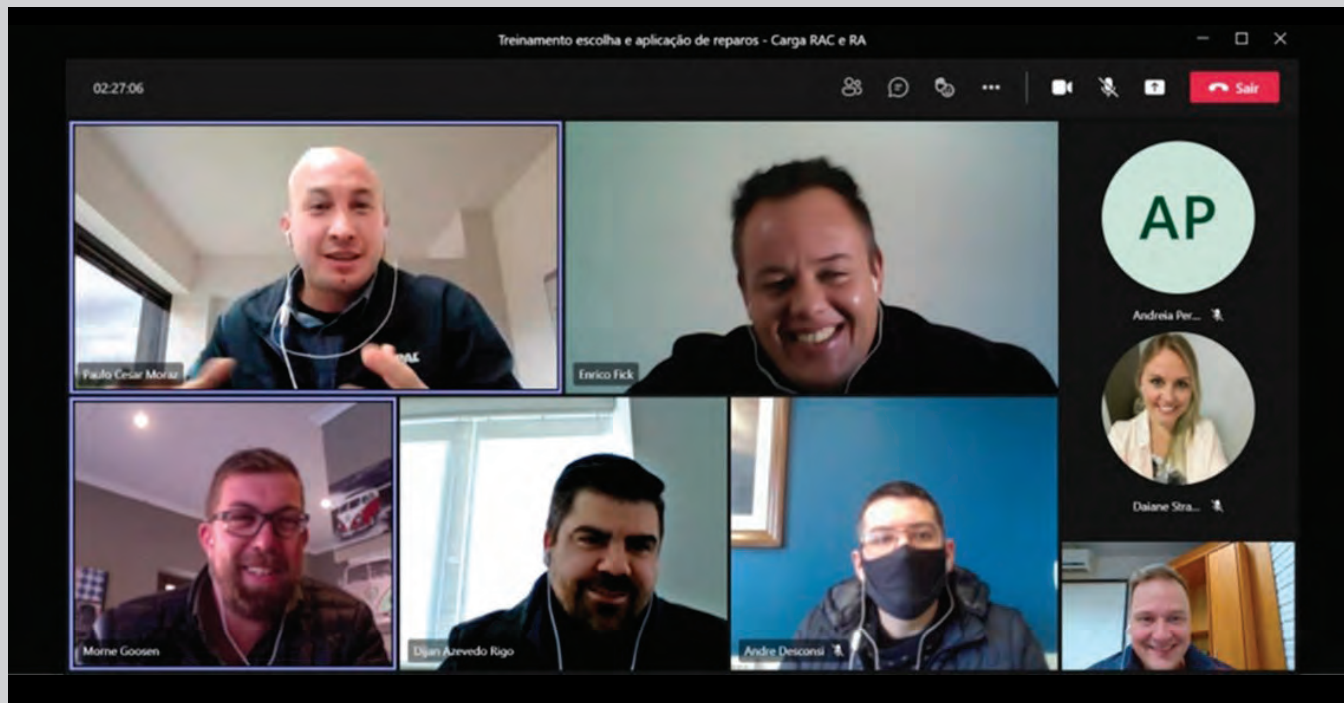
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VIPAL RUBBER provides training for South African partner



Tyre and Retread Supplies, from Johannesburg, attended training on Truck Tyre Repair Selection and Application training.

Leader in Latin America and one of the main world manufacturers of tyre retreading products, Vipal Rubber has learned a lot throughout its 48 years on the road. Therefore, it considers it important to pass on knowledge to its partners, distributed in more than 90 countries on five continents. TRS – Tyre & Retread Supplies, from South Africa, is one of the companies that benefits from being a Vipal partner and took part in a technical training session where updates on the preparation and application of repairs for the commercial segment were discussed.

Through an online tool, Morné Goosen, TRS Manager, and Enrico Fick, Repair Technician at the company, were able to clarify their doubts with the team from Univipal, Vipal Rubber's corporate university. Among the subjects discussed, the selection of RAC and RA tyre repairs of Vipal brand and the technical characteristics of the different repairs aligned with the

best product application techniques were highlighted during this training course given by technical instructors Paulo Moraz and Geronimo Pagnoncelli. Besides them, André Desconsi, Tyre Retreading Technician, and Dijan Rigo, Commercial Coordinator, all from Vipal Rubber, participated in the activities.

"We sought to transmit information that was useful and important for the team's evolution, as well as guidelines for technical actions in the market in which they operate", explains Moraz. "For us at Univipal it is a satisfaction to be able to help and guide our customers, always improving the image and quality perception of our company and our products, which we are very proud to see in several countries," said Pagnoncelli.

Present in about 90 countries around the planet, 19 of which are in Africa (Morocco, Algeria, Tunisia, Egypt, Nigeria, Sudan, Ethiopia, Kenya, Uganda, Tanzania, Angola, Zambia, Malawi, Mozambique, Namibia, Botswana, Zimbabwe, Swaziland and South Africa), Vipal maintains a strong presence on the continent through its distributor TRS. In addition, and



providing local service and consultancy, it permanently invests in qualification actions for its partners, both online and in person.

For years Vipal has been conducting training sessions with clients from the African continent, having already held the 'Retreading Salesmen' and 'Retreading Production' modules with the participation of companies from Uganda, Tanzania and Kenya and the Tyre Repair module was attended by organisations from Tunisia, Morocco and South Africa. But just as Vipal goes to its partners to promote training, it also has its doors open to receive them. This was the case of four companies from South Africa and one from Uganda, which visited Vipal factories in Brazil to carry out qualification activities.

CONTINENTAL Appoints New Senior Management Team for its Tyre Plant in South Africa

Ahmed Boualam returns to South Africa to head up Continental's tyre plant as GM for Manufacturing, having previously served as Production Manager from 2016 to 2019 Ramoabi Moeng promoted to Deputy Plant Manager, after leading the Manufacturing Engineering Technologies division Outgoing GM for Manufacturing, JJ Dowling, has relocated to the US as Production Manager for Continental's Sumter plant in South Carolina

Continental Tyre South Africa (CTSA) has appointed a new senior management team for its tyre manufacturing plant in Gqeberha (formerly Port Elizabeth), Continental's only tyre production facility on the African continent.

Ahmed Boualam is the new General Manager for Manufacturing with responsibility for overall management of the plant operations. Ramoabi Moeng has been appointed Deputy Plant Manager, supporting Boualam with the running of the facility – both of whom have extensive experience in both the manufacturing and tyre industries. Boualam was seconded from Continental's South Carolina Sumter tyre plant in the United States, where he served as Plant Manager for the past two years.

Continental Tyre SA's outgoing GM for Manufacturing, JJ Dowling, has relocated to the US to take up the position of Production Manager for the Sumter plant. "I want to thank JJ Dowling for all of his hard work and commitment to CTSA over the past five years he was with us, and wish him all the best for his new role at our sister plant in Sumter," says Martin Buday, MD of Continental Tyre SA. "We extend a warm welcome back to Ahmed who takes over the reins as our new GM for Manufacturing. "Our Gqeberha plant in South Africa is not new to Ahmed as worked here for three years prior to his move to the US. I am certain that he, along with our newly appointed Deputy Plant Manager Ramoabi Moeng, will be a force to be reckoned with as they use



their combined experience and expertise to successfully steer the manufacturing side of our business," Buday says.

Boualam has been involved in the tyre industry since 2007, starting in his native France as a production management engineer before moving up to Production Manager in the curing and final finishing areas. He joined Continental in France in 2011, initially as Area Manager in the Curing and Mold Shop, and later in the hot preparation and mixing room. A three-year stint as Production Manager for the Continental Tyre plant in South Africa followed in 2016 before he was selected to head up the Sumter plant in 2019. "It is fantastic to be back in South Africa, and I look forward to working with the local management team to continue the transformation of our facility as we work towards increasing the production of light truck tyres," Boualam says. "While optimising the output of our current assets, we are working closely with our colleagues in Hanover and will be making further investments in our factory to expand our production capacity for this important sector.

"The goal is to make Continental Tyre SA a major producer of light commercial vehicle

tyres within Continental globally, and supply tyres of the highest quality to more markets around the world," Boualam says. He is a qualified mechanical and production engineer, and has a Master's degree in Business Management which he completed in 2005. As the new Deputy Plant Manager, Moeng has gained vast experience in the manufacturing sector since 1997. He spent 11 years in vehicle production, including a one-year training stint in Germany, before joining a pharmaceutical company in 2008 where he headed up the Engineering, Production and Operational Projects portfolios over the ensuing seven years. Moeng joined Continental Tyre SA in 2016 as Maintenance Manager, and was selected to lead the Manufacturing Engineering Technologies team in 2018, a position he held until his appointment as Deputy Plant Manager in August 2021.

"I am looking forward to learning more about the tyre manufacturing operations under the leadership of Ahmed and the rest of the CTSA Exco team, while ensuring that we produce quality tyres on time and at competitive costs for our local and international customers," Moeng says. "Part of my responsibilities includes the role of regional coordinator for Continental's Sustainable Production of Quality Products initiative for Europe, Middle East and Africa (EMEA). This involves ensuring that our local plant is fully integrated into Continental's global quality structures, and that we consistently produce tyres of the highest quality for our customers around the world," he says. Moeng has a National Diploma in Electrical Engineering, a Diploma in Business Management and a qualification in Advanced Maintenance Management – the latter from the Augsburg University of Applied Sciences in Germany. He completed a Management Development programme in 2006, and followed this up with a Master of Business Administration degree from Nelson Mandela University in 2012.

DUNLOP celebrates women driving the world forward

In honour of Women's Month in August, we're highlighting the significant contributions of women as the driving force behind creating safer experiences on the road. Those who believe they can change things for the better and do just that.

To celebrate these phenomenal women, Dunlop has created a 'Women driving the world forward' website showcasing those who've steered the automotive sector to success, from early inventors of prominent car safety features that continue to save lives every day, to present-day, women-owned South African businesses and the company's own employees driving society forward.

Lubin Ozoux, CEO of Dunlop tyre manufacturer, Sumitomo Rubber South Africa (SRSA), said, "We as a brand are delighted to celebrate the strength and resilience of women, not just this month but always. Women have made outstanding contributions to our sector that are often unheard of. From the woman who helped us take to the road safely, to the modern-day pioneers driving change in our own company, this Women's Month is a great opportunity to celebrate their continued impact."

The Dunlop 'Women driving the world forward' campaign highlights how women were behind a number of important safety features, from brake pads invented in 1888 by Bertha Benz, wife of the founder of Mercedes Benz, to windscreen wipers invented by Mary Anderson in 1903. The first mechanical indicator and brake signal were invented in 1914 by silent-film star, Florence Lawrence, while closer to Dunlop's own world, Stephanie Kwolek, a chemist, invented the lightweight Kevlar® polymer fibre in 1965 that is stronger than steel and used to make resilient, puncture-resistant tyres.

The tyre manufacturer is also showcasing women-owned Dunlop dealerships and the women breaking new ground and achieving success in their fields of expertise within Dunlop's own business, from factory engineering, to HR, Marketing, Finance and more.

Dunlop believes in making a valuable contribution in rebuilding South Africa and it starts with supporting small businesses, as they play an integral role in our economic success. The Dunlop 'Women driving the world forward' campaign was, therefore, conceptualised with this in mind. Through this campaign, four small, women-owned businesses who represent safe travel and female empowerment, will be supported and given the platform to grow, with Dunlop encouraging its own employees and community to further support these start-ups by using their services, donating or purchasing their merchandise.

They include Nakita Naeel'ah Dellwaria and Chloe Homer, who in 2020 launched Safe Space, a female-run start-up that maps Gender Based Violence hotspots and enables the public to report any GBV incidents. These reports are fed onto a live map where they can be



accessed by the public, empowering them with knowledge on the safety of an area.

Dunlop is also supporting Palesa Mashinini, who in 2019, started Secanity and began selling its Woke keychain alarm. When activated, this alarm produces a 140-decibel alert which radiates up to 200 meters, allowing women to draw attention to themselves in emergency situations.

Also receiving support from Dunlop is ParkUpp, started in 2016 as a digital platform that enables drivers to find and rent safe parking spaces while empowering the owners of these parking bays to earn an extra income by renting them out.

In the spirit of Women's Month, Dunlop has donated R10 000 to each of these three businesses to show its support.

Rounding up the list is Ladies Own Transport Services (LOTS), a taxi service started in the Cape Flats by Joanie Fredericks, where taxi drivers are all female, trained in self-defence and fetch passengers from safe locations. Joanie is also behind an all-female driving school to protect women against unwanted advances by their instructors, ensuring they go on to become independent members of society.

This Women's Month, Dunlop has donated tyres for three of LOTS's company vehicles so that they can continue empowering women.

You can visit the Dunlop Women website and celebrate the women driving the world forward.

TIGER WHEEL & TYRE to refuse to fit any looted tyres

Customers requesting fitment of loose wheels, tyres, or automotive batteries will be required to provide proof of purchase.

Tiger Wheel & Tyre said today that the company will not fit any loose wheels, tyres, and automotive batteries without a valid tax invoice from the point of purchase. This is due to the recent looting that has devastated the nation and all sectors of its economy.

Tyre stores and distributors throughout South Africa, particularly in Kwa-Zulu Natal and Gauteng, have suffered enormous losses. Tiger Wheel & Tyre's store in Empangeni, for example, was looted and all its stock stolen. As a result, many of the company's other stores had to be closed to ensure staff safety and protect assets and stock.

The looting was by no means limited to Tiger Wheel & Tyre alone. Retailers, wholesalers, and warehouses throughout the auto-fitment industry were severely affected. Many of the company's competitors' stores were looted and destroyed, and the Dunlop warehouse was also invaded and looted.

Tiger Wheel & Tyre stands in solidarity with the anti-looting initiative in the tyre industry and in support of all its fellow auto-fitment centres. The company considers itself to be a proudly South African brand and, as such, has a responsibility to join the country's efforts to rebuild the nation's economy.

The company's decision to request proof of purchase prior to fitment will apply to all Tiger Wheel & Tyre fitment centres throughout South Africa.



Tiger Wheel & Tyre would like to take this opportunity to wish its staff, its stores, and all its competitors the greatest success in rebuilding their businesses. It is only by all South Africans standing together that we can emerge a stronger and safer nation.

Tiger Wheel & Tyre is one of South Africa's leading branded tyre, wheel, and automotive battery suppliers. Tiger Wheel & Tyre operates from over 100 fitment centres across the country, visit www.twt.to for your nearest store.

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IN SOLIDARITY WITH THE ANTI-LOOTING INITIATIVE



**Tiger
Wheel&Tyre**



South African Olympian and an ambassador of Bridgestone Olympic Games campaign Lawrence Brittain, has returned home after competing fiercely and chasing his dream to be counted amongst athletes representing South Africa at the Olympic Games of Tokyo 2020.

Brittain says that the competition was tough with competitors in the Men's Coxless Four rowing event also at their best form. He gave all he had to fulfil his dream no matter what challenges he had to face, walking away from this year's games with even more adoration from fans than ever.

"Competing in the Olympics is a dream come true for every serious athlete where we can test our skill and ability at the highest level," says Brittain. "After a great experience of competing in some of the toughest events against great competitors, I am proud to return home to celebrate the

remaining events and our Paralympians who are now preparing to represent us as a nation."

Bridgestone proudly became a Worldwide Olympic Partner in June 2014 and a Worldwide Paralympic partner in October 2018. Its global Olympic and Paralympic message, "Chase Your Dream," reflects this idea to empower people everywhere to persevere through adversity in pursuit of their dreams.

Brittain is one of the ambassadors in Bridgestone's "Chase your Dreams, No Matter What" campaign, along with double 200m Champion Caster Semenya and gold medalist Olympic Champion in marathon Josia Thugwane.

As South African athletes compete in the Olympic Games, the three ambassadors played a central role in motivating the public morale across all aspects of sport, culture, and life.

As they are being held in the global

headquarters for Bridgestone, the Olympic and Paralympic Games Tokyo 2020 hold an even more special significance. Also, the company celebrates its 90th anniversary this year, having been founded in 1931 in Tokyo itself.

Bridgestone is a Worldwide Olympic and Paralympic partners and the only one which calls the city its home.

"Despite the incredibly devastating impact on the Olympic Games, as well as all sports, the ability to witness the Games and the indomitable human spirit was a special experience for all," says Vuyokazi Xapa, Senior Corporate Communications Manager at Bridgestone South Africa. "Leading up to the competition and during the intense events, each one of our Olympians showed the tenacity to overcome seemingly insurmountable odds to perform at their peak. We are incredibly proud of our Ambassadors who have demonstrated what it means to chase your dreams, no matter what."



NEW GRANDTREK AT3G 2-ply debuts in SA

We have seen trends come and go in the motoring industry over the past century. Early industry moves put cars on the fast track with assembly line production and the freeway system creating a driving culture that gives us the freedom to take the road to wherever our heart desires.

Other transformative trends have brought us safe and exhilarating driving, with automated features, comfort and luxury design rounding off the experience. "Now road users get to take the aesthetics of their tyres up a notch style-wise without compromising off-road capabilities," says Lubin Ozoux, CEO Sumitomo Rubber South Africa, manufacturer of Dunlop, Sumitomo, and Falken tyres. "The debut of the Grandtrek AT3G 2-ply White Lettering Tyre gives even Mother Nature something to aspire to and affords SUV and 4x4 drivers a chance to score some street cred."

Adventure seekers will now have the freedom to make that spontaneous decision and take the exit off the beaten track to explore off-road, no matter how rough the

terrain looks. And they can do so with the full confidence to take the road, knowing that their tyres not only look good, but are backed by the only local manufacturer that offers triple protection through Dunlop Sure's 8-year manufacturer's warranty, free 60 000km Mileage Warranty and a free 12 Month Off-Road Hazard Guarantee for added peace of mind.

"The AT3Gs are competitively priced and will hopefully see the trend of painting lettering on tyre sidewalls end, because now drivers can have the real thing," says Ozoux. "Climbing steep slopes and rocky outcrops, pulling out of muddy riverbeds and heading into the Karoo to enjoy breath-taking views, or driving through a seasonal downpour, no longer need to be daunting with tyres that are guaranteed to heighten your experience and keep you safe on the road, while still looking good."

The AT3G 2-ply WLT features an ultra-wide pattern that increases mileage in high road conditions and a strong sidewall profile which increases resistance to damage in both

on- and off-road conditions. The large block patterns improve impact resistance while the reinforced steel wire layer structure improves impact resistance.

Other features include:

- Outstanding durability and wear resistance technology
- Even tread wear promoting increased mileage
- Irregular grooves which increase braking effectiveness and reduce road noise significantly
- Cut and chip resistance
- Enhanced off-road traction and braking performance at high speeds
- Tread design and stone ejectors to minimise mud and sand build up, while improving stability and reducing noise levels without sacrificing on ride comfort.
- Better channeling of water on on-road conditions and improved off-road traction thanks to large sipes on the shoulder.

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By John Stone

For the past two decades Sapphire Media has supported the worldwide tyre and automotive industry as a unique Business Media Consultant delivering professional editorial and marketing/PR services to a global client base and as a regular columnist in leading publications.

Le Mans awaits: **GOODYEAR** prepares for world's biggest endurance race

This weekend's 89th edition of the 24 Hours of Le Mans is not only the most prestigious endurance race on the planet, but a crucial event for Goodyear. After becoming the exclusive tyre supplier to the LMP2 class racing on the European and global stage, Goodyear is preparing for a large-scale operation to support 26 cars.

In supporting every team in LMP2, the largest class on the grid, Goodyear will supply a range of tyres and work directly with teams throughout the race week and race itself to help them extract the maximum performance possible out of the tyres.

Goodyear returned to the 24 Hours of Le Mans last year and finished with two cars on the podium in open competition. Since then, Goodyear has been appointed as the exclusive tyre supplier to LMP2 in the FIA World Endurance Championship (WEC) and European Le Mans Series (ELMS), including the 24 Hours of Le Mans. With a total of 26 cars racing on Goodyear tyres this weekend, that's more than a Grand Prix, but racing for over 12 times the time. Goodyear's presence at Le Mans extends beyond the track. Look up, and fans will be able to spot the Goodyear Blimp flying over the track throughout the race. The global icon returns to Le Mans for a second consecutive year, completing a European summer tour that has also included visits to the UK, Germany, Italy, Poland, Slovenia and Denmark.

During the race, the Goodyear Blimp will provide passenger flights to select VIPs and guests, and provide unique aerial television coverage. Ben Crawley,



Director Motorsport, Goodyear EMEA: "Le Mans is the highlight of the endurance racing calendar and a truly important race for Goodyear. Last year, we were delighted with having two cars on the podium despite being outnumbered three to one in the LMP2 field. That showed the consistency of our tyres and the hard work put in by the entire Goodyear team. This year, the challenge is different as we work alongside every LMP2 team. Le Mans is always an incredible event, and the return of fans to the circuit is something we're very excited about, especially with the added spectacle of the Goodyear Blimp flying over the race."

The driver's perspective

Ahead of his fourth attempt at the 24 Hours of Le Mans, Portuguese racer Antonio Felix da Costa knows that finding the right strategy with tyres and pit stops will be crucial in deciding who stands on the podium, and who doesn't. Last year, he and his Jota Sport teammates Anthony Davidson and Roberto

Gonzalez finished second, so they're bound to be hungry to go one better this time. "Le Mans is more of a low degradation track, so we can do more stints with the tyres," da Costa explains. "The team is working on strategy ideas in the build up to the race, but we can consider even changing one tyre at a time, or the tyres on one side. There are a lot of options that we can explore, to lose the least amount of time possible in the pit stops. [Since Goodyear became the exclusive tyre supplier to LMP2,] all the teams are on the same page now. It's up to us as a team, with the help of the Goodyear engineers that work with our team, to find the best possible direction." On-track action at Le Mans begins on Wednesday afternoon with the first free practice and qualifying sessions.

Free practice, qualifying and hyperpole continue on Thursday, in preparation for the race start at 16:00 on Saturday, 21 August. The Le Mans 24hour race will be broadcast live on SuperSport Channel 215 from 15:30.



MITAS launches new EX-01 pattern for Excavators

Prague based Mitas, part of the Trelleborg Group has introduced a recently developed EX-01 radial tyre for wheeled excavators with a non-directional tread pattern and reinforced sidewall construction for dual mounting systems.

Jaroslav Musil, Mitas Product Manager for Material Handling & Construction tyres says, "Dual mounted tyres can often be damaged by stone ingress which at the moment is usually protected by rubber rings. However on our EX-01 tyre we have eradicated this problem by incorporating a reinforced sidewall that ensures close contact between the tyres to prevent damage."

The EX-01 has been specifically designed not only for paved roads but also demanding crushed stone or gravel terrains and its all-steel construction guarantees greater stability and high puncture resistance. At the same time the unique radial construction increases the tyre's lifespan whilst giving the operator a comfortable ride and low fuel consumption. The shaped shoulder also ensures an effective grip on soft surfaces and the thicker central tread improves stability and provides smooth running on hard surfaces.

The Mitas EX-01 tyre is currently available on a global basis in size 315/80R22.5 and for further information please visit www.mitas-tyres.com.

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New BMW M4 shod with factory-fitted **CONTINENTAL TYRES**

BMW is relying on SportContact 6 tyres from Continental as original equipment for the new M4.

The SportContact 6 has been developed in particular for sporty vehicles and is especially designed for handling, precision and driving stability at high speeds. In addition, it has been rated best in the EU

tyre label in the wet grip category, meaning that it is particularly convincing in terms of braking performance on wet roads.

Continental received global approvals for the dimensions 275/40 ZR18 (103Y) XL and 285/35 ZR19 (103Y) XL. "As the only point of contact between the vehicle and the road, tyres play an essential role in providing an optimal driving experience without

compromise," said Dr Holger Lange, head of tyre development for Continental's original equipment business. "Our engineers develop OE tyres that perfectly match the respective vehicle model and thus optimally support the car's performance. To capture the specific requirements, Continental works closely with vehicle manufacturers on tyre development."

A puncture repair tyre from **FALKEN EUROPE**

German based Falken Europe has announced the impending launch of its first tyre to incorporate an integrated tyre sealant technology which instantly seals punctures.

The Falken Coreseal Euro Allseason tyre was initially trialled in Germany and Austria and its overwhelming success has led to the product's introduction throughout Europe. Coreseal prevents tyre pressure loss by automatically sealing punctures up to five millimetres in the tread surface.

Included in a series of Coreseal features

and benefits is a special layer of highly adhesive viscous sealant within the inner ring of the tyre. So that in the event of a puncture the sealant automatically flows into the hole and prevents further loss of air pressure.

Andreas Giese, Senior Manager of Corporate and Product Planning at Falken Tyre Europe says, "Our Coreseal technology represents a significant step forward in making tyres smarter and more efficient by eliminating the need for roadside assistance to change a tyre." Falken recommend the use of a tyre pressure monitoring system



to ensure that any puncture is in accordance with the regulations of a tyre fitment professional.

The Falken Coreseal Allseason tyre will initially be available in sizes 235/55R18 but will be followed in due course by the Euro Allseason AS 210 in size option 225/50R17.



New Truck Tyre from **SAVA**

Goodyear has recently launched a new truck tyre range throughout Europe under its Sava brand – in the new Sava Series 5 as the Avant 5 Steer Axle pattern in two differing selections. The Orjak 5 for drive axle and Cargo5 for trailers and semi-trailers.

Through this new range Sava is looking to target international transport companies who are looking for robust, reliable tyres for all year round use in All weather and road conditions.



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TYREXPO ASIA 2021 goes Hybrid!

The Tyrexpo Asia team has been working closely with the local authorities in complying with safety management measures, and the show is still to remain on track. Tyrexpo Asia will go proceed as planned if the situation continues to improve, and to move forward, a new implementation involving digital elements has been made, alongside the "live" event that exhibitors and attendees can still participate over the course of the three days.

In meeting all health & safety regulations including social distancing, the original floorplan for Tyrexpo Asia 2021 has been specially redesigned and the event's international sales team will be in touch with all confirmed exhibitors to explain the new floorplan and other relevant changes.

The show will proceed with confirmed exhibitors and visitors who are able to safely travel to Singapore (meeting all current immigration regulations). Whilst for companies that international travel is still not possible there will be the innovative option of using a fully operational 'Digital Platform' to connect with the show site 'live'.

Alwin Seow, Project Director of Tyrexpo team says, "The main issue revolves



around the ever-changing international travel requirements from our conversations with attendees, therefore, improvisations are being implemented in consideration to tyre businesses continuity by providing the show with a 'hybrid' element connecting onsite and online, to accommodate all attendees with a travelling/non travelling options.

Live conference/seminar programmes are still on track with live Q&A's, and attendees can arrange pre-scheduled or live seamless face-to-face video meetings during the 3-day event. Working closely with our tech platform provider expertise, the digital platform is an effective and excellent way of meeting and conducting

new business in the industry and definitely a working formula we believe will sit perfectly alongside our live show."

Tyrexpo Asia 2021 will be constantly keeping the global tyre, wheel and automotive market informed of ongoing developments concerning the event in a series of updated future press releases leading up to the show.

Information on travel to Singapore (leading up to the event) can be constantly tracked by visiting www.ica.gov.sg.

Exhibitor and visitor registration remains open on the Tyrexpo Asia 2021 website (www.tyrexpoasia.com) alongside further information regarding the show.

APOLLO TYRES' revenue up 59% in the 1st quarter

Gradual demand recovery being witnessed across market segments

The Board of Directors of Apollo Tyres Ltd has approved the company's unaudited results for the 1st quarter of the financial year 2021-22.

For the quarter ended June 30, 2021 Apollo Tyres Ltd, on a consolidated basis, reported a revenue of Rs 4584 crores. While the second wave of the pandemic did impact the operations, it was comparatively lesser than the first wave witnessed in Q1 last year. Both, Indian and European Operations performed well, with their revenues increasing 82% and 28% respectively, as compared to the first quarter last fiscal.

Quarter 1 Consolidated Performance Highlights

Q1 FY2021-22 (April – June) vs Q1 FY2020-21

- Revenue from Operations for the quarter increased 59% to close at Rs 4584 crores, as against Rs 2882 crores
- Operating profit was up 131% at Rs 567 crores, as against Rs 246 crores
- Net profit increased 195% to close at Rs 128 crores, as against a loss of Rs 135 crores in the last fiscal

Commenting on the first quarter results, Onkar Kanwar, Chairman, Apollo Tyres Ltd said, "We have adopted to the new way of

working amidst the pandemic. We were better prepared in the second wave, as compared to the first wave in Q1 last fiscal. The performance reflects the resilience of the company, even as the employees across geographies worked like 'One Family' to help each other in the times of crisis. With the improving business sentiment and demand for our products, we are optimistic of continuing with our stellar performance across geographies."

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BRIDGESTONE Partners with Einride on Fleet Mobility Solutions

The collaboration will allow Einride to collect new layers of safety and efficiency-related data from Bridgestone's smart-sensing tires while enabling Bridgestone to integrate its mobility technologies into Einride's onboard vehicle platforms.

Bridgestone Americas and Einride announced a partnership aimed at co-creating innovative and sustainable mobility solutions for electrified and autonomous Class 8 vehicles.

The collaboration will allow Einride to collect new layers of safety and efficiency-related data from Bridgestone's smart-sensing tires while enabling Bridgestone to integrate its mobility technologies into Einride's onboard vehicle platforms. Together, the companies say they will work toward a more sustainable future for large commercial truck fleets.

As part of the agreement, Bridgestone will become the official U.S. launch partner of Einride and the exclusive tire supplier for Einride in the U.S. market. In turn, Einride will supply connected electric trucks and digital services under a subscription agreement to join Bridgestone's U.S. logistics network. The partnership aims to grow Bridgestone's



electrified vehicle fleet over time and reduce the company's carbon footprint. The initial truck deployment will transport Bridgestone tire inventory between the company's LaVergne, Tenn. commercial truck tire manufacturing plant and Lebanon, Tenn. distribution facility.

Bridgestone says it is building on its 90 years of tire engineering and expanding its offerings to include sustainable mobility solutions. The company says its global

environmental goals include a 50% reduction of its carbon footprint by 2030, and carbon neutrality by 2050, as well as tires made from 100% renewable materials by 2050. Worldwide, Bridgestone has a growing portfolio of technologies and business solutions aimed at advancing safer, more efficient, and sustainable mobility, including Webfleet Solutions, IntelliTire telematics, and REACH streamlined service delivery for fleets.

GOODYEAR'S Q2 sales up, driven by Cooper purchase

Goodyear's second-quarter 2021 sales were \$4 billion, up 86% from a year ago. The company says the increase was driven by higher volume, the Cooper Tire merger, increased sales from other tire-related businesses and favorable foreign currency translation.

Tyre unit volumes totaled 37.5 million, up 84% from the prior year's period. According to the company, the impact of the COVID-19 pandemic on industry demand moderated significantly relative to the prior year. Replacement tyre volume increased 78%, reflecting both continuing industry recovery and market share gains. Original equipment unit volume increased 109%, driven by higher vehicle production and increased market share. Volume growth also benefited from the Cooper Tire merger, which closed on June 7.

Goodyear's second-quarter 2021 net income was \$67 million (27 cents per share) compared to a net loss of \$696 million (\$2.97 per share) a year ago. The 2021 period included several significant items, including,

on a pre-tax basis, a \$117 million benefit related to a Brazilian Supreme Court ruling with respect to indirect taxes, transaction and other expenses of \$48 million and amortization of Cooper Tire inventory step-up adjustments of \$38 million both in connection with the Cooper Tire merger, a negative carryover impact of \$27 million related to a winter storm in the U.S., and rationalization charges of \$18 million, primarily associated with the closure of a manufacturing facility in Gadsden, Alabama. Goodyear's second-quarter 2020 net loss included, on a pre-tax basis, a non-cash asset impairment charge of \$148 million to reduce the carrying value of an equity interest in TireHub, and rationalization charges of \$99 million, primarily associated with the closure of a manufacturing facility in Gadsden, Alabama. Second-quarter 2021 adjusted net income was \$79 million (32 cents per share) compared to an adjusted net loss of \$437 million (\$1.87 per share) in the prior year's quarter. Per-share amounts are diluted.

The company reported segment



operating income of \$299 million in the second quarter of 2021, up \$730 million from a year ago. The company also reported merger-adjusted segment operating income of \$349 million, which excludes certain costs triggered by the Cooper Tire merger. The increase in segment operating income primarily reflects the impacts of higher volume, including increased factory utilisation, improvements in price/mix, higher earnings from other tyre-related businesses and the benefits of cost-saving actions. These factors were partially offset by higher selling, administrative and general expenses (SAG), reflecting the impact of payroll and advertising expenses returning to more normal levels after last year's COVID-19 response actions, and higher raw material costs.

The reported results also include Cooper Tire operating loss of \$16 million, which includes \$40 million of amortization of Cooper Tire inventory step-up, \$6 million of other transaction-related items and \$4 million incremental amortization of Cooper Tire intangible assets.

TAKE ANY ROAD WITH ON & OFF-ROAD TBR

Make the seamless switch from gravel to tar and back with Dunlop's mixed service application TBR tyres. With on and off-road capabilities, these all-wheel position tyres adapt to suit your needs.

SP281

The SP281 is an all-position tyre with a premium tread depth of 19.2mm. Designed for short-haul, on and off-road steer applications. The tyre is also well-suited for short to regional-haul, on and off-road trailer applications. The 4-rib, wide shoulder block pattern, with wide tie-bars, provides excellent resistance to shoulder rib failures in tight turns and scuffing on tri-axle trailers. Stone ejectors prevent stone trapping and stones drilling into the casing for improved retreadability.



SP571

The SP571 is an all-position tyre well-suited to mainly on-road or smooth off-road conditions, in short to medium-haul, steer and drive applications. It features a 4-rib design with a special high wear-resistance compound. The SP571 also works well on short to regional-haul, on-road or smooth off-road trailer applications.



SP581

The SP581 is a 4-rib design tyre with a premium tread depth of 18.9mm, made for short to medium-haul, on and off-road conditions on steer and drive applications. It can also be used in short-haul, off-road, trailer applications.

The tread pattern design enhances wet grip and includes a special tread compound for cut and chip-resistance with stone ejectors fitted in the grooves for improved retreadability in harsh conditions.



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