

Southern Africa

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A close-up portrait of a middle-aged man with short brown hair and blue eyes, wearing a dark suit jacket over a white collared shirt. He is looking directly at the camera with a neutral expression. The background is a blurred geometric pattern of dark lines on a light background.

SATMC TO REMAIN SOLUTIONS-DRIVEN IN 2023

WASTE TYRE ISSUE
IN NEED OF COMMERCIAL
SOLUTION

TIREPOINT
SOLD TO
MAGNA TYRES

CONTINENTAL TYRE SA
WELCOMES
NEW MD

DUNLOP TYRES NEW VENTURE
TO DELIVER TECHNICAL,
TRAINING, RETAIL EXPERTISE



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Editor's Corner

Arguably, loadshedding is the new curse word in South Africa. Eskom's inability to keep the lights on, amid a torrent of allegations ranging from theft, vandalism, corruption, and the use of inferior coal for its generating units, remains uppermost on every South African's mind. Worse still, an already-desperate situation has now grown into a daily reality, affecting private homes and businesses at an alarming rate, with business owners forced to fork out for alternative power sources, or worse still, shut their doors.

In our exclusive interview with newly appointed Chairman of the SATMC, Lubin Ozoux, he delves into the repercussions of loadshedding, explaining how the rolling black outs are impacting local tyre production.

But this is not the only issue affecting the industry. Slow progress on arriving at a sustainable long-term solution to our growing pile of scrap tyres remains top of the agenda for the local four. Ozoux delves into this contentious issue, alongside explaining the rationale for the SATMC's recent

application to ITAC to impose an anti-dumping duty on tyres being imported from China, a decision that has had less than a favourable reaction from some industry sectors.

Staying with the 'hot' topic of waste tyres and their impact on businesses and the environment, our lead story examines the issue a little more closely, with recent research undertaken by Trade & Industrial Policy Strategies, suggesting that a long-term commercial solution needs to be found to combat this growing problem.

In other news, independent distributor, Tirepoint, is sold to Magna Tyres, Continental Tyre SA welcome a new managing director, and Dunlop Tyres SA's new venture aims to deliver technical, training and retail expertise to industry.

Till we meet again in April.

Liana



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Editor: Liana Shaw

European contributor: John Stone

Design & Layout: Simone Anderson

Advertising SA: Liana Shaw – satreads@mweb.co.za

Advertising EU: Sapphire Media

ON THE COVER: Lubin Ozoux

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

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SATMC TO REMAIN SOLUTIONS-DRIVEN IN 2023

NEW CHAIRMAN, LUBIN OZOUX OUTLINES STRATEGY

What with crippling power cuts, finding ways to remain sustainable in a challenging trading environment and the waste tyre issue weighing ever more heavily on industry and the environment, South Africa's four manufacturers – Bridgestone, Continental, Goodyear and Sumitomo Rubber SA – headed into 2023 with multiple issues that needed to be addressed. Lubin Ozoux, newly appointed Chairman of the South African Tyre Manufacturers Conference (SATMC), the official body representing the four local tyre makers, detailed the issues at hand and the approach to tackling them, in an exclusive interview with SA TREADS.

Lubin, thank you for taking time out of your busy schedule. What are some of the pressing issues the SATMC hopes to address during this year?

I am pleased to report that under the leadership of Nduduzo Chala, the SATMC made significant strides in 2022, with respect to driving some important topics forward.

One of the key initiatives is to implement a clear roadmap to reduce carbon emissions in the sector. We recognise the importance of reducing our carbon footprint and the role that the tyre industry can play in addressing climate change for the sake of future generations. Our aim is to develop a tyre industry position on Carbon Tax. To this end, we are working closely with our members to identify and implement best practices that will help us achieve our carbon reduction targets.

And of course, Waste Tyre Management and finding a viable solution to the collection and disposal of scrap tyres remains top of the agenda, and we will be working closely with other players in the industry, such as TIASA and the RMI, to co-ordinate our efforts in this regard.

The issue of the processing of waste tyres is not new. Dealers and end users alike are growing frustrated

by the lack of progress in this area. Where do things currently stand?

We are working tirelessly with both industry and the relevant government bodies to address the lack of progress, both by way of following the correct channels, as well as by putting our minds to alternative solutions. Whatever happens, we are determined to not allow another year to pass without making progress.

Although waste collections remain a hot-button issue, the true way forward lies in finding the correct commercial solution to the disposal of these waste tyres, by examining the whole value chain. This is the only way for the matter to gain traction.

I believe the cement producers have shown some interest in accepting scrap tyres as an alternative fuel source for their kilns, but they required a guarantee with respect to volumes if they are to embark on the conversion process.

Yes, this is certainly one of the possible processing solutions, but first, we need to start at grass roots, with a reliable collection process.

Indeed. I often receive calls from frustrated dealers around the country who claim they are being 'buried' in their growing piles of



Unpacking key priorities in the local tyre manufacturing industry, were, from left: Renai Moothlal, executive director of the National Association of Automotive Component and Allied Manufacturers (NAACAM); Matthew Livigni, Continental Tyre South Africa MD; Ndu Chala, Managing Executive of the South African Tyre Manufacturers Conference (SATMC); Jacques Rikhotso, Bridgestone South Africa MD; and Lubin Ozoux, SATMC Chairperson and Chief Executive Officer of Sumitomo Rubber South Africa.

waste tyres. Worse still, some are receiving notifications from their landlords to clear their premises as soon as possible.

Dealers, manufacturers and end users alike are all facing the same problem – what to do with their growing mounds of waste? The Waste Bureau (currently tasked with their collection), has limited resources which compromises their efficiency to provide us with a reliable service.

We must make more progress in this area this year!

In the meantime, dealers need to be aware of the regulations governing their storage of these scraps. For example, it is required that a dedicated waste tyre storage area (not exceeding 500msq) be set up by the dealer.

In addition, no single pile of waste

tyres may exceed a height of 3 metres, a length of 20 metres and a width of 10 metres, and the waste storage plan must be approved by the municipal fire department.

Do you believe government understands the full implications of these waste tyres finding their way back to market to be sold to unsuspecting motorists?

We continue to drive this point home with all the relevant government authorities, as poor service delivery in collecting scraps, which often find their way back into the market for resale, further compounds the illicit trade market which we are aiming to combat.

As a section 29 company, we are required to follow due process.



Scrap tyres are finding their way back into the market, due to ineffective collections.



Notwithstanding, collectively, we are committed to creating accountability as well as to finding other ways to influence and provide solutions. Discussions are underway but unfortunately, I cannot disclose much more on this at this point.

Are the manufacturers and importers still required to pay the monthly 'green fee' to Treasury?

Yes, monthly payments are still being made as required by law and this is part of our discussion with government. We are asking for a greater level of transparency on how these fees are being spent towards accelerating the process.

What has been the effect of rolling black-outs on factory production?

The adverse implications on factory production are substantial, often resulting in a huge amount of waste, depending on the cut-off time, with a variety of materials needed in the manufacturing process, being impacted.

As an example, the impact on the curing process is substantial, with tyres in production needing to be scrapped and the molds requiring a six-to-eight-hour clean-up process following such an occurrence, leading to downtime and further loss of production.

This is why we are doing our level best to avoiding complete shut-downs on production and are now actively working with the municipalities and the auto sector on managing this. Thankfully, we are making some progress with the municipalities which appear willing to discuss and find solutions to minimise the impact.

One of the possible solutions we are discussing is reaching an agreement on some reductions of load for certain periods of time. This would provide the plants with more flexibility to manage production accordingly.

Talk to us about your application to ITAC for an anti-dumping duty on Chinese tyres and where things currently stand.

First, let us separate the issue of tyre dumping from other emotional campaigns being driven by other sectors, as these topics are becoming somewhat confused.

As an industry, we understand the challenges South Africa is facing with respect to electricity, labour concerns and so on, and the need for us to gain efficiency and productivity considering mounting costs.

I do not need to tell you that manufacturers are becoming less competitive. The closure of some South African plants coupled with dwindling market share, are testament to that.

The data clearly indicates that parts of the world, including South Africa, have become favoured dumping grounds for tyres, from the Far East in particular, thereby creating unfair practices in the local marketplace.

After gathering this information, the SATMC requested that ITAC investigate the matter. During this process, importers were allowed the opportunity to provide their input. Subsequently, ITAC undertook the study and arrived at some preliminary results, with the final results expected this year.

The imposition of a 38% anti-dumping duty across the board appears to be excessive, however.

An anti-dumping duty is there to protect local manufacturing. It is not there to prohibit imports. We, the local four, bring in our fair share of imported product to supplement our product range and supply market demand.

That said, we need to combat the erosion of our market share, which is decreasing year-on-year, and to

The impact of loadshedding on the curing process is substantial, with tyres in production needing to be scrapped.

maintain a level trading landscape that allows space for those operating legitimately.

It does seem, however, that all importers of Chinese product are being painted by the same brush, irrespective of product quality?

It would be difficult for me to comment on ITACs assessment methods, but it stands to reason that identifying and examining every single Chinese tyre maker, would be an impossible task, given their numbers.

Bear in mind, however, some specific tariff headings and categories of tyre in the truck, ports and agriculture sectors have been excluded from the anti-dumping duty, as they cannot be made locally.

These include Radial Truck tyres, sizes: 215/75R17.5; 8.25R20; 9.00R20 and Agri Tyres sizes: 14.9R24/13-24; 16.9R28/14-28; 18.4R30/15-30.

What do you see the outcome of this anti-dumping application to be?

It would be difficult to speculate. All I will say is that the sooner the matter is decided and concluded, the better. What determines ITACs final decision is not something we are privy to, as it remains a closed process. We need to trust the process and respect the outcome, whatever that may be.

How would you sum up the SATMCs vision for 2023?

As industry players, we may not always agree and we have different views on some issues.

Notwithstanding, we need to unify our efforts on topics we do agree on, chiefly, managing waste tyres and improving collections from the various sites, so that we can clamp down on illicit trade.

More important perhaps, and as mentioned earlier, we need to come up with a commercially viable solution to recycle this waste.

What would your message to the consumer be?

In these tough economic times, looking after your tyres – in a bid to remain safe on the roads and obtain maximum usage out of your tyre life – is paramount. If your tread is below the legal limit, do not ignore it. Replace the tyre as soon as possible. Do not take chances with your safety and the safety of your loved ones.

To further safeguard yourself, investigate the various insurance schemes and guarantees being offered with the sale of new tyres. There are many on offer. Invest in a cover best suited to your needs to reduce impact on safety and unnecessary future costs.

We need to unify our efforts on topics we do agree on.

SATMC





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WASTE NOT, WANT NOT

WASTE TYRE ISSUE IN NEED OF COMMERCIAL SOLUTION

When the Waste Bureau, in the latter half of 2017, was first tasked with the mammoth task of the collection and responsible disposal of tyres that had completed their life-cycle, the indications were this would be an interim measure until a more feasible solution was found. Fast forward to today and very little progress appears to have been made with regards to identifying and agreeing to a Waste Tyre Management Plan that meets the needs of industry, as well as the environment. Frustration levels are rising as stock piles continue to mount. At this point, despite countless efforts on the part of industry to keep pressing for a viable long-term solution, very little progress appears to have been made.

Our exclusive interview with new SATMC Chairman, Lubin Ozoux, makes it clear that key players are continuing to engage with the relevant government departments to emphasise the importance of arriving at a rapid, commercially-viable solution.

Research undertaken by Nicola Jenkin of Trade & Industrial Policy Strategies (TIPS), identified a variety of reuse, recycling, and recovery solutions, with a selection of focus solutions proposed as viable for scaling, including: Recycling for Rubber Crumb (use of waste tyres in crumb rubber modified (CRM) bitumen for road construction; use of waste tyres in moulded products for flooring, paving, matting and roof tiles. Recovery for use as alternative fuel sources; co-processing of waste tyres as an alternative fuel in cement plants and brick air-drying kilns; Pyrolysis of waste tyres to produce oils (upgraded to diesel) and carbon black.

The Report identified several challenges with potentially implementing any of these solutions, however, among them: financial risk; clarity of understanding; sourcing of technology; government bureaucracy and the tendering system.

What is more, set-up and operational costs for many processing solutions were named as significant inhibitors for investors, entrepreneurs and the sector, which in turn, inhibits small and medium enterprises (SMEs) from accessing opportunities. As such, current tenders, which run for about five years, are deemed too short to meet payback periods.

Another key inhibitor or financial risk is the lack of security of supply, which has prohibited a number of investors from establishing plants.

A notable point, given the sporadic collection of scrap tyres, which dealers around the country are saying are threatening to engulf their premises.

To mitigate some of the challenges identified, and to achieve the potential

for absorbing waste tyres, Jenkins' report suggested the following mitigations:

- Better government provisioning and less bureaucratic services and processes
- A more conducive environment to mitigate investor risk
- Government and/or funder support or incentives to reduce setup, upgrading and operational costs
- The creation of a forum to improve the understanding of the waste tyre issues and the identification and implementation of solutions in the country

Currently, around 7.95 million of tyre units (300 000sq tonnes) are manufactured locally, with around 10.9 million (135 000 – 300 000sq tonnes) waste tyres entering the market per annum, while tyres collected for processing amounting to a mere 31% of new waste tyres generated per annum. Waste tyres actually processed equate to an estimated 24% of waste tyres collected for processing.

More staggering still, the Report suggests that around 30-60 million waste tyres are currently to be found among the growing mound of scrap heaps dumped at landfills.

Waste tyres processed through the Waste Bureau programme are currently stored in 28 depots across the country, with a capacity of about approximately 534 000msq. Eight depots are in Gauteng, with the rest in the Eastern Cape (4), Kwazulu-Natal (4), Mpumalanga (3), Free State (2), Limpopo (2), North West (2), Western Cape (2), and the Northern Cape (1).

Most depots are reaching capacity, resulting in some depots not accepting waste tyres, and businesses generating waste tyres having to store tyres on site, at a cost, and therefore often illegally, breaching both the licensing and storage safety requirements. *see pg ??? for further details.

According to the Report, as of 2021,

the estimated operating cost of the Waste Bureau to deliver this function was R384 million.

Currently, an industry waste tyre management plan (IndWTMP) is being drafted and finalized by the Council for Scientific and Industrial Council (CSIR) for the DFFE. Feedback is being reviewed and incorporated, with a final version due for publication in the near future. The core objectives of the Plan are to:

- Support the establishment of a viable waste tyre processing sector in South Africa to reduce the environmental impact associated with waste tyres, and to support enterprise development and job creation
- Develop waste tyre processing capacity in SA
- Develop monitoring systems to enable assessment of the progress
- Notwithstanding, many have raised concerns about the indWTMP, indicating it was more a set of guidelines as opposed to a plan.

As of 25 May 2021, the development of the plan had cost about R2.2 million.

“
Around 30-60 million waste tyres are to be found among the growing mound of scraps heaps at landfills.
”

MAGNA TYRES GROUP EXPANDS ITS GLOBAL FOOTPRINT WITH THE ACQUISITION OF TYRE DEALER, TIREPOINT, IN SOUTH AFRICA

Tirepoint, founded in 2004 and operating in the Gauteng, KZN and Western Cape regions, has officially been acquired by Netherlands-based Magna Tyres.

Tirepoint has established itself as one of the largest independent tyre dealers and service providers in South Africa. The company has an exceptionally strong foundation of tyre industry-related experience and adheres to good business practices created to place the customer first. As an independent, multi-branded organization with strong supplier relationships, Tirepoint is positioned to consistently provide exactly what clients need.

Michael de Ruijter, President & CEO of Magna Tyres Group stated: "We are excited to welcome Tirepoint to the Magna Tyres Group family. With their expertise and excellent longstanding reputation as well as their ability to satisfy customers with tailor-made solutions, Tirepoint is a valuable addition to our global network. It perfectly fits our joint belief of "Customer First" mentality. With the addition of Tirepoint, our position as largest second tier supplier of Off-the-Road tyres and service provider in the world has been further strengthened. Moreover, it's a giant step forward in our well executed "Buy & Build" strategy. With this acquisition, The Magna Tyres Group employs over 700 dedicated employees across the globe. We are well ahead of our ultimate goal to surpass our turnover by € 600 million before 2026. Furthermore, it accelerates our growth on the African continent tremendously." Financial details of



the acquisition cannot be disclosed.

Andrew Cameron, CEO of Tirepoint South Africa "As with everything you need to remain relevant, flexible and able to adapt with the times. To this end, we are very excited about the transaction with Magna Tyres and the extra benefits that will become available for our customers. We believe there is good synergy, like mindedness and an opportunity to grow the business to a new level. We are looking forward to this new chapter in Tirepoint's life and being a part of Magna Tyres' success!"

As a highly active and experienced OTR and industrial tyre Designer and Manufacturer. Magna Tyres has a dedicated reputation in the industry for keeping companies 'constantly

on the move' by providing the very best tyre solutions to suit their individual operational needs.

Magna Tyres' ultimate trading priority is to constantly strengthen our position in the global market 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.

We are a family owned company who pride themselves on constantly forming valuable business partnerships around the world backed by a team of highly capable and motivated employees to secure successful 'exclusivity' deals.



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CONTINENTAL SA WELCOMES NEW MD

Matt Livigni brings a wealth of experience, spanning a 33-year career at Continental, including the past six years as MD of Continental Tire Canada. He succeeds Martin Buday, who has been appointed to head up Continental's South East Europe.

Continental Tyre South Africa (CTSA) has welcomed its new managing director, Matt Livigni, who brings a wealth of experience to the company thanks to his 33-year career with Continental.

Prior to joining Continental Tyre SA, Livigni was MD of Continental Tire Canada for six years, and also served as executive director of the Tire and Rubber Association of Canada over the same period. Livigni succeeds Martin Buday, who headed up the South African operations from 2020, and has since been appointed to lead Continental's South East Europe division. Livigni has held various roles at Continental, including sales, marketing and product management, with a particular emphasis on the commercial vehicle tyre (CVT) segment. Between 2008 and 2013 he was Continental Tire's Northern Region manager in the United States for CVT, followed by three years as the CVT Country manager for Canada before being appointed MD in 2017. Having moved to South Africa in January this year, Livigni's main objectives for his local tenure are focused on sustainability.

"The number one priority for me

is to ensure the sustainability of local manufacturing of premium tyres for the domestic market, supported by cost-competitive exports that enable future investments and the long-term stability of our plant here in South Africa. "At Continental, we are excited about adapting the materials and production of our tyres to contribute to a better, more sustainable future," Livigni says. "For me, this is one of the biggest challenges ahead, which will affect our whole value chain." As a people-oriented company, Livigni believes in empowering Continental's employees while also making a positive contribution to the broader community. "We need to continue providing opportunities for both professional and personal development and growth for our staff at every level, while simultaneously addressing the issues of diversity, equity and inclusion. At the same time, we have a key role to play in supporting economic growth as a means of creating new job opportunities for all South Africans to tackle the high levels of unemployment."

Whilst serving as a director at the Tire and Rubber Association of Canada for six years, Livigni worked alongside his colleagues in developing a comprehensive waste tyre management and recycling programme, and is eager to share this knowledge with the local industry. "The waste tyre recycling systems in Canada are very well managed and extremely effective



in recycling the majority of tyres in the country," he says. "Unfortunately this is not the case in South Africa, as a lot of waste tyres are not recycled, and the dumping of tyres remains a major concern due to the impact it has on the environment. "A well-managed tyre recycling programme has the potential to not only address the environmental issues but will significantly bolster job creation in the related industries," Livigni says. "I plan to work with the industry bodies and all relevant stakeholders to significantly expand the country's recycling initiatives while contributing to the overall sustainability of the local tyre manufacturing sector." "On a personal level, I am looking forward to the opportunity for growth and improvement, and the chance to play a small part in creating a better tomorrow, both for our Continental Tyre SA employees and as well for all of South Africa," Livigni adds. "My wife Paula and I are also excited about intermingling with all of the wildlife and the great adventures South Africa offers."

DUNLOP TYRES SA'S NEW VENTURE AIMS TO DELIVER TECHNICAL, TRAINING AND RETAIL EXPERTISE TO INDUSTRY

Dunlop Tyres has launched its new Dunlop Westville tyre centre, bringing tyre safety education, expert advice, technology-driven service, local employment and industry expertise to the market.

This new venture sees the iconic tyre brand combining its technical and training expertise with a digitally powered retail environment to deliver a high-end offering to the discerning local customer.

But it's not all just rubber and shine – behind the storefront lies a state-of-the-art technical centre, with Dunlop-trained experts, through which Dunlop aims to inform, educate and set a new benchmark for customer experience in the tyre fitment field going forward.

Raising the bar

Matthew Trinder: Divisional Head: Retail at Sumitomo Rubber South Africa, which manufactures the Dunlop brand, said in order to keep ahead in an evolving and competitive

market, there was a need to adopt a unique approach.

"The Dunlop Westville store is a novel concept that not only establishes one of the first corporate retail offerings from any South African tyre manufacturer, but also combines this with a technical and training expertise hub to serve the wider industry. Our aim is to showcase what best-in-class looks and feels like when it comes to tyre fitment and retail, where the overall experience of today's technologically savvy, convenience-seeking customer is paramount," said Trinder.

The retail store is housed within a light steel frame structure that somewhat masks the true offering inside. Clients can enjoy a fully equipped coffee shop, with WiFi, charging stations, and booths to work or eat while they wait. There is also a KidsZone with kiddies' library and dedicated KidsTV to keep little ones happy. The store provides an immersive digital experience, with in-store digital touchpoints including large electronic screens in the

workshop area, charging stations to power up any personal devices, and tablets available to order refreshments from nearby restaurants. A Dunlop history wall ensures that when customers walk into the store, they get a real sense of the rich heritage of the Dunlop brand.

The centre is also rooted in the local community, with a kids' play area, children's on-screen entertainment, and an in-store barista station. Dunlop is also collaborating with other local businesses around the area, including restaurants, to service customers and the community better.

Technical expertise and training

A very big element of the Dunlop Westville offering is centred around training of the independent Dunlop dealer network, as well as internal Dunlop staff.

Lee Anderson, Manager: Retail Specialist at Sumitomo Rubber South Africa, said, "Independent franchisees as well as our own staff will be able to visit the centre for a hands-on training experience that will assist in upholding high standards of customer service and other technical aspects critical to our field."

Learnerships will also be conducted in an effort to give back to the community.

"We will be able to create a pipeline of trained and competent staff that will be able to find a place in the industry dealer channels. In this way, we will not only increase the standard within our channels, but in effect the industry as a whole," he said.

The Dunlop Westville technical, training and retail centre is located at 123 Jan Hofmeyr Road, Westville, Durban. Contact the centre on 031 355-0050 or Lee Anderson on 063 914-1256.



RMI AND AUTOMECHANIKA BUILDING MOMENTUM TOGETHER

The 8th edition of Automechanika Johannesburg will take place at the JHB Expo Centre from 5-7 September 2023.

As the largest business platform for the automotive aftermarket on the African continent, it will bring together suppliers and buyers and will showcase rapidly changing technologies and processes. The event will be a host to multiple sector-related conferences, that will pave the way for the sector in the short to medium term, making it a must-attend event for those involved in the automotive aftermarket sector.

The fundamental impact a trade show can have on the growth and development of an industry depends on the wide support from all market segments. Through its portfolio of trade shows, Messe Frankfurt has always aimed at providing platforms where all market participants join to nurture, grow, and present their industry. The Retail Motor Industry Organisation, (RMI), the largest organisation of employers and businesses in the South African retail motor industry – with almost 8 500 members including businesses across all sectors of the retail motor industry, including vehicle bodybuilding and component manufacturing, is a vital partner to ensure that our broad customer base understands and values the services and products being offered in the sector.

Messe Frankfurt, the organizer of Automechanika, is pleased that the RMI and its various associations will once again endorse the 8th edition



in 2023. Jakkie Olivier, CEO of RMI, says it is an absolute honour to be once again part of a worldwide professional show that values the industry as much as RMI does. "We fully appreciate the importance of networking and the important role it plays in our business. We thus welcome the opportunity presented by Automechanika to interact face-to-face with other business owners and product suppliers." When a trade show is well supported by the industry, it shows the strength of the sector.

While individual companies may win or lose, the mantra of "stronger together" will always hold true, particularly at such a well-respected and representative show as this. Policymakers will take note as well as foreign and domestic investors, buyers,

and everyone else who participates – or wants to participate – in this market. An attractive display of an entire industry can also have many long-term effects, including appealing to the younger generation for career opportunities, which is key to ensuring the sustainability of the sector, and the broader economy as a whole. "We are delighted to have the RMI as an endorsing partner for Automechanika 2023. This is a positive endorsement of the event and underscores our shared commitment to the growth and development of the automotive aftermarket" says Michael Dehn, Managing Director for Messe Frankfurt South Africa, organisers of Automechanika Johannesburg Website: www.automechanikasa.co.za www.futuroad.co.za



BRIDGESTONE SOUTH AFRICA PARTNERS WITH LAMBORGHINI

Bridgestone SA partners with Lamborghini to Develop World-First Supercar Run-Flat All-Terrain Tyre for the Huracán Sterrato

Bridgestone has been chosen as the sole and exclusive tyre partner for the new Lamborghini Huracán Sterrato, providing All-Terrain and Winter fitments for the world's first all-terrain super sports car equipped with a V10 engine and all-wheel drive powertrain.

Specifically designed for the unique engineering requirements of the Lamborghini Huracán Sterrato, the new Bridgestone Dueler All-Terrain AT002 tyre offers drivers maximum on-road and off-road performances. The tyre's bespoke polymers, patterns, and tyre technologies have been developed to enhance the all-terrain capabilities of the Huracán Sterrato and maximize the thrill and fun of driving on and off the asphalt behind the wheel of this supercar.

The custom-developed Bridgestone Dueler All-Terrain AT002 tyres are an exclusive fit for the Lamborghini Huracán Sterrato, and just like the all-terrain supercar, Bridgestone's new HRD supercar all-terrain tyre delivers several unique features. The Bridgestone Dueler All-Terrain AT002 is the world's first-ever supercar all-terrain tyre to feature Run-Flat Technology (RFT),

supporting drivers to continue driving safely even after a puncture – for 80km at 80kph with 0-bar pressure. This offers drivers unique peace of mind when out on roads of all types enjoying this all-terrain supercar.

Delivering incredible performance whatever the terrain

The bespoke Bridgestone Dueler All-Terrain AT002 is designed to provide versatile top performances wherever the Lamborghini Huracán Sterrato goes, irrespective of terrain. This way, the innovative tyre delivers enjoyment through fun and easy driving in all conditions, matching the Lamborghini Huracán Sterrato's DNA. Developed and manufactured in Europe, the Bridgestone Dueler All-Terrain AT002 includes a new tyre compound designed to optimise grip, with a specific shoulder integrated for additional grip in deep gravel and mud.

Meanwhile, the tread pattern on the Bridgestone Dueler All-Terrain AT002 has also been optimised for the best possible handling and high-speed performance without compromise to off-road grip. Steven De Bock, Vice President Consumer Replacement and OE at Bridgestone EMIA,

commented: "With the Dueler All-Terrain AT002, Bridgestone has created a bespoke tyre that perfectly complements the high-speed all-terrain concept of the Lamborghini Huracán Sterrato. We've created a tyre that is just as capable at high speeds on asphalt as it is when driving off-road, providing high-speed stability and off-road capability, rising to meet a completely different set of challenges on mud, gravel, and demanding terrains."

These custom-designed Bridgestone Dueler All-Terrain AT002 tyres are available in two dimensions: 235/40 RF19 96W XL RFT for the front wheels, and 285/40 RF19 107W XL RFT for the rear. The Bridgestone Blizzak LM005 will also be available as an aftersales winter option for the Lamborghini Huracán Sterrato, available in 235/40 R19 96W XL and 285/40 R19 107W XL sizes. Bridgestone's partnership with Lamborghini is part of the company's vision to provide customer and social value as a sustainable solutions company. At the heart of this is the Bridgestone E8 Commitment – the broad, global corporate commitment that clearly defines the value the company is promising to deliver to society, customers, and future generations in eight focus areas.



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.

RECYCLED RUBBER, RICE HUSKS AND PLASTIC BOTTLES: SUSTAINABLE MATERIALS IN TYRE PRODUCTION

Car tyres are round, black and made of rubber. Look closer, however, and you'll see that the design of tyres and the interaction of the various materials that go into making them are extremely complex. But for some time now, the material experts and tyre engineers at Continental have been bringing about a silent revolution. By 2050 at the latest, all tyres are to be made of sustainable materials.

There is still a long way to go until then. But step by step, it is already becoming apparent which raw materials will find their way into tyre construction in the future. These include waste products from agriculture – such as the ash from rice husks – rubber from dandelions, recycled rubber or PET bottles. Claus Petschick, Head of Sustainability at Continental Tires, is clear about Continental's mission, saying, "Continental is on the road toward becoming the most progressive manufacturer in the tyre industry in terms of sustainability. We aim to use 100 percent sustainable materials in our tyre products by 2050 at the latest." He adds, "Our innovative power enables us to break new and even more sustainable ground. This encompasses everything from the origin and sourcing of our materials through to the reuse and recycling of our tyres." Already today, around 15 to 20 percent renewable or recycled materials are used in a standard passenger car tyre from Continental. To further increase the proportion of sustainable materials and conserve valuable resources, Continental continuously analyses and reviews all raw materials used in tyre production.

Perfect material matching for maximum safety

Depending on the application, season and environment, tyres have to fulfil specific requirements. This can be seen in, for example, the tread design. But in other areas – the composition of the rubber compound, for example – these changes are not so readily visible. Passenger car tyres from Continental



consist of as many as a hundred different raw materials. Their precise composition has a major impact on the tyres and their handling characteristics. The ability to deploy the various materials with their unique properties and interdependencies in specific ways is a complex balancing act for Continental's engineers and material experts. Only when all the materials are ideally matched to each other can safe, energy-efficient and durable high-performance tyres be created.

Natural rubber still essential thanks to its exceptional properties

Natural rubber is essential for ensuring outstanding tyre performance. This natural product accounts for between 10 and 40 percent of the entire weight of modern high-performance tyres. Its special properties include the high level of strength and durability, which are caused by the strain-induced crystallization of the rubber. The tyre industry is the biggest consumer of global rubber production, accounting for more than 70 percent. However, Continental considers natural rubber a sustainable material only if it is sourced responsibly. Therefore, the company employs an integrated approach aimed at making the complex and fragmented supply chains for natural rubber more sustainable, including using cutting-edge digital technology, local involvement and close collaboration with capable partners with the goal of improving

transparency and traceability along the entire value chain. Meanwhile, with its Taraxagum project, Continental is pursuing an innovative approach to ensure that it can become less dependent on natural rubber grown primarily in southeast Asia. The tyre manufacturer is working alongside partners on industrializing the extraction of natural rubber from specially cultivated dandelion plants.

Sustainable plant-based fillers

In addition to rubber, fillers such as silica are essential to tyre assembly. Silica, for example, helps to optimize characteristics such as grip, rolling resistance and tyre life. In the future, rice husks will be used as the source material for sustainably produced silica. Rice husks are a waste product of rice production and cannot be used as food or animal feed. Silica derived from the ash of rice husks is more energy-efficient when used in manufacturing than that obtained from conventional materials such as quartz sand. Plant-based oils – such as rapeseed oil and resins based on residual materials from the paper and wood industries – already offer an alternative to crude oil-based fillers in Continental's tyres. Only oils that meet technical quality standards and are not suitable for consumption are used. Oils and resins allow for flexibility in terms of tyre compounds, and so improve the material's grip.

Expanding the circular economy

Continental is aiming for fully circular operations in its tyre production by 2050 at the latest. In addition to the use of renewable materials, the company is working systematically on using recycled raw materials in tyre production. This is intended to ensure that carbon black – another crucial filler in rubber compounds – can be obtained on a large scale in the future. Continental recently signed a development agreement with Pyrum Innovations with a view to further optimizing the recycling of materials from old tyres. To do this, Pyrum breaks the old tyres down into their constituent parts in an industrial furnace using a special pyrolysis process. In this way, valuable raw materials contained in end-of-life tyres can be extracted and recycled. Both companies are working towards obtaining high-quality raw materials from the pyrolysis oil obtained for Continental's tyre production in the medium term, in addition to the direct use of high-quality carbon black. In the long term, the premium tyre manufacturer and Pyrum are aiming to establish a closed-loop circular economy concept for the recycling of old tyres.

Recycled rubber from end-of-life tyres

In addition to pyrolysis, Continental is also making use of mechanical processing of end-of-life tyres. Rubber, steel and textile cord in particular are separated, in a highly sophisticated process, from one another. The rubber is then prepared for re-use as part of new rubber compounds. Continental has a long history of working consistently to introduce end-of-life tyres into the circular economy to conserve resources and the environment. A material known as "Conti-Reclaim" has been obtained as part of the truck tyre retreading process at the company's plant in Stöcken in Hanover since 2013. It has been used in tyre production at Continental for years. To expand the range of applications for the recycled rubber and optimize the properties for the various fields of application, Continental uses not only "Conti-Reclaim" but also recycled rubber from other suppliers.

Recycled plastic bottles in tyre casing

"Recycled raw materials are going to play a big role in making tyres more sustainable. We use recycled materials whenever possible. Comparable quality and material properties to conventional raw materials are crucial for us," says Petschick. For example, Continental is working with partners to obtain high-quality polyester yarn for its tyres from recycled PET bottles. PET bottles often end up in incinerators or landfills otherwise. With its ContiRe.Tex technology, the tyre manufacturer has developed a more energy-efficient and eco-friendly alternative that allows it to reuse between nine and fifteen plastic bottles for each tyre, depending on the tyre size. The recycled PET has already replaced conventional polyester in the structures of some tyre casings. The PET bottles used are sourced exclusively from regions where there is no closed recycling loop.

Systematically moving toward greater sustainability

Continental is working tirelessly to advance innovative technologies and sustainable products and services throughout its entire value chain, from sourcing sustainable materials to recycling end-of-life tyres. The company is aiming to achieve 100 percent carbon neutrality by 2050 at the latest.



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PIRELLI IN TOP 1% OF THE SUSTAINABILITY YEARBOOK

It is the highest level of recognition based on the analysis of the sustainability profiles of over 13,000 companies.

Pirelli says it has achieved the qualification of "Top 1%," the highest level of recognition in the Sustainability Yearbook 2023. Published by S&P Global based on the analysis of the sustainability profiles of over 13,000 companies,

the company obtained the Top Score of 86 points (revised from the original 85), the highest of the ATX Auto Components sector in the Dow Jones Sustainability World and Europe Indices.

Marco Tronchetti Provera, the executive vice chairman and CEO of Pirelli, said: "We are proud to be reconfirmed as a Top ESG Performer in the Sustainability Yearbook



2023. This recognizes the engagement of everyone who works at Pirelli in transforming our sustainability strategy into tangible results, challenging ourselves continuously to maximize sustainable and shared value creation."

RECIRCLE AWARDS 2023: VIPAL NAMED AS OFFICIAL TROPHY SPONSOR

The Brazilian tread rubber, tyre repair and retread technology group becomes major supporter of the 2023 Recircle Awards

Valebridge Media Services (VMS), the international media services agency with offices in Crewe (United Kingdom), Madrid (Spain) and Kuala Lumpur (Malaysia), are pleased to announce that Vipal Rubber has been named as the Official Trophy Sponsor for the 2023 Recircle Awards, the globally-facing industry awards event recognising sustainable innovation, production processes, management and services within the tyre retreading and recycling industries.

In announcing his company's decision to support the Recircle Awards, Vipal Rubber's International Business Director Leandro Rigon commented; "The whole concept of tyre retreading is about preventing tyres from being disposed of early in life and giving them multiple lives, instead of generating a premature waste. It also prevents the production of a whole new tyre to replace one that is still in a condition to give much of its potential.

"Whenever a tyre is retreaded, the use of natural resources allocated to produce a new unit is reduced to a third or even less according to several studies. For us at Vipal, this is a massive contribution to the world's circular economy, and we believe that the Recircle Awards is a strong vehicle to promote and recognise such a great activity, that still has much room to expand and contribute to our planet. Raising awareness for this activity is definitely a great step for taking good care of our home."

As Trophy Sponsor Vipal Rubber will receive a number of key promotional benefits provided by VMS and the Awards Official Media Partners, Retreading Business and Tyre & Rubber Recycling,



the globally recognised business journals for the tyre retreading and recycling sectors. These include video, emailing, website and social media benefits, key coverage in the Post-Awards Supplement to be published by the Media Partners, press release support, and a video podcast on Retreading Business's popular Retreadcast.

The Awards themselves, produced by Spanish design specialists Neusus Upcycling, feature a twisted column of black crumb rubber derived from end-of-life tyres, supported by a base manufactured from recycled copper, and are in keeping with the sustainability goals of the Recircle Awards concept.

"Vipal Rubber has been a major supporter of the Recircle Awards since the event's launch in 2020, and we are delighted that the company has decided to become Trophy Sponsors of the 2023 awards," said David Wilson, Managing Director of Valebridge Media Services. "The support of major

players like Vipal and our other partner / collaborators from within the tyre retreading and recycling industries, is of vital importance in underlining the key contribution made by the tyre industry to the Circular Economy, and will continue to help cement the position of the Recircle Awards as the leading industry awards event for our sector."

The 2023 Recircle Awards will be officially launched on Wednesday 8 March, 2023 at Tyrexpo Asia in Singapore. The winners will be announced during Futurmotive – Expo & Talks, the new event devoted to energy and ecology transition and new business models for the automotive industry, to be held from 16-18 November, 2023 in Bologna, Italy.

Vipal Rubber is a multiple winner of the awards, having won the Best Tread Rubber Supplier, Best Retread Industry Innovation and Best Retread Equipment & Accessory Supplier Awards in 2021 as well as the Best Retreading Accessory and Consumables Supplier Award in 2022.

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APOLLO DEVELOPS TYRES WITH 75% SUSTAINABLE MATERIALS

Apollo Tyres has developed tyres with 75% sustainable materials. This is aligned with Apollo Tyres' sustainability roadmap of increasing the usage of sustainable raw material to 40% by 2030.

The concept Agriculture tyres containing 75% sustainable materials, has 9 featured compounding ingredients in different components of the tyres. This includes recycled rubber, sustainable carbon black from end-of-life tyres, bio-based oil, recycled nylon and the bead wire processed with higher recycled content. The base polymers used for this tyre, are GPSNR certified with bio-circular based feedstock.



Speaking on the concept tyres, P K Mohamed, Chief Advisor, R&D, Apollo Tyres Ltd, said "This is a big milestone in the sustainability journey of Apollo Tyres. Being the early movers in this space, especially in India, and with investments in R&D and Manufacturing towards achieving the 40% sustainable material target by 2030, we

have been able to develop this tyre with 75% sustainable materials, which is now being tested extensively before being commercialised."

This concept Agri tyre was manufactured at Apollo Tyres' Perambra plant in Kerala, in the southern part of the country, which happens to be company's first manufacturing facility.

APOLLO TYRES TO BE CARBON NEUTRAL BY 2050

As a responsible and progressive tyre manufacturer, Apollo Tyres, has made further commitments in the ESG (Environment, Social and Governance) space. The Company has undertaken the following commitments towards sustainability:

- Commitment to be carbon neutral by 2050; this would entail
 - Improving Scope-1 and Scope-2 emission intensity by 25% by 2026 against baseline year of 2020
 - Increase in renewable power in total power share to 25% by 2026
- Improve water withdrawal intensity by 25% by 2026 against baseline year of 2019
 - Commitment to improve its D&I (Diversity and Inclusion) to 12% globally by 2026
 - Increase usage of sustainable raw material to 40% by 2030

Speaking about the defined targets Neeraj Kanwar, Vice Chairman & MD, Apollo Tyres Ltd, said "With an aspiration to be carbon neutral by 2050, we are working towards creating climate-resilient operations. Dedicated teams and investments are being made in energy-saving initiatives and towards renewable energy to be prepared for the future and to contribute towards a decarbonised tomorrow."

Climate change and greenhouse gas (GHG) emissions have been posing significant challenges for companies, governments, and society at large. Apollo Tyres has systems in place to monitor and analyse its GHG emissions, which are independently verified by a 3rd party, and reported annually in its Sustainability disclosures. The company has undergone climate risk assessment as per the Taskforce on Climate Related Financial Disclosure (TCFD) framework. Based on the identified areas, mitigation strategies have been formulated and action plan drawn, to put them into action.

With the Andhra Pradesh facility in India, already running completely on biomass, the company has accelerated its journey towards renewable energy usage across operations and move away from fossil fuels. The Chennai plant has guaranteed a supply of 40 million units of through its investment in solar power; similarly, the Vadodara facility has captive capacities for solar and wind energy. Given the energy crisis in Europe, the operations is continuously improving upon its energy efficiency. At an overall organisation level, nearly 10% of power requirement in FY22 was met by renewable sources, and the company is committed to increase this to 25% by 2026.

Apollo Tyres, in line with international tyre manufacturers, have taken an ambitious goal of achieving 40% sustainable material in its tyre compounds by the year 2030. The split up of



sustainable materials, will be 30% biomaterial and 10% recycled material. The company is investing in R&D and manufacturing to achieve the above target by conducting LCA (life cycle assessment) for its products.

Apollo Tyres lays paramount importance to the judicious use of water, which is a scarce natural resource. Several steps have been taken within the organisation to ensure reuse and recycling of water, in addition to increasing the awareness regarding the same in the communities around. The company monitors the specific water withdrawn per tonne of product and has a roadmap to reduce it over a period. This water footprint is independently assured by a 3rd party and reported in Sustainability disclosures.

The company understands the importance of harnessing the power of Diversity and Inclusion (D&I) amongst its workforce and has been bringing in changes in policies and practices, undertaking targeted recruiting and building global cross-cultural teams.

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RETREADING CONFERENCE TO FEATURE AT TYREXPO ASIA

As well as being the launch venue for the Recircle Awards, Tyrexpo Asia will also be hosting the Retreading Conference supported by Retreading Business

The Retreading Conference will be held on the afternoon of the Wednesday 8th March at the Sands Expo & Convention Centre, Singapore.

Registration is at 1:30pm and there will be two panels of speakers including:

Karun Sanghi, Managing Director of Tyresoles and Chairman of TREA (Tyre Retreading Education Association) – “Perspectives on the Indian Retreading Market.”

Edmund Wong, President of Tyre Retreading Manufacturer’s Association of Malaysia (TRMAM) – “The Current Trends and Challenges of the Retreading Market in Malaysia.”

Brian Barron, Plant Manager at Vaculug Technologies – “How to Optimise Efficiencies in Your Retread Plant.”



Chris Bloor, Executive Director, International Sales & Marketing at Giti Tire – “Global and Regional Dynamics in the Retreading Sector”

David Stevens, Managing Director of TRIB – “An Overview of the Retreading Market in North America”

Michael Hutt, General Manager of Group Marketing at Kit Loong Commercial Tyre Group – “The successful inclusion of retreading into a fleet management

programme.”

There will be a drinks reception at the close of the conference at 5:00pm, to be followed by the Recircle Awards launch, which will run through to 7:30pm.

Tickets for the conference, which are free, can be reserved via Eventbrite, but delegates will still need to obtain access to Tyrexpo Asia to access both the Retreading Conference and the Recircle Awards launch.

YOKOHAMA ACQUISITION OF TRELLEBORG TO BE COMPLETED IN EARLY 2023

The Yokohama Rubber Co., Ltd. announced that the acquisition of all outstanding shares of Trelleborg Wheel Systems Holding AB, which was announced on March 25, 2022, now is expected to be completed in the first half of 2023 rather than the originally planned second half of 2022.

Yokohama said the reason for the delay is due to the shares being subject to the completion of reviews by the competition law authorities of each country and region. Based on the current status and taking into account the period required for future procedures, the expected timing of the acquisition completion has been changed.

Yokohama said the change in the timing of the completion of the



acquisition will have little impact on the company’s fiscal 2022 consolidated financial results. Yokohama Rubber said it will promptly

provide notice of the exact date of the share transfer once decided and any other related events that may emerge.

GOODYEAR UNVEILS 90% SUSTAINABLE MATERIAL DEMONSTRATION TYRE, APPROVED FOR ROAD USE

Goodyear Shares plans to produce and sell a tyre with up to 70% sustainable-material content in 2023.

The Goodyear Tire & Rubber Company has unveiled a demonstration tire comprised of 90% sustainable materials. This demonstration tyre has passed all applicable regulatory testing as well as Goodyear's internal testing.

This demonstration tyre also tested to have lower rolling resistance when compared to the reference tyre, made with traditional materials. Lower rolling resistance means this demonstration tyre has the potential to offer better fuel savings and carbon footprint reduction.

In addition, after announcing the capability to demonstrate a 70% sustainable-material tyre in January 2022, Goodyear, working with its supply base, plans to sell a tyre with up to 70% sustainable-material content in 2023. Consumers interested in purchasing this tyre can register for updates at Goodyear.com/SustainableMaterialTire.

Bringing a 90% sustainable-material tyre to market will require further collaboration with the company's supply base to identify the scale necessary for these innovative materials to produce that specific tyre at high volumes.

"We continue to make progress toward our goal of introducing the first 100% sustainable-material tyre in the industry by 2030," said Chris Helsel, senior vice president, Global Operations and Chief Technology Officer. "The past year was a pivotal one toward achieving this goal. We researched new technologies, identified opportunities for further collaboration and utilized our team's tenacity to not only demonstrate our capabilities to produce a 90% sustainable-material tyre, but to also produce a tyre with up to 70% sustainable-material content this year. Our team continues to showcase its innovation and commitment to building a better future."

90% Sustainable-material Demonstration Tyre – 17 Ingredients Across 12 Different Tyre Components.

This 90% sustainable-material demonstration tyre includes 17 featured ingredients across 12 different components, including:

- Carbon black, which is included in tyres for compound reinforcement and to help increase their life, has traditionally been made by burning various types of petroleum products.



Goodyear's 90% sustainable-material demonstration tyre features four different types of carbon black that are produced from methane, carbon dioxide, plant-based oil and end-of-life tyre pyrolysis oil feedstocks. These carbon black technologies target reduced carbon emissions, circularity and the use of bio-based carbons, while still delivering on performance.

- The use of soybean oil in this demonstration tyre helps keep the tyre's rubber compound pliable in changing temperatures. Soybean oil is a bio-based resource that helps to reduce Goodyear's use of petroleum-based products. While nearly 100% of soy protein is used in food/animal feed applications, a significant surplus of oil is left over and available for use in industrial applications.
- Silica is an ingredient often used in tyres to help improve grip and reduce fuel consumption. This demonstration tyre includes a high-quality silica produced from rice husk waste residue (RHA silica), a byproduct of rice processing that is often discarded and put into landfills.
- Polyester is recycled from post-consumer bottles by reverting the polyester into base chemicals and reforming them into technical grade polyester used in tyre cords.

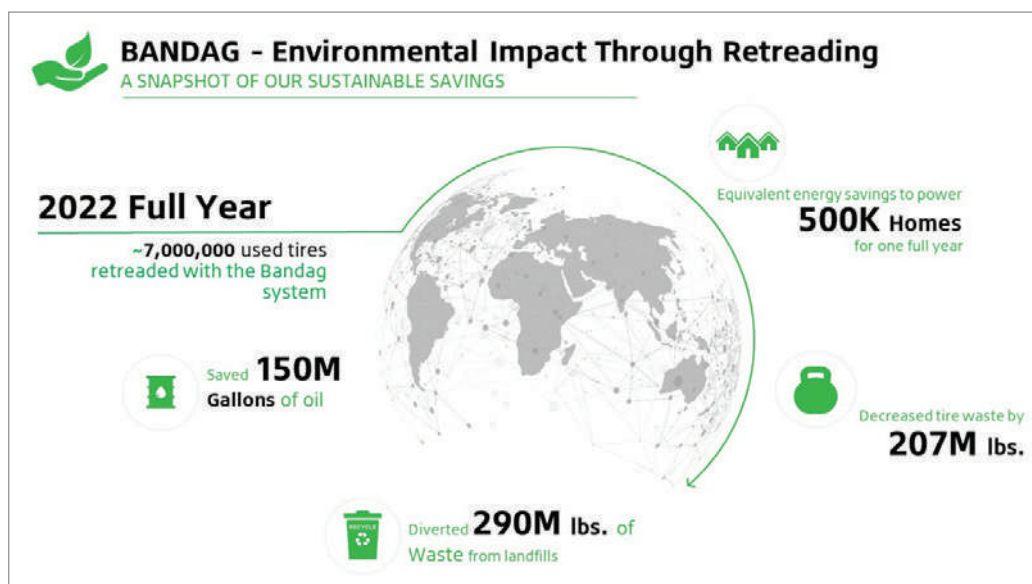
- Resins are used to help improve and enhance tyre traction performance. In this demonstration tyre, traditional petroleum-based resins are replaced with bio-renewable pine tree resins.
- Bead wire and steel cords provide reinforcement in the structure of a radial tyre. This demonstration tyre uses bead wire and steel cord from steel with high-recycled content, which is produced using the electric arc furnace (EAF) process. The utilization of the EAF process allows for steel to be produced with reduced energy use and higher recycled content. The EAF process has the potential for lower greenhouse gas emissions in comparison with steel produced using a blast furnace.
- ISCC certified mass balance polymers from bio- and bio-circular feedstock are also included in this tyre.

The shift to sustainable materials is evident in some of Goodyear's current product lines. Today, eight product lines, and some racing tyres, include soybean oil. In addition, Goodyear has more than doubled its use of RHA silica in its product lines since 2018. With the introduction of a tyre with up to 70% sustainable-material content, Goodyear is demonstrating tangible commitment with in-market solutions to building a better future.

BRIDGESTONE BANDAG ACHIEVES RECORD YEAR

Bridgestone announced it's on pace to achieve its highest ever year-over-year growth in its Bandag business with a 9% increase over 2021. The company forecasts year-end sales of Bandag retreads will reach more than 7 million units in North America and anticipates continued growth in 2023 with a \$60 million investment in its Abilene, Texas retread plant to increase production capacity.

Earlier this year, Bridgestone announced a new \$60 million investment in its Bandag tread manufacturing plant in Abilene, Texas, which will add 50,000 square feet and additional production days to meet the accelerating demand for the company's retread



products. The expansion will increase the plant's retread output by 16% and further Bridgestone's sustainability commitments.

Bandag has over 200 retread manufacturing plants in North America and a network of more than 1,100 authorized dealer commercial locations.

GOODYEAR ANNOUNCES COST SAVINGS ACTIONS

The Goodyear Tire & Rubber Company announced cost savings actions in response to a challenging industry environment and cost pressure driven by inflation. Planned rationalization and workforce reorganization would result in an approximately 5% reduction in salaried staff globally or about 500 positions, the company said.

"Our fourth quarter results fell short of our expectations given a significantly weaker industry backdrop, particularly in Europe," said Richard J. Kramer, chairman, chief executive officer and president. "While our businesses have performed at a high level through the volatility of the past several years, the uncertain near-term macroeconomic outlook and continuing impacts of inflation

make these difficult actions necessary to position our business for future success."

Global replacement tire industry demand remained weak in the fourth quarter, led by a 12% decline in EMEA (the Europe, Middle East and Africa region). When coupled with the impacts of inflation — including significant increases in energy costs — the company expects its EMEA business unit to report a fourth-quarter segment operating loss of approximately \$80 million. EMEA had reported positive segment operating income since the second quarter of 2020.

While raw material and certain other input costs have declined recently, Goodyear said it seeks to drive efficiencies to help offset inflation in other areas like wages and benefits. The rationalization and reorganization are expected to be completed during the first and second quarters with a portion in international businesses subject to required consultation with relevant stakeholders. These actions are in addition to cost synergies related to the integration of Cooper Tire, Goodyear said.

The company expects to record pre-tax charges associated with these actions of approximately



\$55 million, primarily relating to cash severance payments that are expected to be substantially paid during the first half of 2023. The rationalization and reorganization will result in a quarterly run-rate benefit of approximately \$15 million beginning in the second quarter. Savings in the first quarter are expected to be \$5 million, Goodyear said.

These actions follow the company's earlier announced plans to close its Melksham, United Kingdom, manufacturing facility and exit its TrenTyre retail operations in South Africa to support EMEA's overall competitiveness.

Goodyear will report fourth quarter and full-year 2022 financial results after market close on Wednesday, Feb. 8, followed by an investor conference call at 8:30 a.m. EST on Thursday, Feb. 9.

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