

Southern Africa

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THE PHOENIX RISES

TrenTyre on drive to reclaim leading market position

**IMPORTERS HIT WITH
SOARING SHIPPING RATES**
Consumer to bear the brunt

**FALKEN TYRE TO
PROVE ITS METTLE**
in Motorsport

**NEW PEOPLE
CARRIER TYRE**
from Dunlop

**RECIRCLE AWARDS
2022 NOMINATIONS**
picking up pace



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Editor's Corner

Is it just me, or does there seem to be a renewed energy in the air? If traffic volumes are anything to go by, most, if not all, have returned to their physical work places with businesses slowly 'picking up the pieces' after the third wave of Covid-19, which proved the deadliest yet.

In our industry, I am finding companies bustling with renewed optimism and enthusiasm as they collaborate and strategise on the way forward. Retailers seem to be finding new ways to attract customers to their doors, while manufacturers are concentrating on bringing new product solutions to market.

Speaking of renewed energy, our exclusive interview with the TrenTyre camp – one of the country's longest established commercial distribution outlets – is rising from the ashes, after a dry spell, during which the company lost some of its momentum.

During an exclusive interview with SA TREADS, the TrenTyre management team explained their plans and strategy for the way forward, with the interim appointment of Nigel

Sowerby (former MD) at the helm, steering the ship. Turn to page 2 for this story.

Of course, in this business, nothing ever runs smooth, as is borne out by our feature story on page 8, which highlights the plight of the importers who are being hit with outrageous shipping fees, as a consequence of the pandemic. Container delays, long waiting periods at South African ports are all resulting in hefty penalties and tariffs, which in the end, will ultimately impact on an already hard-pressed consumer.

All this and more, in this, our penultimate edition for 2021.

We hope you enjoy this issue.



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THE PHOENIX RISES

**TRENTYRE ON DRIVE TO RECLAIM
LEADING MARKET POSITION**

TRENTYRE IS ONE OF THE LARGEST MULTI-BRANDED TYRE SERVICE PROVIDERS IN SOUTH AFRICA AND HAS BEEN IN THE MARKET FOR OVER 70 YEARS. THE RETAILER IS MOVING INTO 'GROWTH MODE', STRENGTHENING ITS POSITION AS A PROVIDER OF NEW MULTI-BRANDED TYRES AND MANUFACTURER OF RETREADS FOR TYRES, WHEELS AND ALLIED SERVICES TO CATER FOR ITS CUSTOMERS' NEEDS.



Nigel Sowerby



Dries Nel

In 2021, TrenTyre delivered on its transformation strategy by attaining B-BBEE Level 1 Contributor Status. As part of its growth strategy, TrenTyre has revitalised its leadership team with the recent appointment and additions to the leadership team.

TrenTyre's current leadership team is comprised of Dries Nel, Sales Director; Peter Venter, Finance Director; Charl White, Operations Manager; and Ria Bronkhorst, Head of Human Resources, supported by Nigel Sowerby who was once with TrenTyre as Managing Director in 2012. Sowerby, who is no stranger to the South African tyre industry, rejoins the TrenTyre team bringing a wealth of industry experience. Together, they will be setting the tone in terms of strategy and future growth, backed by the company's manufacturing partner, Goodyear SA. We caught up with Nigel and Dries virtually to find out more.

Welcome back Nigel. Does this mean that you will be returning to South Africa?

Having officially retired in 2018, I have no plans to enter the work force permanently. I have rejoined TrenTyre on a temporary basis as a Management Consultant and my role does not require me to be in South Africa. I now live in the UK and will continue to support the business from my home office, visiting South Africa as required.

I was approached at the beginning of July and asked if I would be willing to assist with repositioning TrenTyre, which of course, I was happy to be involved with.

Former OTR Manager for Goodyear South Africa, Dries, joined TrenTyre in September and brings a wealth of

I have rejoined TrenTyre on a temporary basis as a Management Consultant.

Nigel Sowerby



experience in managing sales activities and building distributors' capabilities. Dries' career in the tyre industry began in 1999 and he has since occupied various Sales and Technical roles. As our new Sales Director, he is tasked with driving sales further via the creation of a strong team coupled with Key Account Managers and key appointments to manage National Accounts. Dries will also develop the OTR and Truck Technical teams, crucial additions to our Sales force as we zoom into our mining and truck segments.

and mobile vans known as TruckForce vans.

As you know, we launched our range of fleet efficiency services known as FleetFirst back in August 2017. The offering includes four services and one of them is TruckForce, the mobile van concept. We have 24 vans operating in strategic points and we want to re-energise this exciting concept, with a view to increasing their number, so we can further effectively service our customers, irrespective of where they may be located.



Currently, we have 24 mobile vans operating in strategic points.



Where does the total number of branches and factories stand?

We pride ourselves on a strategic nationwide footprint which is geared towards being in close proximity to customers and key transport routes. Currently, TrenTyre has 33 branches and eight retreading factories across South Africa.

Our strategy is to grow the footprint via by strategically placing physical branches and these are supported by 2 breakdown centres, satellite branches

The COVID-19 has impacted many businesses in various ways. Tell us about the impact it has had on TrenTyre and its operations.

The truth is the COVID-19 pandemic has set back many companies and TrenTyre is no exception to this. We have faced headwinds which can be attributed to many factors such as limitations on customer visits.

Building an engaged, empowered, and energized team is a priority for us at the moment. We are focusing on

building the best, customer focused team to achieve the best results, and these results must reflect in their personal and business performance.

Of course, the lockdowns did result in fewer visits to our customers, but in-person visits are finally picking up.

We are conscious this virus is still around. As a Company, we encourage our customers, staff and suppliers to observe the recommended health protocols while also encouraging our associates to get vaccinated so that we can return to a level of normality not too long from now.

So, what is the overall strategy, going forward?

Very simply, to go back to basics by way of our service offering and value proposition so we can continue to build market share and customer trust.

This strategy is built on building blocks that target all market sectors, (including the mining segment), revenue generation via a multi-brand

product offering and operating as an independent sales retailer.

This combination of initiatives together with a Model Branch we will be introducing, we believe, will see a migration of customers to TrenTyre.

What about the retreading aspect of the business?

Retreading remains a large part of our business via our premium tread – Arctic – alongside a value brand introduced earlier this year and exclusively available to TrenTyre, ValueMax.

By going back to basics and refocusing on all aspects of the business, we are reconfirming TrenTyre as a provider of a complete cradle-to-grave service offering.

Customer trust is crucial to any business's success. What's your take on this?

We understand gaining customer trust and support takes time, and but we are prepared and are invested for

“Retreading remains a large part of our business via our premium tread, Arctic.”





Indicators show that we are increasing our revenue stream and improving our bottom line.



that. 2022 will likely be a period of rebuilding and regrouping, with more lively market activity expected for 2023, especially since we have embarked on an exercise to receive ongoing customer feedback through testimonials.

Already, over the last few months, indicators show that we are increasing our revenue stream and improving our bottom line, which is encouraging, and confirms that we are on the right road.

Tell us more about TruckForce, the mobile van concept (Truck Force).

Our aim is to reignite TruckForce by means of a soft internal re-launch. We understand that we need to equip our Mobile Van Technicians with the know-how and savviness of entrepreneurs for them to go into the market with a renewed drive for success.

And long term? Where do you hope to go with this concept?

Long term we are looking to increase the number of vans operating in South Africa, but we know this is a process and will take time. At the moment, the focus is on ensuring we build the right capabilities in our team; a 'man in the van' is a combination of entrepreneurial savviness, technical know-how and overall knowledge of the tyre industry. These are skills that require consistent coaching, and we are proud of the work offered by the TrenTyre Training Academy team.

How would you sum up your vision for TrenTyre?

Our strategy is simple. Step-by-step, we will focus our efforts on delivering superior service levels to our customers, to continue to position TrenTyre in the market, both by way of footprint and reputation.



TREADING TO GREATER HEIGHTS

WITH OUR LEVEL 1 B-BBEE STATUS!

As one of the largest multi-branded tyre service providers in South Africa, we're for South Africans 100%. As a proud B-BBEE Level 1 contributor, we're not just for South Africans by South Africans; we're 100% for transformation, diversity, and inclusion.

Our people-centred transformation approach through our Employee Trust will always be a key focus, just like our commitment to offering superior products and service delivery.

We sell new multi-branded tyres and manufacture retreads for tyres, wheels, and allied services to cater to all kinds of needs, including:

- Tyres for passenger, SUV, 4x4, vans, and cargo vehicles.
- Truck tyres for specialised commercial vehicle types.
- OTR (Off-The-Road) tyres to help you take on any terrain.
- Retread tyres to extend the life of tyres and reduce running costs.

At TrenTyre, we also take great pride in our cradle-to-grave tyre solutions by offering these additional products and services:

- Batteries
- Rims
- Wheel Alignment
- Balancing
- Route Surveys
- Staff Training
- On-site Services
- Tyre Management Systems
- Puncture Repairs
- Tyre Surveys
- Scrap Tyre Analysis
- Load Studies

For a complete list of services, products, and stockists, visit www.trentyre.co.za





Importers hit with
SOARING SHIPPING RATES
due to COVID

CONSUMER to BEAR THE BRUNT

Importers of tyres are being severely affected by various factors when it comes to moving product from the East to South Africa since the start of the Covid pandemic. The result of this are exorbitant freight rates as well as product shortages, with the consumer ultimately having to bear the brunt. This, according to TIASA (Tyre Importers Association of South Africa).

“The situation is dire,” cautioned TIASA Chairman, Charl de Villiers, “from not enough equipment (containers) in the right places, (containers are regularly stuck in the USA and EU and are not being turned around fast enough), to blank sailing (cancelled sailings to South Africa), due to higher demand from other markets that are willing to pay higher freight rates and whose ports provide higher levels of service delivery.”

According to de Villiers, certain lines have on more than one occasion, decided to ‘cut and run’, giving South African ports a miss and off-loading cargo in Port Louis, Mauritius, due to the length of time they would be required to anchor before being off-loaded.

These factors combined have had a negative effect on cash flow and the cost of landed stock, with shipping lines changing their pricing every two weeks. Worse still, in some cases, importers are finding that should they not be prepared to honour their new rates, once booked and loaded, their containers will be left behind.

“This will ultimately have a massive impact on the consumer wallet, as importers are unable to absorb these excessive charges,” said de Villiers.

“Freight rates pre-Covid were in the region of \$800-\$1000 per 40FT high cube container. Today, importers are forced to pay anything from \$10 000 to \$13 000 with a five-day turnaround time, with penalties being levied on top of that, for late turn in. Inefficiencies at our ports are causing delays, thereby affecting the importer’s ability to return a container within the allowable five days. It’s a vicious circle, invariably resulting in additional charges being levied on already inflated prices.

“Shipping lines have also cut down on their fleets, artificially creating a shortage which further fuels the rates. I know of importers currently using refrigerated containers with a smaller load capacity than a 40FT high cube, generally used in the tyre industry to secure a space on a sailing.

“In short, while shipping lines are racking in record profits, other industries are suffering,”

he added.

Knock-on effect to the sell-out price

Since the start of the pandemic, the knock-on effect on sell-out prices to both the dealer network and the end user has been hit hard, with increases ranging from 15% to 25%, dependent on segment.

This does not bode well for a struggling economy, particularly as production has not returned to pre-covid levels, which ultimately means that the consumer price has to move to ensure that companies keep their doors open.

Also, according to TIASA, raw materials are not immune to these high shipping rates.

“We are already seeing tyre factories in the East using this as an excuse for increases, which will further impact pricing in the future,” explained de Villiers. “Factories in China are also being restricted on their production due to electricity constraints, with some factories only running at 50% capacity, which coupled with shipping rates and increasing raw material prices, only means one thing: prices will continue to rise.

“The consumer will be hit the hardest and this is unlikely to change anytime soon. End users will need to ensure they buy smart, (not necessarily the cheapest). Performance is becoming a key deciding factor when replacing tyres, which, bear in mind, is already considered a grudge purchase,” he concluded.

The consumer will be hit the hardest.

Charl de Villiers



STAMFORD TYRES

PARTNERS WITH XS DRIFT TEAM FALKEN TO PROVE ITS METTLE IN MOTORSPORT

Stamford Tyres SA have partnered with XS drift team, in a bid to showcase the true potential of the Falken tyre brand in motorsport.

“For us, drifting has become a lifestyle and passion. Ultimately, we’ve been searching for a tyre with maximum treadwear that delivers decisive grip all at the same time,” said Mikey Skelton.

“We cannot risk a tyre without sheer force stability capability and a fair wear ratio. We, as XS Drift, have fallen in love with Falken tyres, purely because the tyre offers us, drifters, the ultimate grip, whilst going sideways together with long life, that enables us to travel up the mountain passes where there is no room for error, providing us with the confidence to drift 13+ corners back to back,” he added.

Through this partnership, Stamford Tyres have sponsored Falken tyres in the DriftFari Season 2 show that will air on Ignition TV, (Driftfari is a 4/6-part mini series).

The Stamford Tyres team will be sponsoring the SupaDrift series which

contains South Africa’s number one national drift championship that has entertained mass crowds for more than 11 years.

said Jose’ Romero, General Manager of Stamford Tyres SA : “Stamford Tyres Group holds a 40 years’ partnership relationship with Sumitomo Rubber Industries (SRI) the owner of the Falken tyre brand. The Falken brand is an innovative, trend setting and full of passion that turns people’s heads.’

Available in South Africa is the Falken Azenis FK510 (Far left) an ultra-high performance tyre manufactured in Japan, The Ziex ZE914 ECORUN (left) a hybrid vehicle tyre manufactured in Thailand, Sincera SN832i (middle) a standard tyre with a European flavour manufactured in Indonesia and the Wildpeak A/T (right) for the all performance sport utility and 4x4 tyre market manufactured in Thailand.



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1 RETREAD WARRANTY



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STAMFORD TYRES

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A Premium Brand from Singapore

DUNLOP launches new people carrier tyre

Dunlop launches the SP VAN01 – a durable and fuel-efficient tyre for drivers and owners of minibus taxis, privately owned people carriers, vans and light trucks to take the road.

With limited access to a formal public transport service, the South African taxi industry has become the driving force getting the workforce to city centres or industrial hubs on time. This sector, along with light delivery truck and van (LDV) drivers from the various trades such as construction, electrical and delivery, plays a key role in keeping the economy moving, needs safe and reliable transport solutions and cannot afford downtime or delays.

Add to that the average South African family of around 3.2 children and learner transporters and you have many multipurpose, people- and small cargo-carrying vehicles taking to the roads daily in the South Africa.

“Drivers of private or public transport vehicles need to consider many factors when selecting the right tyre for their people carrier, light truck or van,” says Lubin Ozoux, CEO of leading tyre manufacturer, Sumitomo Rubber South Africa. “The Dunlop SP VAN01 makes this choice that much easier. A reliable tyre brand that has been around for over 130 years, has a reputation for delivering new and enhanced technology to the market, and always puts safety first, is the obvious choice.”

Dunlop SP VAN01, the company’s newest generation of tyres developed especially for vans, takes the challenging African road conditions into consideration, delivering a safe, reliable, durable, and comfortable ride. Keeping vehicles on the road with excellent mileage in all applications, this tyre offers excellent wear resistance and safety performance, maximising time on the road, and fuel efficiency.

Designed to deliver on wear performance, durability and fuel saving, the Dunlop SP VAN01 exhibits enhanced wear life, handling stability and wet grip performance.

Product features include:

- High rigidity steel wire layer structure – strengthened to improve the rigidity of the tyre, improving the tyre load bearing performance to meet commercial needs while ensuring safe driving.
- Wide flat tread surface design – provides maximum road contact and traction in all conditions improving safety and resulting in even tyre wear.
- Strip pattern design for tyre wall protection – the reinforced sidewall stiffness provides additional kerb damage protection, enhancing durability and driving on rough roads and protecting against damage due to kerb scraping.
- Best pattern arrangement design – optimised rib distribution maintains consistent contact and directional stability, reduces braking distance,

and maximises grip and wear.

- New structure carbon black formula – enhances wear life, handling stability and wet grip.

“Our in-field testing on three local South African routes showed excellent performance of Dunlop SP Van01 and no signs of cut or chipping damage nor irregular wear patterns despite rough road conditions, making this tyre the ideal choice for drivers of minibus vans, light trucks and people carriers,” said Ozoux.

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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DUNLOP wins six Supersonic New Generation Awards

Dunlop Tyres SA, scooped an impressive six awards at the recent Supersonic New Generation Awards, five of which were for its innovative Dunlop Grandtrek Uncharted campaign, conceptualised by FCB Durban.

The New Gen Social & Digital Media Awards, founded in 2012 is the largest independently celebrated digital awards in South Africa and both recognises and celebrates ingenuity, with a specific focus on results and insight-based success. Campaigns are evaluated for harnessing new trends in social and digital media, new industry technology and platforms, as well as international trends making their way into South Africa.

Dunlop's Grandtrek Uncharted expedition and marketing campaign scooped Gold for Best Use of Technical Innovation, Most Innovative Social and Digital Media by a Small Agency, Most Innovative Use of Social and Digital Media by a Corporate and two Silver awards for Best Integrated Marketing Campaign by an Agency and Best Integrated Marketing Campaign by a Corporate.

The expedition took the brand to all nine provinces in South Africa, seeking out roads far from the beaten track that could be added to Google Street View using a special 360-degree camera.

Dunlop also received Silver for Best Use of Podcast/Vlog to promote a Product or Brand/Event, for its Are We There Yet? podcast. The podcast offers captivating locally inspired audio stories sourced from literacy NGO Book Dash and is available on the Dunlop MyTyres app and other podcast platforms.

Both Dunlop initiatives encouraged South Africans to get back out on the roads and safely rediscover hidden travel and tourism gems, promoting the country's tourism landscape after months of lockdown and travel restrictions.

Having the confidence to go anywhere is what inspired Grandtrek Uncharted, which showcases what is possible when



driving with the most comprehensive range of SUV and 4X4 tyres in South Africa, the Dunlop Grandtrek line of no-nonsense, all-terrain tyres for off-road travel, adventure and exploration. The range now includes the Grandtrek AT3G, AT25, AT5 and AT3G White Lettering tyres.

"We believe the journey should be just as exciting as the destination. In the old days, adventurers would map out new places they discovered. We wanted to capture some of this spirit and show customers that our Grandtrek range allows them to go places that even Google hasn't yet been," says Lubin Ozoux, CEO of Sumitomo Rubber South Africa (Pty) Ltd, manufacturers of the Dunlop tyre brand.

"We are thrilled that this unique expedition and marketing campaign, something no other tyre manufacturer has ever done before, has been recognised again. The prestigious New Gen Awards is an accolade that inspires our team because it reflects that Dunlop's innovation isn't only limited to the production floor, but applies to all facets of this tyre brand," adds Ozoux.

With Dunlop's Grandtrek range, you can take the road...even when there isn't one. Dunlop encourages consumers to take

the road and to embrace their personal journey with confidence. This speaks to the company's vision of creating journeys to better people's lives.

With consistent research, development and innovation, the tyre manufacturer continues to deliver quality tyre products to the market, enabling consumers to do just that, to take on any journey they choose – whether its on- or off-road – safely and with complete ease.

Commenting about the New Gen Awards, founder Stephen Paxton, said submissions have improved and increased year-on-year, with South African corporates, agencies and students producing some remarkable work.

"This year's entries have shown me, that even through these difficult times South African creatives and marketers, move forward, get stuck in and nail briefs.

"Teams have become more technically minded, smarter strategies can be seen across multiple platforms, resulting in clever content, greater reach and engagement, and the results achieved across a number of campaigns was phenomenal. A big congratulations to all of the winners and finalists, you have outdone yourselves!" he added.

Diversity is key to **BRIDGESTONE** success

Bridgestone SA CEO Jacques Fourie is building a strong team through high-level skills beyond the tyre industry. This according to a spokesman for Bridgestone SA.

In just two years at the helm, Bridgestone Southern Africa (BSAF) CEO Jacques Fourie has transformed the company's production and sales capabilities – a journey that continues to evolve – and is now turning his attention to ensuring that the business is supported by a strong culture of diversity, inclusion and belonging. This, according to Bridgestone South Africa.

Upon joining the company in June 2019, Fourie was met with a host of challenges facing the premium tyre industry, including an influx of cheap imports and a South African economy in recession. Internally, the company has embarked on a restructuring process to modernise its operations, increase efficiency and maximise profitability.

"We had to evolve beyond just being a supplier of a product to offering total solutions to customers across all our segments," he says. "We had to become mobility pioneers, which meant we had to do things differently in every area of the business.

"This meant a complete repositioning of operations from a customer service perspective, to adopting more information technologies in our processes, as well as in the telematics-driven offering to customers to allow them to manage their fleets better and prolong the use of their tyres," he says.

Streamlining the Business

Over the past year, coming out of a difficult 2020, the business has already seen an increase of well over 40% in volumes at its Brits manufacturing plant due to new technology investments and various other changes to ways of working.

In the midst of global pandemic, Fourie led Bridgestone through an arduous process of streamlining the business structure, implementing multi-disciplinary teams that proved to be more efficient, transparent and

high-performing. The result has been a reduction in wastage, while quality and profitability are continuing to improve.

Fresh Talent

Fourie is hesitant to take credit for his contributions and owes the success to a transformed and diverse workforce, with many new appointments at senior level made in recent years.

"Promoting diversity in the working environment and the upliftment of people is more than just about gender and racial makeup," Fourie says. "It is about a diversity of backgrounds, views and experience. I think we have succeeded in establishing a world class leadership team here at Bridgestone over the past year.

"I hire every person in the senior managed team personally and our teams are now delivering phenomenal results in terms of turning the company around from financial and a culture perspective," he says.

B-BBEE

Under his leadership the business went from a Level 7 broad-based black economic empowerment score to level 4, and in 2021 it announced a Level 3 certification – an industry first.

"As we sought out the talent to help the business reach its goals we realised we had to expand the pool of people we opened up to," Fourie says. "We decided that the people we were looking for, even at the executive management level, didn't necessarily have to come from the traditional places and traditional experience.

"Rather than have a strict requirement for someone with tyre experience, we placed even greater emphasis on skills and attributes, especially transferable skills, such as sales and managerial skills with a strong focus on values," he says.

Raising the Bar

By raising the bar in what the company was looking for in those areas, and lowering the bar on having tyre industry experience, Fourie was able to attract a much higher quality of talent in key executive roles such as legal, HR, sales and



finance, while improving gender diversity.

His approach has been to intuitively place people based on a holistic approach that combines their work experience as well as growth potential and natural talent. This led to him appointing Bridgestone's first female Chief Financial Officer in South Africa, Prinisha Khoosal. Also, Thandeka Ngoma was promoted from her role as Head of Marketing to Consumer Sales Director, where she is now excelling.

Even in technical skills, a similar approach was taken where someone who might have refinery or manufacturing plant experience would be considered. This has a remarkable impact on the company's ability to hire more women, such as the newly hired continuous quality manager Ndileka Arosi whose experience includes FMCG, mining and chemicals, but not tyres.

Balancing Old and New

In this way Fourie has filled all the senior executive roles making Bridgestone one of the most diverse tyre companies in South Africa from a race and gender perspective and enhancing the leadership's ability to bring fresh insights and new solutions to old problems.

Focus has been on partnering with legacy employees who have been in the company for long stretches with people appointed from outside the organisation. The next phase is to develop people in lower tiers of management, promote them and fast-track their individual development plans in order to retain talented people with substantial industry knowledge within the company.

Succession Planning

In addition to the Exco, Jacques is involved in this next rung of management appointees,

however, only in the latter stages of appointment, when the competencies have been established.

“When I meet with someone who is being considered for a role, it is already established that they are competent,” he says. “I usually just meet with them over a coffee and try to establish if they will be the right fit for the company, from a culture and diversity perspective and most importantly, a values fit for our team.”

Jacques feels that while Bridgestone is ahead of its competitors in terms of diversity there is still a long way to go.

“As of July 2021, our representation across the company was 21%, exceeding our targets,” he says. “We are making good progress, and we want to reach 40% of female leadership in the near future.”

Persistent challenges include inherent biases that need to be unlocked through conflict management and dialogue. Additionally, while diversity can be more successfully implemented when vacancies arise, the challenge is in areas with low staff turnover, such as the retail business. Here, branch operations are small with long serving, loyal employees and the opportunity to make quick changes is not as high.

Youth Development

Despite this, there are many opportunities for change and one of the areas of greatest potential for long-term transformation is the Yes 4 Youth Graduate Programme.

Bridgestone initiated its participation in the public sector-run YES4Youth

Development Programme in November 2019, placing 38 youth with degrees and diplomas in a variety of functions, such as sales, information technology, finance, procurement, and engineering.

This year, a second wave of 70 graduates was inducted and the programme was enhanced with a higher quality of candidates, better training and real work for them to do, in the head office as well as the manufacturing space.

“I met recently with the candidates in an informal coffee session, and I have had a chance to get to know them,” Jacques says. “I can already see that these talented young people have great potential to add value to the organisation and in a business of 2300 people, if you can train 70 people, you can move the needle very quickly.”

AUTOMECHANIKA Johannesburg offers a new digital format for the international audience with a focus on industry and trade

Automechanika Johannesburg offers a new digital format for the international audience with a focus on industry and trade. Under the motto ‘Let’s talk Business’, this includes a series of panel discussions on current topics presented by key players in the industry, associations, and other stakeholders.

Automechanika Johannesburg is proud to announce its involvement in the internationally renowned ‘Let’s Talk Business’ series, which is in association with Absa. The webinar series will focus on industry-related topics, and will be aimed at facilitating conversations with key associations and stakeholders, both regionally and internationally. Representatives from various sectors will share their input regarding topics and will address issues in the automotive aftermarket industry.

The first discussion is on Safeguarding your Business and Mitigating Risk in times of Disruption which will take place on 6 October 2021. Following topics will include: guidelines for competition in the automotive aftermarket and the impact on the sector, electrical vehicle roadmap for South Africa and the potential role of gas in driving sustainability objectives, manufacturing & skills development, the future of Motor Industry in SA and

the role of dealerships and upskilling the workforce to align with technological advancements in the Merseta sector.

“The rapid pace of change within the automotive value chain, both locally and internationally, advances in technology and a drive towards localisation and skills’ development will ensure that there are plenty of key issues and topics to address in this webinar series,” says Thamsanqa Letsoala, Business Development Manager: Automotive Sector, Absa. “There is no better time than now to facilitate these web talks with industry specialists who contribute immensely in the industry,” Letsoala adds.

“The ‘Let’s Talk Business’ platform will help update the sector on key trends

and changes; to drive business growth, prepare companies in the sector for the future as well as educating people and driving skills development,” says Joshua Low, Managing Director of Messe Frankfurt South Africa. “The series has been created to serve the needs of the Automechanika audience, and we are thrilled to be a part of it,” Low adds.

The seven web talks are scheduled to take place from October 2021 leading up to Automechanika Johannesburg 2022. Industry topics surrounding the aftermarket developments within the automotive trade will be explored, in preparation for the event taking place 15-18 March 2022 at the Johannesburg Expo Centre, Nasrec.

TiAuto expands and improves Wheel Collision's offering nationwide



Wheel Collision, after being acquired by TiAuto in December last year, now enjoys a raised profile that comes with being part of the larger automotive services group.

The company also launched its new website this month as well as refined its corporate profile. Wheel Collision, formed in 2006, has long enjoyed a reputation of being the country's most trusted specialist wheel repair company. As the only SABS approved wheel repair centre in South Africa, drivers throughout the country have chosen Wheel Collision for their wide variety of trusted services. This is even more important due to the poor state of South African roads, whereby motorists demand services that are safe, convenient, and affordable for alloy wheels damaged

by the country's many road hazards and potholes. The company's offering remains the same.

Wheel Collision specialises in the safe repair and refurbishment of alloy wheels and invests in proprietary machinery that restores alloy wheels to Original Equipment Manufacturer (OEM) specifications. These services include both full refurbishment and straightening of bent and buckled alloy wheels. This process is offered at a fraction of the cost of replacing the wheel. Cosmetic touch up repairs and colour customisations are also offered enabling customers to personalise their wheels.

The company follows a robust inspection process on wheel damage and uses patented wheel straightening machinery and real-time X-ray technology to guarantee 100%-wheel integrity

and safety. Wheel Collision provides a lifetime warranty on workmanship and a manufacturer's warranty on paintwork for all refurbished wheels. Customers can take advantage of Wheel Collision's superior offering by visiting their stores. Wheel Collision's Full Refurbishment Branches are located in Johannesburg, Durban, and Cape Town.

There are 52 Xpress Rim Repair Branches in partnership with Tiger Wheel & Tyre and TYRES & MORE®. There is also a 24-hour workshop in Johannesburg ensuring a speedy turnaround time. Loan wheel stock is available to keep customers mobile, and this is strategically situated across all branches, including Tiger Wheel & Tyre and TYRES & MORE®. Wheel Collision's new website and corporate profile may be viewed at www.wheelcollision.co.za.



TIGER WHEEL & TYRE now offers a wheel repair service at all of its stores

Customers can have damaged wheels repaired at all Tiger Wheel & Tyre stores nationwide. The company offers this service either through its new Xpress Wheel Straightening Centres or by sending the damaged alloy wheels to Wheel Collision.

Tiger Wheel & Tyre, has increased its offering to motorists throughout South Africa. It now offers a full range of tyre repair services at its stores nationwide in partnership with Wheel Collision, the country's only SABS approved wheel repair brand.

Xpress Wheel Straightening Centres have been opened at selected Tiger Wheel & Tyre outlets throughout the country. Stores that do not, at present,

have Xpress Wheel Straightening Centres on-site, will send damaged tyres to Wheel Collision's state-of-the-art facilities for repair.

Tiger Wheel & Tyre recognises that it is often more cost effective to repair an alloy wheel than replace it. So, it uses world-class technology to repair these wheels to Original Equipment Manufacturer (OEM) standards. Customers now have quick, easy, and affordable access to a full range of damaged wheel repairs, including wheel straightening, full refurbishment, polishing, powder coating, and custom paint finishing for those that want to keep the same style wheel or change the colour and finish. The company makes safety a priority and

uses X-ray machines to ensure safe and quality wheel repairs.

Tiger Wheel & Tyre also offers a lifetime warranty on workmanship and a manufacturer's warranty on paintwork. Tiger Wheel & Tyre does not, for safety reasons, repair wheels that have been repaired repeatedly and are now too thin, that have four or more fatigue cracks, or that have cracks or damage across the spokes, the hub of the wheel, or valve hole.

Repairs to steel or chrome wheels are also not offered. This dedicated wheel-repair offering is in partnership with Wheel Collision, fully acquired by parent company, TiAuto Investments, in December of last year.

New Production Director to Drive Strategy at **Sumitomo Rubber's** Ladysmith Plant

Sumitomo Rubber South Africa (SRSA), manufacturer of the Dunlop, Sumitomo and Falken tyre brands for the African continent, has appointed Anca Priscu as Group Director: Production to design and implement strategies for the company's Ladysmith plant that maximise shareholder value for the group.

CEO of SRSA, Lubin Ozoux, said, "We are delighted to welcome Anca into the company as we continue to deliver on fair price, fair value, quality and safety for both direct customers and end consumers. Trained as a mechanical engineer and with vast experience in a wide range of positions including CEO, she has a proven track record for transforming companies into high performers."

With a Master's degree in Fine Mechanical Engineering from the Polytechnic University of Bucharest, Priscu began her career as a Mechanical Engineer at the Design Institute for Automation Engineering in Romania.

She later immigrated to South Africa and found work in the automotive industry as a New Product Development Engineer. Her experience includes 15 years with Gabriel South Africa where she worked her way up through the ranks to General Manager, having fulfilled various functional roles. In 2013 she joined Rheinmetall Laingsdale as CEO. She was promoted as COO and became one of three MDs of Rheinmetall Denel Munition in 2017.

From 2020, Priscu worked as an independent consultant for Norcros SA, assisting with strategic initiatives and execution, before joining SRSA in August 2021.



Tyres & More Announce new Spring Promotion

As part of Tyres & More endeavour to give back, they have announced a special Spring Promotion throughout their stores.. "What better way to show gratitude than with great prices and professional services," claims the brand's Marketing Executive, Farishta Singh.

As we watch the season transform, and while preparing for the warmer weather and rain in parts of the country, TYRES & MORE® is looking out for you, encouraging drivers to get their free safety check at their nearest fitment centre. But that's not all, as part of their annual "spring clean", it's

time to refresh, recharge and replace with the "Spring Back to Life" promotion where all locations will be offering exclusive in-store only deals from tyres, wheels, brakes, shocks, suspension kits, wipers, services and more. To sweeten the deal and not disappoint our online shoppers, TYRES & MORE® is also offering 30% off wheel alignment and balancing when you purchase the service online.

The "Spring Back to Life" promotion ends 30 October 2021 – but don't wait too long – get up and get moving to our nearest store today. For more information and a full list of terms and conditions, visit www.tyresandmore.com or follow the brand on Facebook, Twitter and Instagram using the handle @tyresandmoresa

TYRES & MORE® is a national chain of automotive fitment centres, tirelessly striving to bring more value, more products, more services, and more energy to the fitment centre industry – all without compromising on clean, fun and friendly service.

Due to the Covid-19 pandemic and for the safety of our customers and staff, TYRES & MORE® continues to implement and encourage strict hygiene protocols and social distancing across all stores.

SPRING
— back to life —

visit your nearest store for **great deals!**

[learn more](#)

* fits & c/s apply • promotion valid until 30 october 2021 • e & oe

The EIGHTH WONDER of the world!

Albert Einstein, acknowledged to be one of the greatest minds of all time, once described compound interest as the 'eighth wonder of the world'. What does compound interest have to do with the Taj Mahal? **And what does any of this have to do with Bandag?**

Compound interest simply put is – Money makes Money. Let's apply this principle to retreading and how knowing a tyre expert, like **Bandag**, can affect your business positively through compound interest.

With its own tyre software solution, **Bandag** is able to analyse scrap tyre data and provide RETREADABILITY information for its fleet customers to help them make informed decisions on which new tyre to purchase.

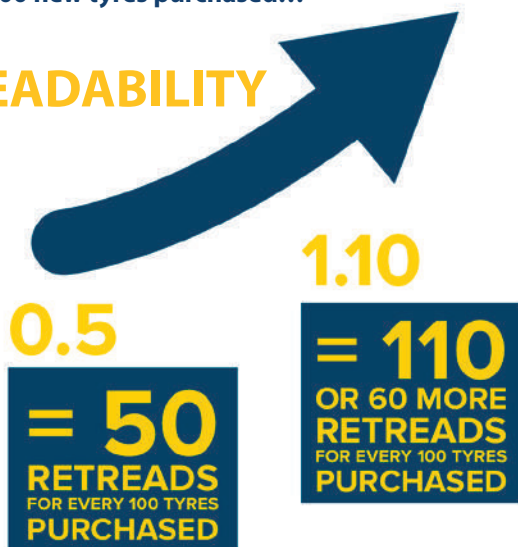
What is RETREADABILITY?

- RETREADABILITY is the average number of times that a new tyre is retreaded in a fleet
- A RETREADABILITY ratio of 1.0 means that 1 retread is generated for every 1 new tyre
- A RETREADABILITY ratio of 0.5 means that 1 retread is generated for every 2 new tyres

What would the financial benefit be if you increased your RETREADABILITY from 0.5 to 1.1?

For every 100 new tyres purchased...

RETREADABILITY



And why does this matter? How does this impact on your bottom line?



***AVERAGE
PRICE
OF NEW TYRE
E.G. R5,000**

***AVERAGE
PRICE OF
RETREAD
E.G. R1,800**



**Saving
R3,200
Per Tyre**

SAVING: R3,200 X 60 RETREADS = R192,000!

*VALUES FOR DEMONSTRATIVE PURPOSES ONLY

In effect a RETREADABILITY ratio below 1.0, means that you are losing tyres prematurely and not enjoying the full benefit of retreading.

So, it then makes sense to invest in a premium new tyre to deliver multiple tyre lives – money makes money or in this case, money saves money, giving you the benefit of compound interest. If not from **Bandag**, take it from Albert Einstein – and explore the "eighth wonder of the world"!

With Bandag you don't have to be a tyre expert. You just have to know one!

Bandag specialises in the manufacture of retreads and best-in-class after sales service. That's what we do.

For more information please contact Bandag on **011 439 6000** or visit the website at **www.bandag.co.za**

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BUILT FOR BETTER™



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.



CONTINENTAL celebrates its 150th Anniversary

Continental is celebrating its 150th anniversary in 2021. Since its foundation in Hanover, Germany on 8 October 1871, the company has been developing pioneering technologies and services for sustainable and connected mobility of people and their goods. From a small factory in Hanover, Continental has developed into one of the global players in the automotive industry, and now operates in 58 countries and markets, and employs around 193 000 people.

The Tires business area has 24 production and development locations worldwide, and is one of the leading tyre manufacturers with more than 56 000 employees. "Continental is the oldest

independent tyre manufacturer, and also one of the world's largest," says Martin Buday, Managing Director of Continental Tyre South Africa. "Over the past 150 years, we have set standards across the tyre industry with our pioneering spirit and innovative strength. Continental has a long and exceptionally proud heritage of delivering ground-breaking inventions that ensured that tyres became safer and more efficient, and this also defines our approach towards a more sustainable and even more exciting future." In its early days, Continental's product range included a variety of rubber products such as toy balls, rubber mats, roller coverings, rubberised fabrics for balloons and solid tyres for carriages and bicycles. Continental was the first German company

to produce pneumatic bicycle tyres in the late 1800s, and in 1898, the production of pneumatic tyres for cars began.

The first pneumatics were treadless and had comparatively limited handling characteristics, at least by today's standards – and so Continental presented the world's first car tyre with a tread in 1904. Some of the other significant milestones in Continental's tyre development include the first tyre with a detachable rim, the patent for the world's first tubeless tyre and, with the "all-terrain" model, the first dedicated winter tyre. Likewise, the first pneumatic tractor tyre came from Continental. Later came the first rolling resistance-optimized tyre, and the first production tyre to feature a tread made from dandelion rubber. State-

of-the-art tyre testing Before a new tyre from Continental is launched on the market, it has to successfully pass a wide range of tests. In total, new tyre models cover 25 million test kilometres before the start of production. The enormous effort is justified, because it is the foundation for the quality of Continental tyres for all applications, under even the most extreme conditions. An example of this is the ContiSportContact Vmax, which was launched in 2003 as the only production tyre on the market with a maximum speed rating of 360 km/h. For the testing of tyres in all conceivable conditions, Continental maintains state-of-the-art tyre testing facilities worldwide.

The Contidrom, near Hanover, was the prototype when it opened in 1967, and has become the reference for all Continental tyre test centres around the world. As early as 1968 the first electronically-controlled driverless car took to the track at the Contidrom. Continental has further developed this technology and now uses it at the test site in Uvalde in Texas, to subject tyres to endurance tests. In 2012 Continental launched the Automated Indoor Braking Analyser (AIBA) at the Contidrom. This facility, which is the only one of its kind in the world, enables the brake performance of tyres on different road surfaces to be tested all year round, regardless of the weather. It is done fully automatically using unmanned vehicles. In the future tyres will also be tested at Contidrom in a new type of dynamic driving simulator. Thus, professional test drivers will also be carrying out realistic driving scenarios virtually. Having each test cycle completed in the driving simulator instead of on real roadways means fewer test tyres need to be produced. This investment in the new testing technology also contributes to Continental's extensive sustainability efforts.

Sustainability and Vision 2030

Continental has been committed to greater sustainability in the tyre and automotive industry for decades, with one example being the extensive research in developing tyres with optimized rolling resistance. The ContiEcoContact, which was first presented in 1993, combined environmental benefits and economic aspects with outstanding driving and safety characteristics. The industry has increasingly been facing the major challenges of finite raw materials and the need to reduce CO2 emissions. Accordingly, Continental has focused on the strategic topics of climate action, low-emission mobility, the circular economy and sustainable supply chains. In 2013, Continental opened its unique ContiLifeCycle plant in Hanover Stöcken, with an integrated approach to retreading for truck and bus tyres, and a specially developed industrial-scale rubber recycling plant. "Continental set out its new strategic program for the Tires business area at the end of 2020, called Vision 2030," Buday says. "This is focused on the systematic customer-centric alignment of the organization and all our business activities. We are targeting further profitable growth and, in a fast-changing market environment, aiming to set ourselves apart from the competition in respect of sustainability." In April 2020, Continental created its new Sustainability department, which invests in research and development in the fields of new technologies, alternative materials and environmentally compatible production processes.



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RECIRCLE AWARDS 2022: NOMINATIONS PICKING UP PACE BEFORE NOVEMBER 5TH DEADLINE



The 2022 Recircle Awards nominations period has been ongoing since the start of September and with just 2 weeks remaining before the window slams shut, the organizing body Valebridge Media Services is encouraging parties from across the world in the tyre retreading and recycling sectors to nominate any party they deem worthy of recognition for the second annual Recircle Awards.

Interested parties can nominate through the Recircle Awards website navigating to the "Nominate Today" tab on the homepage. Users are then asked to enter their name and email address, before selecting the award in which they wish to nominate. After which the user is asked to state the company, project, product or individual that they would like to nominate along with their reasoning for the nomination. There is also the option to attach a document to support your nomination, which can take the form of an article, company presentation, case study, client testimonial to add further weight to the submission.

The second annual Recircle Awards has named the first 16 awards for the ceremony due to be held virtually on April the 25th, with 14 of them open to public vote. These 16 awards are

as follows:

- Best Tread Rubber Supplier
- Best Retreading Equipment Supplier
- Best Retreading Accessory and Consumables Supplier
- Best Tyre Recycling Industry Supplier
- Best Tyre Derived Recycled Product
- Employee of the Year
- Best Tyre Retreader
- Best Tyre Recycler
- Best Company Director
- Tyre Pyrolysis Award
- Circular Economy Award
- Best Tyre Recycling Research Project
- Best EPR Scheme
- Spirit of Retreading Award
- Lifetime Achievement Award in the Tyre Retreading Sector
- Lifetime Achievement Award in the Tyre Recycling Sector

Nominations close on November the 5th, 2022 at 23:59 GMT. Nominations submitted after this point will not be considered by the Recircle Awards Nominations Committee, so now is the time to start nominating for the 2022 Recircle Awards.



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BRIDGESTONE CORPORATION management changes



The Bridgestone Corporation Japan has announced senior management changes:

1. Changing Positions and Responsibilities of Vice President and Senior Officers (Effective November 1, 2021)

NAME	NEW	FORMER
Tomohiro KUSA NO	Vice President and Senior Officer Responsible for Solutions Business Exploration Business Development	Vice President and Senior Officer Responsible for Solutions Business Exploration Business Development Concurrently Director, Exploration Business Development Division II

TYREXPO ASIA 2021's Digital Event Platform gets ready to go 'Live'

With the Tyrexpo Asia 2021 Digital Show now just over four weeks away, Tarsus Southeast Asia – organisers of the event have confirmed that their international sales teams are currently working towards completing a digital exhibitor list. A number of companies have confirmed their presence and also negotiations are currently taking place with a potential list of exhibitors from leading tyre manufacturers, wholesalers, Distributors and Rereaders. Meantime, more than 400 top tier buyers representing all industry sectors of the global tyre market are also included in the quality list of participants for the online show between the 17th and 19th November.

Alwin Seow, Project Director for Tyrexpo Asia 2021 Digital says, "We welcome all aspiring tyre related companies to contact our sales team to discuss how you can take your future global tyre and



automotive accessory sales and service ambitions to the next level by arranging top quality buyer/seller meetings.

"Our Digital Event Platform provides a series of innovative facilities including Live Business Meetings catered specifically for buyers and sellers to gain real time access to 'live' chats and video conferencing, question and answer sessions, promotional opportunities, post sharing, speaker to audience interaction, screen sharing and other effective business

matchmaking techniques during the event. Digital exhibitors will also be able to take advantage of being able to set up their own pre-arranged live digital video meetings prior to the three day – 24-hour marathon online show."

For more information on how to be an exhibitor at Tyrexpo Asia 2021 Digital, please contact: Ms Intan Yahya on iyahya@tarsus.co.id or Ms Cheryll Choon on cheryll.choon@tyrexpoasia.com

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SEMA Releases New Alternative Power Vehicles Market Research

New market research shows the sale of alternative power vehicles could reach 45% of all U.S. light vehicle sales by 2035.

Sales of alternative power vehicles, while representing just 5% of all U.S. light vehicle sales today, are expected to reach 45% by 2035, according to new SEMA market research. Eighteen of the top 20 global automakers, which together represent around 90% of new car registrations worldwide in 2020, plan to widen their portfolio of alternative power models and scale up production of electric vehicles. However, three-quarters of Americans still prefer gas or diesel and have concerns about charging infrastructure, driving range and price. Also, alternative power vehicles remain a niche market for the specialty equipment industry, accounting for just 1% of specialty-equipment retail sales in 2020, according to SEMA's market

research.

SEMA said its "Emerging Trends: Electrification, Alternative Power and Advanced Technology" report helps companies understand potential implications for the specialty equipment industry and how advanced technologies are becoming part of the new vehicle ecosystem. SEMA said key findings from the report include:

- There are currently 4.1 million alternative power vehicles on U.S. roads today. This represents 1% of light vehicles in operation.
- While sales are starting to grow, significant hurdles remain—around range, charging, and electrical power generation—in the shift towards more electrified vehicles.
- As sales of electric and other alternative energy vehicles increase in coming years, it will take a while

for current vehicles to cycle out of operation. The average age of a vehicle today is just over 12 years.

- Alternative power currently represents a very small share of the specialty-aftermarket sales but will be more important as their presence grows. In 2020, alternative power accounted for only 1% of specialty-equipment retail sales at \$0.42 billion.
- Automakers continue to integrate vehicles with advanced technology to increase safety and comfort on the road. This opens potential growth opportunities for the aftermarket industry in older vehicles.
- While 58% of drivers want more safety features, 86% say they are afraid of fully autonomous vehicles. They cite safety and liability as their biggest concerns.

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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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