

Southern Africa

TREADS DIGITAL

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A portrait of Nduduzo Chala, a Black man with a shaved head and a light beard, wearing a grey blazer over a light-colored patterned shirt. He is looking directly at the camera with a slight smile.

SATMCs NDUDUZO CHALA ON SECOND-HAND TYRES, SCRAPS AND COVID-19

**FUTURE OF TYRES
POST PANDEMIC –
WHAT CAN WE EXPECT?**

**BRIDGESTONE LAUNCHES
FLAGSHIP TYRE –
POTENZA SPORT**

**DUNLOP ANNOUNCES
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Editor's Corner

As we reflect on the past 12 months, and with the pandemic still impacting our society, public health and the economy, there is growing concern about the coming months, especially with the new Omicron variant rapidly spreading across the country.

According to an article published by Deloitte Insights on 2 December, the mining and manufacturing sectors grew 25.2% and 17% respectively, year on year, in the first half of 2021, which was welcome news, particularly for our local tyre manufacturers who are going through some tough times, due to the pandemic and the July unrest that impacted businesses in Kwazulu-Natal and Gauteng.

The article further stated that growth during the second half of 2021 is expected to be less impressive, with public violence and the third wave of the pandemic adversely affecting the manufacturing, wholesale and retail, restaurants, hospitality and recreation sectors.

Managing Executive for the South African Tyre Manufacturers Conference (SATMC), lets us in on some of their challenges and what the local tyre producers are doing to minimise

the economic impact to their operations and prevent job losses. Turn to page 2 for this exclusive interview.

The more positive spin of the article in question, was that the South African economy is projected to return to pre-pandemic levels a full year earlier than previously expected, with the outlook for the local economy bolstered by improved global conditions.

Our interview with Nduduzu Chala of the SATMC delves deeper into the local tyre manufacturing sector and the measures they are being compelled to take to remain competitive and sustainable.

This important story plus much more in our final edition for 2021.

Travel safely, relax, enjoy family time and all the best to you and yours for 2022!

Liana

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DIGITAL

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A portrait of Nduduzo Chala, a Black man with a shaved head and a light beard, wearing a grey suit jacket over a light-colored patterned shirt. He is looking directly at the camera with a slight smile. The background features a large South African flag on the left and a close-up of a red metal structure, possibly part of a vehicle, on the right.

SATMCs

NDUDUZO CHALA

**WEIGHS IN ON SECOND-HAND TYRES,
NON-COLLECTION OF SCRAPS AND
COVID-19 AND ITS AFTERMATH**

The sporadic collection of waste tyres, rising numbers of illegal tyres infiltrating the market, and the impact of Covid-19 on the South African tyre manufacturing sector. These are some of the critical issues raised during our exclusive interview with Nduduzo Chala, Managing Executive of the South African Manufacturers Conference (SATMC). Armed with a Masters' in Business Administration (MBA) (GIBS), and a qualification in Finance coupled with eight years of working experience within the local tyre industry, Chala appears well placed to navigate some of these critical issues on behalf of the country's four tyre makers. We catch up with him on where things currently stand.



Nduduzo, you took up your current position with the SATMC on November 1, 2020. What has been your major focus during the past twelve months?

There are a number of critical areas of concern affecting the local manufacture of tyres, especially since the onset of Covid-19. My role, representing the country's four tyre producers, is to engage with government and the various industry associations, such as the National Association of Automotive Components and Manufacturers (NAACAM), the National Association of Automotive Manufacturers of SA (Naamsa), to hopefully find solutions to some of the pressing issues they are facing.

Finalising and implementing the Waste Tyre Management Plan rates high on the list of priorities alongside a defined regulatory standard for the sale of second-hand (part-worn) tyres.

Where do things currently stand with respect to the approval and implementation of an official Waste Tyre Management Plan? Have relevant proposals been submitted and being considered?

Suffice to say, as an industry, we are frustrated by the slow pace being exhibited by government. We have been engaging with the department, for some time, to revive a new plan in line with our industry and looking at benchmarks from other countries and taking the entire value chain into account, following the failure of the existing waste management plan in 2016. Version 8 of the Draft (pertaining to Section 29) of the new plan, was expected to be released for public comment in June.

This did not take place which was when we decided to adopt a different approach with the Department of Forestry, Fisheries and the Environment (DFFE), that entailed becoming a lot more vocal about the important contribution the various component manufacturers make to the Automotive segment (tyres being one), with regard to employment, job creation and overall contribution to

the economy. Bear in mind that prior to the pandemic, in terms of sales, the tyre industry contributed R12 million plus to the domestic market, (this has since reduced to R9 million), with the impact of Covid-19.

Efforts in this regard have been ongoing since 2018.

So, how much longer is this process likely to take?

Once the new Draft is released, it usually takes between 30-60 days for public comment to be submitted, discussed and incorporated, after which the Plan will need to go out on tender to find a suitable plan implementer. This too will take time, so it could take between 18-24 months before a solid waste tyre management plan is implemented.

In the meantime, we are pushing the element of instituting regulations around the sale of dangerously worn tyres.

We have been conducting surveys over the last few years in an effort to demonstrate the growing incidence and dangers of part worn/illegally regrooved tyres to the consumer. Last year, the number of illegal tyres detected on our roads rose to an alarming 63%! Having submitted this data, we are now working with the SABS to formalise a voluntary standard for part-worn tyres. This was in effect some years ago, but fell away due to a lack of support from other government departments.

Now, however, we are approaching the issue as a united front, encompassing all the relevant players in the SA tyre sector who share a common interest in seeing the eradication of this dangerous practice. Coming together with a stronger voice appears to be working and we have been able to garner support.

Having made certain recommendations to the Department of Transport concerning the National Traffic Road Act, (as to which sections no longer make sense due to production changes, or how safety regulations have changed globally), we have received approval and are a few months away from adoption and implementation.

Finalising and implementing the Waste Tyre Management Plan rates high on the list of priorities.

That is encouraging but going forward, how does industry ensure the new regulations are being policed and enforced?

For this to happen, the various government departments are going to have to talk to each other. The new standards, once implemented, will have to be correctly enforced if we are to see an effective roll-out.

This too is causing the industry a lot of frustration but we have to start somewhere. We have started training traffic officers to ensure better alignment between ourselves and the various enforcement authorities. It is hugely important for the policing officers to be aware of the proposed new changes before they can enforce them.

How much can the rise in the sale of part-worn tyres be attributed to the lack of a formal waste tyre management plan?

The two issues go hand-in-hand. As I'm sure you know, the Waste Bureau is unable to cope with the effective removal and disposal of scrap tyres from manufacturing plants and retail sites.

Our four manufacturers are currently sitting with stockpiles outside their plants which is raising health and safety issues from authorities.

And in the retail space, (most retailers lease their properties), landlords are receiving letters of warning from authorities about the growing mound of scrap tyres on their properties. In response, the landlords are coming down heavily on the retailers.

The repercussions of this are grave, for both manufacturers and retailers. The manufacturers are now looking to reduce their production volumes – with massive implications to costs, quality standards and labour – while some retail stores have been forced to close in compliance with health and safety notices.

Worse still, as an industry – and the manufacturers in particular – we are paying a R2.30/kg environmental levy to Treasury on a monthly basis towards providing the service of collecting and disposing of waste tyres towards funding waste tyre collections and other logistical issues.

Our new goal would be to focus on ensuring proper governance materialises and that industry is given oversight over the entire process in order to make the necessary changes in line with our operational levels.

We are pleading with the Department to hear our pleas, in order to hopefully improve the current service levels.

Some are suggesting the manufacturers should cease paying the environmental levy until their concerns are heard.

I lead a group of companies that is very environmentally responsible. The tyre producers realise that their product can land up as an environmental hazard and are determined to think of the good of the planet and future generations despite the absence of an immediate waste tyre management plan. The notion of not paying the levy is not feasible.

They will continue to abide by the law in hopes that a long-term solution is not that far off.

So, in reality, when do you expect the Draft to be released?

As we are coming up to the holiday season, we are hoping for January 2022. However, for industry the sooner the better!

How has Covid-19 impacted the manufacturers?

The impact on them has been vast. Bear in mind, that sizeable plant investments were made by our local producers some years ago, with new capacities being installed. Last year, they were sitting at below 60% utilisation of these new facilities from a

Our four manufacturers are currently sitting with stockpiles outside their plants which is raising health and safety issues from authorities.

SATMC



The local four are using every resource available to them to stabilise their respective facilities, output and labour issues.

production point of view, due to the hard lockdown and the months that ensued that saw consumer confidence dwindling.

As it is, tyre production is a challenging space, and once production stability is compromised, it is hard to recover as stopping/starting production impacts their operations and their bottom line.

We are predicting that pre-Covid-19 production levels will likely not recover before 2023/24.

This year, after regrouping and addressing priorities, things are starting to stabilise, but it would be fair to say disruption of the global supply chain has impacted every aspect of the business, from exports, to freight and logistical costs, (both of which have spiralled).

And lest we forget, the protests and riots that occurred in July, which heavily affected product availability, shed market share further, with figures for the last quarter of 2021 dropping to below 50%, something we have not seen in years.

What measures are being adopted to combat this?

The local four are using every resource available to them to stabilise their respective facilities, output and labour issues. They are also driving to get closer to their customers in an effort to secure shelf space, remain closer than ever to their OEM customers and above all, push local product.

From a sales standpoint, they need to regroup and change some of the dynamics of how they go about selling their product, whilst also lobbying with government to align with the local producers in promoting Proudly South African.

That way, whatever is locally produced will be utilised, thereby protecting the industry at large.

From a cost saving perspective, and given the large contributions being made toward the environmental levy and carbon tax, they are also implementing a variety of cost saving measures to provide them with the necessary edge to compete in the market.

Of course, government needs to provide the right economic and trading environment for businesses. This is critically important in the face of rising unemployment figures, dwindling consumer confidence and shrinking disposal income.

These are testing times for our local producers but they are resilient and determined to rise above all the challenges they encounter.

Buying Proudly South African will be the driving force, if they are to remain competitive in the market.

Nduduzo Chala is no stranger to the South African tyre business. He first joined Sumitomo Rubber SA in 2014 as an internal auditor, before being appointed to head up Strategic Planning for the company in 2016. In November 2017, he was promoted to General Manager of Strategy, a position which spearheaded his involvement with government. In 2019, he was appointed to SRSAs Ladysmith plant as Divisional Head Corporate Services, overseeing finance, procurement, HR and security.

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FUTURE OF TYRES

**POST PANDEMIC –
WHAT CAN WE EXPECT?**

New tyre concepts – including electric vehicles, smart tyres and sustainability – will drive future growth in global tyre sales, once the market has resurged from the worst of the disruption of the Covid pandemic. This, according to the latest research conducted by Smithers and released last month.

Data from the new Smithers report – The Future of Global Tyres to 2026 – reveals that total sales are expected to reach \$264 billion in 2021, with a total of 2.35 billion tyres produced. This represents a resurgence from a drop of \$16.2 billion or 192 million units across 2020. According to the report, led by Asia-Pacific and China in particular, a recovery is under underway, even as many tyre manufacturers and auto OEMs reorient their corporate strategies to the future.

Smithers forecasts the global market will now exceed its 2019 level in 2022. Future growth will continue at a compound annual growth rate of 4.3% (by value) through to 2026; pushing global value to \$325.6 billion (at constant prices) and volume to 2.8 billion tyres.

According to Smithers, growth will be strongest in the specialty tyre segment, where there is also a strong outlook for two-wheeler tyres, especially in developing markets. In passenger markets, there will be increased demand for high-performance tyres for passenger cars and light goods vehicles, driven by the growth in sales of crossover utility vehicles (CUVs), sports utility vehicles (SUVs) and pick-up trucks.

They predict that overall tyre sales will naturally be heavily dependent on a wider economic recovery. This will see Asia-Pacific increase tyre sales at the fastest rate over the Smithers forecast period especially as nations like China return to their programmes of industrialisation and economic expansion; although there will also be strong increases in demand in North America.

Opportunities for tyre manufacturers abound

Despite a very challenging environment, tyre manufacturers – and their suppliers – are faced with opportunities as the sector must transform in response to advances in vehicle technology, mobility and regulatory policies. These include both iterative improvements to existing technology, such as the need to meet the latest certification demand for fuel efficiency with lower rolling; and capitalizing on the transition of new vehicle types and mobility concepts. The latter category includes tyre fitments for autonomous and particular electric vehicles, where innovative designs and premium materials can improve key performance characteristics, such as vehicle range.

Simultaneously the evolution of on-tyre

sensors and integrated software will enable the OEMs to supply additional services to customers – for example, improving the uptime and maintenance efficiency of commercial fleets.

This market evolution will also be reflected in raw material orders. Smithers forecast that total demand for these will reach a healthy 47.7 million tonnes in 2021. Across the Smithers forecast period growth for materials will lag behind unit volume growth in tyre demand, as sustainability and resource efficiency initiatives take effect.

This will also inform the largest shift in raw materials – a wider use of highly dispersing silica in fillers – to meet the demand for lower rolling resistance and superior wear resistance. This will mainly penalise conventional silica sales, while improvements to carbon black means it will remain a competitive, if cheaper, alternative filler. Similar trends will see a slight decline in the use of natural rubber in tyre construction in favour of engineered synthetic elastomers.

The ongoing recovery and future growth prospects for the world tyre industry is now available in 'The Future of Global Tyres to 2026' from Smithers. Its analysis examines this market in forensic detail, segmenting the market by tyre type, vehicle type, geographic region and 24 leading national markets.

Presented in almost 200 data tables and figures, this is supported by expert insight into the latest vehicle industry trends, leading opportunities for tyre innovations over the next five years, and company profiles. It is priced at \$6 500.

Growth will be strongest in the specialty tyre segment, where there is also a strong outlook for two-wheeler tyres, especially in developing markets.



ZEIN HUSSEIN TAKES PODIUM AT FINAL SUPADRIFT EVENT

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Despite the wet, freezing conditions, the final Supadrift S3 2021 event provided scores of surprises and fun for both drivers and spectators, where the drivers battled it out in the rain at The Rock Raceway in Brakpan, for the last leg of the Series. Zein ultimately took victory with a standing of 514 points, climbing the ranks from third place. Warren Gates was there to capture the excitement for SA TREADS.

Zanil Satar took second place with 412 points. This duo, both from Mozambique, boasted with the Falken Azenis FK510 on the track, which offers spectacular grip and traction in the rain.

"Our friends from XS Drift did not hold back on the track," added José Romero, General Manager for Stamford Tyres. "They were both featured in the top six of the championship and dominated the tracks with their Falken Azenis FK510 tyres."

According to Stamford Tyres, the FK510 is an ultra-high-performance tyre which is responsive to wet and dry conditions, while also enhancing driving experience.

"We must admit, we would have enjoyed more tyre burning, but witnessing the controllability and precision offered by the FK510 in unfavourable weather conditions, is a sight we will never tire of," added Romero.

"We are currently on a major drive to build the Falken brand in South African via select platforms, and the SupaDrift Series is certainly an important one for us, in that it demonstrates the quality and performance of our tyres to both drivers and customers."

On the spin side, a good friend of the brand, Stacey-Lee May, (also known as Queen of Smoke), kept the crowd entertained as she burned some Sincera 832i, showing off her spinning and stunt skills. You can catch more of Stacey with the XS Drift team on their first episode of DriftFari 2021 which airs on Ignition TV - DSTV



channel 189. Stamford Tyres is a proud sponsor of Falken Tyres in the DriftFari season 2, which is a 4/6 part mini series.

Also available in SA, under the Falken banner, is the Ziex ZE914 Ecorun (a hybrid vehicle tyre), the Sincera 832i (a standard tyre with a European flavour) and the Wildpeak A/T (for the all-performance sport utility and light truck market).



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BRIDGESTONE launches its flagship Potenza Sport tyre, a new excellence in sports performance

Bridgestone Southern Africa has launched the new flagship ultra-high-performance tyre: the Bridgestone Potenza Sport into the Southern Africa market, thereby cementing its global leadership in advanced solutions and sustainable mobility, said the company. The tyre combines Bridgestone's pioneering spirit and expertise in high performance tyres with extensive market research to keep drivers in control while unlocking the performance of their vehicle, they claim.

A new excellence in sports performance Bridgestone has a strong legacy of expertise in high performance tyres thanks to its heritage in Formula One racing and long-term partnerships with premium, high performance car manufacturers. Building on these experiences, Bridgestone has developed a new, cutting-edge high-performance product: the Bridgestone Potenza Sport. This next generation tyre represents a new standard in premium, high-end sports performance, providing best-in-class performance in the dry supported by a premium wet package.

"This is a very exciting journey for the South African market," says Bridgestone Southern Africa CEO, Jacques Fourie. "While we have continued to update, refine, and refresh our existing products, this has been an entirely new development, involving extensive research and development. Another cause for excitement is the launch of this ground-breaking product as Bridgestone celebrates the group's 90th anniversary around the world.

"This year is especially significant for South Africa, as we also celebrate the 50th year anniversary since the launch of our manufacturing plant in Brits, a facility which has consistently contributed to the country's economy, job creation and technological



innovation. While the Potenza Sport will not initially be manufactured in our local facility, the launch reinforces this enduring dedication to the country, as we are able to deliver the highest quality products, alongside our enduring production capacity," Fourie says.

Tested by TÜV SÜD, one of Europe's most respected independent automotive testing institutes, Potenza Sport achieves the best performance in both dry braking (shortest braking distance on a dry surface) and cornering and straight line stability (maintaining vehicle stability when travelling both in a straight line and through a curve) versus competitors in the premium segment. And, with an EU label A-grade in wet grip across its full line-up and deemed best performer in wet cornering and handling in further tests performed by TÜV SÜD1, Bridgestone Potenza Sport also offers outstanding wet performance.

The tyre's excellent capabilities in both the dry and wet come with higher levels of mileage from its predecessor Potenza S001.

Co-created with drivers, pioneered with cutting-edge technologies

In the Potenza Sport, Bridgestone wanted to create a tyre that meets the expectations drivers have in high performance tyres, while also addressing the everyday challenges they face. That is why comprehensive market research was undertaken to begin the Potenza Sport development: Bridgestone interviewed over 3,800 end-users across Europe. Their input gave Bridgestone the foundations to engineer an ultra-high performance tyre that meets driver needs and expectations of control and confidence.

To achieve the Potenza Sport's cutting-edge performance, Bridgestone applies various new, innovative technologies in tread pattern, compound and construction. The tyre's tread design applies several new cutting-edge technologies, including innovative 3D sipes to increase shear stiffness (here is the link to virtual Potenza Sport tyre) with benefits in braking and abrasion resistance; the compound, thanks to an optimized formula combined with innovative mixing technology, improves wet and dry performances. Bridgestone also uses a new hybrid crown reinforcement to maximise the tyre's stability performance at high speed. A sporty carcass package is also applied to increase stability performance and steering response, while optimising rolling resistance.

Fundamental to the design and creation of the Potenza Sport is Bridgestone's proprietary timesaving, environmentally friendly virtual tyre development technology. The technology enables Bridgestone to very accurately predict a tyre's performance at development stage, without physically producing and driving it. Not only does this bring environmental benefits by saving resources, it also reduces the length of the development process and cuts the project's time to market.

The tyre's choice of some of the most prestigious car brands in the world

The tyre will be available in 96 sizes from 17" to 22" to cover a wide range of passenger cars and on-road SUVs in the market, ranging from premium sedans and SUVs to luxury and prestige cars.

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TIGER WHEEL & TYRE partners with PG GLASS

Tiger Wheel & Tyre has announced that it will be entering into a partnership with PG Glass, in a bid to provide its customers with a wider choice of services.

Tiger Wheel & Tyre and PG Glass celebrated the launch of their commercial venture at a signing ceremony at the end of November. The ceremony was attended by Charles Bromley PG Group CEO and Sandy Beekhuizen Legal Advisor, and Alex Taplin and Charl Drury, CEO and CFO of

TiAuto Investments respectively.

"This was the culmination of many months of hard work, pilot testing, and streamlining of processes," said Taplin. "PG Glass and Tiger Wheel & Tyre are both powerful automotive consumer brands, and it's wonderful to unite and offer our customers an even wider range of products and services."

PG Glass will offer selected service offerings at selected Tiger Wheel & Tyre stores. The stores that took part in the pilot project were Festival Mall, Cresta,



Westgate, Soweto, Sunninghill, Sandton, and Fourways, and on the strength of this a structured nationwide rollout will now commence. Tiger Wheel & Tyre and PG Glass look forward to welcoming you for your windscreen replacement and repair needs at a store near you soon

CONTINENTAL Intensifies Dialogue with Dealers and End Users

Continental Launches Digital Feedback Tool in South Africa Direct contact with customer employees available on request Another step on the road to optimal service

Continental has introduced digital touchpoints with its business customers and end users via several channels to get even faster feedback on its products and services. The aim of this new campaign is to strengthen dialogue between the premium tyre manufacturer and its customers, and enable it to respond even more directly to individual requirements.

This is part of a comprehensive strategy to strengthen Continental's position

as a leading tyre brand in the field of customer experience. The focus here is on customer satisfaction and service speed as differentiating features. The feedback tool is flexible and easy to use. If an individual inquiry with a corresponding consent to contact is received, an employee will quickly get back to the customer: "We produce solutions for our customers."

This is why feedback on our work is the decisive driving force for our development," says Enno Straten, Head of Strategy, Analytics and Marketing, Replacement Tires EMEA at Continental. "Digital touchpoints give our customers the opportunity to contact us directly and share their experiences with us easily. We intend to

make use of this opportunity." As a start, Continental has introduced the feedback tool in Portugal, Poland, the UK, Italy, South Africa and the United Arab Emirates. The tyre manufacturer initially uses the website and the ContiOnlineContact business portal for this purpose. "The feedback we have received so far is overwhelmingly very positive. In addition, we are delighted that just in this brief period we've been able to proactively contact around 300 customers and provide individual advice," says Straten.

Continental will soon be rolling out the initiative through other channels and throughout Europe, the Middle East and Africa.



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DUNLOP announces #TheBigDrive Summer Promotion



Need a change of lockdown scenery to wind down another pandemic punctuated year? Thanks to Dunlop's #TheBigDrive Summer Promo, you can now enjoy a socially-distanced summer escape. See South Africa up-close at local reserves and game parks, driving in safety on a set of new Dunlop tyres.

Months of intermittent confinement, and a greater focus on simple pleasures, have seen a growing number of South Africans take to the road to enjoy local travel and tourism offerings. From wildlife reserves, game resorts and national parks, domestic tourism has helped to keep the tourism sector afloat and weather the storm of the past two years.

This summer, Dunlop will again be playing its part to boost the tourism industry, by encouraging South Africans to get out and explore some of the country's reserves and national parks at discounted rates.

From 22 November to 31 December 2021, customers who buy 4 selected Dunlop tyres will receive a free pair of binoculars and discounted bookings with SANParks and Ezemvelo KZN Wildlife. The offer applies to any passenger car, SUV, 4x4 and light truck tyres.

A URL link and promo code received on purchase will give access to the SANParks offer of discounted accommodation at selected parks and campsites, while Ezemvelo KZN Wildlife will give qualifying customers a 20% discount at any of its 40-plus resorts, plus additional prizes on offer for social media giveaways.

Through its #TheBigDrive campaign, Dunlop will also be showcasing the spectacular array of nature- and wildlife-based travel options South Africa is so renowned for, across its digital channels.

"South Africa is one of the most beautiful countries in the world when you consider its spectacular landscapes and biodiversity. It's a nature lover's paradise

with great weather, rich wildlife and birdlife, and extensive travel options to suit any budget. But while we've always been a favourite for international tourists, it's really encouraging to see so many more locals now taking a break from their bustling urban lives to enjoy the sheer joy of a road trip and taking in some of the many gems we're blessed to have at our disposal," says Lubin Ozoux, CEO of Dunlop tyre manufacturer, Sumitomo Rubber South Africa.

As always, before heading out on that road trip, check your tyres and make sure they are #SaferthanSafe. Visit the Dunlop website for more information, to request a quote or to find your nearest participating tyre dealership.

From tyres to tips, Dunlop has you covered. Remember to stay safe when travelling this summer. Always practice proper COVID-19 protocols, wear your mask when in public, keep a safe social distance and sanitise or wash your hands regularly.

Visit www.dunloptyres.co.za to kickstart your summer escape and find loads of road trip ideas with #TheBigDrive.

Think you know South Africa's reserves and wild places? Visit www.dunloptyres.co.za to play #TheBigDrive, which drops you into South Africa's wild places using Google StreetView, to guess where you are! The closer your pin is to the correct location each time, the more you score over 5 rounds. The player with the highest overall score on the leader board by 31 December 2021 will win #TheBigDrive experience valued at up to R50 000, to enjoy at the SANParks national park closest to them.

This prize may not be transferred or substituted.

BRIDGESTONE Fighting Breast Cancer and Covid-19

Pink Drive Mobile Vans reach vulnerable South Africans in remote locations to drive vaccinations and cancer screening.

Marking Cancer Month in October, Bridgestone Southern Africa has raised R500 000 in its #PinkValveCaps Project towards fighting breast cancer and ramping up the vaccination drive to people in remote regions. Bridgestone handed over the cheque to PinkDrive, the public benefit organisation dedicated to fighting breast cancer at its head office in Midrand on the 18th of October.

The project is a national cancer initiative that raises funds to educate South Africans about cancer across Bridgestone's network around the country. The #PinkValveCaps are sold at R50 (per set of four) at all Bridgestone's Retail Partner, Supa Quick fitment centres.

"As Bridgestone evolves beyond just being a tyre company to provide total mobility solutions, the health and safety of South Africans is very close to our hearts," says Bridgestone Chief People Officer, Julia Modise. "It was especially inspiring to see that PinkDrive, while continuing its strong and enduring dedication to providing vital cancer checks, is also expanding its efforts to providing vaccination to the most vulnerable people in our communities around the country."

Bridgestone began its partnership with PinkDrive in 2013, and in that year contributed towards its first mobile mammography



unit, which offers free screening services, especially to those located in remote regions.

This important resource comes with a complete mammographic radiographic system, with an x-ray generator, and an x-ray tube with a framework. A recording medium is housed in the PinkDrive Screening Truck, with a trained medical team to accurately process and record results.

Over the years, Bridgestone's #PinkValveCaps project has helped acquire more mammography unit units, which travel to urban and semi-urban areas to make sure that people without medical insurance get access to cancer screening services. These services include free education on women's

health, free mammograms, pap smears, clinical examinations, and information on how to do breast self-examinations.

Additionally, Bridgestone provides maintenance of the PinkDrive mobile units, offering regular tyre donations when needed – these are used on the vehicles as they travel to remote areas.

This year, PinkDrive provides vehicles and drivers to assist in providing vaccinations in Gauteng, the Western Cape, and KwaZulu-Natal with a special focus on homeless shelters, old age homes, soup kitchens, and shelters for victims of gender-based violence to ensure that the most vulnerable are not left behind in the vaccination efforts. Some donations are allocated to upskilling formerly unemployed nurses who are now administering vaccinations while earning an income.

"The continued and enduring support from Bridgestone has enabled PinkDrive to empower South Africans around the country about cancer prevention and treatment," PinkDrive founder and CEO, Nolene Kotshan. "These valuable contributions have now allowed us to join the fight against the Pandemic and ensure that those who need vaccines but have difficulties in reaching vaccination sites are reached safely and efficiently way, thus saving lives."



LAW ENFORCEMENT focuses on tyre safety in Eastern Cape ahead of festive season



The South African Tyre Manufacturers Conference (SATMC), in partnership with the Road Accident Fund (RAF), held a tyre safety workshop with law enforcement in Gqeberha last week to reinforce South Africa's tyre laws. The SAPS, Metro Police and other law enforcement personnel were in attendance. Following this workshop, a commuter educational roadblock was held on the N2 near Seaview Road exit, Gqeberha, on 29 October to educate consumers about the tyre laws and perform free tyre checks ahead of the festive season.

"As the festive season approaches, we see a significant increase in road accidents each year," says the Road Accident Fund spokesperson, William Maphutha. "Many of these could be avoided by ensuring one's car is safe and roadworthy for travel," he adds.

"Because tyres play a significant role in the safety of a vehicle, we've partnered with the RAF to educate and reinforce South Africa's tyre laws by conducting these workshops and commuter educational roadblocks," explains Nduduzo Chala, Managing Executive of the SATMC.

The tyre safety workshop was held at the Nelson Mandela Bay Traffic College. The training was conducted by Lance Williams, Technical Manager at Continental Tyres, and covered three key elements of tyre safety, listed below. Law enforcement then educated consumers on these three elements and provided free tyre checks during a commuter roadblock held the next day.

1. Ensuring your tyre pressure is correct

"Your tyres should always be inflated to the level indicated on the inside of the driver's door. If there is no sticker on the door, you can usually find the specs in the owner's manual," explains Chala.

It is essential to check your tyres and know your recommended inflation levels so as not to overload your tyres.

Underinflated tyres may cause tyre failure because of movement in the tyre sidewall. Overinflated tyres may decrease traction on the road, giving you a bouncy ride and an ill-handling car.

2. Checking that the tread depth is not less than 1.6 mm

"More tread means more grip, especially in wet conditions. It's as

simple as that," says Chala. "Tread depth plays an essential role in vehicle control and braking distances. It is important to check the tread depth across the entire width of the tyre as the outer tread may be deeper than the inner," he adds.

The tread depth can be checked with a dedicated tread gauge or by using the built-in Tread Wear Indicator (TWI) on your tyres. The TWI is a small rubber insert set at 1.6mm in the grooves of your tyre. Look for a small arrow on the tyre's sidewall with the letters 'TWI' to indicate where they are situated. They show how much of the tyre has already rubbed off and if the tyre is worn out. The tyre must be replaced if the tread is at the same level as the TWI.

3. Second-hand tyre checks

"More than 60 per cent of second-hand tyres sold in South Africa are illegal," says Chala. "Second-hand tyres are a cheaper alternative when replacing your car's tyres, but due diligence needs to be taken to ensure that these tyres are, in fact, still roadworthy and safe to drive," he adds.

A second-hand tyre is not safe to use when:

- The tread depth across any part of the tyre is level with the TWIs.
- There is no TWI due to carving the rubber on tyres to create more tread depth (regrooving).
- There is damaged rubber, including sidewall damage, bead damage and inner liner damage that exposes the fabric or cord.
- There are cuts, lumps, or bulges.
- You can see temporary solutions, such as tyre plugs, have been used.

"We appreciate the support of the RAF and the Eastern Cape law enforcement in educating consumers about tyre laws and the importance of tyre safety. Tyres are a safety-critical component in a vehicle. So we urge all motorists to check their tyres regularly and, if necessary, replace them with tyres from accredited/reputable tyre dealers. Having our consumers stay safe on the road during the festive season remains our top priority," concludes Chala.

For more information on the SATMC and what they do, visit <http://www.satmc.co.za/> or email info@satmc.co.za.

TIGER WHEEL & TYRE “Number 1 Tyre Supplier” in 2021 Die Burger Your Choice Awards

The title of the annual Die Burger reader-inspired awards says it all, “Jou Keuse” or “Your Choice” describes how these awards reflect not the newspaper’s or its affiliates’ opinions, but those of its readers.

Each year, readers vote for the companies that have most impressed them in the last 12-months with service and products that went beyond their expectations. This year, it was once again Tiger Wheel & Tyre that most impressed readers and earned the gold title “Number 1 in best tyres & fitment suppliers”.

The award is one more accolade in the continuation of a long and prolific winning streak that has made Tiger Wheel & Tyre the

most award-winning and trusted brand in South Africa’s retail wheel and tyre industry. Far from making the company complacent, however, Group Marketing Executive Farishta Singh says that being at the top simply makes everyone in the company work harder. “It’s like a race, where being in the front means you don’t know how far behind you the second-place runner is. So, whereas the guy in second place knows he has to put in x-percentage more effort to catch you, you have to continue putting in 100-percent effort all the time in order to stay ahead,” explained Singh. “Not that we mind! Our team members are handpicked for their ability and willingness to give their all, all of the time, and they were thrilled



to learn that Die Burger’s readers have recognised and rewarded their efforts with this award for the fifth consecutive year.”

To learn more about Tiger Wheel & Tyre and what makes it the most award-winning, best loved and trusted wheel and tyre brand in Southern Africa, visit the website www.twt.to or to locate your nearest store.

SUMITOMO RUBBER champions community development with school borehole project

Tyre manufacturer, Sumitomo Rubber South Africa (SRSA), recently partnered with Gift of the Givers to provide running water to a KwaZulu-Natal school that has not had any for the past five years. Overflow water can now also be supplied to the surrounding community.

Joanne De Freitas, CSI Manager of SRSA, which manufactures the Dunlop, Falken and Sumitomo tyre brands, said giving back to the community is an ongoing priority. With Education being a key pillar in of SRSA’s corporate social investment strategy, the team came across Amancamakazana Primary School, in the St Chads district of Ezakheni, nearly 15 kms from the tyre manufacturer’s state-of-the-art Ladysmith plant.

When the SRSA team found that the school, which has 1882 learners, has had no running water for the past five years, they were eager to get involved and assist with their water dilemma.

“Many parents of learners at the school are employed by SRSA at our Ladysmith factory and their hard work and commitment to the company makes projects like this possible,” said SRSA CEO, Lubin Ozoux.

“It goes without saying that drinking water and sanitation are basic human rights. Over and above this, water was desperately required to protect their staff and learners from Covid-19,” he added.

De Freitas explained that with the assistance of the borehole specialist team from Gift of the Givers, SRSA were given the green light to drill for a borehole at the school. The extensive process involved a hydrologist to assess that the area was suitable for drilling within the school grounds.

“We are grateful to the school’s Head Mistress, Mrs Sibisi, for allowing the team to drill in five different areas of the school with their large drilling equipment, showing everyone’s commitment to find water. It was a noisy and very dusty exercise on the school grounds, but on the fifth attempt, we hit water!” she says.

The borehole water samples were sent for bacteriological, chemical and physical tests to determine whether it could be used as drinking water or for sanitation purposes only.



“We are pleased to report that the water was passed for drinking water and complies with South African National Standards SANS241. This is a requirement for safe drinking water and the water needs to be regularly tested. The water is pumping at 1200 litres per hour and has subsequently been rerouted through to all the taps, bathrooms and admin offices of the school,” says De Freitas.

In addition, the water pipes have been extended with taps installed to supply water to the adjoining community. Overflow water will be supplied to the local community provided there is sufficient water supply and storage at the school.

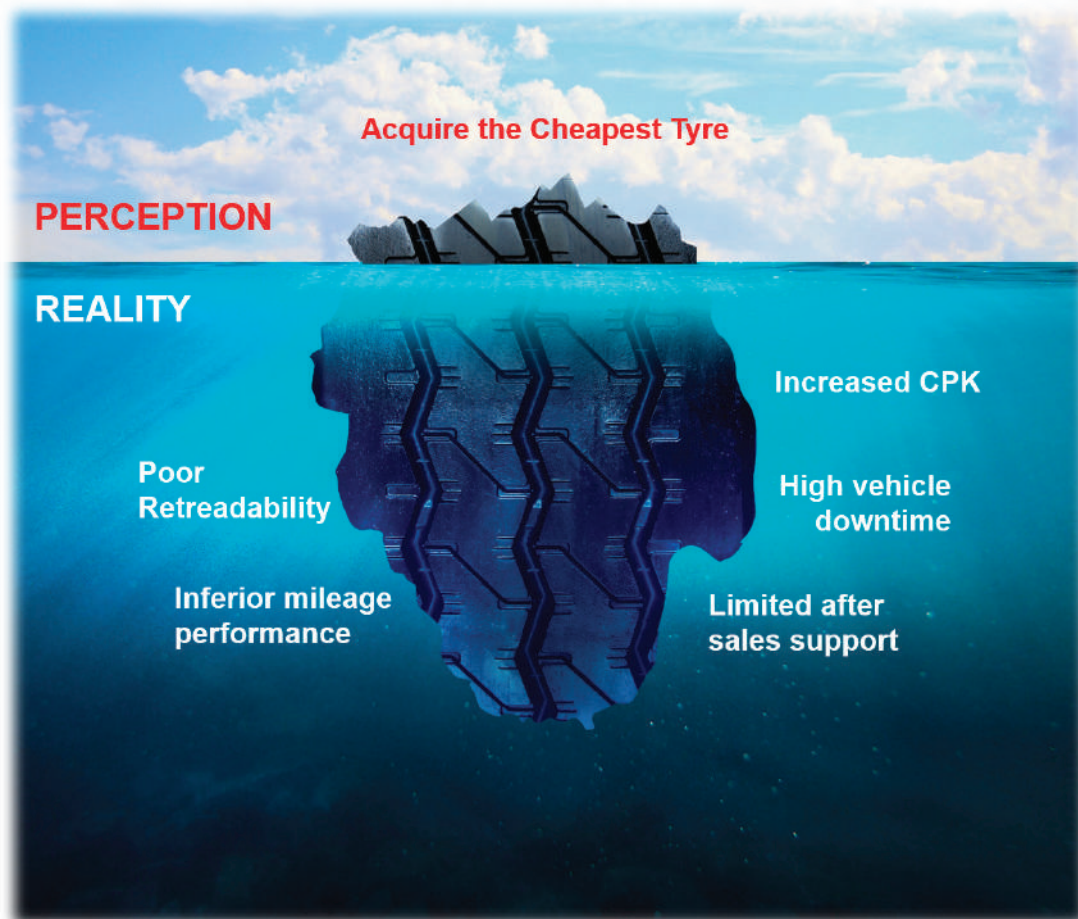
Borehole water has numerous benefits including being rich in minerals and chemical free. Borehole supply increases property value, decreases the demand on the municipal water supply and allows for growing of fresh vegetables.

“SRSA will continue to look for sustainable projects in 2022 and beyond. Our focus will be in the Ladysmith region and we will be carrying out future projects under our CSI Education pillar. We are committed to improving the quality of education and educational facilities in the district by supporting various projects,” says De Freitas.

Managing vs. OPTIMIZING your tyre budget

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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.

MICHELIN sets out the challenges of 100% sustainable tyres

The tyres of the future will be 100% sustainable, throughout their entire life cycle:

Design: tyres composed of 100% bio-sourced or recycled materials by 2050 and 40% by 2030.

Manufacture: net zero CO2 emission production plants by 2050.

Logistics: transporting less and better and developing alternative means of transport.

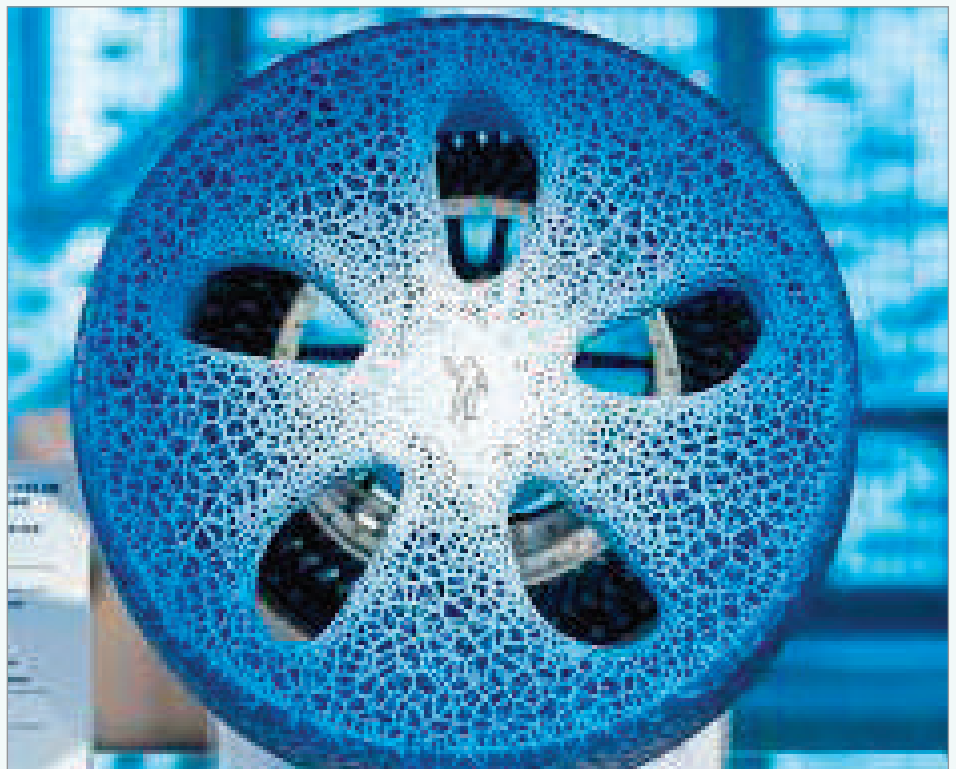
Use: low rolling resistance, long-term performance, lessening tyre wear particles and connected tyres.

End-of-life and recycling: making today's waste into the resources of tomorrow for tyres and beyond. Michelin and Bridgestone call for structure to be given to the segment.

– On the occasion of its first Media Day, at the Group's global Research and Development center in Clermont-Ferrand, Michelin set out the challenges associated with 100% sustainable tyres.

To counteract the climate emergency, 100% sustainable tyres are a challenge that the Group must address in the next few years. In order to achieve this, Michelin is drawing on all of its innovatory ability, its capacity to develop new innovative technologies in ecosystems, and is taking action at each stage of the tyre's life cycle.

As early as the design phase, tyres incorporate an increasing amount of bio-sourced or recycled materials (natural rubber, bio-sourced resins, recycled plastic, etc.). Michelin engineers are involved with a number of research projects, conducted in partnership with



start-ups, laboratories and universities. By 2030, Michelin is committed to achieving on average 40% sustainable materials in its tyres. By 2050, this level will reach 100%.

During tyre manufacture, Michelin is committed to reducing the environmental footprint of all of its production plants, in terms of the consumption of solvents and energy, generated waste, CO2 emissions and water abstraction. Since 2005, the Group has already halved its impact. For 2050, Michelin aims to achieve:

Zero net CO2 emissions for all Michelin production plants.

Zero impact on water availability for local communities in which the Group is active

The total removal of solvents from tyre manufacturing.

As for logistics, the Group undertakes to transport less, transport better and transport differently. Michelin thus seeks to reduce CO2 emissions resulting from logistics by 15% by 2030 compared with 2018. It is also gradually developing alternative means of transport, such as electric and hydrogen-powered vehicles, as well as sailing cargo. For example, the Group has announced an initial partnership with Neoline, an operator of wind-propelled vessels, for decarbonized transport between Halifax and Saint-Nazaire.

During road use, when between 75% and 90% of the tyre's environmental impact

occurs, Michelin is acting on a number of performance levers:

A long-standing player when it comes to attenuating rolling resistance, the Group is continuing to invest and innovate to create tyres which enable fuel savings and increased autonomy for electric vehicles. Michelin has dramatically improved the rolling resistance of its tyres by improving their performance by 1 to 2% each year over the last 30 years.

Sustainable performance is an integral part of the genetic makeup of Michelin tyres; providing tyres which are safer, whether they are new or used. The Group continuously progresses in this domain. If all tyres were used until their wear limit, 128 million fewer tyres would be used per year in Europe, that is a saving of 6.6 million tonnes of CO2 emissions each year.

Michelin has also been investing for many years in the reduction of wear particles in tyres. Michelin is committed to continuing the reduction of overall emissions of particles in its new ranges beyond the 5% already reached since 2015. In the context of the implementation of European tire abrasion regulations, the Group is contributing to defining the testing method.

Finally, digital technologies and the development of connected tyres optimise tyre use for individuals and professionals and enable a reduction in their environmental impact (speed of use, fuel consumption, pressure and temperature monitoring of tyres, RFID chips to track tyres throughout their lifetime and so on).

At end-of-life, Michelin aims to transform used tyres into raw materials, which will be put back into the production process for making new tyres and manufacturing new products. The end-of-life period of tyres is a major global issue. Indeed, each year 1.6* billion tyres are discarded, that is 26 million tonnes. On this important matter, Michelin and Bridgestone jointly launched a call to action on November 22, 2021, to enrich the recycling ecosystem for end-of-life tyres and to promote the circular economy within the rubber industry. The two global tyre leaders hope to enable and increase the use of carbon black from recycled tyres.

"The climate emergency is upon us, and the COP 26 has just reemphasised this! Like all mobility players, Michelin has a duty to take action to address our environmental challenges. Because they are in direct contact with the aspirations of customers and society, companies must be part of the solution. 100% sustainable tyres represent an immense challenge for all of the Group's teams. This challenge spurs us on to invent new disruptive technologies and to change our *modus operandi* in ecosystems. It is a perfect illustration of Michelin's fundamental purpose, which continually innovates to make mobility ever safer, more accessible, more efficient and more respectful of the environment", stated Florent Menegaux, Michelin Group CEO.

Tyres, which are Michelin's core business, represent a major source of growth as part of the Group's "All Sustainable" strategy. They will represent more than 70% of Michelin's total business by 2030, with a total turnover which is set to increase significantly.

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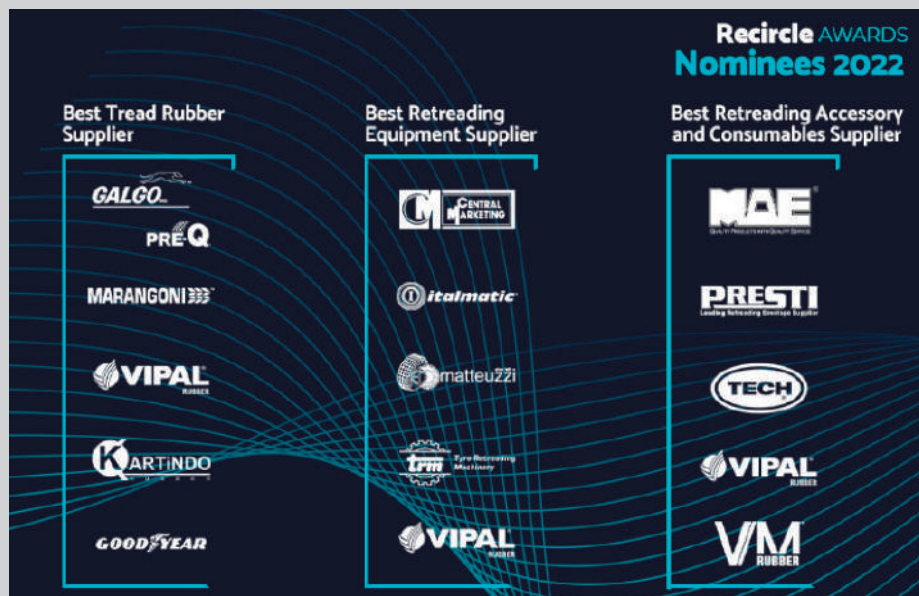
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RECIRCLE AWARDS 2022: Nominations Shortlist Announced



Voting will close at 23.59 GMT on Friday, March 11, 2022, and the winners of the Recircle Awards will be announced on Monday, April 25th, 2022.

- Nominees for 14 categories revealed
- Voting process now open
- Date for announcement of winners reconfirmed

The shortlist, selected from a preliminary list of candidates nominated by members of the public, was chosen by a 15-strong Nominations Committee, consisting of respected tyre industry journalists, trade association directors and independent consultants from around the world.

The shortlist of nominees for the 14 award categories which are open to the public vote is as follows:

Best Tread Rubber Supplier

- Goodyear
- Kartindo Rubber
- Pre-Q Galgo
- Marangoni
- Vipal Rubber

Best Retreading Equipment Supplier

- Central Marketing
- Italmatic
- Matteuzzi
- TRM
- Vipal Machinery

Best Retreading Accessory and Consumables Supplier

- MAE
- Presti Rubber
- Tech

- Vipal Rubber
- VM Rubber

Best Tyre Recycling Industry Supplier

- Eco Green Equipment
- Eldan Recycling
- Fornnax
- Forrec
- Krauss Maffei

Best Tyre Derived Recycled Product

- BASF / Vaude
- Ceyes
- Ecore International
- SustrendLab
- XTyre

Employee of the Year

- Bernardita Diaz (Sustrend)
- Fabiano Santos (Marangoni Tread Latin America)
- Jim Foughty (Goodyear)
- Joerg Taylor (Marangoni)
- Sebastiano Tamburello (NeroForce)

Best Tyre Retreader

- Continental
- Insa Turbo
- Marangoni
- Radburg
- Vaculug

Best Tyre Recycler

- Genan
- GRP Ltd
- Liberty Tire
- Murfitts
- Scandinavian Enviro Systems

Best Company Director

- Aleksey Gryshchenko (Yashina)

- Eduardo Acosta (Neumaservicio)
- Eduardo Nava (Pre-Q Galgo Corporation)
- Jim Fairweather (Tyrecycle)
- Patricia Malnati (Jomsalva SA)

Tyre Pyrolysis Award

- Bolder Industries
- Ecolomondo
- Enrestec
- Pyrum
- Scandinavian Enviro Systems

Circular Economy Award

- AZUR Network
- Continental
- Kal Tire
- Marangoni
- SustrendLab

Best Tyre Recycling Research Project

- Blackcycle
- Flinders University
- Leticia Saiz Rodríguez / José María Bermejo Muñoz
- Rice University
- RMIT Australia

Best EPR Scheme

- Ecopneus
- SDAB
- SEGINUS
- Signus Ecovalor
- Tyre Stewardship Australia

Spirit of Retreading Award

- FM Pneus
- Gummiservice Produksjon
- Kayel Tyre Retread
- Medina-Med
- Seryt Tyres

David Wilson, Chairman of the Nominations Committee and Publisher of Retreading Business and Tyre & Rubber Recycling professed himself to be delighted with the response from the market to this year's nominations process. "We had over 850 individual nominations for this year's Recircle Awards," he said, "and, once again, we were gratified to see a balanced list of shortlisted nominees from around the globe. I wish them all the very best of fortune in the forthcoming voting process."

VMS has also announced that the voting process for the 2022 Recircle Awards is now open. Members of the public can vote for their preferred nominees by casting their vote via the Recircle Awards website at <https://recircleawards.com/categories-2022/>. Voting is restricted to one vote per person per award category.

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X CITING ADVENTURES AWAIT

BRIDGESTONE Completes Acquisition of OTRACO OTR TIRE MANAGEMENT SOLUTIONS Business from Downer



Bridgestone Corporation (Bridgestone) has announced that its group company Bridgestone Mining Solutions Australia Pty. Ltd., has completed acquisition of Otraco International Pty Ltd (Otraco)*1, an Off-the-Road (OTR) tire management solutions provider, from Downer EDI Limited. on December 1, 2021, after getting regulatory approvals and satisfying other customary conditions. The transaction is valued at AUD 79 million (approx. JPY 6.6 billion*2).

This acquisition is a part of strategic growth investment to accelerate global expansion of its solutions business planned in the Mid Term Business Plan (2021-2023)*3, aligned with the vision "Toward 2050, Bridgestone continues to provide social value and customer value, as a sustainable solutions company." Bridgestone defines mining tire and solutions business as an important major business, in which the

Group continuously and proactively injects its strategic resources.

Otraco is an OTR tire management solutions provider, having skilled tire technicians located at mine sites in Australia, Chile and South Africa. It also provides its proprietary computerized tire management system (Otracom) for safe and efficient operations of mining customers.

Otraco will reinforce Bridgestone Group's service network, which is already in a global leading position. It will also create synergy with the Group's mining tire and solutions business.

Bridgestone Group provides proprietary mining tire and solutions business globally, which aims to support safe and efficient operations of mining customers, contributing to the improvement of their productivity, and addressing sustainability issues such as reduction of CO2 emissions and increasing resource productivity.

Based on the Mid Term Business Plan

(2021-2023), the Bridgestone Group will execute strategic growth investments to strengthen its tire business as core business, and expand its solutions business as growth business, to evolve into a sustainable solutions company that continues to provide social and customer value.

Bridgestone expects the impact on its consolidated financial results for 2021 to be minor.

Overview of Otraco

Company Name: Otraco International Pty Ltd

Location of Headquarter: Brisbane, Queensland, Commonwealth of Australia

Representative: Gregory Glennon

Number of employees: Approximately 860 (as of March 31, 2021)

Capital: 2,630,919 AUD (as of March 31, 2021)

Operations: Maintenance, monitoring and asset management solutions of OTR tires

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GOODYEAR Appoints COOPER Execs to Manufacturing, Supply Chain Posts

The Goodyear Tire & Rubber Company announced that two legacy Cooper Tire executives have been named to leadership positions in its Americas manufacturing and supply chain organisations.

Scott Cole, formerly vice president, Cooper global operations, will assume the role of vice president, Goodyear Americas manufacturing, leading the company's integrated Americas factory footprint, Goodyear said. During his tenure at Cooper Tire, Cole held a number of key roles, including plant manager of the company's Texarkana facility and vice president of global operations. He previously held roles at Fiat Chrysler Automobiles.

Mike Calabro, formerly executive director, Cooper North America supply chain, will assume the role of vice president, Goodyear Americas supply chain, Goodyear said. Before joining Cooper Tire, Calabro held several supply chain, manufacturing, operations and sales roles at the Whirlpool Corporation and Mueller Industries.



These appointments come as Steve Pauly, vice president of Goodyear Americas operations, and Bill Gaudet, vice president of Goodyear Americas supply chain, announced their plans to retire in 2022, the company said.

Cole and Calabro will closely collaborate with their predecessors throughout the

extended transition period to define 2022 plans and develop an integrated structure for Goodyear's combined manufacturing and supply chain organisation.

Goodyear recently acquired Cooper Tire, a move that united two companies to create a stronger U.S.-based leader in the global tyre industry, Goodyear said.

MICKEY THOMPSON, COOPER Brands Win at SEMA New Product Awards



At the 2021 SEMA Show, Mickey Thompson Tires & Wheels' Baja Legend EXP off-road tire claimed the Best New Product Award, and Mickey Thompson's ET Street Front drag tire and Cooper Tire's Discoverer Snow Claw were named to the award's two runner-ups. Goodyear earned a complete sweep of the award in the Tire and Related Product category with these awards.

SEMA's Best New Product Awards are presented to the most innovative and cutting-edge automotive aftermarket products, and Baja Legend EXP, ET Street Front and Discoverer Snow Claw emerged in their respective categories.

Mickey Thompson and Cooper's award-winning tires will be on display throughout the 2021 SEMA Show at booth 84180 and 45021, respectively. The featured tires include:

- **Baja Legend EXP:** Features optimized tread design for maximum on and off-road grip and a smooth, quiet ride. The Baja Legend EXP's variable length and depth Sidebiters provide a bold look, off-road traction and sidewall protection.
- **Discoverer Snow Claw:** Features patented Snow Groove technology, which traps snow in the grooves of

the tire for greater traction, handling and stopping power. Rigorously snow-tested in four countries across three continents, Discoverer Snow Claw gives drivers confidence and grip on the road in the bitter cold, snow and ice, the company says.

- **ET Street Front:** Provides the potential for quicker elapsed times with a DOT-approved front skinny design. ET Street Front is a lightweight tire that features radial construction and lower rolling resistance and was made for early-and late-model muscle cars, hot rods and street rods.

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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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