

Southern Africa

# TREADS DIGITAL

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## TYRELIFE SOLUTIONS - YOUR SILENT SALESMEN

RUBBER TRENDS –  
OUTLOOK FOR 2023  
AND BEYOND

BRIDGESTONE ANNOUNCES  
NEW MANAGEMENT  
STRUCTURE

FIRESTONE LAUNCHES  
NEW TRUCK AND BUS  
RADIAL TYRES

BRIDGESTONE TO  
SELL OFF RUSSIAN  
ASSETS



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## Editor's Corner

**As we approach the annual shut-down period, many of us are planning a much-needed break away from our homes and our daily routines. Given the worsening conditions of South Africa's roads (one economist estimates that we'd need to spend R138 billion each year to fund road maintenance), coupled with the large volumes of vehicles they are expected to carry, taking the necessary precautions to ensure a smooth and safe journey is ever more paramount.**

This begins with your tyres – your only contact with the road! If your tyres are looking a little worn and you have been putting off replacing them, now is the time to do it. Tyres are safety critical items you cannot afford to neglect, irrespective of whether your vehicle is carrying passengers or cargo. And did you know that tyres specifically designed for the 4x4 market play an important role in the vehicle's ability to carry added weight and navigate rugged terrain?

Choosing the correct tyre for your application is not as straightforward as it may seem. Quite the opposite in

fact. Tyre selection is complex and requires technical expertise, as our exclusive interview with Georg Schramm of Tyrelife Solutions on page 2 highlights.

As the world slowly begins returning to a semblance of pre-Covid-19 normality, global tyre markets are struggling to recover, with even tyre plantations having taken a huge knock during the pandemic, with not much planting being done. This is affecting rubber production - essential in the manufacture of tyres - which in turn, is having an impact on availability and price, especially with demand increasing from Chinese and Indian manufacturers. Turn to page 10 for this story. Lastly, a string of local and international tyre news completes our December/January issue.

Wishing you and your loved ones a blessed festive season! Travel safely!

Yours in tyres



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# **DEALERS, MEET YOUR SILENT SALESMEN**

**TYRELIFE SOLUTIONS SET TO  
REVOLUTIONISE TRADING PLATFORM**

**In 2012 Georg Schramm took up an opportunity to become exclusive distributor to the American-based Cooper 4x4 tyre brand - now part of the Goodyear stable. Due to his long involvement with the manufacturing sector, in particular Dunlop which at the time had the rights to distribute Cooper in South Africa, Schramm had gained first-hand knowledge of the brand and its unique off-the-road capabilities. The brand of choice for Kingsley Holgate, who has pioneered countless expeditions into Africa on humanitarian causes, Cooper had proved its mettle repeatedly courtesy of its rugged construction, durability, and mileage properties.**

Fast-forward to 2022. Georg and his team have grown the business - which now trades under Tyrelife Solutions - to include a complete range of 4x4, SUV and passenger-car products including Mickey Thompson, Momo and Dirty Life Wheels, to name a few. So, how did they get here and what is next for this dynamic business that has set its sights squarely on providing a superior, if not unorthodox, service offering to the dealer trade and consumer? We spoke with Georg to get the lowdown.



**Georg, why did you change the name of the business from Cooper Tyres Africa to Tyrelife Solutions?**

As you rightly pointed out in your introduction, our product range has significantly expanded since the company's inception in 2012 to include additional brands and wheels alongside Cooper. Therefore, continuing to trade under the Cooper Tyres name would have been misleading and unrepresentative of our complete service offering.

The decision to adopt the name Tyrelife Solutions indicates our clear intention to provide our customers with solutions to their business that beyond just products. In short, we are a 'solutions driven business.'





**Georg, how do you believe TyreLife Solutions can add to shaping the industry?**

We have a serious and sustainable value-add proposition to make to the industry. This is based on our manufacturing and technical background plus the priceless knowledge shared with our international shareholder partner who has operated in similar conditions in Australia for the last 30 years. They are the leading market player in that country.

**Tell us more about the products and solutions you offer.**

Aside from the Cooper and Mickey Thompson premium brands, we now also offer the TerraFirma and Patriot range of tyres, which provide the cash-strapped consumer with a great alternative from a price standpoint. Not everyone can afford premium products like Cooper or Mickey Thompson, especially under the current economic climate.

**Where are these brands made and what recourse does the consumer have in the event of a claim?**

The Patriot tyre brand is made in Thailand, while TerraFirma is a private brand developed in Australia and manufactured

in China. We have gone to great lengths to source brands that are credible and fit for South African conditions and can therefore sell these products with complete confidence.

All our products are sold with a manufacturing warranty and a protection plan warranty against road hazards, thereby providing the consumer with peace of mind. With every purchase made, the customer registers the purchase and receives communication relative to the mode of contact required. This is a tyre based 'motor plan' and is designed to assist consumers to maintain their tyres as they would their vehicle. This benefits the consumer who will increase the tyre life and the dealer who extracts value for the after-sale service. In the event of a problem, the dealer, and Tyrelife Solutions, are there to assist.

On our premium ranges, we also run a motor plan for every set of passenger, light truck or 4x4 tyres which runs on a c.p.k (cents per kilometer) basis.

**This is a market-first, as far as I am aware. How exciting!**

Yes, indeed. Various companies have run c.p.k programmes in the truck tyre sector in the past, but this has been a



All our products are sold with a manufacturing warranty and a protection plan warranty against road hazards.



key to TyreLife Solutions customer retention strategy which is growing exponentially as consumers look for recourse and value for money.

**How many dealers are now distributing your products?**

We trade with independents and franchise groups throughout SADC and have coverage across the SADC region.

**We believe you have a unique way of supplying your products to the dealers. Tell us about that.**

If there is one positive to come out of the Covid-19 pandemic, it would be the growth of the Digitalisation Age which dramatically changed how business was conducted and enabled us to remain in contact with service providers and customers virtually. During this time the growth in online

searches increased to levels never seen before.

We have been actively establishing an innovative approach to tyre distribution, even before Covid-19 struck, by embarking on a digital transformation and creating a digital platform through which dealers and customers can source the right product and fitment partner via our online platform. Equally, they can obtain the right information with respect to tyre size, technology, and application.

Few consumers realise that a tyre is a safety-critical component, and that any lowering of specifications on the tyre could affect their motor insurance validity. As an industry, we have a responsibility to the motoring public to ensure quality products are correctly specified for the vehicle and application. Coming from a manufacturing and

“  
The Digitalisation Age is upon us and is destined to change the trading landscape.  
”



Stuart Queripel

*TyreLife Solutions are the exclusive distributors of stylish Italian engineered and designed Momo passenger wheels to complement the SUV and 4x4 wheels from brands like Dirty Life, Mickey Thompson, Dick Cepek and Dynamic Steel.*



**Developed by 4x4 experts and manufactured to world class standards, TerraFirma tyres bring quality and affordability to the South African 4x4 tyre market.**

technical background we see ourselves as complementing our knowledge with that of the dealer, stimulating a value proposition ahead of price.

### **So how would a prospective dealer go about joining your programme?**

First, let me reiterate, “we are not competing with retail.” We are offering retailers the opportunity to supply a service for those early adopters who want to purchase online and, of course, this group is growing.

Due to high development and marketing costs, this market would be difficult for dealers to reach. In partnering with TyreLife Solutions, dealers are catering to this tech-savvy group without having to make the development investment.

We are a complementary wholesaler that distributes products and value added services to the trade and consumer while providing knowledge for a highly specialised market that commands specific skills and know-how in terms of weight, tyre construction and application.

Dealers are required to sign a Service Level Agreement. There are a few criteria to signing an SLA which are based on a dealer’s ability to deliver the service needed for a successful transaction. This does not hinder them from selling opposition products. We have already signed up many forward-thinking dealerships and are able to offer consumers a national network of fitment centers when buying online.

All business is transacted via our online platform. Best of all, once a consumer has selected his tyre of choice and where he would like to have the tyres fitted, the dealer is paid both a tyre margin and reimbursed the entire service fee. This rewards the dealer for the level of service delivered. The business model is simple and dealers who collaborate with us profit without holding unrealistic stock values and tying up working capital. We aim to drive as many consumers as possible to premium retailer stores.

We do not undercut our products or services and aim to close the knowledge

gap from a consumer interface point of view, taking them from start to finish, so they understand the importance of fitting the correct tyre onto their vehicle.

The Digital Age has seen consumers becoming savvy in their purchases as they now have access to a wealth of information via the internet.

In short, the dealers we have partnered are entrepreneurs offering highly specialised services.

### **I have visited your online platform and it seems easy to navigate. Have you come up against any resistance from dealers that are unfamiliar with this modern technology?**

In the beginning, yes and this was to be expected in an industry in real change, but whether we like it or not, Digitalisation is here to stay, and it is not the enemy! As you correctly point out, the system is simple and easy to navigate. It works well and ensures that the consumers’ needs are met while also ensuring the dealer stays profitable.

Business is responding to the evolving need to change the business model and provide new revenue and value-producing opportunities. Mobile communication has dramatically accelerated a customer’s ability to explore options which would result in either an online facilitated sale or dealer direct sale. Covid accelerated this transformation. This is the first phase in the new digital world and is here to stay, now is the time for us to embrace it, particularly as we need to appeal to a tech-savvy generation.

Dealers can also purchase tyres via the dealer portal where stock, prices and delivery times are specific for each dealer, providing more accurate and immediate information than ever before.

Let me reiterate TyreLife Solutions business to business approach is paramount because we could not do this without the tyre retailer.

In short, Tyrelife Solutions are referral partners to the trade. We refer to ourselves as their ‘Silent Salesmen’ because this, in effect, is what we are.



The Digital Age has seen consumers becoming savvy in their purchases.





“The only way to combat ‘selling on price’ would be through the introduction of regulations.”



*Kingsley Holgate, renowned South African explorer, humanitarian, author, tv personality and fellow of the Royal Geographical Society has travelled every country on the African continent - all on Cooper tyres. On every expedition the team uses adventure to improve and save lives – distributing life-saving mosquito nets, water purification straws and Rite to Sight spectacles throughout Africa. Kingsley's expeditions in his Cooper-shod Land Rovers have taken him to the 7 points in Africa – the highest, the lowest, the most northern, most southern, most eastern, most western and the very centre of the continent. Kingsley didn't stop there. His most recent trip started in Cape Agulhas and ended 30000km to Nordkapp in the Arctic Circle in Norway – without a single puncture.*

**Going back to the widespread practice of selling on price, how do you believe the industry can turn this around?**

The only way would be through the introduction of regulations which adequately protect consumers from the illicit traders out there who have little or no regard for what we stand for. Traders are encountering different business challenges, without formal regulations.

This is counter-productive for the industry and equally harmful for the consumer, who may not be supplied the right tyre for their application and there is an alarming trend illustrating this.

Traditionally, the tyre business is regarded as a low-skills industry, with low salary barriers for tyre fitters and sales personnel, creating an environment that has led to job-hopping, and poor staff retention levels.

This needs to change and will only be achieved through ongoing investment in the development of people in store and with ongoing tyre and fitment knowledge. TyreLife Solutions can assist with this development and this to will be rolled out in our industry visits next year.

**What is next for Tyrelife Solutions?**

Until recently, we have concentrated



exclusively on the 4x4 and light truck market segments, but this is about to change. Dealers are asking for a complete range of products.

We are finalising a complete tyre, wheel and accessory offer which is designed specifically to cater for all product and price segments and on a good better and best basis and will be unveiled early next year. Each of these quality brands will complement our existing product range and extend our range to cater for all product segments. In 2023 Tyrelife Solutions will supply the full spectrum of products to meet the consumer and retailer requirements.

Moreover, we are now a growing distributor of 4x4/SUV wheels in South Africa with the exclusivity of Momo wheels for passenger vehicles and the backing of The Wheel Group (TWG) with brands such as Dirty Life, ION, DWC, MT Metal and Dynamic Steel for the off-the-road sectors. Wheels are a sexy but complicated business, elevating our desire to upskill dealer staff as few understand wheels, and the significant role they play in the vehicle's safety and performance.

As before, dealers across the country will have the chance to gain personal access to the Tyrelife Solutions 'solution' via a succession of road trips which will take place next year and this will also serve to raise brand awareness for our

name and what we stand for.

Best of all, our flexible Digital Programme is now scalable, designed in such a way as to be able to grow and evolve at minimal additional cost. This is the way of the future, and we are excited to be able to provide a complete digital online solution to our customers.

**Georg, your passion for the trade is evident. What type of legacy would you like to create for yourself?**

I would love to see a greater level of dealer expertise in an industry which is changing rapidly to meet the demands of a carbon neutral world. Training cannot be left solely at the feet of manufacturers; their focus is manufacturing and with margin creep it becomes difficult and costly to serve all retailers on the merits of tyre technology and retailing. TyreLife Solutions have a manufacturing DNA with a definitive focus on customers and their needs which should never be compromised.

**What is your message to the Retailer and consumer?**

Our slogan says it all: **'It's not what it Costs, it's what it's Worth'**. A phrase coined by our partner company's (NTAW Australia) founder Terry Smith!

“ We are finalising a complete tyre, wheel and accessory offer. ”



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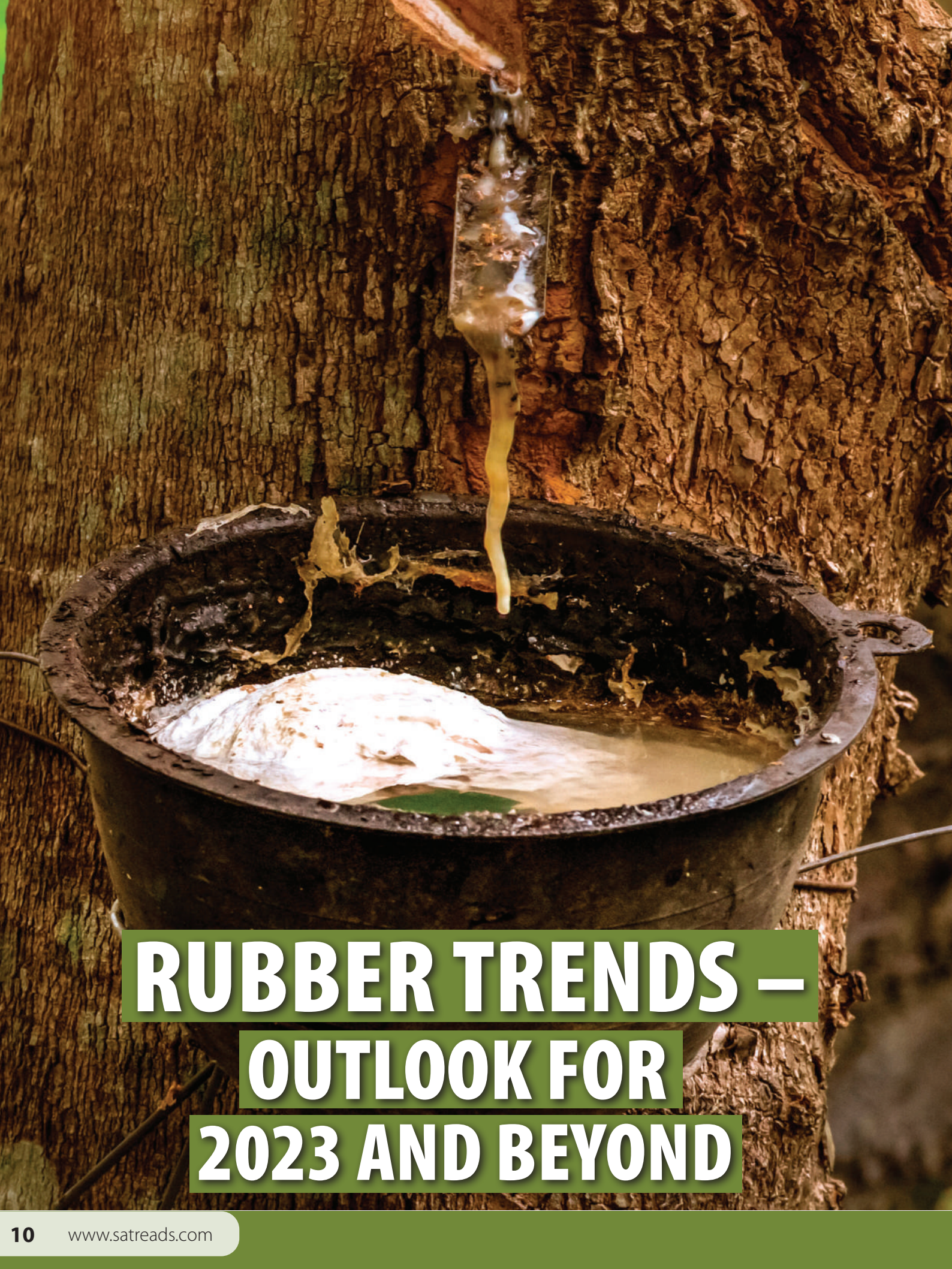
Mickey Thompson wheels



MOMO wheels



Pro Comp wheels



# **RUBBER TRENDS – OUTLOOK FOR 2023 AND BEYOND**

**The global production of natural rubber is projected to register a compound annual growth of 4.3% during the forecast period 2021-2026. This, according to a recent report released by Research and Markets. Similarly, the size of the synthetic rubber market is expected to surpass \$69.2 billion by 2030, based on extensive research carried out by Precedence Research, with the global automotive industry being the main market driver.**

**The Covid-19 global pandemic which was largely responsible for the decline of the natural rubber market also created a slump in the automotive sector. Coupled to this, lockdown restrictions saw major disruptions in the supply of raw materials, with many international automotive and tyre manufacturers shutting down their plants, (2020 saw a 15.79% decrease in global vehicle manufacturing compared to 2019 according to the International Organisation of Motor Vehicle Manufacturers.)**

Covid restrictions further inhibited the plantation of rubber trees in nations such as Thailand, Indonesia and Malaysia which are among the dominant natural rubber producers.

The demand for natural rubber is now escalating, with China being a major player in the automotive and parts industry which uses a considerable amount of rubber to make pipes, gaskets, tyres, hoses, and other parts every year.

According to Precedence Research, high growth in developing economies coupled with the increasing per capita income among consumers in these countries are increasing the demand for vehicles, which in turn, increases the demand for rubber.

Further to this, their report claims that with China being one of the major three automobile manufacturers in the world, this growth is amplifying demand for raw materials such as natural rubber which is favoured over its synthetic counterparts for its high tensile strength, vibration dampening properties, and tear resistance. Due to its characteristic adhesion properties such as adhesion to metals and

resistance to abrasion, natural rubber is suitable for making seals, tyres and other such products.

Notwithstanding, the global synthetic market (valued at US\$39.8 billion in 2021), is growing rapidly, largely due to withering plantations throughout the world that have caused natural rubber prices to spiral.

Conversely, the less-expensive synthetic rubbers - made from butadiene, styrene, isoprene, chloroprene, isobutylene, acrylonitrile, ethylene, and propylene – are being recognised as the best substitute for natural rubber, and are in higher demand due to the global automotive industry continuing to develop at an extremely rapid rate.

With growing demand for electric vehicles to overtake petrol-driven cars, the synthetic rubber sector is likely to expand further, particularly as the value chain of the global synthetic rubber business has been rationalised and consolidated, and there is still space for efficiency gains.



The demand for natural rubber is escalating

Added to this, the market for synthetic rubber is expected to rise on the back of increasing demand for high-performance, environmentally friendly tyres, provided producers of synthetic rubber can combat fluctuating raw material prices which play a major role in determining the pricing and structure of their products.

# BRIDGESTONE SA ANNOUNCES NEW MANAGEMENT STRUCTURE

Earlier this year Bridgestone announced that it had embarked on the Bridgestone 3.0 journey toward realising its 2050 vision of delivering accelerated social and customer value as a sustainable solutions company. In order to achieve this vision, Bridgestone Southern Africa will establish a new management structure with an increased focus on distinct business portfolios: the core Tyre & Rubber business which includes premium consumer, commercial truck and bus, off the road, motorcycle and agriculture tyres; Bridgestone's Retail services network including the Supa-Quick franchise; and, its Mining Solutions business with recently acquired Otraco. This split will enable Bridgestone to create new value according to the characteristics of each business for its customers.

This week it was announced that Jacques Fourie, currently CEO of Bridgestone Southern Africa, will take up the position of Vice President and Managing Director of the Middle East & Africa region. This position will oversee both the Bridgestone Southern Africa business, as well as the legacy Middle East & Africa business headquartered out of Dubai, thereby combining the two regions under the South African leader.

Since his joining Bridgestone in 2019, Fourie has been instrumental in turning around the business in Southern Africa, delivering on a culture change transformation that led to restored profitability, market share growth, certification as a Top Employer, a BBB-EE level 1 contributor, and the acquisition of the mining solutions company Otraco into Bridgestone EMIA.

Commenting on the recent announcements Jacques Fourie said "I am deeply grateful and very humbled by this new opportunity to take on broader responsibility in Bridgestone and to add value to our great organisation. Three years ago, we embarked on a business transformation journey for the Southern African business. With the commitment



Jacques Fourie

and dedication of my exceptional leadership team, the hard work of all employees and the unwavering support of our valued customers, channel partners and franchisees, we have together achieved incredible results."

Whilst Fourie will remain responsible for the Bridgestone Southern Africa Holdings Group, he will hand over responsibility for Bridgestone Southern Africa's three business units to respective Managing Directors. Today, leadership changes in the core Tyre & Rubber (Wholesale) business are being announced.

From January 2023, Bridgestone Southern Africa (BSAF) is proud to appoint Jacques Rikhotso, current Operations Director, as Managing Director of the South Africa Wholesale Business. BSAF's Wholesale Business is the seat of its local Manufacturing, Operations and Sales organisations.

"As a proud local manufacturer we look to the future with hope and I am thrilled to hand the reigns over for our Wholesale business to Jacques Rikhotso whose dedication to our Bridgestone family and his passion for delivering with excellence I know will take the business on to even greater heights. I look forward to continuing to support him, and the South Africa team, from my new position", says Fourie.

Jacques Rikhotso joined Bridgestone in 2018 as Manufacturing Director responsible for the Bridgestone Plant facilities across South Africa and has risen through the organisation to Operations Director responsible for Bridgestone Southern Africa's Manufacturing and Re-Tread Plants, Logistics and Supply Chain Management, and the company's



Jacques Rikhotso

Sustainability agenda. In this broader role Rikhotso has delivered significant capital expansions in Brits Plant to improve quality and performance and output; implemented operational efficiencies in forecasting, planning and logistics through digital tools; and a key player in transitioning Bridgestone from legacy Maxipres re-tread brands to Bridgestone Premium brand Bandag (Bridgestone's Global Re-tread company); and, improved customer centricity and service to our customers.

"I joined Bridgestone at a time of organisational transformation followed shortly by the pandemic period which necessitated that we were more dynamic in every aspect of our business operations. As I take up this new role, I don't expect this to change – we will still need to be an organisation that continuously improves, continuously transforms, continuously invests in our people, is dynamic and agile as we continue to build a more sustainable business that provides leading sustainable mobility solutions to our customers. In my position as Operations Director, engaging with customers and our sales team in the field, I have gained great insight into what our customers require from Bridgestone and how we might serve them better. The Sales organisation has done very well over this period to reconfigure the mix of our offering, to open our sales to the broader network of retailers and to turnaround our business to deliver profitable growth. It gives me a lot of confidence to join them and to lead the Bridgestone Wholesale business into an exciting future," says Rikhotso.

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# FIRESTONE FD833 AND FS833 TYRES NOW PROUDLY SOUTH AFRICAN AND MADE FOR SOUTH AFRICAN ROAD CONDITIONS

Bridgestone Southern Africa has announced that its Firestone FD833 and FS833 truck and bus radial tyres that were previously imported are now fully manufactured at its manufacturing facility in Brits, Northwest. The move is in line with Bridgestone's strategy of "localising" some of its products in line with South African conditions, says Dries Venter, Technical Manager, Bridgestone Southern Africa.

"We began importing these tyres from Europe two years ago. After trials, we identified and made design improvements that would make the tyres better suited for South African road conditions. Our European R&D labs supported with creating a compound that provides higher resistance to cuts and chips," he says.

Venter says that the Firestone FD833 and FS833 tyres have several advantages over cheaper second and third-tier competitors. The tougher material means that the tyres last longer, even on our bad roads, which means that they need to be replaced less frequently. Their tread design also provides excellent traction and are self-cleaning for consistent performance.

Another major plus is that the sturdy construction means that the tyre can be retreaded at least twice—in fact, the Firestone FD833 and FS833 tyres come with a casing confidence pledge guaranteeing this.

"Local manufacturing is a big plus because it helps protect local jobs and contributes to increasing the country's gross domestic product—especially as these tyres are also exported to other markets in the region," says Venter. "From a sustainability point of view, the longer life of the tyre plus its retreadability are major pluses because they reduce the amount of waste going into landfill. At the same time, Bridgestone is pursuing a strategy making its tyres more recyclable – and fuel efficient. The lighter tyres also contribute to reducing the impact on the environment."



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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.

# NOKIAN TYRES TO BUILD NEW FACTORY IN ROMANIA

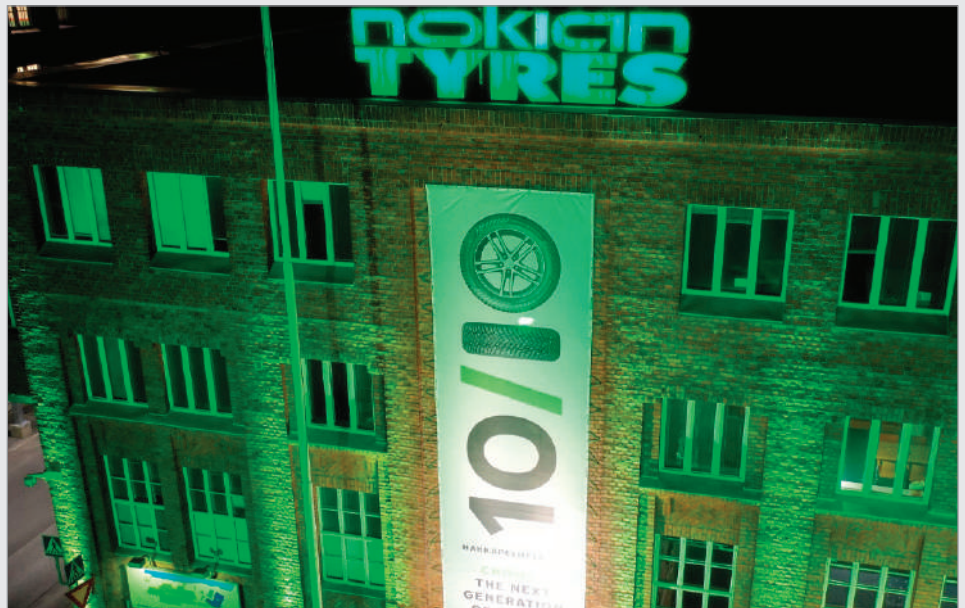
Like many companies, Nokian Tyres has been impacted by the war in Ukraine, and as a result, the company sold its Russian holdings to build a new facility in Romania.

"In the third quarter of 2022, our focus was on planning and taking the first steps to build the new Nokian Tyres without Russia," said Nokian President and CEO Jukka Moio "Today, we will invest approximately EUR 650 million (\$670 million) in a new greenfield tire factory in Romania – the first zero CO2 emission factory in the tire industry."

This news comes after Nokian's Board of Directors' June decision to initiate a controlled exit from the Russian market as a result of the country's halt in westward commerce. The company believes this economic hurdle gets in the way of its growth goals, which its new Romanian factory will intend to facilitate, the company said.

"The investment is a vital element in getting additional capacity and enabling our future growth, and we expect the commercial production to start in 2025. At the same time, we have continued to increase capacity at our factories in Finland and in the US," Moio said.

Nokian's Russian operations were sold to Tatneft PJSC. Once the transaction is finalized, Nokian will officially be out of the Russian market.



# NEXEN TIRE NABS TWO IDEA DESIGN AWARDS FOR ITS CONCEPT TYRES

On November 21, 2022 Two of Nexen Tire's concept tyres, the Conqueror and the Pureback, were finalists at the 2022 International Design Excellence Awards (IDEA) in the United States. As a joint industry-academic collaboration with students in the product design field, Nexen Tire and The Korea Design Membership Plus (KDM+) focused on creating future concept tyres that can combat harsh climate conditions and environmental challenges.

Nexen designed the Conqueror specifically for usage in the winter on snowy roads. Normally, it maintains its shape all year round. According to the company, when a smart sensor detects a slick road condition, a spike on the tread extends to improve stability and mobility.

Nexen says they designed the Pureback to effectively separate and discharge microplastics produced while driving in a central capsule in real-time through an inlet between treads. By doing this, microplastics that cause tire wear will help prevent air pollution.

Nexen Tire has also obtained recognition from numerous international design awards, such as the Red Dot Design Awards and the iF Design Awards.



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# BRIDGESTONE TO SELL OFF RUSSIAN ASSETS

**In light of the general uncertainty and the ongoing supply issues in Russia, Bridgestone Tire is in the process of finding a local buyer for its Russian assets.**

Following the decision in March to suspend all manufacturing activities in Russia, as well as freeze any new investments and suspend all exports to Russia, the company says it carefully considered a long-term solution in the interest of its employees, customers and suppliers.

Bridgestone says it has been present in Russia since 1998 and has over 1,000 employees in the country, mainly in its tire manufacturing plant in Ulyanovsk and sales and marketing office in Moscow.

Since the March announcement, the company has continued to support its Russian employees by paying their salaries and employee benefits in full. According to the company, finding a buyer and



## BRIDGESTONE

closing a deal is expected to take several months. Bridgestone says its business in Russia represents less than 2% of the company's

global turnover. This announcement will not change the consolidated financial forecast for the fiscal year disclosed in August.

## BUILDING INDUSTRY MOMENTUM FOR THE RETURN OF LIVE TYREXPO ASIA

**With the next Tyrexpo Asia Show following a four-year gap due to the Covid Pandemic edging even closer and now just five months away in early March 2023. Ongoing preparations have been steadily increasing and well over 50 per cent of the floor space across the three halls (A, B & C) has already been booked with the event being staged for the very first time at the prestigious Marina Bay Sands Convention Centre in Singapore.**

Alwin Seow, Events Director at the Show's Organiser – Tarsus South East Asia says, "Previously the Tyrexpo Asia Shows were staged at the Singapore Expo Centre before Tarsus acquired the promotion contract for the event. Now at long last we will be hosting this important exhibition for the international tyre and automotive

Aftermarket sector at one of South East Asia's most prominent show venues.

So far well over 100 exhibitors from many countries around the world have already booked Booths across the three halls and the pre-registration of visitors has also been extremely encouraging."

The Tyrexpo Asia 2023 Show will take place between the 8th and 10th March and it is confidently anticipated that over 700 visitors from around 96 countries will attend the event with both exhibitors and visitors combined covering tyre manufacturers, Distributors, Retailers, Wholesalers, Fleet Managers and Traders from the industry. At the same time the show will host a series of varying Business Conferences with a selection of Guest Speakers giving specialist presentations on a variety of different market sector topics.

Alwin concludes, "Tyrexpo Asia is the recognised event in South-East Asia covering tyres, tyre consumables, automotive repair

equipment, tools, parts and accessories and this first live show under Tarsus management is guaranteed to take the tyre and automotive aftermarket sector to new impressive levels of professional trade presentation with the very latest technological advancements, product displays, technical workshops and demonstrations. We firmly believe our specially revamped show will be appreciated by everyone attending and set a new dynamic precedence for the future." For further information about the show as a visitor or exhibitor visit [www.tyrexpoasia.com](http://www.tyrexpoasia.com)



# The GREAT BALANCING act

Founded during the 1950's, **Bandag** is the pioneer of retreading as you know it. Today, **Bandag** remains a market leader with a global presence as we witness a 'return' to retreading.

But just how does **Bandag** find itself in this commanding position? Riddled with rising manufacturing costs, cheaper imports and a consolidation of manufacturers, just how does **Bandag** find itself not only surviving but leading the retread industry worldwide?

**Consider these points and ask any opinion leader within the transport industry if they ring true:**

- **Bandag** retreads offer no compromise on their quality.
- **Bandag** retreads compete with new tyres on mileage performance.
- **Bandag's** global R&D benefits fleets like never before, offering the very best tread patterns and rubber compounds.
- Locals at the helm of **Bandag Southern Africa** makes the organisation relevant due to its flexibility to meet and exceed customer demands.
- **Visibility** in **Bandag's** reporting with its online system ensures transporters have full knowledge and access to their tyre data, anytime and from anywhere.
- **Bandag's ETA** is a consistent, no surprise on road tyre breakdown service.
- **Bandag's** ability to ensure stock availability means continuous supply from our local SA plant.



**The list above is not the point! The point is to demonstrate that Bandag is not one single action, strategy or focus. Bandag offers you a multitude of solutions, delicately managing what fleets need with what is realistically possible – the great balancing act!**

**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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# APOLLO TYRES' CHENNAI PLANT AWARDED THE DEMING PRIZE

Apollo Tyres' Chennai Plant, amongst the largest manufacturing facilities in Asia, was awarded the coveted Deming Prize, which is one of the highest awards on Total Quality Management (TQM). C Thomas Mathew, Unit Head, Chennai Plant, Apollo Tyres Ltd received the award from the Deming Prize Committee in Tokyo, Japan on Monday, November 14.

The Deming Prize, considered to be a gold standard of quality, was bestowed upon Apollo Tyres' Chennai Plant for achieving outstanding performance by practicing Total Quality Management (TQM), utilising statistical concepts and methodologies based on the company's excellent business philosophy and leadership.

Commenting on winning the Deming Prize, Satish Sharma, President, Asia Pacific, Middle East and Africa (APMEA), Apollo Tyres Ltd, said "We are honored to receive the prestigious Deming Prize. In keeping with our resolve towards customer centricity and business excellence, we committed to the TQM journey more than a decade ago. The Deming Prize is a testimony of our relentless effort and ability to deliver the best in terms of quality and experience to our customers."

Deming Prize is the oldest and most widely recognised award given to organisations that have established customer-oriented business objectives and strategies and implemented TQM to achieve them. These awards are sponsored by the Japanese Union of Scientists and Engineers, and since 1951, when it was instituted, is the gold standard all around the world.

Highly automated and equipped with advanced manufacturing practices,



Apollo Tyres' Chennai Plant is servicing multiple Indian and global OEMs. The facility is built over 128 acres and has the capacity to produce around 850 metric

tonnes of tyres per day. This plant has seen an investment to the tune of Rs 5000 crores till date and produces high end radial tyres for passenger cars and commercial vehicles.

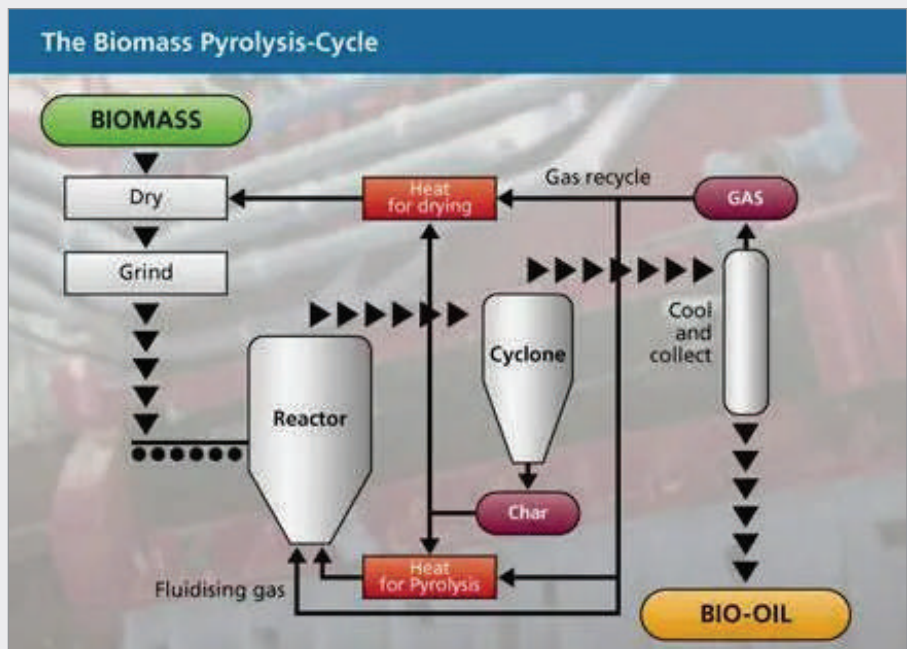
# LEADING US OIL COMPANY MAKES SUCCESSFUL PRODUCTION TESTS WITH ENVIRO'S OIL



Scandinavian Enviro Systems (publ) ("Enviro", "the company") received an order for pyrolysis oil in February from the subsidiary of a leading US oil company for production tests. The subsidiary has now informed Enviro that the production tests were successful.

The oil was delivered in June following its approval in accordance with the EU REACH directive, a condition for a final deal. The subsidiary has since carried out production tests of the delivered oil to determine how suitable it is for the production of various biofuels. These tests have now been finalised and Enviro has been informed by the client that the tests were successful.

"This information is a very important confirmation not only of the quality of our pyrolysis oil, but also of the key role that our recovered oil could play from a sustainability perspective. All in all, this is further proof of the commercial potential in



our recycling technology and the products it can provide to the market," says Thomas Sörensson, CEO of Enviro.

Enviro's recovered pyrolysis oil was

previously certified under the global ISCC EU sustainability certification system and approved in accordance with the EU REACH Directive.



# ANYLINE LAUNCHES INDUSTRY-FIRST TYRE TREAD SCANNER FOR SMARTPHONES AT SEMA 2022

**Pioneering new solution enables both customers and tire technicians to digitally measure the depth of their tire tread with the camera on their mobile or TPMS device.**

Anyline, a global leader in mobile data capture and artificial intelligence, has launched an industry-first Tire Tread Scanner that works on any camera-enabled smartphone or mobile device. The software solution, which accurately and reliably measures tire tread depth, is expected to revolutionize the automotive industry. The product will be unveiled at a press conference held at the SEMA Show 2022 in Las Vegas on Nov. 2.

Measuring tire tread wear currently requires dedicated analog or digital tools that technicians use to physically measure each tire groove. This painfully slow and tedious process is a breeding ground for measurement inconsistencies and data-

entry errors that cost tire retailers hundreds of millions of dollars every year and can put drivers' safety at risk.

Anyline's groundbreaking Tire Tread Scanner works by simply pointing the camera of any standard mobile device at the tire tread to be measured. Using state-of-the-art computer vision and AI, a 3D model of each tread is created, resulting in a precise digital measurement that can be instantly stored and shared with customers. The solution can be integrated into workforce or consumer-facing apps, meaning that tire technicians and customers alike can start scanning tire treads without training and receive consistent, objective results.

"Digitization has revolutionized automotive safety standards in the last decade, yet tire maintenance has stubbornly remained in the analog-age," said Lukas Kinigadner, CEO and co-founder, Anyline. "The consequences are severe. According to the NHTSA, there were over 11,000 accidents on U.S. roads in the last year as a direct result of tire failures. At

Anyline, we are replacing outdated manual measurements with digital data capture to make tire inspections

easier, faster and safer for drivers."

Anyline entered the automotive market in 2020 with the launch of a pioneering tire DOT/TIN scanner. Created in partnership with Discount Tire, the world's largest independent tire and wheel retailer, this solution enabled its technicians to digitally capture vital tire data in seconds, with far greater accuracy.

"We are excited for what Anyline is working on next, as they continue to push the boundaries of what can be done with mobile data capture technology," said Tom Williams, CXO, Discount Tire. Anyline is ready to apply its mobile measurement technology to use cases within the automotive sector, as well as other industries such as retail, logistics and healthcare. Allowing users to measure and read anything with just a mobile device, will seamlessly connect the physical and digital worlds, enabling the datafication of everything.

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All Road Hazard Guarantee

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