

Southern Africa

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MOVING FORWARD WITH CONFIDENCE AND EXPERTISE

COULD STEEP RISE IN IMPORT
DUTIES BE CONTRIBUTING TO
ILLICIT TRADE?

SMITHERS FORECASTS STRONG
RETURN TO GROWTH FOR OTR
TYRE MARKET

FALKEN LAUNCHES
NEW PATTERNS
IN SA

SRI INTRODUCES ACCREDITED
TRAINING FOR TOWNSHIP
ENTREPRENEURS



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Editor's Corner

While South Africa continues to be plagued by service delivery disruptions and corruption scandals that could inhibit the country's long-term political and economic future, South Africa remains an attractive and lucrative investment destination, says Alvin Botes, deputy minister of international relations and cooperation.

The deputy minister, speaking at an investment seminar in Portugal recently, said that South Africa offers a high return on investment and vast opportunities for investors. This was highlighted in the recent South African Reserve Bank Quarterly Bulletin, foreign direct investment (FDI) inflow from across the globe was R27.2 billion in the first quarter of 2022, one example being Ford's investment (\$1 billion) in its Silverton plant, to modernise, expand capacity to manufacture its all-new Ranger.

It is equally encouraging to see international players in the international tyre space placing their faith and

confidence in the country, as our exclusive interview with Netherlands-based Magna Tyres, highlights. Having serviced South Africa and the African continent for some time, Magna Tyres has now cemented its presence by establishing warehousing in Durban, to support its Johannesburg operation. Turn to page 2 for this story.

In other stories, Smither's forecasts strong return to growth for the off-the-road tyre market, while domestically, importers and consumers are dealt a massive blow with the provisional imposition of a 38.33% import duty across all tariff sections.

We will keep abreast of developments in this regard and report back in the next edition.

Yours in tyres

Liana



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**MOVING FORWARD
WITH CONFIDENCE
AND EXPERTISE**



As one of Europe's most progressive and fastest growing manufacturers of quality OTR, Industrial, Port Handling and Mining tyres. Netherlands based, family-owned Magna Tyres currently has a successful sales and dealership network in over 130 countries including South Africa and the African Continent.

Magna Tyres started to develop the business in South Africa over ten years ago and initially the ongoing growth of the business was managed by head office in the Netherlands. Magna Tyre South Africa opened its doors in January 2019 including warehouses in Johannesburg and Durban to increase the service level to its customers. Magna SA is headed by Robert-Jan Geurink whose main responsibility as Managing Director is to further enhance the company's presence in Sub Saharan Africa by gaining customers through long term relationships.

Almost four years later Magna Tyres South Africa enjoys a growing presence in the home market sector and SA Treads recently chatted with Robert for an up-to-date report on the company's progress.

You are based in Johannesburg so do you have any additional satellite offices in South Africa?

Robert-Jan pointed out, "At the moment we haven't felt the need to open any further offices. However, we have now established additional warehousing facilities in Durban to support the Johannesburg operation."

We have established additional warehousing in Durban to support the Johannesburg operation



“

Mining is our most productive business sector

”

Explain briefly the set-up in your Johannesburg office – how many employees do you have working with you?

“We are a relatively small team of five people and this is because the majority of the general business procedures are still currently managed by our Netherlands Headquarters. Whilst our office handles the financial administration, logistic services and sales as well as generally working with our customers to ensure they receive a very high standard of customer service.”

We have already established that OTR, mining, port handling and industrial are Magna’s main market sectors. So, give a summary of all four tyre sectors

and how they are received in the South African market?

“There is no doubt that all four sectors are extremely popular with our growing amount of customers. However, I would say Mining is our most productive business sector and we are proud of the fact that in the South African mining sector our tyres have a reputation of being at least equal to tier one brands. This is because of our very favourable ‘cost of ownership’ (equated between the purchase price and performance). At the same time, I believe our very direct and responsive relationship with customers is very much appreciated.

Magna SA are basically available 24/7 (which is not that common) and our customers really like that we are always at

the other end of a phone or email with a quotation or advice and guidance. Magna particularly specialises in short and direct communication lines right across our business activities.”

What about Magna’s current distribution network?

“We have a very expansive distribution network that supports our warehouses in Johannesburg and Durban and we are able to comfortably cover the entire country with our tyres as and when required.”

How do you feel Magna SA will progress in the future? Particularly in 2023. What trading objectives do you have in place for the short and long term future?

“Obviously we are always focusing on growing the business in South Africa and capturing market share from our competitors. Our main aim is to engage even more with service providers in the business market. Magna firmly believes if offers a very comprehensive Service Facility to the end user including regular maintenance checks to ensure the ‘ultimate in cost of ownership from our tyres.”

With the South African currency market being recognised as a difficult sector to work in. How does this uncertainty affect Magna’s operations?

“Yes, the vulnerability of the SA Rand has proved to be a real problem and for the past few months we have been experiencing a significant depreciation against the US Dollar. Which has forced us to alter our pricing structure as total production costs are calculated in US Dollars. Meaning (in SA Rands) tyres are becoming even more expensive.

Looking at the African market in general. What other African countries do Magna currently operate in and do

you have any specific future plans to expand into new African countries?

“We are currently successfully selling our product ranges in a number of African countries including Zimbabwe, Angola, Mozambique, Malawi, Uganda, DRC and Zambia mainly concentrating on the Southern part of the Continent. Which are all exclusively managed by our South African office.

“At the same time, we are presently looking to establish a more extensive presence in Botswana in the immediate future as there are a lot of opportunities open for Magna here. It is a financially stable country and will be our next sales objective. In due course as Magna gradually increases its presence in West Africa, I believe we will consider opening another office in this region in due course.”

Have you recently introduced any new products or tyre sizes etc?

“One new business sector that we introduced earlier this year was Underground Mining Tyres and already Magna has instantly created an impact in this speciality market. Therefore, it is our firm intention to progressively increase activities in this sector backed by a special selection of these tyres.

“Also we are currently looking more closely at Agricultural tyres as the current global market for this sector is looking increasingly promising and I believe that Magna needs to tap into this growing trend in South Africa. Even though it would be a different supply chain and industry to our current activities. However, Magna’s main new focus for the immediate future will be in Underground Mining Tyres.”

Robert-Jan concludes, “Magna Tyres SA is a relatively young and ambitious tyre manufacturer and distributor who offer a very forward-thinking business structure and make important decisions quickly and clearly. Whilst also always reacting swiftly to all trading enquiries and situations



We are successfully selling our product ranges in a number of African countries





Magna – a family owned company – pride themselves on forming valuable business partnerships on a global scale



with each enquiry received responded in a maximum time of half a day."

As a highly active and experienced OTR and industrial tyre Designer and Manufacturer. Magna Tyres has a dedicated reputation throughout the global tyre industry for keeping companies 'constantly on the move' by providing the very best tyre solutions to suit their individual operational needs.

Magna's ultimate trading priority is to constantly strengthen our position in all

relevant international market sectors as the largest second tier supplier of Off The Road Tyres incorporating Mining & Earthmoving, Underground Mining, Construction, Port & Terminal, Mobile Crane, Solid and Truck tyres.

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STEEP RISE IN IMPORT DUTIES CONTRIBUTING TO ILLICIT TRADE?

The SATMCs application to ITAC on 31 January 2022 to provide additional protection measures against tyres currently being imported from China, was met with furore on the part of South African importers and the transport sector at large.

Local tyre producers alleged that tyres manufactured in China are being dumped in South Africa at predatory prices. They were therefore requesting for an additional duty to be imposed on Chinese imports, as a means of combating the threat to local industry and protecting jobs.

In response, ITAC published a preliminary finding on 8 September 2022, which came into effect on 9 September 2022, that it would impose a provisional payment for all tyres imported from China for the affected tariff codes for a period of six months (8th March 2022).

The provisional payment was set at

38.33% for all tariff codes, exceeding by far the percentage asked for by SATMC in five of the eight tariff codes, with no companies or factories being afforded exemption from the provisional payment.

TIASA takes legal action

“More protection is being given than what

was asked for by the SATMC, which makes absolutely no sense," argued Charl de Villiers, Chairperson of TIASA.

Consequently, TIASA filed a Section 96 notice on 19 September 2022 to proceed with legal action to challenge the legality of the imposition of the provisional payments in terms of section 57A of the Customs Act, claiming the specific piece of legislation relied upon to allow the Commissioner of SARS to collect the Provisional payments had not yet come into effect.

Papers were served on 20 October 2022 to all parties involved, (SARS, ITAC, Minister of Finance, Minister of Trade & Industry, SATMC and their respective members).

Of course, legal matters of this nature can take years to resolve in court, so the question remains, 'where to from here'?

Short-term forecasts

According to TIASA, much uncertainty remains as to the final outcome of this application and its investigation.

ITAC could finalise their investigation during this period, suspending the investigation on the grounds that no dumping was found to have been taking place, with SARS thereby refunding all these provisional payments to the importers in full. However, this is considered the least likely outcome.

Should ITAC conclude that dumping did occur, as alleged, they would likely impose a dumping margin per tariff code, to remain in place for a period of five years. (This dumping margin could either be higher, or lower than the current provisional payment).

Should a lower dumping margin be imposed, the importer would be free to claim back the differential between the provisional payment of 38.33% and the final duty, yet to be determined.

Alternatively, should the dumping margin be higher than the current 38.33% the importer would be expected to pay the higher amount going forward, but with the higher rate not being applied retrospectively.

Another possible outcome is for ITAC to

extend the provisional payment period for up to nine months, (although it cannot be extended beyond the 18-month period from the date it was published in the Government Gazette).

Unscrupulous traders pose threat to market

With South Africa a member of SACU (Common Customs Union), ITAC has been tasked to investigate these types of cases on behalf of the region. According to an agreement between SACU members they work from one tariff book, which means if one member imposes a tax/levy/duty the others should do the same, (also commonly known as a common customs union).

"This is clearly not taking place," alleged de Villiers, "as Namibia has decided not to impose the provisional payment for tyres manufactured in China.

"This creates an imbalance in the system as it is technically legal to import tyres through Namibia, pay the normal import duty in Namibia to the Namibian Government and ship the tyres to any SACU country without attracting any other provisional payments imposed by those member states which Namibian Government has decided not to implement.

The net result, according to de Villiers, is that an importer can legally set up a company in Namibia to import and clear their product through the Namibian system and then move the product cross-border to any other SACU member and thereby avoid having to pay the provisional payments that ITAC / SARS have imposed.

TIASA met with SARS on 28 September 2022 to voice their concerns in this regard, whilst also informing the SATMC of the same. De Villiers cautioned that this would have a massive impact on both TIASA and SATMC members who were not in a position to restructure their imports in such a way so as to avoid paying the provisional payment in RSA, which is 100% legitimate.

Unscrupulous traders are becoming

Unscrupulous traders are becoming 'expert' at finding loopholes in the market

'expert' at finding loopholes in the system that allow them to operate illegally, at unsustainable prices.

"SATMC defends its application for a dumping duty, based on the increase of illicit trade in the local market, but ironically, the imposition of this provisional duty, is clearly causing such illicit practices to escalate," concluded de Villiers.



SMITHERS FORECASTS strong return to growth for \$59.4 billion off-the-road tyre market

Mining, construction, ports and handling, agriculture, industrial and other specialty tyre formats are seeing a return to demand, according to the latest exclusive data from Smithers.

A total of 43.0 million units will be sold in 2022, with an overall value of \$59.4 billion, according to projections from the new Smithers report *The Future of Off-The-Road Tyres to 2027*.

The only segment of this market that has maintained positive growth over the past two years, has been agricultural tyres. Other specialty tyre segments have seen an adverse impact from the Covid-19 pandemic and the resultant fall in demand for raw materials, and disruption of international trade. Total market value fell from \$62.4 billion in 2019, to \$57.0 billion in 2020; with losses especially severe in construction, and ports and handling formats.

Across the next five years Smithers forecasts a stabilisation of the market, with value increasing at a compound annual growth rate (CAGR) of 5.7%, reaching \$78.3 billion in 2027. Unit volumes will increase at a slower rate, 4.0% CAGR, topping the 50 million tyre-per-year mark in 2026; driven mainly by demand from developing markets in Asia, the Middle East, Africa and Latin America.

There is a simultaneous imperative to invest in new technologies that align with changing priorities in end-use industries. Among the most important identified by Smithers' analysis are:

- The integration of smart tyres to optimise industrial fleets, matching on-tyre sensors to proprietary data analytics to streamline maintenance and other operations; as well as supporting the wider safe use of autonomous vehicles in closed industrial environments
- The fitting of more increased flexion (IF) and very high flexion (VF) tyres on tractors and other agricultural machinery
- The increased adoption of electric vehicles, including the need for specialty tyres with improved weight loading and durability
- Building larger tyres for the latest generation of mining and construction equipment
- Transitioning OTR tyre formats towards a more sustainable materials set – including recycled content, sustainable NR sourcing, and greater use of better

retreading technology.

Smithers' in-depth market forecasting also considers in detail the latest macro-economic trends and how these will impact demand across the next five years. This includes the ongoing disruption to tyre supply chains; the rising cost of elastomers and other essential raw materials; and the wider impact of the ongoing war in Ukraine.

This is contextualised by dedicated profiles of the 17 leading off-the-road tyre manufacturers, worldwide. These include reviews of their post-Covid recovery priorities/strategy, recent M&A activity, disruptive technology innovations, and the evolution of complementary fleet support services.

The historic, current and future market for the global specialty tyre sector is analysed and quantified in unprecedented detail in the new Smithers market study – *The Future of Off-The-Road Tyres to 2027*. Its exclusive dataset segments the market by tyre size, end-use application, and geographic market; to provide a critical business strategy resource mapping the future priorities in this fast-developing commercial landscape.

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new product

FALKEN TYRES LAUNCHES NEW PATTERNS IN SOUTH AFRICA



The Falken Tyre brand, distributed in South Africa by Stamford Tyres, has announced the introduction of three more product ranges to the South African Market – The Ziex ZE310, Wildpeak MT 0/1 and the Wildpeak AT Trail.

These tyres will be launched in the market in mid-October and November 2022 and will cater for a wide spectrum of car enthusiasts – from high-performance cars to adventure seekers who explore the toughest terrains.

FOR THE ADVENTURERS

The Wildpeak A/T Trail is a popular choice for cross-over owners globally. It has also earned the original equipment position on the 2023 Mazda CX-50 Meridian Edition Model in the US. The tyre is designed to match the crossover vehicle's off-road capabilities and on-road performance. It is a perfect tyre for the majority of the South African market who live in the city and often go past the end of the pavement to explore the wild. The tyre features two-ply polyester construction and a rugged upper sidewall, along with an optimized tread design that makes it versatile.

FOR THE TOUGH OFF-ROADERS

The Wildpeak M/T 01 is an aggressive SUV / 4x4 tyre built to handle all types of off-road terrain. The M/T 01 is the tyre of choice for 4x4

enthusiasts embarking on overland adventures to commercial users venturing in to tough, rural terrain regularly. The tyre features Falken's proprietary three-ply DURASPEC Sidewall Technology developed to sustain the most off beaten track with confidence.

FOR THE PERFORMANCE SEEKER

The Multi Award Winning Ziex ZE310 Ecorun, which is a successor to the popular Falken Ziex ZE914 Ecorun tyre, has been designed for premium and high-end vehicles. These tyres offer superior traction for high performance but fare equally well in terms of ride comfort and tread life.

Falken shares that its engineering team also employed Advanced 4D Nano Design technology throughout their development operations to produce a compound offering maximum mileage and efficiency plus improved running characteristics. According to Falken, this new tread has enabled a 30 per cent increase in wear life compared to the predecessor model.

"The ZE310 Ecorun has received remarkable reviews across the globe and has won numerous awards from independent testing organisations sites such as Autobild and Auto Motor and Sport, and it gives us great excitement to be introducing the product in SA," Says Jose Romero, Stamford Tyres GM. "The ZE310R can be seen as a "baby" FK510 as it uses the same Adaptive Constant Pressure tread pattern design and Advanced 4D Nano Design compound technology," He adds.



Falken products, officially distributed by Stamford Tyres can be found at authorised dealers across South Africa.

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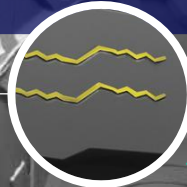
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ON-ROAD DEPENDABILITY

An optimized tread design features Falken's silica-enriched tread compound to deliver superior wear life over a wide range of operating temperatures.



OFF-ROAD DURABILITY

Durable 2-ply polyester construction and rugged upper sidewall features protect the tyre from sharp rocks and off-road terrain.



ON-ROAD
DEPENDABILITY

OFF-ROAD
DURABILITY

ALL-WEATHER
TRACTION

NEW DUNLOP PERFORMANCE TYRE PROVIDES ULTIMATE RIDE

Motoring enthusiasts looking for superior performance and comfort to match their high-performance passenger car or top-end SUV can now enjoy the ultimate ride with Dunlop's latest addition to the SP SPORT MAXX range in South Africa, says the company. The new SP SPORT MAXX 060+ improves on an already strong formula to make it the flagship ultra-high-performance tyre for premium vehicles, including sports cars, coupés, sedans, SUVs and crossovers.

SP SPORT MAXX 060+ takes the outstanding handling, steering response, stability and grip of its popular predecessor, the SP SPORT MAXX 050+, up a notch with a new, asymmetric, wide centre groove pattern that delivers even better dry and wet performance. Plus, it has the added advantage of a longer tyre lifespan thanks to its new tread compound, delivering 40% more mileage than its predecessor without compromising the performance of the tyre.

"When it comes to performance tyres on the road, we know our customers want enhanced precision, responsiveness, and traction. SP SPORT MAXX 060+ delivers all this and more, backed by the same Japanese technology, craftsmanship and innovation that this range is already well-known for," said Lubin Ozoux, CEO of Sumitomo Rubber South Africa (SRSA), manufacturer of the Dunlop brand.

"Designers at our headquarters in Kobe, Japan have been hard at work benchmarking this range against the best in the world and we expect that the technology and features in our new flagship performance tyre will see it take the top end of the market by storm," he added.

The new SP SPORT MAXX 060+ is available in 56 sizes, ranging from 16 inch to 21 inch.

Innovative Technology Guarantees Top Performance

With its unique tread pattern, construction, and new rubber compound, the tyre provides exceptional high-speed stability, excellent cornering and a luxuriously comfortable ride for the ultra-high-performance market.

The tread compound used in the SP SPORT MAXX 060+ has been optimised to increase tyre life without compromising on wet and dry performance, while its new asymmetric pattern pays the right attention to detail both on the inside and outside of the tyre



In dry road conditions, the high stiffness shoulder blocks of the SP SPORT MAXX 060+ maximise road contact and provide high braking force and excellent cornering grip. In wet road conditions, its water evacuation grooves reduce hydroplaning and provide stability and control, better displacing any standing water on the road. Thanks to the new pattern and the new compound, SP SPORT MAXX 060+ achieved EU Label Wet grip "A" grade for all sizes.

When it comes to tackling corners at speed, the SP SPORT MAXX 060+ features a unique and optimised rigidity pattern across the width of its contact patch, delivering greater steering precision.

Striking good looks for city and track driving

So, that's all the performance features ticked. But, what about its appearance? The SP SPORT MAXX 060+ is as striking as ever, even on the most eye-catching vehicle, thanks to its all-new Nano Black micro engraving technology that proudly finishes off the Dunlop name on the tyre. This new design technique gives a deeper black sidewall colouring and improves the visibility of the branding, boldly asserting that the tyres are genuine Dunlop tyres.

This means the SP SPORT MAXX 060+ delivers premium form and function, and comes in a range of suitable sizes that make it an ideal partner for sports cars, coupés, sedans, SUVs and crossovers from the likes of Audi,

Mercedes-Benz, BMW, Porsche, Lexus and Land Rover.

Backed by Dunlop Sure for added peace of mind

Performance tyres can take a beating and drivers will want the added peace of mind of knowing they're covered for replacement. The good news is that the SPORT MAXX 060+ is backed by Dunlop Sure – proof of Dunlop's confidence in the technical superiority of this entire range. Within the complimentary stable of Dunlop Sure offerings is a Product Life Warranty of 8 years that protects customers against defects in material and/or workmanship.

Customers can also activate the Dunlop Sure Tyre Insurance at no extra charge, 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 if tyres are damaged beyond repair within the first year of purchase, so it's worth asking for when purchasing the new SPORT MAXX 060+.

Speak to your local Dunlop dealer or visit the Dunlop website for more information, to request a quote or to find your nearest participating tyre dealership. Sumitomo Rubber SA has over 350 dealers across South Africa. To get instant pricing on a wide range of Dunlop tyres visit Click2Fit.

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CONTINENTAL TYRE CELEBRATES 75-YEAR LEGACY IN SOUTH AFRICA BY HIGHLIGHTING AUTOMOTIVE ICONS

Continental Tyre SA turned 75 this year, founded in January 1947 as the General Tyre and Rubber Company.

To mark this proud legacy, Continental is sponsoring the Cars.co.za 'Continental Icons', a four-part video series that appears exclusively on the Cars.co.za YouTube channel, one of the largest branded channels in South Africa with more than 320 000 subscribers. Continental has a rich heritage in South Africa, beginning in January 1947 with the founding of General Tyre and Rubber Company South Africa. The local operation was acquired by Continental AG in 1998 and renamed Continental Tyre South Africa, helping cement its role as one of the country's leading tyre manufacturers.

"We are extremely proud of achieving the 75-year milestone, and to have played a large supporting role in the local economy by producing some of the best tyres in the world, for some of the most significant cars of all time," says Monica Ramsunder, Marketing Manager at Continental Tyre SA. As the only Continental tyre plant in Africa, the local plant produces original equipment Continental and General Tyre-branded tyres for six of the largest vehicle manufacturers in the country. It also has a large share of the aftermarket segment for passenger, light commercial, 4x4 and SUV tyres, and exports tyres around the world – thus making it an important part of South Africa's rich automotive

history, and key to its export-driven growth opportunities.

"We are delighted to be partnering with the creative team at Cars.co.za as part of our 75th anniversary celebrations, and linking this to the industry-defining legacy of four iconic, trend-setting cars," Ramsunder says. The first video in the series sets the scene by featuring a mint-condition, rare and valuable 1973 BMW 2002tii owned by Jaques Wessels. The 2002 is a legendary car that created the foundation for what later became BMW's immensely successful compact executive sedan, the 3-Series, for which Continental remains an original equipment (OE) tyre supplier in Germany. Notably, almost one in every three new cars in Europe is delivered from the factory with tyres from Continental, making it the leading original equipment provider in the European market. Globally Continental is an OE supplier to most of the leading manufacturers, including Audi, Mercedes-Benz, Jaguar/Land Rover, Peugeot/Citroën, Renault/Nissan, Fiat and Volkswagen, as well as sports car manufacturers such as Porsche and Maserati.

"Partnering with an iconic brand like Continental, which is so closely associated with some truly memorable cars, is a perfect fit for Cars.co.za's classic car lifestyle brand, SentiMETAL," says Hannes Oosthuizen, Consumer Experience Manager at Cars.co.za. "This new video series represents a great opportunity to tell diverse and entertaining ownership stories, featuring

passionate owners and special vehicles." The four cars that form part of the 'Continental Icons' are also featured in the 2020 collaboration between Continental AG and famous New York artist, Julian Montague.

The 'Original Equipment Heroes' series of 11 artworks incorporated Montague's unique style of art to celebrate some of the most iconic cars in the history of Continental globally. It also formed part of the build-up to the company's 150th anniversary in 2021, and highlighted Continental's status as the preferred tyre choice amongst the world's leading vehicle manufacturers. "Continental is trusted around the world for its German engineering, delivering exceptional performance and safety," Ramsunder says. "The Cars.co.za 'Continental Icons' video series and the artwork by Julian Montague highlight the spirit of innovation that has shaped the cars we drive today. Many of the European cars incorporated in the 'Original Equipment Heroes' artwork are also celebrated as an iconic part of our South African heritage," Ramsunder says.

"Accordingly, we specifically chose four cars to be featured by the Cars.co.za team as 'Continental Icons' to showcase the diversity of vehicle types relative to our wide range of needs, and to highlight the extensive range of world-class tyres that we produce in South Africa." Look out for the four episodes of 'Continental Icons' on the Cars.co.za YouTube channel: <https://www.youtube.com/c/carscoza/>

SUMITOMO RUBBER SA LAUNCHES ACCREDITED TRAINING TO DRIVE SUCCESS OF TOWNSHIP ENTREPRENEURS

Following the success of the Dunlop Container project, established in 2012 to drive sustainable township entrepreneurship and promote safety on the road, Sumitomo Rubber SA (SRSA), manufacturer of the Dunlop brand, is helping dealers take their businesses to the next level. SRSA – already the only tyre manufacturing company with a township and rural area enterprise development programme – has now developed accredited training programmes funded by MERSETA and Sumitomo Rubber Industries (SRI).

Dunlop's Enterprise Development dealers can now apply to send their employees for training in one of four focus areas: Technical Skills, Occupational Health & Safety, Business Acumen and Sales and Customer Care. SRSA will select candidates from the applications for the fully funded training.

SRSA CEO, Lubin Ozoux, says, "We are committed to helping our dealers to grow and develop their businesses from entry level enterprises serving the man-in-the-street, to businesses that can support the taxi industry, as well as government departments serving township and rural communities, thus creating more job opportunities."

He adds, "We have created jobs and transferred skills where they are most needed. With unemployment statistics sitting at around 35% and close to 75% of that being young people in rural areas and in the townships, our enterprise development initiatives have been well supported by government."

Funders of SRSA's initiatives include the National Youth Development Agency (NYDA), Ithala Bank, the Small Enterprise Finance Agency (SEFA), the Small Enterprise Development Agency (SEDA), as well as various private sector organisations. Business supporters include National Treasury and the Department of Small Business Development among others.

"The success of these initiatives is reflected in the numbers. We now have the credibility through a national footprint of over 80 branded Dunlop Container stores employing around 400 people and believe the time is right to accelerate the programme to the next level," says Ozoux.

"Government is empowering SMMEs to tender for contracts through its procurement processes. Government is also one of South Africa's largest consumers of tyres. For this reason, SRSA Business Development is working in parallel with government to transform and empower the township tyre fitment centres," Ozoux adds.

SRSA's sustainable township entrepreneurship



model starts with transforming an informal tyre business, trading out of a shipping container, into a Dunlop branded tyre fitment centre, with marketing support, training and mentorship provided by SRSA.

Their 'Business in a Box' is a plug and play solution for a tyre fitment centre. The owner purchases the unit from SRSA. SRSA delivers a Dunlop branded container that is fitted with equipment, including retail software, start-up stock and point-of-sale. He is now equipped to provide a professional service needed by every car owner, and to offer top-quality products under a recognised and trusted brand. All he needs to do is connect to the electricity and start trading.

Apart from supporting entrepreneurship and sustaining jobs, the transformation of informal businesses into Dunlop fitment centres has also helped counter the use of dangerous second-hand tyres through training and education on tyre safety.

"But this was only the first milestone on the road to success," Ozoux explains. "Ultimately, we want to have the largest footprint of sustainable branded Dunlop stores that cater for the tyre fitment requirements of the township and rural areas of South Africa."

"Firstly, we would like to convert more independent retailers to Dunlop fitment centres. We also want to meet the needs of the taxi industry by introducing Dunlop containerised fitment centres at taxi ranks. Lastly, we envisage upgrading top performing containerised fitment centres into Dunlop Express and Dunlop Zones in the townships and introducing Mobile Fitment Centres to support government departments serving townships and rural areas throughout South Africa."

"Our vision is to support entrepreneurs to stake their claim to these opportunities by upskilling their employees and providing reliable products at affordable prices that enable them to compete for taxi and government business.

"Making sure that our township entrepreneurs and their employees are trained for success is currently our priority. We are encouraging them to identify employees for the four training programmes on offer, which are designed to enable these employees to take on key roles within the expanded businesses."

"Laying this solid foundation makes good business sense as we strive to multiply the impact of our entrepreneurs on South African society," Ozoux concludes.

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.

BRIDGESTONE STRENGTHENS INVESTMENT IN NATURAL RUBBER PLANTATIONS IN SOUTHEAST ASIA

The Bridgestone Group will strive to secure sustainable supplies of natural rubber resources through sustainable operation of natural rubber plantations it owns, while contribute to circular economies and carbon neutrality as well as promote harmony with communities.

Bridgestone Corporation will invest U.S.\$26.7 million in total by 2030 to enhance productivity of natural rubber plantations. Bridgestone will make harvest volumes in a given area double in 2035, compared with 2022 projections.

These initiatives align with “Energy,” “Ecology” and “Empowerment” values of the Bridgestone E8 Commitment.

Bridgestone Corporation (Bridgestone) recently announced that it has approved plans to strengthen investments in natural rubber plantations it owns in Southeast Asia.*1 Bridgestone will invest U.S.\$26.7 million (approximately ¥3.2 billion) in total by 2030.*2 These investments will be targeted at ensuring a sustainable supply of natural rubber, a material used in producing tyres. At the same time, the Bridgestone Group will bolster its initiatives to contribute to circular economies and carbon neutrality across the entire value chain through sustainable operation of natural rubber plantations.

These initiatives align with the commitments of “Energy: Committed to the realization of a carbon neutral mobility society;” “Ecology: Committed to advancing sustainable tyre technologies and solutions that preserve the environment for future generations” and “Empowerment: Committed to contributing to a society that ensures accessibility and dignity for all” described in a corporate commitment, the “Bridgestone E8 Commitment”.

Placing sustainability at the core of management and business, the Bridgestone Group strives to realize its vision of “Toward 2050, Bridgestone continues to provide social and customer value as a sustainable solutions company.” To realize this vision, the Group is accelerating initiatives for contributing to



circular economies and carbon neutrality and for advancing its Sustainability Business Framework that ensures the link between sustainability activities and business across the entire value chain, in the “produce and sell,” “use,” and “renew” phases of its Dan-Totsu Products.*4 The Group considers it is important to secure reliable supplies of natural rubber resources so that it can advance sustainable tyre technologies and solutions to contribute to safe mobility and movement of people and objects with peace of mind.

The aforementioned investments are intended to enhance productivity of natural rubber plantations Bridgestone owns in Southeast Asia in order to secure sustainable supplies of natural rubber as a renewable material. Bridgestone will make harvest volumes in a given area double in 2035, compared with 2022 projections. Initiatives to this end include introduction of elite trees with stable harvest volume, which are selected by genome analysis technology and ongoing, systematic afforestation for ensuring that natural rubber plantations owned by Bridgestone are properly managed depending on tree age and afforestation cycle. Measures hiring the latest technology that utilizes artificial intelligence (AI) image analysis to diagnose and detect disease in Para rubber trees and the big data to implement optimal plantation for higher

yield in natural rubber plantations are also parts of these initiatives.*5

In its long-term environmental vision, the Bridgestone Group has set the long-term environmental vision targeting 2050 and beyond of achieving carbon neutrality and 100% use of sustainable materials. These natural rubber plantation initiatives are part of its efforts to accelerate sustainability initiatives across the value chain for accomplishing these goals. Through sustainable operation of the natural rubber plantations owned by the Group, the Group are currently contributing to the maintenance of approximately 5.9 million tons of CO₂ it fixates in trees, and will continue to enhance it through tree planting in devastated areas and expanding elite trees.

Moreover, the operation of owned plantations requires the Bridgestone Group to promote harmony with communities. At owned plantations in Southeast Asia, Bridgestone also provided the access to its clinic to local communities and supported vaccination of COVID-19, while contributed to schooling including donation of personal computers for students to help their studies. Such efforts also include distributing Para rubber tree seedlings to small-scale farmers and teaching them techniques for improving productivity, promoting employment in local communities.

GET BANG for YOUR BUCK!

The steep rise in costs to manufacture new and retreaded tyres over the past twenty months has placed a strain on both manufacturers and end users alike. The global supply markets are volatile, causing substantial disruption in the availability of raw materials, further compounded by erratic fluctuations in exchange rates.



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BKT EXPANDS TYRE RANGE FOR RECYCLING APPLICATIONS

BKT has developed purpose-made products for machinery operating in material-recycling centers and continues to expand its range of available tyres to provide as many sizes and variants as possible, the company says. Currently, BKT has five ultra-specialized tyre ranges for loaders, skid steers and telehandlers employed in handling operations in the disposal and material-recycling environments.

First is the BKT Skid Max SR-Skidder, which enables machinery to carry heavy loads while maintaining stability, BKT says. The tyre is available now in two sizes, including the recently introduced 300/70 R 16.5. Its all-steel structure with steel belts provides greater resistance to impacts. The thick sidewall minimizes the risk of punctures and accidental damage, BKT says. In addition, the rim guard prevents any punctures and shocks that might damage the area around the rim.



Another tyre used in recycling environments is the BK-Loader 53, now available in the size 405/70 R 18 in addition to the existing size 405/70 R 20. This aramid-belted tyre features an extra-deep tread design that ensures lateral stability and resistance to wear, cuts and punctures. It also offers outstanding self-cleaning properties that ensure the rapid expulsion of debris and excellent grip and traction on both wet and dry surfaces, BKT says.

Next, the Earthmax SR 53, with the new variants – in size 29.5 R 29 – is now available in both classes L-5 UMS (underground mining service) and L-5 super resistant. The deep L-5 tread ensures extraordinary

wear resistance in addition to excellent self-cleaning properties. The special compound offers additional cut resistance and is suited for loaders and dozers operating under extreme conditions, BKT says.

BKT's Earthmax SR 55 features an extra-deep, L5-S-class tread along with a smooth surface providing long durability and minimizing downtime, BKT says.

Finally, the Giant Trax tyre has been designed for skid steers operating on rough surfaces. The extra-deep tread with wider and sturdier blocks provides excellent traction, stability and puncture resistance, BKT says. The special tread compound provides top resistance to cuts, punctures and wear.

HANKOOK TIRE COMMITS TO TARGETS FOR REDUCING EMISSIONS

Hankook Tyre says it committed to the Science Based Targets initiative (SBTi) by submitting its targets for reducing greenhouse gas (GHG) emissions from its own operations. In August, the company submitted its mid-to-long-term science-based emissions reduction targets.

The company says it plans to reduce its Scope 1 and 2 emissions that occur during the production stage by 46.2% from its 2019 baseline by 2030. In addition, Hankook has pledged to curtail Scope 3 emissions in its value chain by 27.5% from its 2019 baseline by 2030. This includes the reduction of

all greenhouse gases generated from raw material acquisition, distribution, investment, production and other major business activities.

The SBTi is a partnership between CDP (formerly Carbon Disclosure Project), the United Nations Global Compact (UNGC), World Resources Institute (WRI) and the World Wide Fund for Nature (WWF). More than 3,600 global companies are working with the SBTi to set, measure and report science-based reduction targets in line with the Paris Agreement, a legally-binding international treaty on climate change.

Furthermore, Hankook announced its participation in the Business Ambition for 1.5°C Campaign – a call to action for companies to set targets to limit global warming to 1.5°C and strive for a net-zero future. Led by SBTi in cooperation with international partners, over 1,300 global companies are participating in this campaign.



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ENGINEERS DEVELOP CONCRETE MADE WITH RECYCLED TYRE RUBBER

Engineers have managed to replace 100% of conventional aggregates in concrete – such as gravel and crushed rock – with rubber from discarded and recycled tyres. The team of engineers from RMIT University says the new greener and lighter concrete made with recycled tyre rubber promises to reduce manufacturing and transportation costs significantly.

Small amounts of rubber particles from tyres are already used to replace these concrete aggregates, but efforts to replace all of the aggregates with rubber have produced weak concretes that failed to meet the required standards – until now.

The study, published in the *Resources, Conservation & Recycling* journal, reveals a manufacturing process for structural lightweight concrete where the traditional coarse aggregates in the mix were completely replaced by rubber from used car tyres.

Lead author and Ph.D. researcher from RMIT University's School of Engineering, Mohammad Momeen Ul Islam, said the findings debunked a popular theory on what

could be achieved with recycled rubber particles in concrete.

"We have demonstrated with our precise casting method that this decades-old perceived limitation on using large amounts of coarse rubber particles in concrete can now be overcome," Islam said.

This advance builds on the breakthrough invention of this technique by fellow RMIT University Engineers Professor Yufei Wu, Dr. Syed Kazmi, Dr. Muhammad Munir and Shenzhen University's Professor Yingwu Zhou. The engineers say several national phase patent applications are now filed to continue the protection of this technology.

Greener, Cheaper and Lighter Building Materials

Study co-author and team leader, Professor Jie Li, said this manufacturing process will unlock environmental and economic benefits.

"As a major portion of typical concrete is coarse aggregate, replacing all of this with used tyre rubber can significantly reduce the consumption of natural resources and also address the major environmental challenge

of what to do with used tyres," he said.

Li says used tyres in Australia cannot be exported, making new methods for recycling and reprocessing them locally increasingly important. About 1.2 billion waste tyres will be disposed of annually worldwide by 2030.

The greener and lighter concrete could also greatly reduce manufacturing and transportation costs, Li said.

"This would benefit a range of developments including low-cost housing projects in rural and remote parts of Australia and other countries around the world."

Next Steps

The team's manufacturing process could be scaled up cost-effectively within a precast concrete industrial setting in Australia and overseas, Islam said.

Following successful testing in the workshop, the team is now looking into reinforcing the concrete to see how it can work in structural elements.

The RMIT research team also includes Professor Yu-Fei Wu, Dr. Rajeev Roychand and Dr. Mohammad Saberian.

BRIDGESTONE INVESTS \$60M TO EXPAND BANDAG RETREAD MANUFACTURING PLANT

Bridgestone Americas will invest \$60 million to expand its Bridgestone Bandag manufacturing plant in Abilene, Texas. The 50,000-square-foot expansion of the Abilene plant is aimed at the growing demand for the company's tread rubber products, driven by the rapid growth of its retread business, Bridgestone says.

The expansion includes an immediate increase in operational activity by running on six and seven-day production schedules, as well as the construction of new mixing operations at the facility. The mixing operations are expected to be completed and in operation by January 2025. The investment in the facility and the additional days of operations increase the plant's output by 16%, Bridgestone says.

Bridgestone says retread tyres not only provide fleets an economic benefit, but also are an environmentally responsible way to extend the life of tyres in any fleet. Since 1957, Bandag has been responsible for keeping approximately 300 million tyres out of the



waste system, which helps reduce material emissions, water and energy use associated with the production of a new tyre. The Bandag retreading process has also saved four billion gallons of oil since it began 50

years ago, Bridgestone says.

The investment in the Abilene plant will build upon the plant's existing 200,000-square-foot blueprint and provide capacity needed for future production.

BRIDGESTONE AIMS TO COMMERCIALISE NATURAL RUBBER FROM DESERT SHRUBS BY 2030

Bridgestone Americas (Bridgestone) is taking a pivotal next step in its drive to commercialise the woody desert shrub, guayule, as a domestic source of natural rubber, and as a more environmentally sustainable crop in America's drought-stricken desert southwest.

Bridgestone plans to invest an additional \$42 million to establish commercial operations, with additional investment and expansion planned toward 2030. The company will collaborate and partner with local U.S. farmers and Native American tribes to increase capacity of up to 25,000 additional acres of farmland for planting and harvesting guayule at scale. Bridgestone is targeting sustainable commercial production of guayule-derived natural rubber by the end of the decade.

"We're extremely bullish on the potential for guayule as a domestic source of strategically critical materials, such as rubber, hypoallergenic latex, building material adhesives and renewable fuel, just to name a few. We're thrilled to be taking this major step toward commercialization before the end of the decade," said Nizar Trigui, Chief Technology Officer and Group President, Solutions Businesses, Bridgestone Americas, Inc. "With guayule, we can reduce the environmental impacts that come with overseas sourcing while also realizing a more sustainable agricultural

system for parts of this country that are facing persistent and worsening climate conditions, so it's really something with many benefits for our environment and our economy."

Guayule and Bridgestone

Guayule is a heat tolerant, woody shrub that thrives in desert settings, particularly in America's desert southwest. The shrub can be farmed with existing row-crop equipment, saving costs for farmers, and requires as little as half the water to grow as existing crops, such as cotton and alfalfa.

Bridgestone launched its guayule research initiative in 2012, when it broke ground on a processing and research center

in Mesa, Arizona. Today, the company operates the research center in Mesa and a 281-acre guayule farm in Eloy, Arizona. Bridgestone has invested more than \$100 million in its efforts to commercialize guayule, achieving major milestones such as producing the first tyre made from guayule-derived natural rubber in 2015, and continued expansion of its guayule molecular breeding program. Bridgestone is also the recipient of multiple U.S. government research grants for guayule research and development, including from the U.S. Department of Agriculture (July 2017) and from the U.S. Department of Energy (DOE) Joint Genome Institute (September 2021).





By John Stone

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



MICHELIN UNVEILS THE WORLD'S FIRST TWO TYRES APPROVED FOR ROAD USE CONTAINING 45% AND 58% OF SUSTAINABLE MATERIALS

Michelin, the principal owner of Scandinavian Enviro Systems (publ) ("Enviro", "the company"), is the first tyre manufacturer in the world to unveil tyres with a high proportion of environmentally sustainable materials that have been approved for use on ordinary road vehicles. These include a tyre for buses and a tyre for cars, where the car tyre contains recovered carbon black from Enviro, among other materials.

The car tyre and bus tyre that have now been unveiled by Michelin contain 45 percent and 58 percent environmentally sustainable materials, respectively. The car tyre consists of materials such as recovered carbon black that is delivered by Enviro. Both tyres

unveiled have been approved for use on ordinary road vehicles and have performance levels strictly identical to current tyres.

Michelin has previously developed a racing tyre for electric motorcycles, and one for cars that consists of a high proportion of recovered and sustainable materials, including Enviro's recovered and ISCC-certified carbon black. According to Michelin, the tyres that have now been unveiled pave the way for the future technology that will be used to manufacture Michelin's standard tyres in two to three years' time. Michelin has set a target of using 100 percent renewable materials in all its tyres by 2050. Since 2020, Michelin has been Enviro's single largest shareholder.

300 MEMBERS AND COUNTING FOR POINT S TYRE & AUTOCARE



Point S Tyre & Autocare has welcomed the 300th member into its UK network.

October also sees the launch of a brand-new Point S website and a national television advertising campaign "I'd like to welcome all of our new members this year into the Point S global family" – Wayne Daniel, UK Network Operations Manager Point S Tyre & Autocare, the UK's leading independent tyre dealer and car maintenance network, has secured its 300th member in the UK.

The network has seen impressive UK growth in 2022, with the 300th sign-up crowning a successful year for UK Network Operations Manager, Wayne Daniel, and his team. Commenting on the significance of the milestone, Wayne said: "We are so delighted to hit the 300 mark in the UK, and I'd like to welcome all of our new members this year into the Point S global family." "This achievement can be attributed to the tyreless efforts of my team, but it is also a testament to the unique proposition that the Point S Tyre & Autocare network brings to the market. We are seeing more and more businesses in the motor trade searching for ways to take their business to the next level, and that's what we're here to help with." October is an extremely busy month for Point S Tyre & Autocare, owing to the redesign of its website, www.point-s.co.uk, and the launch of a national television advertising campaign. Viewers should keep an eye on Channel 4 if they want to catch the advert, which will run from 10th October to 6th November.

These developments are emblematic of a year of progress for Point S. 2022 has already seen the network bolster its business development team, launch a new fleet initiative and begin the strategic roll out of an improved technical training programme. At the core of all these advances is Point S Tyre & Autocare's mission to help its members futureproof their business. Benefitting from a comprehensive package of marketing, training and business support, Point S members retain full independence, while enjoying the increased buying power, access to exclusive products, and greater profit potential that being part of the global family brings.



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BRIDGESTONE COLLABORATES WITH MICROSOFT TO ACCELERATE ADVANCED TYRE ANALYTICS INTEGRATION ACROSS GLOBAL PORTFOLIO OF CONNECTED TYRES AND MOBILITY SOLUTIONS

Bridgestone Corporation (Bridgestone) has announced a collaboration with Microsoft to use Microsoft Azure to accelerate development and go-to-market strategies in support of Bridgestone's digital transformation and sustainable solutions portfolio.

"Since our first collaboration announcement in 2020, Microsoft has been a valuable partner in both our European and Americas markets," said Paolo Ferrari, Joint Global Chief Operating Officer, Bridgestone Corporation, and President & CEO, Bridgestone Americas. "We are excited to build on this collaboration with enhanced and expanded offerings that allow Bridgestone globally to develop new innovations and quickly deliver them to our customers aligned with the Bridgestone E8 Commitment."

Advanced and predictive maintenance analytics deliver greater productivity and efficiency for customers. Using Azure will enable Bridgestone to create value for customers, primarily global fleet and OEM customers, by integrating advanced tyre analytics to better understand tyre wear and casing health to maximise tyre retreading and inform when tyre maintenance may be needed. Both



companies will continue to use the Microsoft Connected Vehicle Platform to capture and analyse tyre data in real-time as part of a fully integrated vehicle ecosystem.

"We know that uptime, driver safety, and total cost of ownership are paramount for Fleets, for example," said Ferrari. "The Connected Vehicle Platform allows us to provide insights through each of these lenses, as well as others, using data directly from the tyre to unlock value that otherwise remains trapped."

Bridgestone will also build new cloud

capabilities using Azure that further streamline and modernize the company's core tyre business and IT operations, including workplace productivity. Bridgestone will use Microsoft solutions to strengthen operational effectiveness and deliver increased flexibility and scalability across enterprise tools and platforms. Improved agility across core infrastructure will result in quicker expansion of tyre-centric solutions to the customer, improved efficiencies and collaboration across the enterprise, more robust governance and security, and overall operational cost savings.

"As the world around us becomes more digital and data driven, it's exciting to see how Bridgestone is working to provide new solutions and data analytics to their customers," said Sanjay Ravi, General Manager, Automotive Mobility and Transportation for Microsoft. "Our long-standing relationship with Bridgestone has led to many successes and we look forward to supporting their journey in delivering new solutions that result in improvements, fleet management and overall business efficiencies."

The Bridgestone E8 Commitment consists of eight values that Bridgestone has committed to creating together with employees, society, partners and customers to realize a sustainable society. The initiative with Microsoft will help Bridgestone deliver its "Efficiency," "Extension" and "Economy" values.



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