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TEPA TO EMBARK ON AGGRESSIVE PUBLIC RELATIONS CAMPAIGN

GREEN TYRE MARKET
TO GROW
EXPONENTIALLY

MICHELIN AND
CONTINENTAL RELEASE NEW
PRODUCTS INTO MARKET

FIRESTONE LAUNCHES
MAXI TRACTION
HARVEST TYRE

R1.5MILLION UP FOR
GRABS WITH DUNLOP'S
WINTER CAMPAIGN



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Editor's Corner

Green is everyone's new favourite colour. From nuclear material to electric vehicles, and now tyres, it would seem the quest for more sustainable technologies and products is mounting. Whether these initiatives will be in time to save the planet from damage caused by severe climate change, only time will tell. But as vehicle manufacturers scramble to increase production of hybrid and electric vehicles, so are tyre producers rising to meet the 'green' challenge in the design and manufacture of their tyres.

This is borne out by our feature story on page 6 which explains how 'green' technology is growing exponentially, with technological advancements being made by the international tyre sector, at a rapid rate.

But it's not all about the environmental benefits. You, the consumer, stands to gain by way of a reduced fuel bill, as green tyres have been proven to lower rolling resistance, thereby requiring less fuel to power the vehicle.

Speaking of the consumer, TEPA is about to embark on an aggressive PR campaign with the aim of educating

consumers on the risks of fitting the cheapest parts or tyres to their vehicles. Head of TEPA, Vishal Premllal, cautions on the dangers associated with fitting sub-standard or worn replacement parts, in our exclusive interview with him on page 2.

Michelin and Continental have both released new products into market in this quarter, with Michelin announcing the launch of its Pilot Sport 5 for the passenger segment as well as its LTX Trail for the booming pickup/bakkie market.

Meanwhile, Continental's new SportContact 7 – now available in South Africa – is grabbing the attention of the market due to its noteworthy performance in recent tyre tests held overseas.

All this and more in our June/July issue.



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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: Vishal Premllal

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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

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**TEPA TO EMBARK
ON AGGRESSIVE
PUBLIC RELATIONS
CAMPAIGN**



Vishal premlall, a well-recognised figure within the Retail Motor Industry Organisation (RMI), will once again be taking over the reins of its subsidiary – Tyre, Equipment and Parts Association (TEPA) – to drive an aggressive public relations exercise, aimed at increasing brand awareness with the consumer.

Vishal began his career with the RMI in mediations and arbitrations 15 years ago. He went on to head up their Tyre Dealers and Fitment Association (TDAFA) for the next four years, followed by a long stint with the Organisation's Motor Industry Workshop Association (MIWA), where he was instrumental in driving the 'Right to Repair' project with the Competitions Commission. In that time, he also assumed responsibility for the Petroleum Retailers Association, a position he will retain alongside his new portfolio with TEPA.

Vishal, talk us through some of your experiences and successes over the last few years as well as your current plans for TEPA.

The 'Right to Repair' project, which is part of an international initiative, has been one of the most exciting and rewarding of my career thus far. The Right to Repair drive in South Africa was conceptualised by MIWA and now resides as an independent organisation.

A global entity, The Right to Repair Coalition has staged numerous meetings which I was privileged to attend in various parts of the world, which enabled me to leverage off what they did. Eventually, we were able to execute this same initiative in South Africa.

Consumer rights is something I am passionate about and I am pleased to report that we are now at the point where the 'Right to Repair' code has been issued

and is functional. Of course, it is still in the early days of implementation, but the positive is that the aftermarket sector can now play in this space that was strictly reserved for the motor dealers previously.

As for the petroleum sector, this is a hot topic at the moment, given soaring fuel costs and the war in Ukraine that is having material impact on a global scale. Representing the petroleum retailers is an awkward space because consumers are led to believe that retailers are milking the system for profit, when in fact, this is far from the truth. In reality, they have little to no control over the factors driving up fuel prices around the world.

As for my TEPA portfolio, it is important for me to stress that TEPA adopts a 'bottom-up' approach as opposed to a 'top-down approach' with its members, which now number in excess of 1 500 nationwide.

TEPA has developed regional as well as national structures in a bid to drive value to members' businesses. The regional contingent is made up of respected business owners that volunteer their time and expertise, free of charge, while TEPA's established National Council develops strategy to find solutions for the members, should the problem/s they are facing escalate.

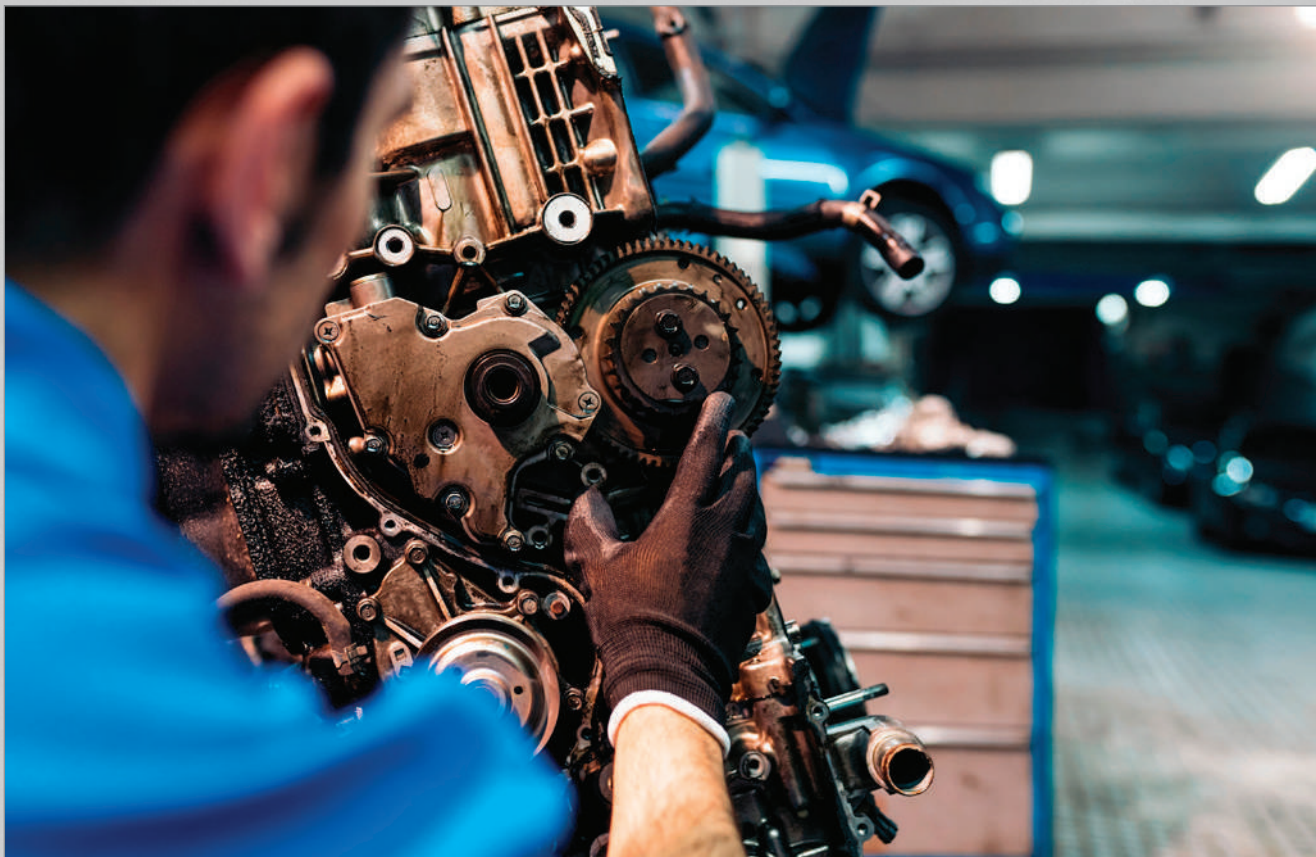
Are all the major fitment and tyre stores official members of TEPA?

Yes, they are. We have official representation from the major franchise brands and company owned tyre stores.



TEPA adopts a 'bottom-up' approach with its members





The benefit of the collective voice cannot be undermined when it comes to tackling the hard-core issues affecting their businesses.

Tell us more about the PR campaign you are planning to embark on.

The branding exercise we are planning to run has never been done before. TEPA is doing a lot of work behind the scenes, but this is not always evident. We are aiming to create a proper PR campaign around consumer awareness of the brand and what it means for the consumer to support a TEPA member.

The message is clear – entrusting your vehicle to a credible TEPA member who conforms to the relevant regulatory and quality standards, not only provides peace of mind, but also recourse through a traceable process.

This aggressive PR campaign will be aimed at three audiences: the industry at large, statutory bodies and the consumer.

Further to this, we will be implementing a TEPA 'Whistleblower Hotline' – currently under development

- through which consumers, as well as industry, can begin reporting illicit trade practices with evidence. There needs to be a bigger awareness around illicit trade, so we will be working with the various departments in collaboration, to weed out unscrupulous traders. In the long-term, this should make for a better trading environment.

As this initiative gains traction, we are hoping to set up a Compliance Forum, similar to the one that was introduced in the petroleum sector, a platform that has proved useful in identifying and reporting more than 200 cases of illicit fuel trading in the market.

Sadly, market demand is promoting illicit trade, with cash-strapped consumers looking for the cheapest prices. This has seen a surge in the number of unscrupulous operators who are not conforming to industry standards, are evading taxes and so on.

The only way to control this is through education, so that the consumer understands the risk they are taking by fitting sub-standard parts or tyres to their vehicles.



We will be implementing a TEPA 'Whistleblower Hotline'



Is anything being done to clamp down on these unscrupulous operators?

Interestingly, the RMI has an upliftment programme aimed at elevating developing operators into formal traders. We welcome the opportunity to contribute in this manner and are hoping to see more informal traders embrace the concept of becoming credible businesses.

What issues is TEPA currently lobbying for on behalf of its members?

Obviously, waste tyres and their collection and disposal are still on the agenda. We are in ongoing discussions with the various departments in the quest for seamless collection process, but we are dealing with monumental challenges as government departments seemingly have their own challenges.

In my personal capacity, I am only just re-entering this troubled space,

but thankfully, we are now working collectively with the SATMC, TIASA and the Waste Bureau in our approach, which is far more effective. As mentioned earlier, the collective voice cannot be ignored forever.

This is where the 'Whistleblower Hotline' will further assist us. The more cases being reported, the greater the likelihood of the Department being compelled to act, as the number of cases increase.

What platforms will you be using to drive your PR campaign?

A strong online presence coupled with utilising social media platforms presents huge opportunities to get our message across to the consumer.

When will the roll-out of the campaign begin?

During the course of 2022.

The collective voice
cannot be
ignored forever



TEPA MEMBERSHIP BENEFITS

- Access to professional advice on complex industry matters
- Adds credibility to the business
- Consumer Complaints Resolution – access to alternate dispute resolution between the consumer and business ahead of engaging the MIOSA or litigation which can be costly
- Access to the Sick, Accident & Maternity Fund
- Access to the collective industry voice
- Access to Value Added Services (RMI 4Sure, RMI 4Law, RMI 40HS and RMI 4BEE)
- Access to TEPA tailored Defective Parts Labour Insurance
- Ongoing mentoring to elevate business standards and practices
- Up to date communication platforms to ensure early business adoption
- Staying abreast of developed economy trends
- Representation to Right to Repair
- Lobbying with statutory bodies

GREEN TYRE MARKET TO GROW EXPONENTIALLY



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Green tyres are designed to reduce fuel consumption

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Green is the new buzzword, with the world largely moving towards more sustainable practices across all industries. The growing popularity of the hybrid car serves as one example that people are recognising the negative impact fuel-powered vehicles to the planet. But can tyres be green? Apparently so.

Eco-friendly tyres do exist, thanks to a series of technological advancements made by the global tyre manufacturers, who are making considerable progress in this area in the quest to end the use of fossil resources in the production process.

Green technology is gradually transforming the face of the global automotive industry, so why not tyres? In truth, given the growing piles of unused tyres in landfills, green technology is as important to the making of tyres, as it is for electric or hybrid vehicles.

Equally important, eco-friendly (green) tyres are designed to reduce fuel consumption, which is affected by the rolling resistance of a tyre. Incredibly, green tyres reduce the amount of friction that is created when the tread meets the



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Green tyres are engineered to provide exceptional grip in wet conditions
”

road surface, thereby significantly lowering the fuel bill.

What makes a tyre 'green'

For a tyre to be classified as 'green' it would need to comply with certain factors, among them, the use of organic materials in its construction.

Tyre companies such as Goodyear, Continental and Michelin are working on tyres that will use sustainable raw materials such as biomass (agricultural waste), walnuts, Russian dandelions and the Guale plant as substitutes for synthetic rubber, which up until recently, had become the norm, making up the majority of the tyre, with only a small percentage of natural rubber materials and silica included in the mix.

Synthetic rubber, such as carbon black) is a petroleum heavy product (using up to 37 litres per tyre!)

Lowered Rolling Resistance

A tyre with lower rolling resistance is considered a sustainable tyre. This is because rolling resistance is measured by how much friction is generated between the tyre and the road. The more friction, the higher the resistance, and thereby requiring additional fuel in order for your vehicle to push itself forward. Adding silica to the tyre lowers rolling resistance and improves fuel efficiency.

Tyres with lower rolling resistance do not

require as much fuel. An additional benefit is that they also reduce CO2 emissions, saving both money and the environment.

And there are other benefits. Eco-friendly tyres are engineered to provide exceptional grip in wet conditions, which means that braking distances are shorter, thereby enhancing driver safety.

Tyre makers rising to the challenge

Michelin is known to have pioneered the 'green tyre' initiative in 1992, with their current tread patterns designed to last longer.

Bridgestone is also making great strides with its Ecopia range of fuel-saving tyres, with the company claiming a saving of 5.7 percent fuel with these tyres.

And Continental has been working on a special rubber that features 30 percent reduction in rolling resistance as compared to a standard tyre. Further to this, the company is working on the technology to derive rubber from dandelion, a special plant that commercially, can be used as a viable alternative to latex. Interestingly, dandelions can be cultivated on infertile land, benefiting both the economy and ecology.

The future of green tyres

The sale of green tyres is expected to increase at an impressive 9 percent year-on-year across the next five years, rising from \$129 billion (2022) to \$202 billion (2027). This, according

to the latest exclusive study from Smithers, which is documented in their new report – The Future of Green Tyres to 2027.

According to the study, current tyre demand is making a hesitant recovery from the unprecedented disruption caused by Covid-19, and is now facing a market place reshaped by that experience. The world will never be the same again, and sustainability is increasingly one of the most important components of auto manufacturers' post-pandemic corporate strategies. This is opening up exciting market opportunities for tyre manufacturers that have the correct technology holding, whilst also posing specific challenges for tyre design across the next five years.

According to Smithers, the most immediate priority is to improve rolling resistance of tyres, cutting the carbon impact of the vehicle, while meeting the latest round of mandatory emissions and fuel economy standards. This trend is more pronounced in the commercial segment, where fleet managers can increasingly monitor the overall emission profile of their vehicles, and appreciate the return on investment. In the passenger tyre segment, this is now strengthening, with the War in Ukraine and the resultant surge in petrol prices generating an extra incentive for consumers to purchase more fuel-efficient tyres across 2022.

Moreover, green tyres are also being dubbed as a possible solution for inhibiting climate change.

A study conducted by the University of the Witwatersrand – in conjunction with

the Centre for Sustainable Road Freight South Africa, and with the participation of Michelin, Iveco, Afrit, LaFarge, Total and the Council for Scientific and Industrial Research (CSIR) - found that at 80km/h, a long-haul truck burnt eight percent less fuel on green tyres versus regular tyres. "This means that eight percent less CO2 was emitted into the atmosphere from a single truck," said Wits Professor Frank Kienhofer. "Implement this on all long-haul transport trucks in South Africa, and this green intervention could make a significant difference."

Even though green tyres have a 25% shorter lifespan than their traditional counterparts, they still hold the edge when it comes to financial benefits to transport companies. Kienhofer pointed out that such savings on fuel could increase profits by 40 percent in the low-profit margin transport business, even when calculating in the tyres' shorter lifespan.

At the same time new mobility technologies are coming to market, with putting a large number of new electric vehicles on roads across the coming decade a priority for many car manufacturers. This is an opportunity for tire makers as these new vehicles require innovative tire designs that can both improve driving range, and offer better wear resistance to account for the extra weight and torque from battery electric power systems. As new electric car models enter the market, competition to secure OEM fitment contracts will become increasing fierce, as will the imperative to develop reliable sales

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Green tyres are being dubbed as a possible solution to climate change

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channels for after-market servicing and replacement sales.

Through 2021 and in 2022, tire OEMs have continued to lower their environmental impact through investment in greener material sets for tires. The Smithers study authoritatively charts the outlook for various material types (natural rubber, synthetic elastomers, process oils, fillers, other chemicals/additives), including the market potential for harder wearing highly dispersible silica (HDS) fillers, and synthetic elastomer grades built from bio-based feedstocks. This is supported by additional analysis on the evolving technology for end-of-life recovery, processing and recycling of tires.

Smithers' market analysis tracks these trends across all major tire types (PLT, TBR, OTR & other), and five geographic regions (Europe, North America, Asia-Pacific, South and Central America, Middle East and Africa).

Green cars and green energy may not be new but what is new and needed is the commercial enablement of such solutions for broad industry adoption and application, added Kienhofer.

"Green tyres are in pole position to accelerate green driving, which is key for the transport sector to propel momentum forward to positively impact climate management," concluded Kienhofer.



MICHELIN announces launch of MICHELIN PILOT SPORT 5 and MICHELIN LTX TRAIL TYRES for Sub Sahara Africa market



Michelin has announced the introduction of two more ranges of products for the Sub-Saharan Africa markets. MICHELIN Pilot Sport 5 and MICHELIN LTX Trail will cater to a wide range of automotive and super car enthusiasts.

Marcus Baffoe-Bonnie, Vice President & Managing Director – Michelin Sub-Saharan Africa said: “At Michelin we never stop innovating to enable people to move around more freely, safely and to live a better life in motion. These best-in-class tyres launched today will cater to a wide spectrum of car enthusiasts- from high-performance automobiles to high rise pick up/ Bakkie and SUV owners, who looks for performance throughout the tyres life span”.

MICHELIN Pilot Sport 5: the latest generation of summer tyres, designed to give high performances throughout their life span

- The MICHELIN Pilot Sport 5 tire: precision and driving pleasure for more miles (1)
- The latest generation of MICHELIN summer tyres, designed to give high performances throughout their life span
- The MICHELIN Pilot Sport 5 tyre: precision and driving pleasure for more miles ([1])

Michelin is launching its new summer tyre, 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
- [2]) and wet ([3]) ground. The Dual Sport Tread Design technology allows for tread optimization, 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 ([1]).

Following the MICHELIN Pilot Sport 4 tyre loved by users ([2]) and winner of numerous awards ([3]), the MICHELIN Pilot Sport 5 tyre will be available in the region in 54 dimensions (31 in RSA and 23 in CAF) from 17 to 21 inches, launched in phased manner in 2022 and 2023.

MICHELIN LTX TRAIL for the BOOMING HIGH-RISE PICKUP/Bakkie AND SUV MARKET in SUB SAHARAN AFRICA market.

MICHELIN LTX Trail, the on- and off-road tyre is specifically designed for high-rise pickup/

Bakkie and SUVs and offers extended lifespan, lower interior noise levels, long-lasting safety with excellent wet braking performance – even when worn. This versatile tyre performs well on both paved and unpaved roads, thus enabling driving confidence and safety, whatever the road condition.

MICHELIN LTX Trail features 3 major advantages:

- 41% longer mileage¹ with the RallyForce2 Tread Compound that provides better durability and maximum service life for both on- and off-road use, and a new tread design with the Biting Shoulder that wraps from the tread down the sidewall, to protect against sidewall aggression and ensure greater off-road performance and traction.
- Long-lasting safety, even when worn, with Variable Thickness Sipes that provide improved contact patch for better handling, grip and braking performance. On wet roads, when compared to its premium competitors, the MICHELIN LTX Trail stops 3.1 meters shorter when new, and 4.6 meters shorter when worn². On dry roads, when new, it stops 3.8 meters shorter³.
- 19.8% lower sound pressure level⁴, thanks to Duo-Harmony Blocks featuring two different block shapes in the tread's center that spread the pattern noise energy across a wider spectrum, for a quieter and calmer driving experience.

In the region, MICHELIN LTX Trail is now available in 14 sizes, with rim dimensions ranging between 15 and 18 inches, at Michelin's authorized tyre dealers across the nation For more information, please visit (www.michelin.co.za/ or <https://africa.michelin>)

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NEW CONTINENTAL SPORTCONTACT 7 Named "Outstanding" and 'Exemplary' in Recent Tyre Tests

Continental's new SportContact™ 7 appears to be building on the success of its predecessor, with victories in numerous independent tyre tests under its belt soon after its launch in Europe, along with a pair of international design awards.

Continental's SportContact 7 came first in the test by specialist German magazine sportauto, receiving the title "Outstanding." The new high-tech sports tyre managed to outperform three competitors from the ultra-high performance (UUHP) segment of European and Asian manufacturers; the test vehicle was a Hyundai i30N, fitted with 235/35 ZR 19 size tyres. The test was published in sportauto issue 4/22, and the

title "Outstanding" was awarded for the first time in a tyre test by this magazine. The testers stated that, in view of the "outstanding braking safety of the SportContact 7," the competitors' handling characteristics are "simply swept away" and that the tyre "ushers in a new era," especially in wet braking. The editorial team concluded: "Outstanding deceleration – for both wet and dry – in everyday road and tyre temperatures."

In addition to testing UHP and UUHP tyres, the experts also tested semi-slick tyres intended for use on race tracks. In their final verdict on everyday and semi-slick tyres, they report: "Here, Continental shows that sportiness and sustainability are still compatible thanks to low fuel consumption. Objectively and rationally, this brings the test

victory; subjectively, the knowledge of always being safe on the road in wet conditions but without losing ground to the others in dry."

"Exemplary" in AutoBild test

The experts at the German car magazine AutoBild rated Continental's new SportContact 7 as "exemplary" in their summer tyre test titled "Elitäres Kräftemessen" (Elite Showdown, issue dated March 31, 2022). The latest creation from Continental was awarded the highest rating among the 10 tyres tested from European, Asian and American manufacturers in the sport tyre segment. The 245/40 R 19 size tyres were tested on a BMW 5-Series. In their summary, the testers praised the SportContact 7 for its "excellent handling characteristics on



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



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dry roads, good aquaplaning reserves, short braking distances and safe handling on wet roads." The high-tech sports tyre was "in its element" on dry roads, and was involved in a "neck-and-neck race" with two competitors on the wet track, and like them, was awarded a "very good" final rating in this test. In their assessment, the experts did warn against a Chinese product that required a greater braking distance by around 20 metres on the wet track compared with the best tyres in the test and therefore received a final rating of "not recommended" due to "dangerously long braking distances and a lack of grip on wet roads."

Top in Tyre Reviews test The SportContact 7 received first place in the Tyre Reviews (www.tyrereviews.com) 2022 Ultra High-Performance test, performed with a Toyota Supra in the UUHP (ultra-high performance tyre segment) sizes: 255/35 R19 (front), and 275/35 R19 (rear). Jonathan Benson of Tyre Reviews said: "The just released Continental SportContact 7 sets a new benchmark in the wet, finishing both tests with an impressive gap to the next best tyre. With such an advantage in the wet, the new Continental SportContact 7 is a deserving test winner, and with it, a new standard for the UUHP segment."

Leading tyre in UK tests The SportContact 7 took the top prize in evo magazine's ultra-high performance category, as well as winning WhatTyre's Supersports (UUHP) category and being crowned WhatTyre's overall Tyre of the Year 2022. The evo test was performed in a Ford Mustang GT with the ultra-high performance



tyre size 265/35ZR20. Commenting after the Continental SportContact 7 beat two competitors to win the category, evo's advice was: 'Fit a set and instantly improve your car's performance.' WhatTyre, meanwhile, described the SportContact 7 as "the freshest arrival in the Supersports tyre segment, that's made many friends in the short time since its launch". It won WhatTyre's Supersports (UUHP) category and was crowned WhatTyre's overall Tyre of the Year 2022. The SportContact 7 also took the win in the Auto Express 2022 Ultra-Ultra-High Performance tyre test, the first iteration of this test for the magazine. test was performed with a VW Golf GTI with the ultra-ultra-high performance tyre size 235/35ZR19. Steve Fowler, Editor in Chief at Auto Express, said: "Cars are connected to the road by tyres and only tyres, and as such are so very important. Continental has raised the bar for this sector. The tyres delivered a remarkable sharpness that

helped the testers achieve quick lap times and short stopping distances."

International design awards When it comes to aesthetics in the tyre sector, the focus is often automatically on the rims. But Continental's SportContact 7 now proves that tyres can also deliver exceptional performance in terms of form, function and design. The new sports tyre from Continental has won two of the most prestigious international design awards – the Red Dot Award: Product Design and the iF DESIGN AWARD. In the "search for good design and innovation," the 48 international members of the 2022 Red Dot Jury expertly, individually and comprehensively reviewed each of the products submitted from 60 countries for the Red Dot Award: Product Design. Only those products that convinced the experts with their outstanding design quality were awarded prizes – including the Continental SportContact 7. The sporty ultra-high-performance tyre also won this year's iF DESIGN AWARD, making it one of the winners of the world-renowned design label. It was awarded in the discipline "Product", category "Automobile/Vehicle." The iF DESIGN AWARD is presented once a year by the world's oldest independent design institution, iF International Forum Design GmbH. The SportContact 7 tyre impressed the 132-member independent, international jury of experts in particular with its innovative form and function. And the number of applicants was large: Jurors had to award the coveted seal of approval among almost 11,000 entries from 57 countries.



Sumitomo Rubber Programme Sets Graduates on Road to Success

Sumitomo Rubber South Africa (SRSA), manufacturers of Dunlop, Falken and Sumitomo tyres for the African continent, continues to intensify its efforts to create youth employment, including a renewed look at the company's ongoing Graduate Programme. This year SRSA has launched a refreshed 12-month programme aimed at graduates, to support the ongoing growth of the business, while contributing to the country's much-needed job creation and skills development agenda.

"We are of the view that skilled, capable youth are the foundation for our sustained success. Corporate South Africa must step up its efforts to partner with government to address the current crisis where the country's youth unemployment is over 65 percent. We need young talent to rebuild this country," said SRSA's CEO, Lubin Ozoux.

He added, "At SRSA, we are committed to taking tyre manufacturing to the next level so that we continue to evolve and grow. We believe that creating opportunities for youth at all levels, in all facets of our business, keeps us in tune with a new generation and injects fresh ideas and energy into our business."

"Since 2014, SRSA has run 400 tyre learnerships at the Ladysmith plant for unemployed youth aged 18 to 34, providing them with an NQF Level 3 certificate in one of three qualifications: Tyre and Tyre Components, Tyre Assembly and Quality Checking of Tyres. All qualifications are accredited with merSETA. Each qualification includes induction, six to eight weeks of classroom training followed by practical training in the plant," explained Yolandi van Wyk, Director: HR & Employee Relations, adding that SRSA had taken on two cohorts of 20 learners each this year, one of which started in February and the second in April.

"Looking at our Graduate Programme, we have now taken a careful look at our business to identify suitable projects across the business that can provide young graduates with relevant experience and add vibrancy to the industry. Eighteen graduates – seven at our Durban head office, ten at our Ladysmith factory and one for our Young



Potentials programme – have been selected for the 2022 Graduate and Young Potentials Programme. This will open the door for graduates looking to enter the automotive industry through a structured year-long development programme, helping to upskill young potentials and jump-start their careers," added Van Wyk.

SRSA is a division of Sumitomo Rubber Industries Ltd (SRI), one of the leading premium manufacturers of automotive tyres and industrial rubber products in the world, headquartered in Japan.

Van Wyk believes the opportunity to work for a global organisation through this programme promises graduates a high-tech work environment where the spotlight is on delivering the quality and service, demanded by a leading international company.

"At SRSA, we are focused on innovation, sales and customer service and intent on disrupting the current tyre industry by bringing real value through efficiency and technological innovation. The projects selected for this programme aim to have a meaningful impact on our business and will be invaluable in equipping graduates for the next step in their career journey, which could include joining our talent pool or taking up other opportunities within the automotive sector, which has a huge impact on the economy at large," she said.

Application process for Graduate Programme

To apply, graduates must have a primary degree in the required field for a project on the list. Relevant degrees include commerce, marketing, human resources, computer science, IT, supply chain management, engineering (chemical, mechanical, instrumentation and industrial), as well as

business management, for specific projects. Ideal competencies include strong leadership skills, ability to work in a team and to work under pressure, problem solving skills, flexibility, commitment, motivation and good communication skills.

The programme includes an induction to provide graduates with an overview of the business with tasks and deliverables to facilitate team excellence, as well as specific training modules to support the graduates' individual development. Focus will be given to equipping graduates with the necessary interpersonal skills building the required capability to succeed in our ever-changing business environment.

"Each graduate will be given a project of substantive value aligned to at least one of the company themes of Value Creation, Sustainability, Differentiation and Leadership Effectiveness, where they will be hands-on. They will each be assigned a project sponsor or mentor with oversight provided by an Executive Committee member, giving further proof of SRSA's commitment to this initiative. At the end of the programme, projects will be presented to the Executive Committee as a close-out to their year's journey," van Wyk added.

Young graduates interested in applying to join the programme should send queries and applications to careers@srigroup.co.za, with the subject line: **Application 2022 Graduate programme** – followed by the project name they wish to apply for.



For more, visit www.srigroup.co.za/home

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Bridgestone gives Youth Career Opportunities through Yes4Youth Programme

Bridgestone Southern Africa's graduate development programme has been partnering with the Yes4Youth programme since 2020, with 151 graduates and diplomates having received a comprehensive internship to ready them for the world of work. But the company's proudest boast is that it has managed to place 42 of them in permanent positions within the company, says Botaki Hlalele, Head of Talent at Bridgestone Southern Africa.

"We are committed to supporting the Government's drive to reduce unemployment by providing the work experience the youth need to stand out in the competitive jobs market. But being able to absorb a significant proportion of these young people into the company is particularly gratifying because it gives us a chance really to get their careers started," he says. "Our drive to absorb as many interns into the company as we can is also a sign of our commitment to both the letter and spirit of BBBEE and contributed to our achievement of Level 1 status this year."

Three former Yes4Youth interns who now have permanent positions give some insight into what that means.

Ayanda Edwin Letsapa, an Engineering graduate from Sebokeng, was appointed as Maintenance Planner in September 2021, subsequently becoming a Shift Engineer. Since becoming a permanent employee he has been given the opportunity to improve his technical and communication skills.

"Above all, I am gaining more confidence in the engineering and operations field," he says. "I am more driven and have developed a positive attitude." He sees Bridgestone as a good place to develop a career because of the opportunities it offers—as evidenced by his rapid promotion to Shift Engineer already. He aims to obtain the Government Certificate of Competency for Mechanical Engineers in pursuit of his long-term goal of becoming an excellent all-round maintenance engineer.

Limpopo-born Risuna Mabasa is a Logistics and Supply Chain graduate and is now a planning analyst at Bridgestone's Brits manufacturing facility. Like Ayanda, she found that a permanent position opened up many more opportunities for growth and learning.

"I have learned that, just like in any organisation, you need to have good relations with people. I have also learned good communication skills, as well as Microsoft and SAP," Risuna says.

In the short term, she is determined to improve her understanding of the demand side of planning. Long term, she has set her sights on becoming a member of the executive committee and a supply chain manager.

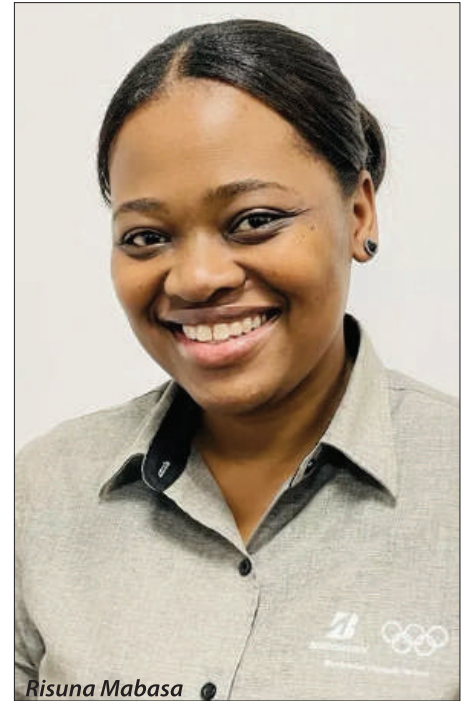
Ephodia Mokwala, who also hails from Limpopo, is building a career in HR. Since becoming permanent, she has noticed that she has been given more autonomy and can initiate projects and processes. As a result, she has become better at working on her own and has begun to develop her business acumen. Ephodia has also sharpened her skills in a wide variety of skillsets, including project management, presentation, report writing, stakeholder engagement, coordination, and general administration.

She aims to build her reputation through delivering quality results on her projects on the way to joining the HR leadership team in the future.

A common thread is the liberating effects of being entrusted with one's own projects and taking responsibility for the results.

All three of these youthful go-getters acknowledge that the Yes4Youth programme opened doors for them. Ephodia's advice to other interns is to cultivate a professional approach and perform each task well. "Always seek feedback so you know what to improve on," she adds. Risuna agrees: "Let your work speak for itself."

Ayanda distils what he has learned over the past few months by saying that interns should concentrate on learning how to



Risuna Mabasa

perform the basic tasks in the departments in which they find themselves. This approach lays the foundation for further advancement and means that the intern is in a position to engage with his or her superiors on a professional level.

Perhaps his most important advice is that the onus is on the intern to ensure they get ahead. "You have to be willing to approach your superiors to ask for work, ask questions, come up with solutions to current challenges or suggest improvements," he says. "If you are seen to add value to the business, you are much more likely to be offered a permanent position. Always remember: your superiors are not responsible for your career—you are!"




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FIRESTONE launches MAXI TRACTION HARVEST TYRE



Firestone is proud to announce the launch of its new, high-performance Maxi Traction Harvest tyre. The new tyre is the fruit of extensive R&D by Firestone's parent company, Bridgestone, in response to customer needs, says Willie Stander, Agriculture Manager at Bridgestone Southern Africa.

"Firestone has become a leading brand in the agricultural market because it is highly durable even under demanding conditions, combined with excellent design that is focused on helping farmers be more productive and reduce costs," Stander says. "The new Maxi Traction Harvest tyre incorporates a number of design features that raise the bar significantly."

The Maxi Harvest tyre incorporates a patented new Dual Angle Lug design with overlapping, more numerous lugs to give strong grip and excellent traction. It boosts productivity by allowing farmers to cover more ground faster and more economically. The new design also features increased rubber ratio on the contact surface thanks to flat-contoured crown tread design, enhancing driver comfort both on and off the road—a

huge plus given the tough, long working hours over busy harvest periods.

The Maxi Harvest tyre also offers accurate steering and safe, precise handling in all driving conditions.

Underpinning these unique features is Firestone's superior casing design and robust construction, bolstered by its unique wear-and-cut-resistant compound as well as its tyres' larger contact area.

"This combination of exceptional durability with innovative design is the reason that Firestone has become a trusted partner

for farmers across the continent," concludes Stander. "Farming is a tough business, and we have the farmer's back to ensure they never farm alone."



TIGER WHEEL & TYRE celebrates 55-year milestone

This year, award-winning auto-fitment retailer, Tiger Wheel & Tyre celebrates 55 years of delighting motorists across South Africa.

"Looking back at our journey over the last five decades, it has certainly been a roller coaster of emotions. I have been part of that journey for the last 24 years myself, and it has been an absolute pleasure and blessing," conveyed Alex Taplin – Group CEO, TiAuto Investments.

Continuing, "I am immensely proud and blessed to be part of this ever-growing and evolving brand; and watching the expansion from 15 stores in 1998 to over a hundred stores nearly 25 years later has been a really fulfilling experience."

Over the years, Tiger Wheel & Tyre has cemented its place in the lives of so many families – a legacy that has become a mainstay within communities across the country. From planning road trips with loved

ones, being part of someone's big moment, to daily errands, the Tiger Wheel & Tyre name is immediately recognisable and synonymous with trust, reliability, and industry expertise, and hearing South Africans sing along to the famous and catchy Tiger Wheel & Tyre Jingle just never gets old.

"At the heart of our brand are our customers, who for generations have shown us love and loyalty. Additionally, our amazing and hardworking team is one of the main

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TIGER WHEEL & TYRE

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Let's go together.

Tiger
Wheel & Tyre

pillars of our success, with many individuals having grown through the decades with the brand itself," noted Taplin.

"Our success in the market has taken hard work and dedication. We pride ourselves in being our own worst critics as we thrive on that constant tension of self-reflection and improvement. We have experienced our share of challenges in our noisy commercial landscape, with the recent pandemic being an unfortunate feature. The organisation simply adapts, adjusts and move forwards. Chaos is often the most opportune time to grow and birth new solutions and with this, our "Xpress Pick-Up & Delivery Service" was born – which was our way of getting closer to our customers while still maintaining social distancing."

Tiger Wheel & Tyre takes pride in its offering – from premium products and quality services to expert advice from a team of well-trained professionals. Over the years, the brand has elevated its range by adding to its arsenal – namely in the form of 4x4 Fitment Centres, Wheel Collision Xpress Repair Centres and most recently, PG Glass services, all conveniently available at selected stores.

Add to that, sustained partnerships with other leading businesses in financial services, Fleet Management, 4x4 accessories and vehicle maintenance support services, to name a few, completes the vision for expanding Whole Life Mobility solutions.

To commemorate the 55-year journey, Tiger Wheel & Tyre aim to celebrate the consumer by giving back. Shoppers stand a chance to win one of 55, R2,022.00 vouchers that will be awarded throughout the year. You are also invited take a ride through the decades, reflecting on some of the brand's greatest milestones

"Back to work now, there's still lots to be done! Thank you, South Africa, for bringing life to our ambitions. We are thrilled and honoured to be able to serve our customers and communities over many decades to come." expressed Taplin.

**2022 and beyond – follow @TigerWheelTyre
as their journey continues – www.twt.to |
Facebook | Twitter | Instagram**

BFGoodrich Tyres launches Trail-Terrain T/A Tyre in South Africa for those ready for adventure

Adventure-ready when you need it, BFGoodrich® is launching the BFGoodrich® Trail-Terrain T/A® tyre in South Africa, providing an opportunity for explorers to enjoy year-round adventure in the country.

With a total of 46 sizes, this tyre will be available for consumers in South Africa from early April. Marcus Baffoe-Bonnie, Vice President & Managing Director, Michelin Sub-Saharan Africa said, "Over the past decade, growth in outdoor recreation has led to significant demand for AWD-equipped CUVs, SUVs and trucks. Vehicle manufacturers and consumers are demanding vehicles that give them light off-pavement capability while still maintaining fuel economy. The BFGoodrich Trail-Terrain T/A tyre fills that void in our current portfolio and is purposely built for these consumers who want on-road-focused performances with light off-pavement adventure capability."

Not your average daily driver, the Trail-Terrain T/A tyre is designed to resist chipping and tearing in occasional gravel road usage. The serrated shoulder design is optimized for soft-soil traction in light off-pavement situations without compromising road noise. It also continues to provide traction long after the mercury drops. The full-depth 3D sipes are engineered to create plenty of power and grip over the full life of the tyre. Whether you're headed out to the mountain bike trail or a fun day out in the bush, the Trail-Terrain T/A is prepared for your next adventure.

For more information, please visit Africa.bfgoodrich.com

1 <https://africa.bfgoodrich.com/trail-terrain-t-a-mileage-warranty>

About BFGoodrich

BFGoodrich Tyres is dedicated to providing high performance tyres for those who have a passion for driving in virtually any environment. Combining technical expertise with 50 years of motorsports experience, BFGoodrich delivers tyres for a full range of driving experiences from ultra high performance street to off-road terrain with one common theme – extreme performance. Come upgrade your performance with BFGoodrich and see where our tyres can take you at Africa.bfgoodrich.com as well as on Facebook, Twitter and Instagram at [@bfgoodrich](https://www.instagram.com/bfgoodrich).



Goodyear South Africa Launches Le Mans Campaign Nationwide

Goodyear South Africa has announced its Goodyear Le Mans campaign focusing on consumers – the campaign is designed to highlight Goodyear's sponsorship in World Endurance Championship.

As part of the campaign, three lucky consumers who purchased four Goodyear branded tyres won themselves R200 worth of fuel vouchers. Coupled with this, one lucky consumer (Nokuthula Malale) purchased four A-segment 18" set of tyres and won herself an all-expenses paid experience of a lifetime to attend the 24 hours of Le Mans race live in France with two friends.

Goodyear has long been associated with iconic moments in motorsport, including 4 land speed records; 14 Le Mans 24 hours victories; and 368 Formula One Grand Prix wins. The World Endurance Championship (WEC) consists of nine races of varying lengths on four continents, with the Le Mans in June 2022 being the seasons spectacle, offering Goodyear the opportunity to showcase its range of ultra-ultra-high-performance tyres for a diverse range of cars as well as the innovation that positions Goodyear on a different pedestal in the industry, on and off the racing circuit.

Endurance racing is a form of motorsport which tests the resistance of equipment and endurance of participants. A team composed of multiple drivers covers a long distance in a single, non-stop event, with drivers taking a turn during the race.

"Tyre durability and performance is critical in Endurance Motorsport as it is on the road," said Nabeel Osman Marketing Manager, Goodyear South Africa. "Goodyear's 120+ years of innovation supports the development of technologies that enhance and enrich the driving experience for both consumer and professional racers", he added.

"We are proud to showcase Goodyear's long and successful history in motorsport to the South African market and the importance of how our track experience translates into our on-road products," said Richard Fourie, Managing Director Goodyear South Africa. "Many of the compound and construction



technologies found in our road tyres such as the Goodyear Eagle F1 SuperSport series are derived from Goodyear's winning race tyres at the Le Mans", he added.

In 2019 Goodyear returned to the WEC stage as the tyre supplier for LMP2 (Le Mans Prototype 2) racing category. After wins in the comeback season, Goodyear will supply the largest ever LMP2 field in WEC history. Eleven entries from nine different nations will go head-to-head in what is often the most action-packed of the championship's four classes.

With over 250,000 attendees, Le Mans is one of the largest single attendance sporting events in the world. "As one of the most popular global sports, motorsport is an ideal platform for us to engage with consumers

around the heritage, passion, innovation and technology that make up Goodyear's story in racing," concluded Richard Fourie.

About The Goodyear Tire & Rubber Company:

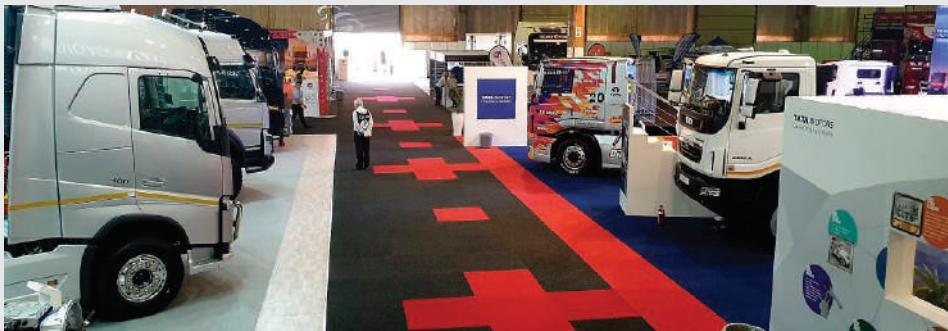
Goodyear is one of the world's largest tyre companies. It employs about 72,000 people and manufactures its products in 57 facilities in 23 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry.

For more information about Goodyear and its products, go to:

www.goodyear.com/corporate.

Growing Interest from Exhibitors in Futuroad Expo

Futuroad, which was the first and remains the only truly international expo for all aspects of the commercial transport industry and, is attracting increasing interest from exhibitors according to Tracy Gounden, Portfolio Director from Messe Frankfurt South Africa. This expo will be co-hosted with Automechanika Johannesburg at Expo Centre, Nasrec, Johannesburg from June 7-10.



"The latest manufacturers to sign up as exhibitors are FAW, which is a growing force in the local truck industry, and Eicher, as well as MCV Bus and Coach, and RAW Industries, a designer and manufacturer of integrated buses. Visitors will be able to put some of these new models to the test on the special evaluation track we are building for this expo," says Gounden.

"We, as the organisers, are pleased with the announcement by President Ramaphosa that changes to previous restrictions due to the COVID-19 pandemic affecting outdoor and indoor events mean that our open-air event will

be able to attract its usual number of visitors again this year.

Our vast exhibition space at South Africa's premier exhibition site means we have more than enough space for a full complement of visitors and exhibitors."

"Futuroad is the business platform for its target market and attracts a visitor audience from across the sub-Saharan region, which makes it an ideal platform for local stakeholders in this industry to grow their business footprint."

"We, as the organisers, are promoting Futuroad as an important part of our Messe Frankfurt promotional road shows to potential exhibitors and visitors throughout Southern African as well

as being ready to assist in setting up business-to-business opportunities with relevant people during the four-day show," added Gounden.

"Futuroad is ideally positioned to start the return to normal-type business association conferencing too. The Southern African Bus Owners' Association has already confirmed that its annual conference, which attracts about 300 delegates, will take place during the expo."

"We are also expecting several other similar organisations to use Futuroad as the venue for their conferences. This further underlines the importance of this show to the Southern African commercial vehicle stakeholders in 2022," concluded the Show organiser.

A share of R1.5 million up for grabs with **DUNLOP TYRES** this winter

If you're among those in Mzansi who love the ease and convenience of online retail therapy, then Dunlop's Winter Promo has you covered. From 1 June 2022 to 31 July 2022 Dunlop is keeping consumers safe on the road and enabling them take delivery of that coveted item they've had their eye on for ages.



Whether it's fashion, beauty and personal care, homeware, food or more, a digital voucher can be yours towards it. With Dunlop's Winter Promo, the first 1500 consumers to purchase two more selected Dunlop tyres will qualify for a R1000 universal e-commerce voucher that can be used online at any retailer in South Africa. That's R1.5 million in total up for grabs in vouchers.

Dunlop knows that tyre safety is even more important in winter. Tyres are the only part of your vehicle to have contact with the road surface and go a long way towards safeguarding you against hazards created by winter rains, slippery road surfaces, frost and even snow in certain parts of the country. Poor traction and reduced visibility top the list of winter road hazards, so having tyres in tip-top condition – including adequate tread depth, grip, inflation pressure, balancing and rotation – will help keep you and your passengers that much safer on wintry roads.

In the event of a sticky road situation that leaves your tyres irreparably damaged this winter, Dunlop also has you covered with Dunlop Sure,

South Africa's complimentary tyre insurance available at no extra charge on selected Dunlop tyres. Get full tyre replacement for irreparable damage caused by all road hazards within the first year of purchase – whether it's just one tyre damaged or up to a maximum of five, with free tyre insurance, mileage warranty and an 8-year product life warranty.

The Dunlop Winter Promo is valid on purchase of any two or more Dunlop 16" and above Passenger, SUV and Light Truck tyres (except for 195/14C) covered by Dunlop Sure Tyre Insurance. Terms and conditions apply. Speak to your local Dunlop fitment centre, download the MyTyres App or visit the Dunlop website for more information. Sumitomo Rubber SA has over 350 stores across South Africa. To get instant pricing on a wide range of Dunlop tyres visit Click2Fit.





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.

GOODYEAR releases its first CITY TRANSIT TIRES made with a sustainable SOYBEAN OIL COMPOUND

The majority of Goodyear Metro Miler G152 and G652 tires will now use less petroleum-based materials while delivering the same performance benefits

The Goodyear Tire & Rubber Company has announced an important step in its global journey to fully replace petroleum-derived oils by 2040. For the first time in its commercial truck tires, Goodyear is replacing a portion of the petroleum-based materials used in production of some of its most popular Metro Miler city transit tires with a bio-based soybean oil compound.

“The use of soybean oil in the majority of the Metro Miler G152 and G652 tires in production today is a significant Goodyear innovation that reduces the amount of petroleum-based materials needed for production,” said Dustin Lancy, commercial product marketing manager, Goodyear North America. “In these tires, soybean oil replaces about 11 liquid ounces of free-flowing petroleum oil per tire – almost



as much as a traditional soda can. Multiply that by a bus fleet of 1,600 buses, about the size used by some major metropolitan cities in the U.S., and that could mean the use of around 20 fewer barrels of oil.”

This change underscores Goodyear’s commitment to using more sustainable bio-based raw materials while continuing to deliver quality and performance in its products. The new formulation in production today uses a readily available surplus of soybean oil that is left over from food applications in the marketplace.

The Metro Miler G152 and G652 also feature technology designed to resist sidewall damage, enhance toughness and provide long tread life. Reinforced shoulders and steel sidewalls help deliver long casing life, and the integrated sidewall wear indicators make it easier to spot wear due to excessive scuffing. These tires also include a multi-compound, scrub resistant tread that can stand up to the rigors of transit applications and extend tread life by resisting excessive wear, chunking, cracking and chipping.

The Metro Miler G152 and G652 tire models made with soybean oil are currently in production and available now for ordering among customers looking for tires made with more sustainable materials.

The Metro Miler G152 and G652 are part of Goodyear’s Total Mobility platform of providing trusted products, a premier service network and complete tire management to our customers. For more information on the Metro Miler RTB lineup, visit www.goodyeartrucktires.com.



New powerloading option from **GOODYEAR**



Goodyear has recently introduced a range of Powerload tyre patterns for compact wheel loaders and small grader machines which are now high in demand for construction work and development projects around the world.

The Powerload range incorporates Goodyear's new Smooth Guard Technology which provides an extra thick, smooth layer of protection in the shoulder area and sidewall ensuring increased robustness, improved cut resistance and casing protection. At the same time a specially reinforced sidewall construction gives even more stability and easier moveability.

There is also additional protection for the flange cover area which safeguards against foreign body impact between the tyre and the rim. Whilst a new pry-bar notch design significantly improves the mounting and removal tires therefore reducing important downtime.

Mr Octavian Velcan, MD of Goodyear OTR and Aviation EMEA states, "Our new Powerload range is all about the future needs of compact wheel loader and small grader operators providing game-changing technologies to successfully navigate challenging terrains."

GOODYEAR

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PIRELLI Reveals its First Replacement Tyre for EVs

Pirelli introduced its first replacement tyre developed specifically for electric vehicles: the P Zero All Season Plus with the “Elect” marking.

Pirelli says the Elect marking offers a number of advantages like low rolling resistance, which is designed to increase the driving range while reducing consumption.

Another key advantage of the Elect marking is noise reduction, says Pirelli. In electric cars, the engine is no longer the primary source of noise, so reducing sound frequencies produced by the tyres is key.

Finally, Pirelli says the immediate grip, designed to bite into the asphalt instantly, is another advantage.

According to Pirelli, the new P Zero All Season Plus also features the Pirelli Noise Cancelling System (PNCS), a technology designed to reduce interior vehicle noise.



CONTINENTAL Intensifies CLIMATE CHANGE MITIGATION with Action Programme

Continental says it is offering its customers the opportunity to achieve carbon neutrality along the entire value chain today with Net|Zero|Now. The aim of the program is to enable customers with sustainability goals to neutralize the currently remaining “carbon backpack” of their relevant business with Continental, the company says.

Continental’s approach with its Net|Zero|Now immediate action program for climate change mitigation is based on recommendations of the Intergovernmental Panel on Climate change and relies on the principle of negative emissions and goes beyond conventional carbon offsetting, the company says. This means that no more emissions are generated for each product in the supply chain than are removed again from the atmosphere, for example through reforestation. On balance, net-zero is achieved and there is no additional burden on the climate.

Net|Zero|Now complements the reduction measures implemented by the company to date and sustainable innovations such as the



Conti GreenConcept tire, which are designed to achieve carbon neutrality in line with the Paris climate agreement.

The focus of Net|Zero|Now is on Continental products and systems used in emission-free vehicles – from electric cars to hydrogen-powered buses and streetcars. Continental says it generated sales of almost €1 billion with emission-free mobility in the past fiscal year. The program means that for these vehicles, zero-emission mobility is already possible when it comes to the share of CO2 emissions attributable to Continental. Not only are they emission-free during their use, but the

value chain relating to Continental is also carbon-neutral. Additionally, Net|Zero|Now is immediately available for the combustion-engine-vehicle and industrial business, helping companies meet the increasingly ambitious carbon neutrality targets on the market, the company says.

Continental says its sustainability ambition comprises four focus areas: carbon neutrality along Continental’s entire value chain, emission-free mobility and industry, a circular economy, and responsible value chains. Continental aims to fulfill its ambition by 2050 at the latest.

NOKIAN TYRES plc initiates a controlled exit from Russia

Nokian Tyres' Board of Directors has decided to initiate a controlled exit from the Russian market. Due to the war in Ukraine and the subsequent, tightening sanctions it is no longer feasible nor sustainable for Nokian Tyres plc to continue operations in Russia. The exit preparations will start immediately, and the company will evaluate different options for the exit. The process will be done with due consideration to local employees and legislation.

As part of the process, Nokian Tyres will record impairments of approximately EUR 300 million related to the Russian assets in the second quarter of 2022. These will be recorded as non-IFRS exclusions. Taking the impairments into account, the value of Nokian Tyres' net assets in Russia and Belarus totalled approximately EUR 400 million on May 31, 2022.

"For the past months, we have witnessed shocking events in Ukraine. We have followed

the situation with great sadness and we, along with the whole international community, unequivocally condemn the war, which has caused unspeakable suffering to so many", says Jukka Moisio, President and CEO of Nokian Tyres. "Our short-term focus has been on adapting to the fast-changing, highly uncertain operating environment, and maintaining control of our operations in Russia."

"After a thorough consideration and assessment of various options, we have decided to rebuild Nokian Tyres without a presence in Russia and focus on growth opportunities in our other core markets. This was not an easy decision given we have over 1,600 dedicated employees in Russia whose expertise we highly value as well as many long-standing customer and supplier relations built over the past 17 years", Moisio continues.

To secure supply of its products, Nokian Tyres has continued to increase capacity at its factories in Finland and in the US, and has



decided to invest in completely new capacity in Europe. The company announced earlier in the year that it had stopped investments into the Russian facility and started transferring production of selected key product families from Russia to its other factories.

Nokian Tyres has been operating in Russia since 2005. In 2021, approximately 80% of the company's passenger car tires were produced in Russia and the business area Russia and Asia represented approximately 20% of Nokian Tyres' net sales.

Vipal Rubber launches the new VM310 tread

Vipal Rubber stands out in the market for its quality and for offering pioneering products that meet the needs of its customers in all regions where it operates. A good example is the new tread VM310, which is indicated for applications in urban areas, on drive and trailer axles. The innovation is certified with the 3PMSF certification, proving excellent performance and safety when facing severe snow conditions. The new Vipal tread should hit the market in the second half of this year.

The VM310 also has the exclusive Eye Control technology, which facilitates the control of the level of wear and the suggested time for a new retreading, preserving the integrity of the casing and the management of fleet tyres. The launch meets a demand from Vipal customers, especially for the retreading of tyres on regional buses, which travel through the coldest areas of the continent and are susceptible to extreme weather conditions.

The design has a rotational direction, offering better traction power. The blocks were designed to promote the torque

distribution, maximizing its performance. At the same time, the sipes provides excellent grip in snow conditions and minimize irregular wearing. The grooves' sculpture was designed to minimize retention of rocks and objects and to allow better water outflow in the rotational direction. With greater balance and stability due to its bindings between the blocks, the tread still offers good mileage performance and outstanding resistance to abrasion wear.

According to the Commercial Manager of Vipal Europe, Fabricio Nedeff, the technology and design of the VM310 is presented as a new Vipal solution for these colder regions of Europe. "This is a tread that meets a request from our customers and a remarkably interesting alternative to another tread in our portfolio, the VDA4, widely used in the region as well. We are incredibly happy to know that the VM310 has passed the 3PMSF test with an extremely high rate, proving all the quality used by Vipal's R&D area, and we look forward to having it for the second half of 2022, highlighted Nedeff.

This is Vipal's sixteenth tread to obtain



the 3PMSF certification. In addition to this, the following brand treads are certified: VDA4, VT220, VRT3, VDE2, VM729, VT110, VT240, VT540, VZU3, VL170A, VL105A, VT115, VT510, VM310, VT250 and DV-UM3.



TYREXPO ASIA SINGAPORE on Track for 2023

Tarsus South East Asia will also be staging Tyrexpo Asia Singapore 2023 between the 8th and 10th March 2023 at the Marina Bay Sands Convention Centre – Level 1 – Halls A, B and C.

Tarsus can now confirm that the Singapore Government has recently relaxed its incoming travel stipulations (due to COVID 19) for international visitors who are fully vaccinated and introduced a new Vaccinated Travel Framework (VTF). Taking the travel experience to Southeast Asia back to almost like before the Pandemic.

Mr S Iswaran, Transport Minister for the Singaporean Government says, "Our recent shift to the VTF scheme sends out a strong signal to the world that Singapore has fully reopened its borders giving a much needed boost to international business. Therefore, the Singapore event has now been given 'the green light' to go ahead as a 'Live' show once again.

Anyone planning to visit Singapore for the March 2023 show will need to have been fully vaccinated for at least two weeks and provide printed or digital proof of their vaccinations and 'mix and match' types of vaccinations will be accepted. At the same time flight schedules from around the world are once again fully open in Singapore.

Alwin Seow – Events Director at Tarsus Southeast Asia says, "We are naturally delighted that Tyrexpo Asia 2023 in Singapore has now been approved to go ahead although throughout the three-day event we will be taking all necessary precautions to maintain the safety and well



being of all exhibitors and visitors. Including the constant provision of sanitisers throughout the halls."

Enquiries and bookings for either the Bangkok or Singapore Shows are now been taken and for further information visit www.tyrexpoasia.com



Bridgestone Awarded Grant to Advance Guayule Research

Bridgestone has been awarded a research grant by the U.S. Department of Energy (DOE) Joint Genome Institute to advance its optimisation of guayule, a drought-resistant, desert shrub that shows promise as a new, domestic source of natural rubber for tyre production.



The DOE Joint Genome Institute research grant aims to sequence and map genes of three guayule varieties to optimise the rubber yield of the plant, according to Bridgestone. Field tests will be conducted at Bridgestone guayule research centers and farms in Arizona, California, New Mexico and Italy.

Bridgestone says it originally launched its guayule research initiative in 2012, when it broke ground on a guayule processing and research center in Mesa, Arizona. Today, the company operates the research center in Mesa, as well as a 281-acre guayule farm in Eloy, Arizona.

Currently, Bridgestone says it is expanding the number of local farmers it works with within Central Arizona, who are working to convert their farmland to harvest guayule, which has served as a solution to previously failing crops due to growing water shortages affecting the environment. Through this collaboration with local farmers, Bridgestone says 200 new acres of guayule are expected to be planted this year. The conversion to less water-intensive crops is a direct result of Bridgestone's agreement with the Environmental Defense Fund (EDF), an NGO actively involved in water shortage solutions for the Colorado River, which is used for irrigation in Central Arizona.

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