

Southern Africa

TREADS DIGITAL

Vol 29 • Feb / Mar 2022

www.satreads.com



BLACKCIRCLES ONLINE TYRE PURCHASING PLATFORM LAUNCHED IN SA

WASTE BUREAU TO
REMAIN IN CHARGE OF
WASTE TYRES

COVID-19 IMPACTS
ON SUPPLY CHAIN
DISTRIBUTION

BRIDGESTONE
RECOGNISED AS
TOP EMPLOYER

THE TIRE
COLOGNE 2022 IS
GOOD TO GO



Editor's Corner

Two months into 2022, perhaps the most striking development in our industry has been the launch of Blackcircles, an online tyre purchasing site that promises to revolutionise the way buyers approach tyre selection, purchase and fitment.

Unlike some of its predecessors, Blackcircles is based on a business model that is likely to meet favour with both manufacturers and retailers, while simultaneously providing the consumer with a reliable, convenient and professional online tyre purchasing option. In an exclusive interview with SA TREADS, Devlin Moodley explains the rationale behind Blackcircles and what it is likely to mean for the South African market. This, on page 2.

We further delve into the waste tyre saga, which continues to raise concerns, with no firm plan in sight. The industry experienced a further blow in January, after being notified that the Waste Management Bureau had taken over the entire management of waste tyres and that existing transporters' contracts had been terminated with immediate effect. Thankfully, TEPA was quick to intervene, and after a succession of meetings between DFFE, Waste Bureau and

industry, a short-term resolution to the growing problem has been found.

For the time being, the Waste Bureau will remain in charge of the collection and disposal of scrap tyres, but with certain stipulations in place. This agreement was reached in the face of growing cries by manufacturers and dealers whose premises are being overrun by mounds of scrap tyres, posing health risks and violating their contractual obligations to their landlords. Our story on page 6 explains some of the interim measures that are to be introduced.

And while regulations around Covid-19 might be starting to relax, the impact of the pandemic to the global supply chain is undeniable. This story, together with an array of local and international news completes our Feb/March 2022 issue.

Happy reading!

Liana

Southern Africa
TREADS
DIGITAL

contents

Interview

Blackcircles Online Tyre Purchasing Platform
Launched in SA - An Exclusive with
Devlin Moodley 2

Feature

Waste Bureau to Remain in Charge of
Waste Tyres 6
Covid-19 Impacts on Supply Chain
Distribution 8

Local News

Bridgestone recognised as Top Employer 10
Messe Frankfurt South Africa Announce
Let's Talk Business Webinars 12
Supa Quick Plants Back into SA Forests 12

World News USA

Impressive Gains for Goodyear 15
Goodyear Announces New Climate
Ambition, Commits To Science-Based
Targets 16
Cooper Tire's Discoverer Rugged Trek
wins Global 2021 Good Design Award 16
Goodyear develops 70% Sustainable-
Material Tyre with Industry leading
Innovations 18
Goodyear extends Airless Tyre Technology
to autonomous starship robots 18

Retreading

Local is Lekker 17

World News Europe

Michelin launches New Michelin Pilot 20
Pirelli P Zero tyres chosen as OE fitment
for new Alfa Romeo Tonale 21
The Tire Cologne 2022 is good to go 22
Nokian Tyre introduces concept tyre
made with 93% of recycled or renewable
materials 24

Editor: Liana Shaw
European contributor: John Stone
Design & Layout: Simone Anderson
Advertising SA: Liana Shaw – satreads@mweb.co.za
Advertising EU: Sapphire Media
ON THE COVER: Devlin Moodley

Visit www.satreads.com
to see our past issues

Publishers Sky Publications cc • PO Box 702, Douglasdale, 2165
Tel: 011 658 0011 • Fax: 011 658 0010 • Cell: 082 851 6777 • Email: satreads@mweb.co.za
www.satreads.com





BLACKCIRCLES

ONLINE TYRE PURCHASING

PLATFORM LAUNCHED IN SA

AN EXCLUSIVE WITH **DEVLIN MOODLEY**

Blackcircles, the online tyre retailer platform launched by UK entrepreneur Michael Welch, has debuted in South Africa. Founded almost 20 years ago, Welch and his team first launched this service offering in 2001 in the United Kingdom – which works in partnership with a network of more than 2500 independent garages. Since then, Blackcircles has expanded globally with franchises in Mexico, Egypt, Thailand, Canada and now South Africa.

Blackcircles South Africa is run as an independent division of Sumitomo Rubber SA. General Manager, Devlin Moodley elaborates on this new concept, the benefits to the consumer and what makes it different from other online tyre purchasing platforms that came before it, most of which did not muster sufficient industry buy-in to ensure sustainability.

Tell us more about this exciting new development Devlin. When was the official launch and how does the platform work?

Blackcircles officially launched in South Africa on 8 December 2021, but it was only early in 2022 that we began actively marketing the platform via YouTube, social media platforms, google and other digital spaces. In the near future, we will also be introducing it to google shopping.

The Digital First approach is growing in the minds of consumers, which is why we are focusing heavily on the digital space for visibility and brand promotion.

The concept behind the Blackcircles online purchasing platform is linked, first and foremost, to the tyre supplier (manufacturer / importer / wholesaler), showcasing an array of premium brands and sizes in the passenger and SUV market segment.

This unique platform allows the consumer easy access to the brand of their choice as well as to the fitment store of their choice, from a list provided on the site.

What has been the response from the local manufacturing sector?

We have been in discussions with the manufacturers for the past eight months, focusing mainly on the leading brands available in South Africa, which we are pleased to report are all featured on the Blackcircles platform.

Suppliers are well aware that the online marketplace is coming and that it will rank as another key buying choice - of the market in years to come.

Currently, we are streamlining our supply so as to be able to source product directly from the multiple manufacturers.

Has there been any skepticism around SRSA having sole rights to the platform?

In the beginning, perhaps, but once they came to realise that Blackcircles is run independently, and that it was not an exclusive SRSA purchasing site, sentiment began to change.

We are confident that as time wears on and we are able to record volume growth via Blackcircles, we will see even greater buy-in.

So, are only premium brands available via BC?

As our focus is primarily on the consumer, we recognise the importance of making tier 2 and tier 3 products available, which we have done. We are cognisant of return channels and recourse for non-compliant tyres and will only feature brands where the necessary processes are available. Our



This unique platform allows the consumer easy access to the brand of their choice as well as to the fitment centre of their choice.

reputation is tied to the products and services we offer, hence we analyse each brand to be sold on the site.

In short, we are focusing on leading brands coupled with professional service and competitive pricing.

Are you able to compete on price at this stage?

Feedback from consumers using the platform has been positive on the whole, but there is room for improvement to our pricing, which we are actively addressing.

Bear in mind that different geographical regions in the country have different price points. To ensure a uniform price point on an online platform is a challenge. We need to offer the consumer the best possible price, but added to this, we need to ensure that our fitment partners remain profitable.

Working closely with suppliers and fitment centres is what will ensure the best possible offering that is essential if we are to remain market related.

How do the fitment centres join the platform and how many do you currently have on board?

We are engaging with the retail sector by way of face-to-face discussions, emails and calls in an attempt to plug the geographical gaps, and will ensure quality standards are adhered to by way

We are focusing on leading brands coupled with professional service and competitive pricing.

The first screenshot shows the Blackcircles.co.za landing page. It features a green header with contact information and a navigation menu. A central banner highlights '4 EASY STEPS TO BUY AND HAVE YOUR TYRES FITTED LOCALLY'. A chatbot window on the right asks for user details to provide personalized service.

The second screenshot shows the 'Choose Your Tyre Size' section. It includes dropdown menus for Width (205), Ratio (55), Rim Size (R16), and Speed Rating (All), along with a Province dropdown set to Gauteng. A 'Search' button is prominently displayed.

The third screenshot shows the 'Choose from the following leading brands' section. It displays a grid of nine tyre brands: Dunlop, Bridgestone, Continental, Michelin, Goodyear, Sumitomo Tyres, Pirelli, Falken, and BFGoodrich. Each brand has a corresponding logo and a 'Tyres' label.

The fourth screenshot shows the 'Fit your new tyres at one of our trusted fitment partners' section. It includes a location search bar with a 'Search' button and a 'Locate me' button. Below this is a map of South Africa with numbered regions (1-9) for selection.

of audited check procedures. We are selective in our approach when it comes to our retail partners, so as to ensure that the offer on our platform aligns with the service being provided by the various stores.

We launched with 36 fitment partners and are now up to 67, with representation across all the provinces. Our next focus is to improve the number of options in the top 20 cities in South Africa.

During these discussions, we are also addressing some of the noise around the launch of Blackcircles and clearing up any of the misperceptions that might

be circulating in the marketplace.

Blackcircles was born with the modern consumer in mind, in a bid to them finding and fitting tyres via a completely stress-free process.

Is the online process user-friendly?

We have received a number of compliments from consumers who found the online journey smooth, easy and stress-free.

Users begin with a search either by vehicle or wheel size. They are then able to choose their tyres and desired fitment centre. Once payment is made through



The system is set up to accommodate all market segments.



Customer reviews



Poloko Legacy Léfifi recommends Blackcircles - South Africa.

December 23, 2021 · 🌐

Excellent service, very professional and quick. Bought a Bridgestone tyre and was delivered quickly to Johannesburg



Demi Moodley recommends Blackcircles - South Africa.

16h · 🌐

Service was great! Purchased the tyres online for my dad and having them fitted on was a breeze. First time using the site - entire process was quick and easy, 10/10 would recommend 🍷🍷



Nalani Naidoo recommends Blackcircles - South Africa.

5d · 🌐

Excellent service received. I ordered my tyres online, received an appointment for fitment. Did not need to follow any queues. Online Tyre purchase is the definitely the way forward. I was done in 30 minutes with fitting the tyres. The customer service at Big Shot Tyres was excellent 🍷

Thank you.

our secure gateway, the journey towards tyre replacement begins and the customer simply needs to arrive at the dealership for the fitting.

Are you looking to expand your current portfolio by way of additional market segments?

The system is set up to accommodate all market segments, so yes, in time we are hoping to expand on our offering. It comes down to finding the right fitment partners in the respective areas.

Any final thoughts Devlin?

The Blackcircles.co.za website is run by a team of forward-thinking individuals that are already working hard to deliver the best tyres at the best prices. These experts are motivated by the simple fact that it is time to change the way that South Africans buy and fit tyres. For too long, consumers have been following the older, traditional and outdated process of choosing their tyres in person.

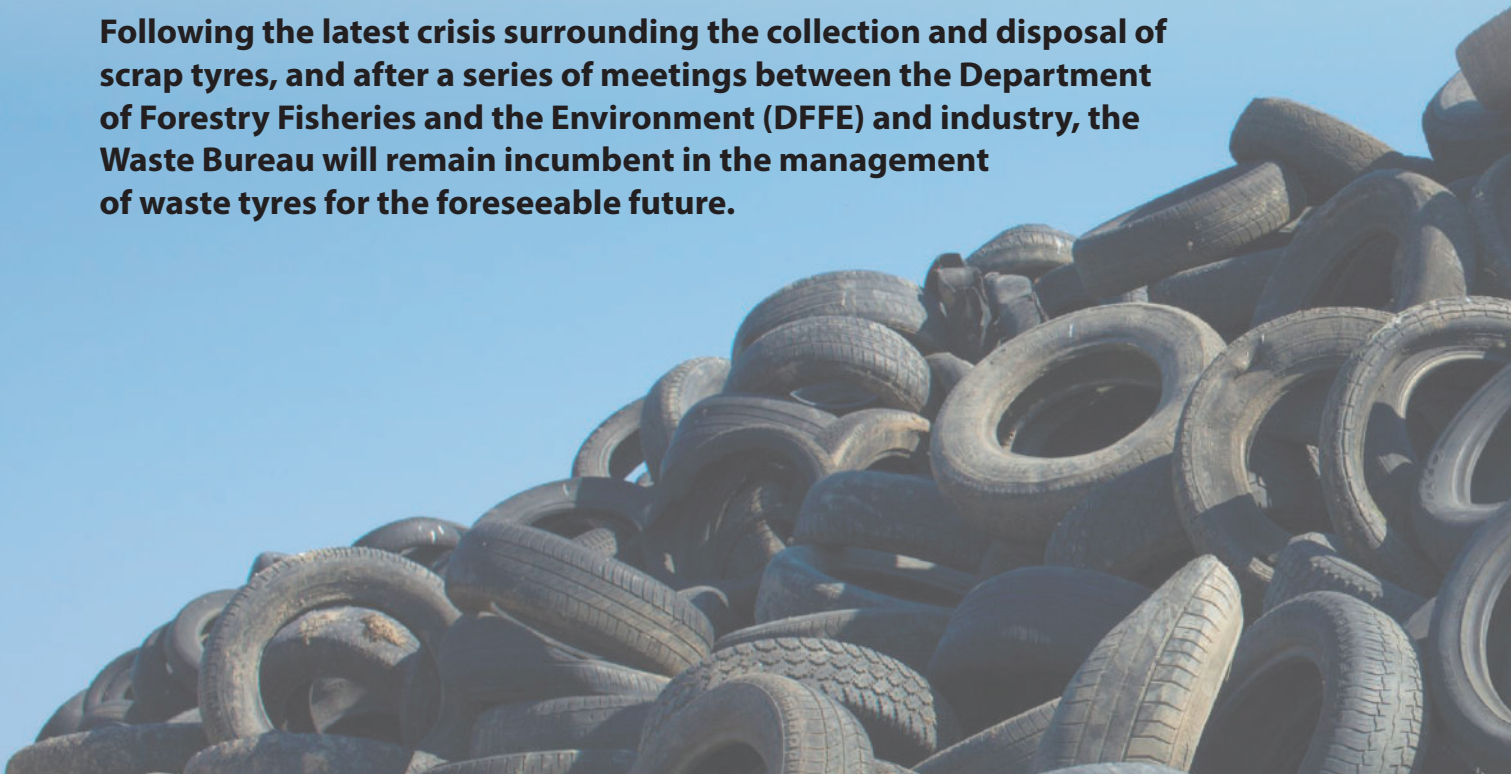
Blackcircles.co.za not only allows purchasing tyres to be completely straightforward but also does so with a platform that is entirely transparent as well as smooth, simple and secure. Above all else, we want convenience to be the main takeaway from everyone visiting our website.

We will catch up with Devlin Moodley later this year to report on any new developments.

 **blackcircles.co.za**
click & fit[©] tyres

WASTE BUREAU TO REMAIN IN CHARGE OF WASTE TYRES

Following the latest crisis surrounding the collection and disposal of scrap tyres, and after a series of meetings between the Department of Forestry Fisheries and the Environment (DFFE) and industry, the Waste Bureau will remain incumbent in the management of waste tyres for the foreseeable future.



This, in spite of the Section 29 Waste Tyre Management requirements being at an advanced stage of development. The reason, they claim, is that the requirements still need to be opened for public comment and final revision which undoubtedly will take some time to complete. Only once this process is finalised, will the DFFE or Waste Bureau be able to start the process of sourcing, via a tender system, the future incumbent "Implementors" who will be required to meet and fulfill the demands of The Section 29 requirements.

Moreover, the Tender process is expected to require some degree of consideration in timing for potential "Implementors" to draft their operational plans in line with Section 29 requirements, before being finally awarded.

Next, once the correct procurement processes have been completed, the Implementors will be able to set up operations – unless they are already in a situation where the Section 29 requirements would be an additional extension to their existing operations. In either case, the new Implementors

would need time to equip and establish the required systems, in line with Section 29 requirements, a factor which is now also being taken into consideration in the time frame that the Waste Bureau will remain incumbent.

In the interim, the Waste Bureau, in conjunction with DFFE and industry, have agreed to set up an advisory committee to provide guidance and direction to the Bureau in the current efficacy of operations, a move that is expected to facilitate greater transparency and communication between the three parties.

Allegedly, the DFFE has recognised the need to establish a formal operational project plan for the next 18 to 24 months for the Bureau – a major step towards finding a workable solution for the three main facets of the management of waste tyres, namely: collection/transport; storage/depots and processing into the circular economy.

According to the two government bodies, the project plan is intended to set out the operational requirements in line with the development of processing capacity to alleviate the pressure points at storage/depot level, in order to provide a more efficient

collection/transport service to industry.

Further short to medium term storage space is being sought as a stop-gap, until processing is adequately expanded.

In addition, options are being explored to allow for a better streamlined and commercially flexible entry into the processing sector, by investors in the market.

In the short term, government authorities claim that storage/depot space is being optimised across the country to provide additional capacity to receive waste tyres when they are collected from dealers by transporters.

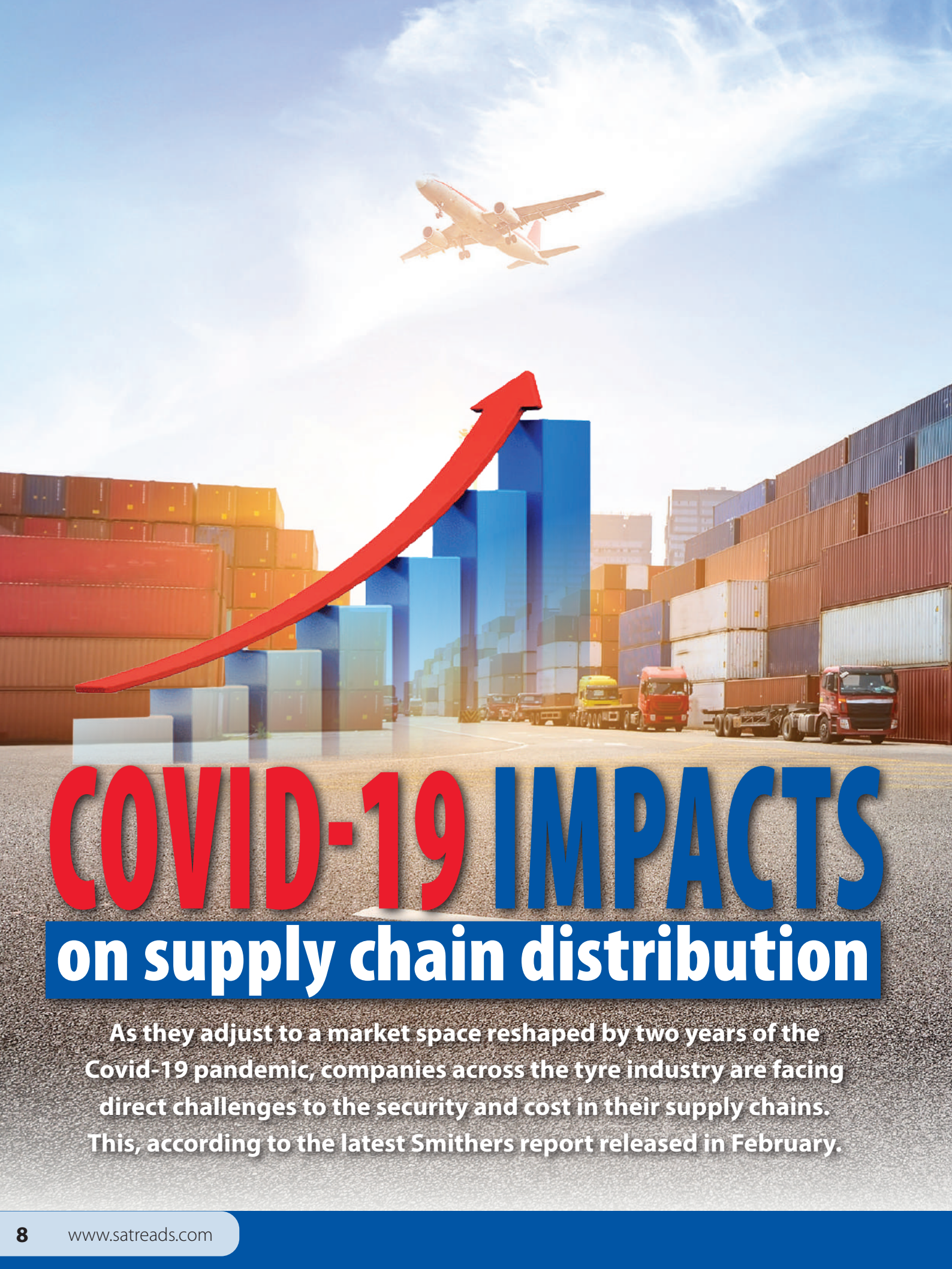
Notwithstanding, this is likely to remain an ongoing disruptive process with the service at tyre dealers remaining under pressure until the contingency actions have been implemented and are operational.

"The most important current advice to any RMI/TEPA tyre dealers who are experiencing space constraints is to report the problem to the TEPA office where the problem will be escalated to the Bureau. Action can then be measured and followed up on to ensure the best possible outcome," said Hedley Judd, National Director.

He added: "All TEPA tyre dealer issues/complaints are escalated immediately upon receipt and followed up until resolved."

The link - Waste Tyre Escalation Request – TEPA South Africa – can be used to escalate issue or concerns. Alternatively, TEPA members can forward their complaints to marietjie.smith@rmi.org.za, along with their RMI membership number.

An interim advisory committee will be set up to provide guidance and direction to the Bureau.



COVID-19 IMPACTS

on supply chain distribution

As they adjust to a market space reshaped by two years of the Covid-19 pandemic, companies across the tyre industry are facing direct challenges to the security and cost in their supply chains. This, according to the latest Smithers report released in February.

How to negotiate these critical challenges in the short and medium term is examined in detail in a new dedicated industry study – **The Impact of Supply Chain Disruption on Tire Manufacturing** – from Smithers. Success in this field will be vital to future profitability as global tyre sales rebound to reach a forecast \$278.6 billion – 2.47 billion units – in 2022.

During its detailed and penetrating survey of all stages of tyre manufacturing, sales and distribution, Smithers has identified the following major trends that will define the industry across the next decade:

- **Sustainability:** The push to integrate more recycled and alternative bio-based materials in tyre construction will lead to new priorities in material sourcing, manufacturing, and end-of-life disposal. This is creating a premium on designing better low rolling resistance tyre compounds, as well as developing commercial applications for recovered tyre materials, both within the industry and beyond
- **Material pricing:** The unprecedented shock delivered by the Covid-19 pandemic to tyre demand and sales has subsided. The supply of essential raw materials continues to be an immediate priority – as sourcing and pricing of both natural rubber and petrochemical feedstocks remain volatile
- **Shipping and logistics:** There are additional challenges caused by rises and delays in both international shipping and haulage rates. This is leading to an extra focus on security and efficiency in distribution
- **Online and digital:** E-commerce sales are becoming increasingly important, and supply chains need to evolve to respond to this, including the emergence of mobile installation service models
- **SKUs:** Tyre OEMs and dealers are diversifying, supplying more specialised tyres, especially for the electric vehicle segment, which has been supercharged across 2020-2021. The need to manage inventories with a greater number of stock-keeping units (SKUs) is creating an impetus for

smarter, more responsive demand planning, intelligent production scheduling and delivery

- **Workforce:** In the short term, a lack of trained labour in US tyre manufacturing and distribution facilities is creating a further impediment even as OEMs react to the latest omicron-driven fluctuations in sales. In the longer term it may spur greater investment in automation in tyre manufacturing and warehousing
- **Geopolitical issues:** especially the imposition of import tariffs – will continue to influence that market, leading to new decisions on the location of production plants and exports.

Smithers' exclusive analysis maps each of these impacts across the next five years. This is combined with critical insight into the business models and technology solutions that will enable the tyre industry to create more stable, smart, and sustainable supply chains for the future.

The Impact of Supply Chain Disruption on Tire Manufacturing combines Smithers' unparalleled knowledge of tire markets, production technology, and sales trends to provide a comprehensive business strategy tool for organisations at any stage of the tyre industry value chain.

It is available for purchase now priced \$6,750 (€5,950, £4,950).

E-commerce sales are becoming increasingly important.

BRIDGESTONE recognised as Top Employer

Bridgestone Southern Africa (BSAF) has been certified as one of South Africa's leading companies to work for by the Top Employers Institute, the global authority on recognising excellence in people practices.

The tyre manufacturer, measured against 113 companies in South Africa, achieved an overall Top Employer score of almost 90% surpassing the benchmark of 85.49%.

"We are incredibly proud of the hard work that has gone into attaining this very important achievement," says Bridgestone South Africa CEO Jacques Fourie. "We have gathered the best minds in our business to develop systems and processes that not only supported our people through the pandemic but equipped them to achieve their highest potential in a truly world-class South African manufacturing operation that competes with some of the best in the world."

Through an external review and audit of people, processes and practices against world class standards, Top Employer scored Bridgestone highly on each of the six modules assessed, which are:

- **Steer:** business strategy, people strategy and leadership;
- **Shape:** organisational change, digital human resource, and the work environment;
- **Attract:** employer branding, talent acquisition and onboarding;
- **Develop:** performance, career, and learning;
- **Engage:** wellbeing, engagement, rewards, recognition, and onboarding; and
- **Unite:** values, ethics and integrity, diversity and inclusion, and sustainability.

Of note were 100% scores in each of the areas of business strategy, leadership, organisation and change, work environment, values, ethics and strategy, and sustainability.

In its HR Trends Report 2021, the Top Employers Institute noted that navigating the new world of work will be crucial for companies that seek to deliver a superior working experience for their employees and attract prospective quality candidates.



**Bridgestone
South Africa CEO –
Jacques Fourie**

Across 1691 top employers worldwide, 93% are already using social tools such as Microsoft Teams or Slack to collaborate internally. However, the report says offices will remain attractive for the social interaction and networking opportunities they offer.

Furthermore, reinventing the role of the People Function (human resources) means providing agile online learning platforms, more transparent leadership assessment and feedback, encouraging employees to share their goals and feedback, ongoing onboarding, diversity, inclusion and belonging, as well as a greater sense of purpose in their work.

Bridgestone Southern Africa has recently embarked on an extensive repositioning of its brand, a restructuring of operations and talent acquisition to drive over the past three years, redefining the business to be more than just a tyre producer, but a total mobility provider with an emphasis on safety and performance across its various segments.

Through its many efforts to become a more transformed organisation, the company achieved the industry-first of a Level 3 Broad-based Black Economic Empowerment certification, coming from Level 7 prior to 2019. In 2021, major improvements were made in ownership, management control and employment equity, with strong and stable

scores in skills development, enterprise and supplier, and socio-economic development

"In charting a new path for the Bridgestone business in South Africa, and the broader continent, we want to be driven by a philosophy that touches on every aspect of our operations and partner network in an integrated way, to become a truly future-facing organisation," Fourie says. "We don't just see diversity and inclusion in terms of race and gender, but also in terms of a diversity of perspectives, ideas and backgrounds. Many of our leaders come from outside the tyre industry and have already injected fresh thinking in tackling problems that may have perplexed the industry for a long time."

"As we evolve as a business, investing in cutting-edge machinery and digital platforms, we seek to also adopt a more sophisticated system of engaging with our people as more than just employees, but as partners in finding solutions on the journey," he adds.



BRIDGESTONE

BOTO *OTR* **RADIALS**

**CHOOSE
AFFORDABLE
QUALITY**

**THAT'S BETTER FOR
YOUR BUSINESS**



TESTED & PROVEN

***BOTO OTR Radials are
designed for enhanced traction,
hourage and durability for greater
efficiency & reduced operating costs***

GET THE BOTO ADVANTAGE FOR YOUR MACHINERY:

- Suitable for all OTR machines
- Full size range in 25" to 35" 'E' and 'L' type radials
- Robust steel belted radial construction
- Abrasion-resistant tread compound
- Steel belt reinforced tread area
- Modern tread patterns for a wide spectrum of OTR applications
- Manufactured to global quality standards
- Manufacturer's warranty.

**It all adds up to a lower cost per
operating hour**

FOR ORDERS AND INFORMATION:

Ken Martin on 083 387 8403 or ken@tafrica.net • Marlin Pillay on 071 880 9247 or marlin@tafrica.net

ONLY AVAILABLE FROM

Transafrica Tyre & Wheel

EXCLUSIVE DISTRIBUTOR FOR RSA, LESOTHO, SWAZILAND, BOTSWANA, MOZAMBIQUE, ZIMBABWE AND ZAMBIA

MESSE FRANKFURT SOUTH AFRICA Announce Let's Talk Business Webinars

Messe Frankfurt South Africa, the organisers of Automechanika Johannesburg, Africa's largest trade fair for the automotive aftermarket, and Absa are proud to announce the next in a series of webinars under the banner of 'Let's Talk Business', where industry leaders unpack the key trends shaping the market.

The webinars are aimed at sharing insights with those in the automotive and related industries concerning the latest innovations in technology, changes in regulation and policy, and challenges and opportunities across the sector.

In partnership with Absa Bank and organised by Messe Frankfurt SA, the third webinar in the series is scheduled

for 14:00 on 22 February 2022 and will focus on the evolution of the automotive retail sector, exploring the future role of dealerships and the shift towards digital retailing. The emergence and adoption of digital technologies have created consumer demand for customised solutions. Consequently, the automotive retail landscape is faced with a transition from

physical dealerships toward digital retailing, whilst grappling with the relationship between the two.

Messe Frankfurt SA and Absa have two more 'Let's Talk Business' webinars scheduled in the build up to Automechanika Johannesburg, which is scheduled to take place between the 7-10 June 2022 at Nasrec Expo Centre in Johannesburg.

For more information, or to register for the webinar, please visit the Automechanika website at www.automechanika.za.messefrankfurt.com or contact Amukelani Mathebula at Amukelani.Mathebula@za.messefrankfurt.com

LET'S TALK BUSINESS!

SUPA QUICK Plants Back into SA Forests

Tyre fitment centre group Supa Quick has launched its Tree O'Clock campaign through which it is committing to planting a tree for every hour that it is open over the course of 2022, amounting to 2609 trees, and an additional 1000 trees in the remainder of 2021.

In a donation of over R433 000 to non-profit organisation Greenpop, or R120 per tree, Supa Quick's contribution will go towards compensating for their carbon footprint. Each tree planted sequesters approx. 10kg of carbon dioxide per year, for a total of 39 ton per year for all the trees planted.

At Supa Quick, being more than tyre experts, we take our role in the community and the environment to heart," says Yolandi Grundeling, Supa Quick brand manager. "As a leading brand in the motor industry, we recognise the global climate crisis facing humanity, and environmental sustainability has to be an integral part of how we do business across our entire supply chain and the ecology of South Africa.

"In partnering with Greenpop, we are able to make a substantial impact on the environment through trees, which provide a vital function to both people, wildlife and the planet as a whole, acting as a cleanser of the air and water while providing a vital source of food," Grundeling says.

The South African Government's Low Emission Development Strategy (LEDS) has set the ambitious target for the economy to move towards ultimately reaching a net zero economy by 2050.

To achieve this, a variety of measures



need to be taken, including technological changes, innovative waste management and rehabilitation of the environment, and the large-scale planting of trees plays a crucial role in carbon mitigation.

Contributing to this, Greenpop has been planting trees since 2010, starting from its first small-scale reforestation and alien clearing project in Africa's southernmost forest, the Platbos Forest Reserve, collaborating with nature conservancies, private landowners, and key stakeholders.

Greenpop's work has expanded to include over 150 000 trees planted in reforestation and urban greening projects in South Africa,

Zambia, Malawi and Tanzania and by 2030, the project plans to have put 1 million trees in the ground.

"With our climate shifting and so much uncertainty around the health of the various species we share this planet with, there has never been a more significant time for businesses to take on the role of investing in a greener, more nature equitable future," says Misha Teasdale, Co-Founder and Director of The Greenpop Foundation NPC. "Protecting and restoring our natural world is our collective goal, for the healthy functioning of our ecosystems what we all rely on to continue our journey on this planet."

MAXXIS®
TYRES

RAZR
CUTTING EDGE
TECHNOLOGY


CONTACT US
TO JOIN THE
MAXXIS®
REVOLUTION



RAZR AT

RAZR MT

MAXXIS  **4X4**
ADVENTURE WITHOUT COMPROMISE

 (011) 314 2428 • (010) 300 0172 • 082 738 3232  cs@maxxis.co.za  www.maxxis.co.za

CST

**WHERE PASSION
MEETS THE GROUND**

**SAHARA ATS
ALL-TERRAIN
ALL DAY
EVERY DAY**

**SAHARA ATM
MADE FOR AFRICA**

**SAHARA
ALL-TERRAIN**

Available 2022



ATS

ATM



CONTACT US TO START YOUR *CST* ADVENTURE

Impressive Gains for GOODYEAR

Goodyear Tire & Rubber reported huge gains in 2021, turning last year's Cooper Tire acquisition into a boost that helped the company achieve a 42% net sales increase over 2020. Despite rising inflation and supply chain challenges plaguing the industry, Goodyear cashed in a cool \$17.5 billion. However, Goodyear stock prices dipped by about a quarter of its market value following its investor call on Feb. 11. Goodyear CFO Darren Wells indicated the company's free cash flow will roughly break even in 2022 due to rising inflation and high operating costs.

2021 Yearly Results

According to Goodyear, tire unit volumes totaled 169.3 million, up 34% from 2020. Replacement tire shipments also increased 41%. This growth also included tire unit volume related to the Cooper Tire merger, the benefit of stronger industry demand and improved market share. The company said original equipment volume was also increased by 13%, due to higher global vehicle production in the second quarter and market share gains. Goodyear's 2021 net income was \$764 million compared to a net loss of \$1.3 billion in the prior year's period.

Rich Kramer, chair, president and CEO of Goodyear, said he felt the company's push to win original equipment bids justified their Cooper Tire acquisition alone. He added it could not have come at a better time, as the need for OE has been growing in recent years.

"That justifies the investment," Kramer said. "[We needed] to make sure we had the capability in our factories to support the tires that we're gonna be designing and building, [especially] for electric vehicle platforms. The Cooper integration is off to a strong start, and we're driving the innovation necessary to ensure we continue leading our industry through the mobility revolution and beyond," he said.

During the presentation, Wells addressed the reasons he sees why



Goodyear will break even in 2022.

"Inflation, including incremental wage benefit, transportation and energy costs will result in higher operating expenses and will continue to be at levels beyond what we could offset with efficiency, at least through the first half," Wells explained. "Transportation alone will impact Q1 earnings by 20 to 30 million more than it did in Q4."

"This includes a working capital investment of around \$300 million, including the rebuild of America's inventory that we were not able to complete in 2021. It also reflects an increase in capital expenditures," Wells continued. "This spend will include upgrades for more complex tire designs, including those required for electric vehicle fitments."

Following this presentation, Goodyear stock dropped from \$22.61 to \$17.05, an almost 25% decrease, according to NASDAQ.

Kramer says that though 2021 was successful, 2022 may come with additional challenges

"The real challenge in terms of 2022 earnings is going to be addressing inflation in other costs – non-material costs," said

Kramer. "U.S. inflation gauges are at 40-year highs, reflecting the impact of higher labor, transportation, energy and commodities."

While this affects Goodyear's business, there is optimism and a commitment to taking the steps necessary to counter the impact, says Kramer.

Fourth-Quarter 2021 Results

Though the increase in the cost of goods and services in the country through 2021 is affecting all walks of life and nearly every business, Goodyear reported an increase in numbers for the fourth quarter in 2021 compared to 2020.

"Our fourth-quarter sales increased nearly 40% to just over \$5 billion, reflecting both the addition of Cooper Tire and the benefit of higher selling prices, particularly in the US," said Kramer. "This marks our highest fourth-quarter revenue in nearly 10 years."

Because of their increased sales performance, Goodyear was able to perform this well despite the significant cost of inflation due to supply chain issues.

"These were simply excellent results for our teams who stuck to our strategy in an environment of rising costs," said Kramer.

GOODYEAR Announces New Climate Ambition, Commits To Science-Based Targets

The Goodyear Tire & Rubber Company recently announced its goal to reach net-zero value chain greenhouse gas (GHG) emissions by 2050, aligned with the Science Based Targets initiative (SBTi) and its new Net-Zero Standard. The company also announced its commitment to achieve near-term science-based targets by 2030.

In 2022, Goodyear will submit its 2030 and 2050 targets to SBTi for independent validation.

Using 2019 as a base year, Goodyear is committed to reducing its Scope 1 and 2 emissions by 46% by 2030 and relevant Scope 3 emissions by 28% over the same time frame.

"Goodyear's net-zero goal and alignment to SBTi reflect our commitment to sustainability and reducing our carbon footprint," said Richard J. Kramer, chairman, chief executive officer and president. "As one of the world's largest tyre manufacturers, we are committed to doing our part to

implement transformative changes that will help protect our planet for future generations and build a more sustainable business for all of our stakeholders."

The strategy to achieve these targets will expand on Goodyear's other sustainability-focused efforts, which will contribute to the company's goals, such as:

The multiple-phase plan to procure 100% renewable energy in its facilities across Europe, Middle East and Africa by the end of 2022.

The company's state-of-the-art technology in rubber compounding, tire construction and manufacturing, which contributes to reduced emissions through lower rolling resistance and reduced tyre weight.

Goodyear's increasing use of alternative raw materials, which has the potential to reduce its consumption of petroleum-based feedstocks and reduce its carbon footprint. This supports Goodyear's goal to create a 100% sustainable-material and maintenance-free tyre by 2030.

Goodyear's new climate goals come after a comprehensive carbon-inventory assessment, which included collecting data from its operations and quantifying GHG emissions throughout its value chain. The company also plans to adopt disclosures aligned with the Task Force on Climate-related Financial Disclosures (TCFD) framework, adding to its existing Global Reporting Initiative (GRI)-based sustainability disclosures.



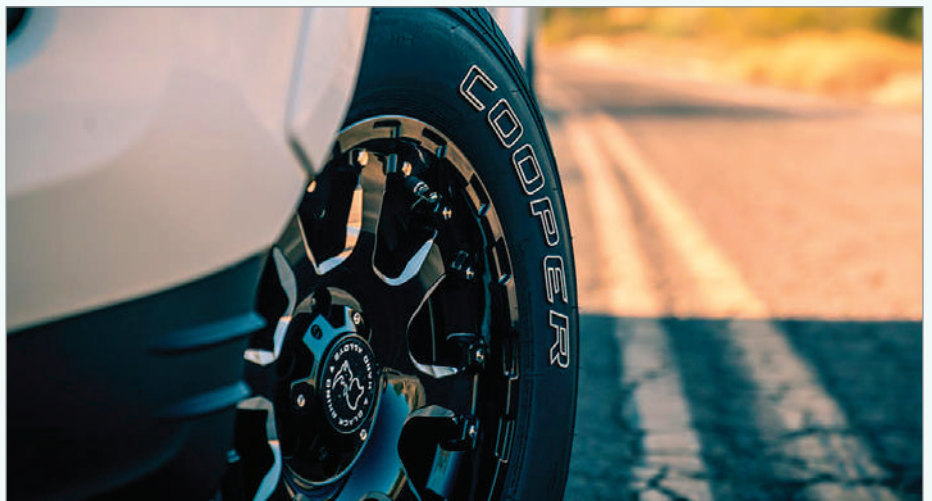
COOPER TIRE'S DISCOVERER RUGGED TREK wins Global 2021 Good Design Award

The tyre's tread pattern and unique, customizable sidewall earned it the most recognized design award in the world

The Goodyear Tire & Rubber Company today announced the Cooper Tire Discoverer Rugged Trek all-terrain tyre earned a 2021 GOOD DESIGN award from the Chicago Athenaeum Museum of Architecture and Design. Founded in 1950, GOOD DESIGN is the oldest and most recognised program for design excellence worldwide. The tyre is being honoured for its design excellence and was selected from more than 1,100 entries spanning over 50 countries.

Discoverer Rugged Trek, which launched in 2021, is an all-season pickup truck and SUV tyre that offers excellent performance on and off the road. A first for any Cooper tyre, Discoverer Rugged Trek offers drivers their choice of two unique sidewall designs: the "Knife-Edge" or the bolder "Mountain Pass." This customizable feature and the tyre's bold and "chunky" tread helped earn it this award.

"Now more than ever, light truck and SUV owners alike want every aspect of



their vehicle to be both functional and customisable to their interests, including the tyres," said Michiel Kramer, executive director, Product Marketing for Cooper. "We designed the Discoverer Rugged Trek tyre for both performance and aesthetics to complement today's most popular off-road capable vehicles."

In time for winter driving season, Cooper has added Three-Peak Mountain Snowflake designation to eight tyre sizes for Discoverer Rugged Trek, which delivers excellent on and off-road handling and wet grip, even in the harshest of conditions. These sizes are now available at retail, and more tyre sizes will be debuting this year.

Local **is** LEKKER!

Bandag Southern Africa prides itself on being a local, South African manufacturer. All our pre-cured tread (PCT) rubber is manufactured at our ISO certified manufacturing facility based in Alrode, Gauteng. **Made in South Africa, for Africa.**

Should it matter where our PCT is made? We will tell you why it matters to us! You can then decide if it should matter to you...



Buying products that are manufactured locally, in SOUTH AFRICA, can have an impact on the following:



- Ensures local job creation
- Helps to build and sustain the local economy
 - **Bandag SA** supplies more than **50 Bandag** and **BTS** franchisees in Sub-Saharan Africa
- Does wonders in improving community health and supporting other local businesses
- Large local manufacturers are consumers of electricity. These large local manufacturers pay for their electricity consumption, ensuring our utilities continue to operate

Besides just being a local manufacturer, **Bandag SA** has the backing of a global brand to bring the best in global R&D to your fleet. Put these all together and your tyre partner of choice should become clearer.

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**

bandag
BUILT FOR BETTER™

GOODYEAR develops 70% Sustainable-Material Tyre with Industry leading innovations

The company has made significant progress toward its goal of a 100% sustainable-material tire by 2030.

The Goodyear Tire & Rubber Company has announced the release of a demonstration tyre with 70% sustainable-material content, including industry-leading innovations.

"We set an ambitious goal in 2020 to create a tyre made 100% from sustainable materials in 10 years, and our scientists and engineers have made great progress toward that goal," said Chris Helsel, senior vice president, global operations and chief technology officer. "This is an exciting achievement that demonstrates our commitment to increasing the use of sustainable materials in our tyres."

The 70% sustainable-material tyre includes 13 featured ingredients across nine different tyre components, including those described below. Company performance indicators have shown the component properties to deliver strong overall tyre performance.

- Carbon black is included in tyres for compound reinforcement and to help increase their life and has traditionally been made by burning various types of petroleum products. Goodyear's new tyre features three different carbon blacks that are produced from methane, carbon dioxide, and plant-based oil. Initial life cycle assessments demonstrate either reduced carbon emissions compared with current methods of carbon black production or the use of bio-based or waste feedstock sources.
- The use of soybean oil in tyres is a significant Goodyear innovation that



helps keep a tire's rubber compound pliable in changing temperatures. Soybean oil is a bio-based resource that reduces Goodyear's use of petroleum-based products. While nearly 100% of soy protein is used in food/animal feed applications, a significant surplus of oil is left over and available for use in industrial applications.

- Silica is an ingredient often used in tyres to help improve grip and reduce fuel consumption. Goodyear's new tyre contains a unique variety of

silica produced from rice husk ash, a byproduct of rice processing that is often discarded and put into landfills. A high-quality silica has been produced from this waste ash.

- Polyester is recycled from plastic bottles and other plastic waste by reverting the polyester into its base chemicals and reforming them into technical grade polyester feasible for tyre cords.

The 70% sustainable-material tyre has been produced as a demonstration tyre.

GOODYEAR extends Airless Tyre Technology to autonomous starship robots

The Goodyear Tire & Rubber Company announced it has developed and is testing a custom-engineered non-pneumatic (airless) tire (NPT) to support Starship delivery robots.

Starship Technologies, a Goodyear Ventures portfolio company, builds and operates a network of over 1,000 last mile autonomous robots that carry and deliver packages, groceries and food directly to customers.

To address Starship's request related to tire health and maintenance, Goodyear developed a specially engineered airless tyre designed to extend tire life and reduce maintenance activities for Starship's delivery fleet.

Goodyear and Starship have entered

an in-field testing phase at Bowling Green State University to evaluate vehicle and tyre dependencies. Early on-vehicle tire testing data has shown positive results with respect to treadwear, braking and vibration dampening.

"We are excited to extend our unique airless tyre architectures into new forms of mobility," said Michael Rachita, Goodyear's senior program manager, non-pneumatic tyres. "The micro delivery space presents a different set of needs as it relates to the tyre, and our NPT technology is ideal to meet those needs to help enable a maintenance-free and long-lasting experience."

"Our delivery robots make thousands of deliveries every day in all types of weather conditions and terrain," said Siim Viilup,



mechanical engineering manager, Starship Technologies. "To make sure we can keep up with the growing demand for our services, we need tyres that are reliable and keep our robots on the move around the clock and around the globe. It's great to see these new tyres offering reliability as well as cost savings as we scale our business."

**Advantex****Sportex****Advantex SUV****Agile AT****X CITING ADVENTURES AWAIT**



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 launches New Michelin Pilot

Michelin has launched its new summer tyre in Europe, the MICHELIN Pilot Sport 5, intended for sports car and high-performance sedan enthusiasts.

Designed to offer a unique combination of sporting performance and longevity:

it is the best performing summer tyre among its main competitors in terms of life span for the sports category (1) it offers precision and exceptional reactivity in curves thanks to the Dynamic Response technology that has already proven itself in motorsport. A hybrid Aramid and Nylon ply forms a belt around the complete tyre structure to guarantee optimum transmission of driving instructions and further increase driving pleasure it also offers maximum control thanks to extremely good grip and braking performance on dry ([1]) and wet ([2]) The Dual Sport Tread Design technology allows for tread optimisation, with more performance in the wet thanks to the inner part of the tread and in the dry thanks to its outer tread blocks the summer tyre has been designed to enhance vehicles thanks to a deep black velvet appearance. As a result, it was the 2021 winner of the "Contemporary Good Design Award" organized by Red Dot Award ([3]).

Following the MICHELIN Pilot Sport 4 tyre and winner of numerous awards ([1]), the MICHELIN Pilot Sport 5 tyre will be available in Europe in 50 dimensions from 17 to 21 inches, as of January 1. It will be available worldwide as of March 1. It launches the 5th generation of the Pilot Sport range.



Michelin is also launching its new MICHELIN Primacy 4+ summer tyre, designed for sedans and SUVs, for everyday journeys and long family trips.

It stands out with its better braking performance on wet ground when worn (4), offering ever greater safety from the first mile to the last. The company says it owes this performance to the MICHELIN EverGrip technology, which cleverly combines two layers of rubber in order to offset the loss of tread depth and thus continue to better evacuate water when worn.

Safety from the first mile to the last (4), and a long life ([9]) characterise the MICHELIN Primacy 4+ summer tyre, which is available as of January 1. It will be offered in 82 dimensions from 16-19 inches by March, reaching 121 dimensions from 16 to 21 inches by the end of 2022.

These latest generations of MICHELIN summer tyres cover the main summer uses by sports car drivers, and also everyday requirements. High performing over the long term, they can be used for longer and thus contribute to reducing their environmental impact.

PIRELLI P ZERO TYRES

chosen as OE fitment for new Alfa Romeo Tonale



Specially developed Pirelli P Zero tyres have been chosen as OE fitment on the new Alfa Romeo Tonale, the Italian brand's first mass production electric vehicle. In size 235/40R20 96V XL, the P Zero has been chosen as original equipment for the various versions of the Tonale: Hybrid, Plug-in Hybrid Q4 and diesel.

P ZERO AND TONALE, SPORTY DNA

The P Zeros for the new Alfa Romeo Tonale were developed to emphasize the car's sporty traits and safe performance in dry asphalt and wet. The synergy between tyres and vehicle is the first goal of Pirelli's Perfect Fit strategy and the AR marking on the side of the P Zero certifies that the tyres have been developed specially for the Tonale.

FROM CONCEPT TO PRODUCTION

The creation of the Pirelli P Zero for the Alfa Romeo Tonale entailed cooperation between the teams of the two Milanese brands, beginning with the concept for the first Tonale shown at the Geneva Motor Show in 2019. The course of the production tyre's design, then, required processes of analysis and design, including virtual analysis and development, the heart of Pirelli's development strategy, concluding with validation of their performance through tests carried out on Stellantis's Balocco track and Pirelli's track at Vizzola Ticino. A wholly Italian tyre, designed in the R&D centre in Milan and produced at the Settimo Torinese plant, one of the group's most advanced production facilities.

A CENTURY LONG BOND

This latest collaboration between Pirelli and Alfa Romeo represents a new chapter in a longstanding bond between the two companies, a bond that began roughly one century ago with the advent of the car and the first racing competitions. In fact, the Pirelli Superflex Cord was the tyre fitted on the Alfa Romeo GT Tipo P2 that in 1925 won the first Car World Championship, with such drivers as Antonio Ascari, Giuseppe Campari and Gastone Brilli Peri who won the decisive race on the Monza circuit. Performance and sportiness have always united Pirelli and Alfa Romeo, both on track and road.

SAPPHIRE
Media Services

**BUSINESS
MEDIA
CONSULTANCY**



THE TYRE AND AUTOMOTIVE MARKET'S ONLY INTERNATIONAL DEDICATED MEDIA SPECIALIST

Sapphire
Media specialises in
professionally handling
Editorial, Discounted
Advertising and General
Marketing and Public Relations
projects for companies without
in-house facilities for
promoting their products
and services.

Whether
you are looking for
national or global
penetration why not let
Sapphire Media see if
they can help you move
forward with an initial
non-committal chat by
phone or email.

We can
expertly manage all
business presentation
to the international
business media at highly
competitively low prices
(by monthly retainers or
individual price
schedules).

Whether
you are looking for an
increased business profile
in South Africa or attract
import and export enquiries
from around the world.
Sapphire Media has the
experience and expertise
to ensure you can
make an impact.

Contact JOHN STONE on

+44 1206 822320

+44 7837 920420

john.stone@sapphire-media.co.uk

www.sapphire-media.co.uk

THE TIRE COLOGNE 2022 is good to go

THE TIRE COLOGNE 2022 is ready for its successful restart: the industry's leading international event will provide crucial stimulus for the sector, as Koelnmesse, the organiser of THE TIRE COLOGNE, and the German Tyre Retail and Vulcanisation Trade Association (BRV), the event's conceptual sponsor, emphasised at a digital press conference attended by more than sixty international trade journalists on 26 January 2022.

"Trade fairs are incredibly important right now for getting the various industries back up and running – as a catalyst and driving force," explains Oliver Frese, Chief Operating Officer of Koelnmesse. "We are fully prepared, and our safety and hygiene concepts have already proven successful in autumn 2021, for example at Anuga, which welcomed 4,500 exhibitors and 70,000 visitors. We are looking forward to May and to finally hosting THE TIRE COLOGNE once again after its premiere in 2018." Stephan Helm, Chairman of the BRV, also believes that THE TIRE COLOGNE is highly influential and plays a crucial role in the industry: "We are confident that THE TIRE COLOGNE can jolt the industry out of its 'digital fatigue' and that renewed in-person exchange between trade fair visitors on the TTC industry platform will provide the industry with new, positive momentum in what continues to be a challenging market environment." THE TIRE COLOGNE will take place in Cologne from 24 to 26 May 2022.

In a live statement, Anish Taneja, President and CEO of Michelin Europe North, confirmed that the major global player will be attending THE TIRE COLOGNE: "THE TIRE COLOGNE is the most important networking trade fair for our B2B business in the Europe North region and beyond. We really value being able to meet with all the key partners and dealers here to discuss important topics such as the future of the tyre and mobility industry, and to exchange ideas and visions. We are particularly looking forward to fruitful talks with our fleet customers and to the possibility of establishing contacts face



to face again – of course, in accordance with the applicable hygiene regulations, which we take very seriously."

Around 300 companies and brands from more than 30 countries are currently expected to present their products and services at THE TIRE COLOGNE 2022 in Cologne. "In addition to Michelin, numerous other tyre manufacturers, including Continental, Falken, Hankook and Pirelli, have registered," confirms Ingo Riedeberger, Director of THE TIRE COLOGNE. Big names are also expected in the services and workshop segments, as well as retreading. Furthermore, THE TIRE COLOGNE is offering additional value through the digital content provided on its TTC @home platform. "Curated content from the TIRE Stage is streamed live and can be accessed as Video on Demand even after the trade fair closes. So you won't miss anything – you can always catch up afterwards," explains Riedeberger. The TTC app also allows and supports the establishment of networks and contacts, and provides a direct method for arranging appointments.

One of the new features in THE TIRE COLOGNE event programme is the "Boulevard of Sustainability". Positioned centrally on the trade fair boulevard, it puts the spotlight on the tyre's sustainable lifecycle. Conferences such as the Global Retreading Conference, featuring top-class speakers, and themed areas and special events provide further information and emotional inspiration.

THE TIRE COLOGNE is aimed at tire manufacturers, specialist tire dealers, vehicle

service providers, workshop fitters, recycling specialists, retreaders and all businesses associated with the tire and vehicle industry. The international trade fair is organised by Koelnmesse and sponsored by the German Tyre Retail and Vulcanisation Trade Association (BRV).

Koelnmesse – industry trade fairs for the mobility segment: Koelnmesse stages INTERMOT and THE TIRE COLOGNE, two major international trade fairs in the mobility segment, hosted at its trade fair grounds in Cologne/Germany. From 2022 Koelnmesse will expand its portfolio with polisMOBILITY, a new hybrid event that shows how mobility in cities can and must be designed in the future. Alongside tires and wheels, THE TIRE COLOGNE focuses on equipment for motor vehicle servicing and tire fitting centres and presents a comprehensive range of products and services for tire retreading and the recycling and disposal of old tires. INTERMOT is the show for motorised two-wheelers and presents the key innovations in electromobility, accessories, clothing, parts, customizing, touring and workshop equipment. The events serve as central, international business platforms, bringing the industry together with a carefully targeted approach to showcase the latest products, developments and innovations.

Further information: <https://www.thetire-cologne.com/trade-fair/the-tire-cologne/industry-sectors>

TAKE ANY ROAD WITH ON & OFF-ROAD TBR

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

SP281

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



SP571

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



SP581

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

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



MY TYRES



CLICK2FIT

www.dunloptyres.co.za

DUNLOP
COMMERCIAL TYRES

