

Southern Africa

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GOODYEAR MD, RICHARD FOURIE MAPS OUT VISION FOR THE COMPANY

TIASA WARNS OF SOARING
TYRE PRICES SHOULD NEW
DUTIES BE IMPOSED

TRENTYRE TO
COMMENCE SECTION
189 PROCESS

SUPA QUICK TEAMS WITH
DISKY TO OFFER LICENSE
DISK RENEWAL SERVICE

GOODYEAR JOINS LOCKHEED
MARTIN TO COMMERCIALISE
LUNAR MOBILITY



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$$\frac{1500 + 480 + 480}{100 + 100 + 90} = \frac{2460}{290} = 0.00848$$



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Editor's Corner

A long-standing member of the South African tyre business has likened the state of the industry to a bordello. Tongue in cheek? Perhaps not. I cannot remember a time in my 30 years of reporting on the local tyre business when it encountered as many challenges.

From companies and manufacturing plants shutting their doors and staff being laid off, to the chronic issue of how to deal with waste tyre collection and disposal in an environmentally friendly fashion, (to which, incidentally, we have yet to find a viable solution.)

More recently, the industry has become further divided with the SATMC (representing the four local tyre producers), and South African companies importing tyre products from China, at loggerheads over the SATMCs application to the International Trade Administration Commission of South Africa (ITAC) to raise anti-dumping duties, a move which has been described by TIASA (representing the tyre importers), as potentially damaging, not only to their businesses, but more importantly, to the man on the street.

Although no official statement on the matter, rumours circulating the market suggest that ITAC will be imposing a provisional anti-dumping duty for a period of six months, before arriving at a final decision. The implications of this are examined in depth in our feature story on page 6.

In other news, Goodyear SA has a new man at its helm. In an exclusive interview with SA TREADS, Richard Fourie gives us an insight into career path that saw him leave South Africa 20 years ago, only to return in April of this year, quite unexpectedly, to take up an opportunity which he claims he could not pass up. This, on page 2.

Feel free to share your views and opinions on the stories we are covering. We love hearing from you!

Liana



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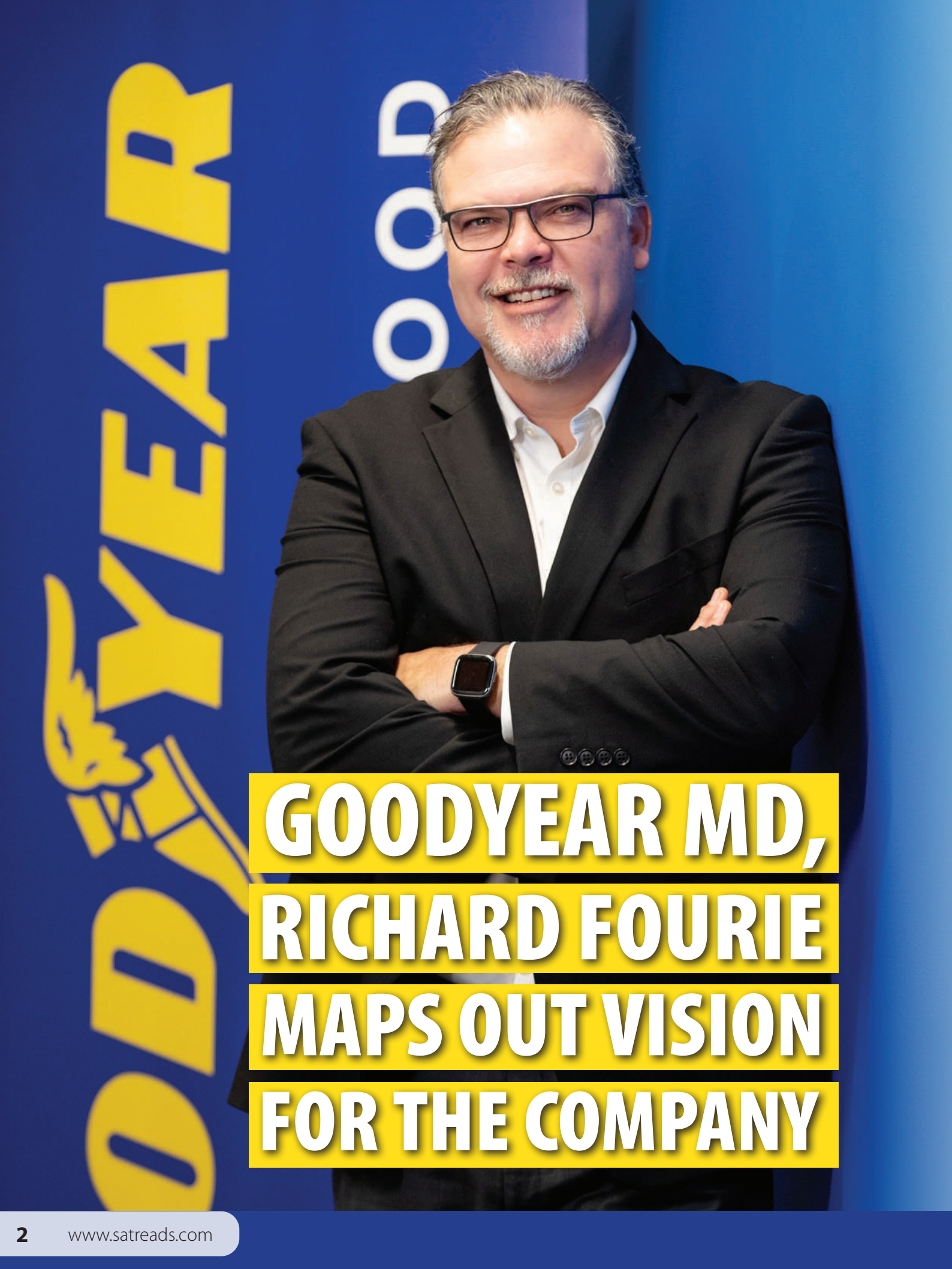
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**GOODYEAR MD,
RICHARD FOURIE
MAPS OUT VISION
FOR THE COMPANY**

On 1 April, Goodyear SA welcomed a new man at its helm. Richard Fourie left his home country South Africa with his family 20 years ago, to pursue a series of exciting career opportunities abroad. While in Singapore, the offer to head up the South African operation came as an unexpected surprise, in the end, one he could not pass up. In an exclusive interview with SA TREADS, Richard tells us more about what led to his latest appointment, as MD of Goodyear South Africa.

Welcome back to South Africa Richard. What are your overall impressions of your home country after so many years away, working and living overseas?

I am gaining a new perspective on the country now that I am stationed here. Over the years while we were living overseas, South Africa was a place to visit family and friends and take in all the attractions, but that gives you a limited view on how the country was changing.

After just four months of living and working in South Africa, I see tremendous growth and development taking place. There are challenges facing the country, but it is very encouraging to see the private sector continuing to expand.

Possibly the biggest shift I am seeing is in the people. The talent that is emerging from South Africa is remarkable and it is a positive outcome of the BBBEE policy and targeted development programs that have started to pay dividends. BBBEE has placed an emphasis on training, which I personally believe is the key to human capital development. I have a very diverse leadership team – all 11 of them are talented South Africans who come from diverse backgrounds.

What are some of the opportunities you are recognizing in the SA tyre business?

The collective voice we have in the South African Tyre Manufacturers Conference

(SATMC), to be able to actively engage with government is a key strength.

The South Africa tyre market itself poses great attraction to me as well. As a manufacturer, Goodyear is very well established in the country – we have grown from strength to strength in our 75 years in South Africa. The country also has a well-developed and sophisticated retail space.

The overall mix and opportunities available in this country that allow me to put my experience and expertise to good use, are the primary reasons why I am so excited and energised about my appointment.

And how is the family adjusting to living back in South Africa?

My two youngest children, who are of school-going age, have never lived here and they are both loving the opportunity to experience their heritage. Being closer to our parents and family is also a welcome opportunity to re-connect with them, especially after the long covid period during which we were not able to visit.

How do you see yourself making a difference to the way Goodyear operates and what is the strategy regarding your manufacturing practice?

I think it is important to first of all see

I see tremendous growth and development taking place in SA



and understand what has worked. Goodyear has been an active partner to South Africa's automotive industry for 75 years and counting. And the first step for me was to understand what got us this far.

Next the all-important question for me to answer is: where do we go from here to ensure that Goodyear continues to grow our capability and commitment to the country.

In addition, we need to ask ourselves: do we make tyres we can sell? Will the product range we produce align with our projected profit pools? Does our product range allow us to leverage on OE opportunities as they arise?

We have made significant investments over the years, the most recent being in 2016, where we invested R1 billion in our Kareiga plant. This has allowed us to expand our capability and capacity to manufacture larger rim sizes allowing us to leverage the opportunities with our OE partners, for example, in the 4x4 market with the launch of the new Ford Ranger and VW Amarok which is very exciting.

In addition to growing capacity, what other strategies are you looking into to achieve your goal?

Business cannot be successful without our partners. At Goodyear, we adhere to what we like to call 'The Connected Business Model'. Essentially, this means connecting all aspects that make up the business, from the product to the OEM, customer (retailer), to the end-user, and all factors in between.

In South Africa, we are currently working with all customers (retailers) to ensure that we strengthen our relationship with them and also support them in their respective market segments so that it is a win-win relationship.

How would you describe your management style?

As previously mentioned, I believe in getting to grips with what is: strengths, weaknesses, capabilities and arriving at where we have the right to win.

People are generally motivated by recognition and enablement. This is especially true in our case, as the team



People are generally motivated by recognition and enablement



has produced phenomenal work over the last three years. I would like to think that my leadership style is one of enabling and facilitating my team to go further towards their stretch goals.

The key focus is to ensure that the company growth strategy and key initiatives are closely aligned to customer and consumer needs, based on a culture of listening and collaboration to ensure strong alignment to common goals. Whether creating marketing and advertising concepts, customer plans or engaging in M&A discussions, the approach of listening first has been a consistent foundation of building the right outcomes across multiple geographies and cultures.

Whilst delivering strong results is a primary focus in the way I approach my role, an equally important aspect is how those results are delivered. Ensuring a consistent focus on my personal values and those of the company, results in building trust, a culture of innovation and problem solving, accountability and transparency and creating an environment where everyone on the team has an equal opportunity to make a meaningful difference.

You spoke earlier of the importance of training. What initiatives are in place with regard to training?

As a company, Goodyear strongly believes in the upskilling of our employees, through internal training and/or external programmes. We are constantly investing in internal programmes that are specifically targeted at strengthening business skills of our employees. But more than that, Goodyear has a strong mentorship programme aimed at developing leadership skills among high performing individuals, so that they too

can drive strategy, with a view to heading up their own leadership teams.

Why do you believe that having a manufacturing plant in South Africa is important for Goodyear?

The longevity of Goodyear SA – now 75 years strong – is a legacy. Strongly entrenched in the Kariega community, Goodyear is one of the largest employers in the region. We owe it to the thousands of people we employ to remain sustainable for many years to come. This is our social responsibility.

We believe tyre prices will be going up again this month. What is driving these price increases?

Simply put, rising commodity prices. Raw materials continue to rise and we are dependent on imported rubber, among other things, which is not produced locally.

Are you looking to release any new products in the market?

We recently have launched the new Eagle F1 Asymmetric 6 UHP tyre which boasts technology such as “Dry contact + technology” allowing our consumers an excellent driving experience along with “wet breaking pro” giving them the comfort in the wet conditions. The tyre being new in the market has already received three accolades in Europe. Auto Motor and Sport has named it “outstanding” while Auto Bild testers gave the tyre an “exemplary” rating. Tyre Reviews and Aftonbladet also crowned it as joint test winner. These test wins are a reflection of the quality that we produce and our focus on technology that extends our tyre performance while optimising their mileage and longevity



Goodyear is one of the largest employers in the Kariega community



Richard Fourie grew up in Ermelo in Empumalanga. After completing his studies in Accounting in Johannesburg, he joined the Fast-Moving Consumer Goods (FMCG) sector, first with Colgate Palmolive and later with Tiger Brands.

His next assignment led to an international position with Reckitt Benckiser in London. This was followed by a three-year stint in Sydney, Australia as Marketing Director for Arnotts Biscuits, a portfolio that eventually grew into him leading the business expansion in South East Asia

After six years based in Jakarta, Indonesia, he was head-hunted by Goodyear, with his mandate focusing on capacity increases & growing businesses in the Thailand, Malaysia, Indonesia, Korea and Vietnam markets.

He was then appointed Tinto the Asia Pacific Head of Marketing where he spent 2.5 years expanding the impact of the Goodyear brand marketing investment.

TIASA WARNS OF SOARING TYRE PRICES SHOULD NEW DUTIES BE IMPOSED



The Tyre Importers Association of South Africa (TIASA), is warning that the cost of tyres could increase by up to 14% if the four large domestic tyre producers, Continental, Bridgestone, Goodyear and Sumitomo – collectively known as the SA Tyre Manufacturers Conference (SATMC) – are successful in their duty application.

TIASA is opposing SATMC's application to the International Trade Administration Commission (ITAC) to impose additional duties on passenger, taxi, bus and truck vehicle tyres imported from China, claiming that additional duties of between 8 and 69% could be imposed over and above the current 20% tariff, percentage figures which TIASA claims were derived from the SATMC's Application which is available in the public domain.

“The application for additional duties applies to passenger, SUV, commercial, light truck and truck and bus tyres and spans across 8 tariff codes. The increases applied for by the SATMC ranges between 8.45% and 69.97%, which is on top of the existing duties already paid of between 25%-30%.”

Additional duties of between
8 and 69% could be imposed
– TIASA



The Taxi Industry will
be hit the hardest
– Theo Malele



“Our modelling team has done the calculations on how much the landed cost of tyres will increase by, per category of vehicle if this application is successful, and the figures are staggering. What is concerning is that no explanation has been provided for the different percentages being applied for across the various tariff codes,” claims TIASA.

“The modelling was done on the basis that ITAC imposes the maximum dumping margin as claimed by SATMC in their application, we have made this very clear that this is the worst-case scenario. In other words, this comes from their own submission to ITAC and not pulled out of thin air. In their words, they want to ‘equalise/normalise’ pricing in the market, and the only way we can interpret this is that all prices on tyres will increase and that the consumer will be left paying for it.”

Media press conference presents platform for discussion

At a recent media press conference, attended by both industry and mainstream journalists, the panel, (made up of Charl de Villiers, Chairperson of TIASA, Donald MacKay, founder and CEO of XA International Trade Advisors, Theo Malele, Spokesperson for the National Taxi Alliance and

Gavin Kelly, CEO of the Road Freight Association (RFA)), addressed the matter in more detail and took questions from the press as to how higher import duties were likely to affect the man on the street.

In an opening statement, the panel claimed the imposition of additional duties is expected to have a material impact on the price of tyres, not only for passenger vehicles, but also for trucks and for the vast network of taxis and buses that transport citizens across the length and breadth of the country daily.

Theo Malele expressed grave concerns over this, stating that the taxi industry will be hit hardest, with taxi tyres increasing by 41%; small passenger vehicle tyres by 38-40% and truck and bus tyres by 17%.

“Should the application by the SATMC be approved, it could lead to the destruction and possible demise of the taxi industry,” he cautioned, “so we are appealing to government to step in, to prevent this from happening. Taxi operators will simply be unable to absorb these costs without passing them on to their passengers.

“We already estimate that taxi fares need to rise by up to 30% due to rampant petrol price increases. If tyres go up by 41%, it will have a

devastating impact on our sector, and on commuters who rely on us to transport them to and from work. Government must intervene as a matter of urgency to reject SATMC's application for these duties immediately," says Malele.

Charl de Villiers, believes the SATMC's application for duties is absurd, given that of the almost 3200 tyre products sold in South Africa, the applicants, according to their own prices lists, collectively import 80% of the variety of tyres that they sell.

In recent years, the local four manufacturers have downscaled production runs, with two (Continental and Goodyear), importing their entire quota of truck and bus tyres to service local demand. This is not unusual, as it would be impossible for any country to produce every tyre size that is required by the OEMs and the replacement market. Bridgestone and Sumitomo are continuing to produce tyres for the commercial market locally, but notwithstanding, are unable to adequately meet market demand, without having to rely on imported products to supplement their range.

"The sad reality is that while this application makes no sense at all, it will, if successful, add a significant cost burden to motorists, tax and bus operators and trucking and logistics companies. Even more concerning is that vehicle owners, when faced with such dramatic cost increases, may trade down to second hand or illicit tyres, or simply delay replacing their tyres, which places every road user at a greater risk of accidents," claimed de Villiers.

Donald MacKay, agrees that the antidumping application is ludicrous, saying: "Continental and Goodyear import 100% of their bus and truck tyres, so they would essentially be asking for duties against themselves. What is even more bizarre is that Goodyear China has opposed Goodyear South Africa's application*. If new duties are imposed against Chinese imports, two things will happen: the first is that those importing tyres will shift imports to other, possibly more expensive markets, increasing the price of tyres, and secondly, what naturally follows the imposition of additional duties is that domestic producers and retailers will raise the local prices to meet the imported cost. Great for profits, but very bad for consumers."

****European tyre producers have also established tyre plants in China, to supplement production volumes emanating from their European manufacturing facilities.***

"Rising inflation is putting South African consumers and motorists under extreme financial pressure," added de Villiers. "The consensus is that there appears to be little light at the end of the tunnel. The bottom line is that South Africa, and South African motorists and those operating in the trucking, taxi and mass transport sectors, can ill-afford any interventions which may further drive up road freight or transport costs, which are key drivers of inflation."

Gavin Kelly concurred: "80% of all of South Africa's food, medicines, fuel and many other goods are transported via road, given the collapse of the rail system. Based on the projected 17% increase in the landed cost of truck tyres, we estimate that this will translate into a 6% increase to operators, This, is AFTER the projected increases being touted for August 2022.

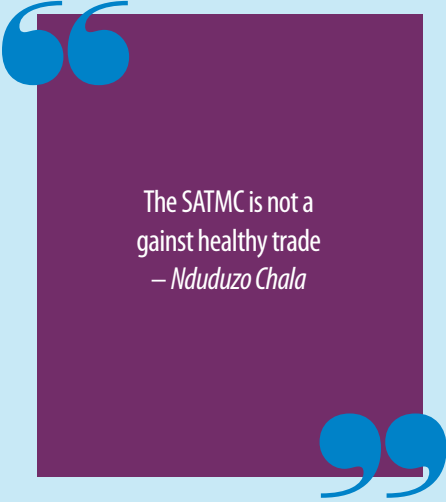
In its April report, Stats SA said that transport continues to drive inflation higher. Transport costs are continuing to climb, with the main driver being the surging price of fuel, (the price of fuel was R14.86 in January 2021, and is now a staggering R26.74 (inland) per litre.

Added Kelly: "Transport companies already cannot afford the ever-rising operating and fuel costs, and so an increase in the cost of tyres could become the final nail in the coffin for many operators, leading to a collapse in the country's critical road freight logistics sector.

"Tyres are a huge cost factor for road transporters in South Africa, any increase in costs upstream, will ultimately filter down to consumers, as most operators will be unable to absorb the full cost increases, thereby causing a knock-on effect onto the consumer.

Kelly added: "We are deeply concerned about the implications for road safety. Tyres are critical to the safety of vehicles, and any rise in the costs of tyres will force some operators to trade down to inferior quality tyres, or to try and push the 'life' of the tyres to the bitter end – raising the risk for everyone on our roads."

Any increase in costs upstream, will ultimately filter down to consumers
– Gavin Kelly



The SATMC is not a
gainst healthy trade
– Nduduzo Chala

SATMC defends its applicaton

In response to these allegations, the SATMC claims that its latest application for anti-dumping duties to be levied on passenger, truck and bus tyres imported from China, is part of a sustained effort to rescue the local tyre industry and the livelihoods dependent upon it. The industry body represents the four tyre manufacturing companies in South Africa – Bridgestone, Continental, Goodyear and Sumitomo Rubber South Africa – on trade, economic and environmental policies, and tyre sector regulations.

Nduduzo Chala, Managing Executive of the SATMC said: “The SATMC is not against healthy trade and competition at fair prices, but rather against certain Chinese designed and manufactured tyres that are imported unfairly into South Africa at unsustainable, rock-bottom rates. This limits the competitiveness of domestic manufacturers, who employ more than 6 000 people directly in South Africa and create indirect employment opportunities for more than 19 000 people.”

“SATMC companies themselves work with tyre importers who demonstrate fair pricing, prioritise quality and safety, and are able to offer excellent after-sales service, guarantees and insurance, uplifting the domestic tyre sector and road safety industry as a whole,” said Chala.

In 2021 imported tyres accounted for more than 50% of local circulation, according to SATMC research. China holds the lion’s share of tyre imports into South Africa. Chala says the four manufacturers are committed to local production and ensuring its growth in the future.

“The four manufacturers have made sizeable investments into upping their domestic capacity, but this continues to be eroded as rising cheap imports adversely impact industry capacity utilisation. We hope that our anti-dumping application to the International Trade Administration Commission (ITAC), if successful, will help to provide a more level playing field for the South African tyre manufacturers to sustain the significant role of this industry within the economy,” said Chala.

Similar actions have been introduced in countries such as India, Nigeria, the United States and the United Kingdom, in order to protect local industry and save jobs.

In supporting the SATMC application, Renai Moothlal, Executive Director of the National Association of Automotive and Allied Manufacturers (NAACAM) said: “The domestic tyre manufacturers are a significant part of the SA automotive manufacturing value chain, and any production losses they face as a result of products being dumped into the country have the potential to negatively impact localisation and job levels, which is contrary to the objectives of the SA Automotive Masterplan 2035.”

Despite the economic challenges of the past three years between 2019 and 2021, the local tyre manufacturers had contributed in excess of R15,9 billion to the South African economy, claims SATMC.

“Thousands of employment opportunities have been created over the years, and the SATMC is committed to maintaining these positions, and in future, to increase this skills pool. We have also developed the industry via supplier development, employee contributions, skills development, corporate social investment and enterprise development, in addition to investments into their local manufacturing plants. Local manufacturers have worked hard to withstand substantial challenges to their operations and protect the entire value chain, particularly in the aftermath of the pandemic, looting, theft and destruction of property, coupled with ongoing challenges related to electricity supply and labour,” he said.

The SATMC’s application to ITAC asserted that tyres from China were being imported at predatory prices and causing material injury to the domestic manufacturing industry. He said the South African Revenue Service was dealing with 64 cases of illicit trade into the country related to the tyre industry.

“This has been occurring over a number of years and the continued proliferation of large consignments of cheap imported tyres from China is something we are strongly opposed to. It is not our intention to increase tyre prices or to hit the wallets of customers. This is about fighting unfair trade. SATMC members are concerned about the knock-on effects of these destructive practices for job creation and economic growth within South Africa. We want to keep the South African manufacturing sector alive. That is



why we are arguing for duties on cheaply imported tyres,” said Chala.

Illicit trade practices around the importation of tyres are certainly on the rise with sub-standard tyres finding their way into the local market, some due to under-declarations and fraudulent paperwork.

On this aspect, SATMC and TIASA appear united, with both parties in strong support of clamping down on the rising number of unscrupulous importers who are not playing by the rules.

****The ITAC investigation – initiated on 31 January 2022 - is currently in its preliminary phase. Responses received are being assessed in line with World Trade Organization and domestic regulatory and legislative criteria. The***

next procedural step in the investigation would be a preliminary determination by ITAC which is expected to be issued in August. The ITAC investigation is required to be finalised within 18 months from the date of initiation, with a final determination expected to be made in early 2023.

At the time of going to press, ITAC had allegedly decided to implement an anti-dumping duty for a period of six months, during which further investigations into the matter will be made. However, no official announcement has been issued by ITAC confirming this. The industry is left hanging, with several importers of product from China forced to cancel their orders, placing them in the precarious position of being unable to service their customers.

A provisional anti-dumping duty could be imposed for a period of six months

DUNLOP LAUNCHES NEW “POTHOLE FM” CAMPAIGN TO DRIVE HOME TYRE SAFETY CONFIDENCE

PLUS: FREE DUNLOP SURE TYRE INSURANCE OFFER EXPANDED

There’s no doubt – South Africans have a special kind of confidence. We take the bull by the horns, tackling uniquely Mzansi realities like making 2-minute noodles one minute before load shedding, gathering for Family Meetings, and doing taxi math at 5am on a Monday. And when we’re out on our roads? Well, we’ve got that covered too, navigating potholes, roadworks, dirt roads and more, given that 80% of our road network is now older than the 20-year design life and 30% of our roads are considered to be in poor to very poor condition.

Tyre brand Dunlop South Africa is showcasing the funny side of that Mzansi confidence and has gone large with a first of its kind – the first ever radio studio to be set up inside a giant pothole.

The new “Pothole FM” campaign features South African comedian Robby Collins. It was recorded in Howick, KZN, where the uMngeni Local Municipality has been hard at work carrying out much needed pothole repairs in the aftermath of the KZN floods earlier this year.

Kneeling inside the 50cm deep pothole during recording, Collins said: “Let’s be honest, potholes aren’t fun. They aren’t fun to drive into, and they aren’t great fun to broadcast in. In fact, we should use all the money we spend on putting up pothole warning signs to actually fill in the potholes. Nonetheless, I had a great time shooting with the Dunlop crew who are doing their part to give South Africans some confidence on the road.”

Contractors ensured the hole was repaired after the recording.

CEO of Sumitomo Rubber South Africa, which manufactures Dunlop tyres in Africa, Lubin Ozoux said the “Pothole FM” campaign sets out to showcase the brand’s innovative Dunlop Sure tyre cover that helps South Africans be as confident on the road as they are off the road.

“We know the state of our roads is no laughing matter. But whether it’s potholes,



road works or lengthy dirt roads, we wanted to show that you can get that Mzansi confidence with Dunlop Sure tyre cover. And because we’re so confident about the quality of our tyres, we’ve made Dunlop Sure free,” he said.

South Africans can catch the “Pothole FM” spots on radio stations – Metro FM, East Coast Radio, Heart FM and Jacaranda, and across Dunlop’s digital platforms and more.

A snippet from the ad says, “South Africa is known for its breathtaking scenery. As well as it’s not-so-scenic road conditions. Because only in Mzansi will you find road works, that don’t work. Stop and goes that never go. Or a pothole so big you can record a radio ad in it.”

COMPREHENSIVE TYRE COVER

Ozoux said Dunlop Sure is a package of services that gives customers peace of mind when purchasing tyre products manufactured by Sumitomo Rubber South Africa. It’s available at no additional cost when customers purchase selected tyres and activate the Dunlop Sure benefits.

Within the stable of offerings is a Product Life Warranty of 8 years on all Dunlop,

Sumitomo and Falken branded tyres, that protects customers against defects in material and/or workmanship. On selected Dunlop Grandtrek tyres within the brand’s SUV and 4x4 range, customers can also activate a Mileage Warranty of up to 100 000km, that covers them against premature wear and tear.

FREE Dunlop Sure tyre insurance on ANY Dunlop tyre

But probably the most attractive in the South African road context, is the Dunlop Sure Tyre Insurance available exclusively from Dunlop Branded retail outlets including Dunlop Zone, Dunlop Express, Dunlop Commercial and Dunlop Container stores in South Africa, Botswana, Namibia, Lesotho and Swaziland. It’s free for 12 months and provides full replacement for irreparable damage caused by all road hazards within the first year of purchase (12 months) and is available on ALL Dunlop tyres including passenger, SUV/4x4 and light truck tyres. Previously this was only available on selected Dunlop tyre ranges. This new feature kicks in from 1 August 2022.

Visit <https://www.dunloptyres.co.za/dunlop-sure> for more info, follow Dunlop Tyres SA on Facebook, Instagram, and LinkedIn for all the updates, and make sure YOU get that Mzansi confidence with Dunlop Sure.

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TRENTTYRE TO COMMENCE SECTION 189 PROCESS

It is with great regret that TrentTyre, a long standing multi-branded tyre service provider in South Africa, announced on 19 August that they are commencing a Section 189 process.

"We will embark on a thorough and transparent consultative process with all employees to attempt to reach an agreement between all parties," said the company. "It is business as usual during the consultation period. TrentTyre will treat

everyone with the utmost respect and fairness and will remain thoroughly committed to ensure that our employees receive adequate support and our obligations to our customers remain fully delivered upon during this transition period."

TIGER WHEEL & TYRE OPENS NEW STORE IN MOSSEL BAY

In a string of new stores set to open, as part of the TiAuto Investments expansion plans for Tiger Wheel & Tyre, the latest store has debuted in the beautiful harbour town of Mossel Bay, along South Africa's famous Garden Route.

"We are extremely excited to announce the successful opening of Tiger Wheel & Tyre Mossel Bay. This serves as a welcome addition to the number of Tiger Wheel & Tyre fitment centres already present in the Western Cape, and further reinforces the demand for expert quality vehicle fitment services in the region and across the country," said Farishta Singh – Group Marketing Executive at TiAuto Investments. Continuing, "We invest in our people, so that we can invest in communities, create jobs and provide high standards of products and services, all to ensure the safety of our valued customers on our roads."

Gerhard van der Schyff, designated store manager at the Mossel Bay fitment centre has been part of the Tiger Wheel & Tyre family for over six years. His time with the team thus far has proven rather valuable, bringing with him



vast industry knowledge and brand confidence. Tiger Wheel & Tyre are committed to providing consumers with expert advice, superior fitment services and quality products for every budget from leading brands in wheels, tyres and batteries.

For current promotions that embrace the Winter season, visit Tiger Wheel & Tyre Mossel

Bay at the corner of Louis Fourie and Depot Road, Langeberg Mall, Die Voorbaai or call them on 010 510 2825. Shop 4 tyres from 13-inches to 17-inches and receive either a flask or flask set up to the value of R589. Additionally, if you're looking to replace your car battery, get R100 off any AtlasBX or Duracell brand using BATTERYPROMO100.



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BRIDGESTONE SPONSORS INAUGURAL SOLAR POWERED MOTOR RACE, ILANGA CUP

As a pioneer in energy efficient tyres, Bridgestone Southern Africa is, for the very first time, sponsoring the iLanga Cup, a solar powered car race which took place on 21 July at the Red Star Raceway in Delmas, Mpumalanga.

This new endurance event will see the best local solar car teams go head-to-head; the winning team being the one that racks up the most kilometers in the eight-hour long challenge. The race consists of six teams of 20, drawn from high school, university, and private engineer groups.

Professionals and amateurs got a chance to test their solar cars and have the opportunity to learn more about team and vehicle dynamics. The aim of the iLanga Cup is to nurture young and upcoming solar car teams and grow existing teams to be able to compete in internationally recognised larger-scale events, such as the Bridgestone World Solar Challenge.

"We are thrilled that Bridgestone Southern Africa has joined the Ilanga Cup as the headline sponsor," said Robert Walker, Director of the Ilanga Cup. "Bridgestone is a leader in the automotive industry and is now evolving into a mobility solution provider. These elements align perfectly with the focus of the Ilanga Cup, which is to test innovation and technologies of future mobility. The event is also focused on testing alternative energy



concepts – contributing towards cleaner and more sustainable mobility in southern Africa. We look forward to working with the multinational brand."

"Motorsport disciplines across the globe are exploring more sustainable innovations," says Shailesh Singh, Key Account Manager, Motorcycle and Motorsport at Bridgestone Southern Africa. "We have chosen to partner with the iLanga Cup to showcase our passion for sustainability and community upliftment. Motorsport is loved by people from all walks of life, and we are excited to be involved in this event." The event itself is a steppingstone to the Bridgestone World Solar Challenge and each team of university students is going for the top honours of being selected for the next level in South Africa – the Sasol Solar Challenge,

from where the top performing teams will be selected to compete on a global level.

As a pioneer in energy efficient tyre technology, Bridgestone has developed a specialised tyre designed specifically for solar vehicles. The tyres complement the low rolling resistance, durability and surface adhesion required to keep these vehicles as efficient as possible. The lower the rolling resistance of the tyre is, the lower the energy consumption of the car and the CO2 emissions it produces. These technologies are currently being used in the tyres Bridgestone supplies to select manufacturers on their latest electric and hybrid vehicles.

"In line with Bridgestone Global's corporate strategy, our brand focus is very much on sustainability, and this extends to motorsport," adds Singh. "Bridgestone is a naming rights partner to the Bridgestone World Solar challenge. Supporting this event embodies our commitment to mobility, people and the environment. That's why it makes strategic sense for us to support and sponsor similar initiatives in South Africa aimed at driving the evolution of mobility technologies."

In 2021, Bridgestone applied its lightweight and environmentally friendly ENLITEN technology on tyres specially engineered for Lightyear One, the world's first long-range solar electric powered car, providing the efficiency to maintain battery life, maximise vehicle range, and reduce environmental impact. For more information about the iLanga Cup solar car race, please visit www.ilangacup.co.za



SUPA QUICK LAUNCHES A NEW FRANCHISE IN RIVONIA

Supa Quick, has opened a new franchise in Rivonia, Sandton. The store is located in a prime position at Moto Centre on the corner of 7th Avenue and De la Rey Street. The owner, Pedro de Freitas, says that the store represents a significant investment of over 3million.

"I chose the Supa Quick franchise because it's such a powerful brand with an excellent reputation for customer service," he says. "Rivonia is a business hub of note, so it made sense to locate the franchise right in the middle of it to service a growing customer base. I have 20 years' experience in the cellular industry, so I know the importance of a strong brand and a great location."

The store currently employs seven people. Adeshni Sewbaran, Supa Quick Business Development Manager at Bridgestone, says that the new franchise is one of the green shoots of the post-COVID recovery.



"As business begins to recover from two years of lockdowns and other regulations, South Africans are using their vehicles more. Supa Quick's success is built on its ability to offer motorists and commercial vehicle owners alike excellent service and top-quality

brands like Bridgestone to keep their vehicles on the road.

"We are also delighted to welcome franchisees like Pedro, who combine business acumen with a commitment to customer service, into the Supa Quick family."

LICENSE DISK RENEWAL MADE EASY WITH SUPA QUICK AND DISKY

Fitment centre group Supa Quick has partnered with Disky an online platform to make it convenient and quick for motorists to renew their vehicle licenses using WhatsApp at any of the 190 Supa Quick stores across South Africa.

"We are all pressed for time, and no one likes to stand in notoriously long, slow-moving queues in crowded venues at the licensing department or post office," says Adeshni Sewbaran, franchise director at Supa Quick. "We wanted to find a way to make this process easier for our customers and Disky was the obvious choice."

To renew your vehicle license, you can simply visit the Supa Quick store of your choice and scan the Disky QR code and press 'send.' You will receive a WhatsApp message and, by following the user-friendly prompts, you can then make the payment and collect your license disk within five to

ten working days from the store. The process takes just a few minutes and a service fee will be charged. All types of vehicle licenses can be renewed, including those for motorcycles, cars, trailers and caravans.

"Many people delay renewing their vehicle license simply because it's inconvenient or takes too long," says Sewbaran. "We are encouraging customers to take advantage of this value-added offering and make sure they comply with the law. Anyone can apply for renewal on your behalf, and you can complete the process in-store or in the comfort of your own home."

Sewbaran adds that the service is another way for Supa Quick to differentiate itself in the fitment sector. "Our franchisees are incredibly supportive of the partnership as it offers benefits for them too. The pandemic has taught us all about the importance of partnerships for growth. In this instance, two different forces have joined together to offer

a great service to customers, while giving our store owners the opportunity to boost customer loyalty, benefit from referrals, build their customer base and upsell to people who visit our stores."

To find out more about where you can take advantage of this quick, safe, secure, and convenient digital solution, visit www.supaquick.com. Follow Supa Quick on Facebook or Twitter.



Some ideas about RETREADING BELONG IN THE STONE AGE!

In a world so focused on reducing, reusing and recycling, let us not forget what retreading really means. Let's not forget that Bandag has been reducing, reusing and recycling for more than 50 years... But even today, we find naysayers that dispute the advantages of retreading based on false information. Let's bust these myths with Retreaducation 101...



MYTH 1 – RETREADS LITTER OUR ROADS.

Fact: Those rubber fragments on the road with all the wire? NOT OFTEN RETREADS

There's one way to determine if rubber scraps on the road are retreads. Look closely. Many of those rubber fragments contain wire. And there's no wire in the rubber retreaders use. In fact, the scrap rubber you see is almost always the result of a casing failure, not a retread failure.

MYTH 2 – RETREADS AREN'T SAFE.

Fact: Here's a testament to safety: nearly every major airline trusts retreads.

Today's sophisticated retreads are nothing like their predecessors. In fact, they're so safe, school bus fleets rely on them. Even fighter jet pilots count on them. And you can imagine the stress jet tyres undergo on takeoffs and landings.

MYTH 3 – RETREADS ARE UGLY.

Fact: In a blind beauty contest, even truckers can't tell the difference.

The appearance of a finished retread has a lot to do with the skill and thoroughness of the retreader. That's why truckers choose high-performance retreads, like Bandag, that have the quality looks of a new tyre. When you add up all the scrap tyres retreads save from landfills, they're actually a thing of beauty.

MYTH 4 – ONLY NEW WILL DO.

Fact: 'Newness' is important for some. But remember, retreads last as long as most new tyres.

You can expect today's new breed of retreads to perform equal to, if not better than, a quality new tyre. And they'll certainly outperform a cheap one. Proof it never pays to skimp. Retreads sell for less than a comparable new tyre.

MYTH 5 – RETREADS ARE MILEAGE MUNCHERS.

Fact: A quality retread delivers mileage on par with many new tyres. Hit the road, 'myth!'

Just as new tyre mileage varies widely, so does retread mileage. The reason is due to a complex mix of tread compounding, tread weight, tread design and casing structure. That's a lot to think about.

MYTH 6 – BAD TREAD, BAD CASING.

Fact: A casing can still be good long after your tread wears.

A tyre casing doesn't wear out like a tread does. So with proper maintenance you can expect to get multiple lives out of a quality casing. The key is using a "quality" casing!

MYTH 7 – RETREADS JUST DON'T PERFORM.

Fact: Try telling that to Blue Chip fleets the world over or the top competitors at major U.S. on and off road races.

High-quality retreads have taken all the punishment that professional off-road races could dish out. They've also run grueling 24 hour races and even cruised to over 240 km/h on a heavy truck at the Bonneville Salt Flats. Bandag retreads save the trucking industry millions of Rands each year.

MYTH 8 – HEAT KILLS 'EM.

Fact: The notion that retreads will fail on hot days? An old wives' tale.

Sure, heat can ruin any tyre, new or not. Few would argue that. But in most cases that heat is due to underinflation. That's why proper inflation is so important, no matter what kind of tyre you're running.

Do you still believe those old wives' tales about retreads? Today's Bandag retreads are an improvement on the already tested and proven products of the past. This new breed of retreads are geared to helping savvy business owners get new tyre performance at a fraction of the price. It's time to rethink retreads, and not allow old myths to mess with your tyre budget. Put Bandag to the test and watch these myths vanish.

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

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

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

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BRIDGESTONE INVESTS IN \$300 MILLION GREEN AUTONOMOUS DRIVING PROJECT



Bridgestone Corp. has invested in Tier IV, an open-source Autoware autonomous driving operating system as part of the “Green Innovation Fund Projects” (GI Fund) for research and development of autonomous driving software platforms. Through the Green Autonomous Driving (AD) Project, TIER IV aims to achieve 100 times higher energy efficiency than the currently deployed technology for autonomous vehicles, Bridgestone says.

Leveraging the partnership with Bridgestone, Sompo Holdings and Yamaha Motor, Tier IV plans to accelerate its business through collaborations. With Bridgestone, Tier 4 plans to conduct testing, verification and validation of autonomous vehicles.

The Japanese government established the GI Fund at a scale of \$15 billion, with the goal to reduce overall greenhouse gas emissions to zero by 2050. Tier IV was accepted to the GI Fund’s program, “Microautonomy – Creating Collectively Scalable Autonomous Driving Systems.”

Microautonomy is a concept of software platforms, in which open technology components can be combined adaptively under given timing constraints to build affordable autonomous vehicles in a dependable manner.




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By John Stone

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

PIRELLI SUPPORTS UNITED NATIONS FUND DEDICATED TO ROAD SAFETY



Pirelli says it stands beside the United Nations Road Safety Fund in its commitment to road safety at the global level. A member and supporter since 2018, Pirelli reaffirmed its commitment during the Fund Pledging Event organized in New York by the UNRSF, to which Pirelli has donated \$800,000 over the years, to support global road safety initiatives.

The vision of the UNRSF is to build a world where roads are safe for every road user, everywhere. Pirelli says safety is one of the pillars of the company's sustainable development. One example is the sensor-fitted Cyber Tire that is designed to transmit

information in real-time to improve the performance of the product itself and contribute to driving safety.

In addition, with the aim of combining better performance linked to driving safety and low environmental impact, Pirelli has adopted its "Eco-safety" approach which is able to exploit innovation in materials

and employ virtualization instruments throughout the entire development process, the company says. This approach underpins our efforts to have over 90% of our new products in either Class A or B according to EU tire labeling criteria for wet braking and at the same time 70% in class A and B for rolling resistance by 2025.



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.



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NOKIAN TYRES TO MEET INDUSTRY CHALLENGE WITH ENERGY EFFICIENT AND SILENT EV TYRE

The global car market is changing as manufacturers aim to develop vehicles that cause a minimum of environmental burden across their lifecycle. Nokian Tyres always seeks to offer drivers advanced solutions that meet their needs. This is why the tyre manufacturer follows the industry closely and listens to the needs of consumers.

"The car industry is undergoing a massive transformation, and new electric vehicle models are being introduced at a rapid pace. We are involved in this change and take it into account in our tyre development," says Harri Myllymaa, Head of Product Programs for Nokian Tyres.

There are several new, rising electric vehicle (EV) manufacturers in the United States and China, in particular. Traditional European automakers are also electrifying their models and actively communicating their goals and investments.

"In 2030, up to 60–70% of new cars will be hybrids or electric vehicles. However, the rate of this change varies between countries, so we are monitoring the developments in demand within our business areas," says Marko Saari, Head of Product Management for Nokian Tyres.

EVs increasing their share in the most popular categories

The first cars to be electrified were the large and expensive models. Now, more and more mid-range, smaller models are being offered, and EVs are becoming an everyday thing.

"You are seeing more and more electric versions of small family cars and crossovers on the roads. The strong growth of the EV market is part of our everyday work, and we have been taking it into account in tyre development and testing for a long time. For example, the Nokian Tyres Wetproof is a good



match for mid-sized EVs," Marko Saari says.

In addition to closely listening to automakers, Nokian Tyres also pays attention to the consumer market, and product development cooperates with salespeople from various markets.

"The product development team is very aware of the local conditions in all the markets where we operate. Product development has a long time span, as we consider the types of solutions that we could introduce for the benefit of drivers. We constantly work to keep our product range modern," Harri Myllymaa says.

Focus on low tyre noise and energy efficiency

Tyre development is a multi-layered process. It consists of the continued development of products currently on the market, the creation of new product families, and technical innovations. The power, mass, and low noise level of EVs are among the factors guiding development. When the car is nearly silent, low tyre noise is a substantial improvement in terms of driving comfort.

The tyre's structure and tread compound as well as the thickness of the tread layer have a major impact on tyre noise and interior

noise in particular. Furthermore, Nokian Tyres' SilentDrive™ technology achieves a very low tyre noise level. This innovation is utilized in the Nokian Tyres Hakkapeliitta R5 EV tyres, for example.

"Each product project is supported by the detailed computer modeling and simulation of the tyre. For example, noise modeling enables us to verify that the tyre's structure or tread design will not create distracting noise peaks at specific speeds. We also simulate and model the tyre's handling properties. These are important, as modern EVs have a lot of power," Myllymaa explains.

Various regulations and decrees also affect product development. For example, a tyre's rolling resistance i.e. energy efficiency may need to be at a specific level right now to achieve the highest A rating, but in a few years, the limit will be tighter.

"In the future, matters relating to the tyre's rolling resistance and sustainable manufacturing will be emphasized further. The properties of tyres will also be fitted and tailored even more toward specific EV models. Even though the focus areas in tyre development will change, we will never compromise on safety and eco-friendliness," Saari says.

GOODYEAR REPORTS SECOND QUARTER, FIRST HALF 2022 RESULTS

The Goodyear Tire & Rubber Company has reported results for the second quarter of 2022. "Our second quarter and first half sales were the highest in a decade, reflecting the recent addition of Cooper Tire, the benefit of strong pricing actions across many of our key markets, and volume growth," said Richard J. Kramer, chairman, chief executive officer and president. "With the increase in our top line, we continued to grow earnings despite elevated inflation and COVID-related disruptions in China. I am pleased with the agility and execution our teams demonstrated through the first half of the year." Goodyear's second quarter 2022 sales were \$5.2 billion, up 31% from a year ago.



The increase was driven by the Cooper Tire merger, improvements in price/mix, higher volume, and increased sales from other tire-related businesses. Tire unit volumes totaled 45.6 million, up 21% from the prior year's period. Replacement and original equipment tire unit volume increased 23% and 17%, respectively, reflecting the addition of Cooper Tire unit volume and growth in our legacy business. Goodyear's second quarter 2022 net income was \$166 million (58 cents per share) compared to net income of \$67 million (27 cents per share) a year ago.

There were several significant items in the period, including, on a pre-tax basis, a one-time gain of \$95 million on a sale and leaseback transaction related to retail properties in Americas and a gain of \$14 million related to a tariff-rate change, partially offset by rationalization charges of \$26 million and pension settlement charges of \$18 million. Second quarter 2022 adjusted net income was \$131 million compared to adjusted net income of \$79 million in the prior year's quarter. Adjusted earnings per share were \$0.46, compared to \$0.32 in the prior year's quarter. Per share amounts are diluted. The company reported segment operating income of \$364 million in the second quarter of 2022, up \$65 million from a year ago.

The company also reported merger-adjusted segment operating income of \$372 million, which excludes certain costs triggered by the Cooper Tire merger, up \$23 million from a year

ago. The increase in segment operating income primarily reflects improvements in price/mix, the Cooper Tire merger (including the non-recurrence of other transaction-related items in the prior year) and the impact of higher volume. These factors were partly offset by higher raw material costs, inflationary cost pressures in wages, benefits, energy and transportation and the non-recurrence of a \$69 million benefit in the prior year related to a Brazilian Supreme Court ruling with respect to indirect taxes. Year-to-Date Results Goodyear's sales for the first six months of 2022 were \$10.1 billion, a 35% increase from the 2021 period, primarily due to the Cooper Tire merger, improvements in price/mix, higher volume and increased sales from other tire-related businesses. Tire unit volumes totaled 90.6 million, up 25% from 2021. Replacement tire shipments increased 29%. This growth included additional tire unit volume related to the Cooper Tire merger, which closed on June 7, 2021, the benefit of stronger industry demand and growth in our legacy business. Original equipment volume increased 13%, driven by higher vehicle production and new fitments. Goodyear's net income was \$262 million (91 cents per share) compared to net income of \$79 million (32 cents per share) in the prior year's period.

The first half of 2022 included several significant items, including, on a pre-tax basis, a one-time gain of \$95 million on a sale and leaseback transaction related to

retail properties in Americas and a gain of \$14 million related to a tariff-rate change, partially offset by rationalization charges of \$37 million and pension settlement charges of \$18 million. Goodyear's adjusted net income for the first six months of 2022 was \$236 million (83 cents per share), compared to adjusted net income of \$184 million (76 cents per share) in the prior year's period. Per share amounts are diluted. The company reported segment operating income of \$667 million for the first six months of 2022, up \$142 million from a year ago. The company also reported merger-adjusted segment operating income of \$683 million, which excludes certain costs triggered by the Cooper Tire merger, up \$108 million from the prior year. The increase in segment operating income primarily reflects the impacts of improvements in price/mix, the Cooper Tire merger, including the non-recurrence of other transaction-related items in the prior year, and higher volume. These factors were partly offset by higher raw material costs as well as inflationary cost pressures in wages, benefits, energy and transportation. Follow the link to download the PDF for more details: [05 AUG 22 Goodyear Reports Second Quarter 2022 Results.pdf](#)





PIRELLI TO INVEST IN NORTH AMERICA

You may not be seeing electric vehicles in your shop now, but, as market data predicts, they are coming, and tyremakers are preparing in a variety of ways to provide for this new vehicle segment. Thanks to its OE relationships and technology-driven development, one OE that is making significant strides in this segment is Pirelli, the Italian tyremaker who snagged more than 250 homologations (OE fitments) globally for its "Elect" tyre line specifically suited for EVs in 2021.

"Our speed is driven by the speed of the electric market," said Claudio Zanardo, CEO of Pirelli Tire North America, who sat down with Tire Review at a recent ride-and-drive event with Lamborghini that ended with attendees watching Pirelli tires track-side at Watkins Glen International (more on that for another story). "Over the next few years, the number of electric vehicles that our dealers will see will be higher and will grow. They

need to have the right answer (tyre) for that customer, and we have the right answer (tyre)."

As a part of this push toward electric, Zanardo said around 70% of the company's OE fitments in North America are currently for electric and hybrid vehicles, which translates to a higher replacement rate down the line. That's why

the company has started rolling out its Elect line of tyres for the aftermarket, starting with the P Zero line, this year. It's also why Pirelli is investing heavily in the North American market in R&D and capacity as it looks to be the leader in the EV tyre segment around the globe and grow its North American presence.



2022 SEMA SHOW TO HIGHLIGHT EV TRENDS, TECHNOLOGIES

The 2022 SEMA Show will feature an expanded "SEMA Electrified" section. Located in the North Hall, the specialised exhibit area will feature the latest advancements in electric vehicle (EV) technology, including new products and solutions for EV platforms and conversions, SEMA says.

Although alternative powertrains currently represent just 1% of the 250 million cars, SUVs and light-duty trucks in operation on American roads, sales and interest in EVs are increasing rapidly. According to recent SEMA market research, the electric market includes several areas of opportunity for the aftermarket, including the development of parts and products to aid in the conversion of older internal-combustion vehicles;



building and modifying new project, racing, and purpose-built vehicles; and expertly accessorizing new OEM electric offerings.

The dedicated SEMA Electrified section will highlight the possibilities in the electric market, and EV projects and products will be displayed throughout the SEMA Show.

SAILUN TIRE AMERICAS TO OPEN NORTH AMERICAN R&D CENTER

The Sailun Group will establish the Sailun Tire Americas Technical Center (SATC) in Chattanooga, Tennessee. Sailun Tire Americas (STA) says it recently secured a building that will employ tire development engineers, quality engineers, designers, research engineers and technicians. The move marks a significant step in the growth of R&D and the technical capabilities for the company in North America, STA says.

The center will be responsible for the design and development of both original equipment (OE) and replacement (RE) tires for the North American market across the entire portfolio of STA brands, which includes passenger car, EV, SUV/CUV, light truck and TBR, the company says.

Tire industry veteran Terry Edwards will serve as the chief technical officer of SATC leading all efforts in R&D and quality, the company says. Edwards brings over four decades of expertise in the areas of OE and replacement tire R&D, quality and manufacturing to his role with STA.

"The timing for our new technical center



could not be better due to the transitioning market in North America. Both the existing market and the rapidly growing EV market are ideally matched for our EcoPoint3 compound technology. Together with our global R&D teams, we are confident that we will provide optimum performing products for the North American market," says Edwards.

Ron Dolan, president of Sailun Tire Americas, continued: "We're thrilled to formally announce the establishment of this R&D and quality center to further enhance our

capabilities of supplying the North American market with affordable, quality tires. This new facility will help us achieve our long-term goals of being a leader in the value tier and fulfill the demand for STA products across the continent. We will continue to create great tires that meet the specific needs of our customers while still providing the value that our products and brands are known for."

STA says it is currently in the process of hiring staff and securing equipment for the R&D center.

GOODYEAR JOINS LOCKHEED MARTIN TO COMMERCIALISE LUNAR MOBILITY

Vehicle Tyres Designed for Extreme Temperatures in One Sixth Gravity on Crater-Filled Terrain

The Goodyear Tyre & Rubber Company supplied essential products for NASA's Apollo program, including the Apollo 11 mission which landed on the Moon 53 years ago this month. The company will continue that tradition — focusing on lunar vehicle tyres — by joining Lockheed Martin in its development of a lunar mobility vehicle.

Since Apollo, Goodyear continued innovating alongside NASA to advance designs for a lunar vehicle tyre. The team of companies intends to be the first to establish extended-use commercial vehicle operations on the Moon. Goodyear brings its vast expertise in a mission-critical component to traverse the lunar surface, tyres. "NASA's Artemis program to live and work on the Moon has a clear need for lunar surface transportation that we intend to meet with vehicles driven by astronauts or operated autonomously without crew," said Kirk Shireman, vice president of Lunar Exploration Campaigns at Lockheed Martin. "We're developing this new generation of lunar mobility vehicle to be available to NASA and for commercial companies and even other space agencies to support science and human exploration.

This approach exemplifies NASA's desire for industry to take the lead with commercial efforts that enable the agency to be one of many customers." Goodyear is drawing from its advanced airless tyre technology used on Earth with micro-mobility, autonomous shuttles, and passenger vehicles, to advance lunar mobility and withstand the challenging conditions on the Moon. The companies are already applying existing expertise to the project including testing concepts in lunar soil test beds.

"Everything we learn from making tyres for the Moon's extremely difficult operating environment will help us make better airless tyres on Earth," said Chris Helsel, senior vice



president, Global Operations and Chief Technology Officer at Goodyear. "This will contribute to our end goal of enabling mobility no matter where it takes place. Just as important, it is an honour to write history with this prestigious company who knows how to make giant leaps in exploration and mobility."

The Apollo lunar rovers were purposely built for just a few days of use on excursions within five miles of their landing sites. Future missions will need to traverse rugged terrain over much longer distances while operating in greater temperature extremes. New tyre capabilities will need to be developed for years of durability and even survive the night that sees temperatures of below -155 degrees Celsius and daytime temps of over 121 degrees Celsius.

Lockheed Martin leads this growing team by leveraging its more than 50-year-history of working with NASA on deep space human and robotic spacecraft, such as NASA's Orion exploration-class spaceship for Artemis and numerous Mars planetary spacecraft.

The company will also manage the development of the program's commercial business operations and engagement with NASA and global space agencies. Lockheed Martin has also helped NASA explore every planet of our solar system and continues to develop new technologies for future space missions. Another teammate, MDA of Canada, recently announced its commercial robotic arm technology will be used on the human-rated lunar mobility vehicles. The arm will provide valuable contributions as support for astronauts as well as enabling greater functionality of the rover on fully autonomous missions. Together, the teams are applying unique perspectives and shared expertise to new challenges and market approaches that are being considered for the first time.

The companies expect to have its first vehicle on the surface of the Moon in time to support NASA's first landed mission that will have the first woman and first person of colour walk on the Moon, currently planned for 2025.

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