

Southern Africa

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TIASA TO CONTINUE LOBBYING FOR ITS MEMBERS

**MATHE GROUP AND
VAN DYCK REINVEST IN SA
RECYCLING PLANT**

**SATMC: CURTAILING ILLICIT
TRADE WILL HELP IMPROVE SA'S
ROAD SAFETY**

**DUNLOP CELEBRATES
2022s TOP
TYRE DEALERS**

**GOODYEAR SHOWCASES
TYRES AT SA BUY LOCAL
SUMMIT & EXPO**



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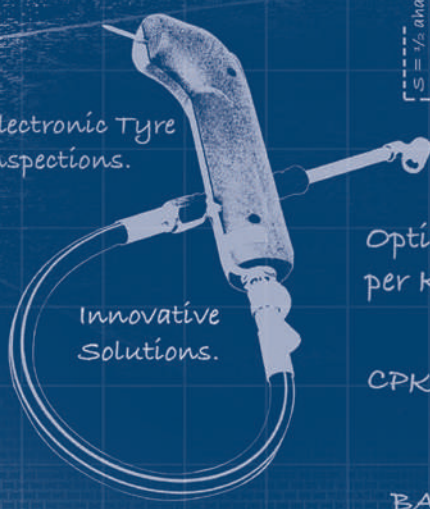
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Editor's Corner

This year's death toll on South Africa's roads over the Easter weekend came to 225 people, a big increase on the 161 deaths recorded over the same period last year. While speed, alcohol abuse and reckless driving are contributing factors, little thought is given to the condition of the tyres on the vehicle and the crucial role these four rubber items play in driver safety.

Poor service levels when it comes to the collection and responsible disposal of our waste tyres is fueling illicit trade, which in turns seriously impacts road safety, with many of these scrap tyres finding their way back to the second-hand market for sale to unsuspecting motorists.

The issue is of growing concern, with industry organisations such as the SATMC, TEPA and TIASA, all coming together to rally for a concrete, long-term solution towards eradicating our mounting scrap tyre piles.

In our exclusive interview with the chairman of TIASA, Charl de Villiers, he shares his thoughts and insights on the

matter, while also shedding light on the current status of the anti-dumping duty on Chinese tyres, which was called for by the SATMC in an application to ITAC.

While on the topic of waste tyres, our feature story on the recent re-investment in the Mathe Group and van Dyck's tyre recycling plant in Kwazulu-Natal, is a 'feel-good' story that demonstrates that sustainable recycling opportunities in South Africa do exist.

In other stories, the SATMC makes its case with respect to illicit trade and why their application for an anti-dumping duty is important. Dunlop Tyres honours its 2022 high achievers and Goodyear makes its presence at the African Buy Local Summit and Expo to showcase its locally made tyres

Till we meet again in June.



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A portrait of Charl de Villiers, the Chairman of TIASA. He is a middle-aged man with short, light-colored hair, wearing glasses and a white button-down shirt. He is looking directly at the camera with a neutral expression. The background is a blurred office setting with a window.

TIASA TO CONTINUE LOBBYING FOR ITS MEMBERS

CHAIRMAN, CHARL DE VILLIERS OUTLINES PRESSING ISSUES

With local tyre producers continuing to strive for sustainability, their production runs are being streamlined, thereby increasing the country's dependence on imported tyres to meet market demand. The local four manufacturers alone import a fair amount of product to supplement their local production, especially for the truck tyre segment, but the last decade has also seen a rise in the number of independent companies importing and distributing foreign makes into the market. So much so, that the ratio of imported to locally-produced tyres in South Africa stands at around 53 percent for passenger tyres and 72 percent for truck tyres.

The exact number of tyre importers operating in the country is difficult to arrive at. Alongside the legitimate operators, are a growing number of fly-by-night entities, many of which do not abide to ethical trading practices, thereby posing a worrying threat to industry and the consumer.

This was one of the reasons that led to the establishment of the Tyre Importers Association of South Africa (TIASA), in 2012. 11 years on, TIASA members – comprising recognised international brands as well as other, lesser-known makes – number 17. We caught up with TIASA chairman, Charl de Villiers, to highlight some of the issues the Association is currently lobbying for behalf of its members, and what TIASA members can hope to gain by lending their support to the Association.

Charl, tell us more about the importance of an Association such as TIASA.

TIASA is the official representative body for legitimate importers of tyres in South Africa. Currently, we are engaging with the relevant government authorities on a number of pressing issues affecting the trading landscape, among them, the collection and disposal of waste tyres, illicit trade, tyre homologation, Customs and import duties.

This is the only way to ‘get heard’ as government will not entertain queries or concerns from individual businesses.

Much of the work we do, is done in collaboration with organisations such as the SATMC, TEPA, thereby growing the power of the ‘collective voice’, to ensure that issues affecting our businesses and the industry as a whole, are taken seriously and are being addressed at government level.

TIASA members represent a large chunk of the South African industry, particularly with the majority of truck tyres being imported, so government are showing support of our initiatives and our desire to ‘clean up’ the industry.

Are you on a drive to recruit more members?

On the contrary. We are very selective in our approach towards prospective new members. Our vision is to work alongside like-minded legitimate operators who run their businesses legally and professionally. Unscrupulous operators and those who wish to take short-cuts cannot hide under our umbrella.

What does it cost to become a member of TIASA?

Our annual membership fee is R18 000.00, however, we also raise a special levy for specific projects as and when required.

What are some of the issues you are lobbying for?

Waste tyre collection and disposal and the impact this is having on illicit trade remains top of the agenda.

The dealers are forking out for an expensive retail space and do not have massive warehousing facilities to house their scrap tyres. This is placing them under pressure from their landlords who are clamping down on them to dispose of their waste tyres as they pose a health and fire hazard to the premises.

The Waste Bureau is unable to provide a timeous collection, (currently, collection rates nationally stand at around 20%), and even if collections were to improve, landfill sites around the country are almost to full capacity.

Are dealers conforming to the requirement to cut their scraps, thereby rendering them unusable?

Unfortunately, very few are, although we continue to drive home the importance of doing this. Many of these unwanted scrap tyres are filtering into the second-hand market and are finding their way back on our roads at the hands of cash-strapped consumers who are possibly unaware of the danger they pose to safety.



Sadly, the waste tyre problem appears to be getting worse.



Is government aware of the magnitude of the problem?

The Interim Advisory Committee of which we are a part, continues to voice its concerns to the relevant government authorities, but sadly, the waste tyre problem appears to be getting worse.

Some scraps could potentially be exported to recycling operators overseas but they are not being granted the necessary permits. Similarly, there are recycling companies that are willing to invest in the domestic market, but recycling plants cost millions of dollars. At this time, the government cannot guarantee surety of supply, which prohibits us from creating the circular economy that is required.

More worrying still, industry has raised its concerns regarding the possible re-involvement of Redisa, behind the scenes, in a legal letter sent to the Minister. We have also raised our concerns, in a joint meeting with NRCS, about the instruction that we use the government-endorsed tyre testing facility, built by Redisa, with what we believe were misappropriated funds.

We continue to forge the way, as best we can, in the hopes that we will eventually arrive at a sustainable solution. This is imperative, not only for industry,

but for the Waste Bureau, which claims that waste tyre collection has now become a five-year project that they do not have the skills to manage. Clearly, it is in everyone's interests that we reach a viable solution.

How are you hoping to tackle the rise in illicit trade?

Although we will not be able to eradicate illicit trade completely, we are serious about reducing it. We are asking our members should they come across suspicious deals, to please give us the intel, which we will then pass on to SARS for further investigation.

Our view is that as businesses, you want to get to the point where you are unashamedly ethical in the way you trade, starting with factories and clearing agents. It stands to reason that freight forwarders must be privy to the mis-declarations that are taking place.

What's more, if a dealer is buying product at 25% below the market price, he needs to ask himself whether he may be part of the problem. Don't ignore the red flags. If a deal seems too good to be true, it usually is!

In contrast, we are hoping to encourage legitimate importers to become Authorised Economic Operators with SARS, which via a stringent auditing process, qualifies them for preferential

treatment, discounts on guarantees and delays associated with red tape.

Illicit trade is on the rise, as we suspected it would be, following the imposition of the Provisional Import Duty. This needs to be addressed with a sense of urgency, or it will impact negatively on all our businesses, right across the chain.

We are awaiting ITACs final decision on the SAMTCs application to impose an anti-dumping duty on products coming in from China, on 31 July.

Up until 9 March, while the provisional anti-dumping duty of 38.33% was in effect, the consumer was the hardest-hit as importers were unable to absorb these additional costs, and were therefore compelled to pass them on to the end user

Why is the final decision on this taking so long?

This investigation ranks as the biggest investigation in ITACs 19-year history. ITAC has selected a random sample of Chinese tyre producers for investigation. As you can well imagine, this is a time-consuming task. This has been done and they have issued an Essential Facts letter to industry to which we had fourteen days to respond.

This Essential Facts letter was received on April 12. Due to the large number of responses, ITAC decided to sample only nine Chinese producers, with the investigation yielding a dumping margin ranging from 8.96 percent to as high as 57.93 percent.

Ten producers requested individual dumping margins, however, ITAC is considering making a final determination to NOT determine an individual dumping margin, meaning that these producers will likely receive the weighted average.

Noteworthy, a total of 28 producers were not selected for sampling and ITAC is considering making a final determination that these producers will receive a weighted average dumping

margin which they calculated at 15.14 percent.

In addition, the residual margin of 57.93 percent has been calculated and will be awarded to all new producers and those that have not participated in the investigation. Sailun has been hit the hardest, with a weighted average margin of 52.69 percent for three of their facilities.

What are TIASAs thoughts on ITACs determination?

ITAC has not made their calculations available to the nine producers sampled which is a major concern for TIASA and the producers. Without the possibility to audit ITAC calculations, we have no way to confirm whether their calculations are, in fact, correct. ITAC has been known to make mistakes when it comes to determining dumping margins. All we can do is ask that ITAC provide the necessary calculations, to give industry peace of mind that all is above board.

Moreover, out of the 18 importers that participated in the process, only six were found to have addressed the deficiencies raised by ITAC, and yet ITAC is now considering to not apply the lesser duty rule for those importers that have addressed all the deficiencies raised by ITAC. Unfortunately, this proves that ITAC simply does as it likes, making it difficult to make any sense of the investigation, or find any comfort that ITAC is acting in the best interests of all parties concerned.

Will TIASA continue to fight this?

Only time will tell, it would be premature to make any prediction until we know the final outcome of the investigation.

“
The investigation ranks as the biggest investigation in ITACs 19-year history.
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A man in a light blue button-down shirt is looking down at a large pile of dark, granular material, likely recycled rubber, in a recycling plant. The background shows industrial machinery with blue and orange components.

MATHE GROUP AND VAN DYCK REINVEST IN SA RECYCLING PLANT

Tyre recycler, Mathe Group and Van Dyck, manufacturer of recycled rubber flooring, (sister companies within the PFE International Group of companies), are staging a multi-million-rand comeback with multiple investments in their businesses in Hammarsdale, Kwazulu-Natal.

British investor and CEO of both Van Dyck and Mathe Group, Dr Mehran Zarrebini, said that the pandemic had provided time to plan future expansions and put in place a strategy that will further consolidate the supply chain that links Mathe Group, which recycles radial truck tyres to produce rubber crumb, and Van Dyck, which manufactures value added products such as rubber flooring and paving for gyms, fitness areas and playgrounds as well as ballistic tiles, acoustic underlays and livestock mats from this raw material.

"It accelerated the need to change as a business and to pivot away from soft flooring and into the manufacture of sustainable rubber products," he explains. To facilitate this, Van Dyck not only moved existing machinery for producing moulded goods from the south Durban factory that it sold in 2020, but also purchased and commissioned additional plants to increase output.

This was part of a broader strategy to ensure that the entire Hammarsdale operation is completely vertically aligned with both moulding and recycling done on the same premises.

Dr Zarrebini explains that, up until then, the moulding division of Van Dyck was a much smaller focus of the overall business. It has been operating 24/7 as a standalone business since the beginning of 2022.

We are processing radial truck tyres only at our facility. The growing piles of waste tyres consists of all types of tyres. Our clients have a preference towards GTR (Ground Tyre Rubber) derived from radial truck tyres due to the higher percentage of natural rubber content. Passenger tyres provide an additional waste stream (fibre) which has a very limited re-use in South Africa unlike the EU which has developed novel ways of utilising this waste in concrete applications. Furthermore, we test the rubber crumb that we produce for Toxicology and Polycyclic Aromatic Compounds (PAH) and hence we have found that by using only one type of tyre, we are able ensure we meet EU legislation.

We have worked with the Waste Bureau since the demise of REDISA and have had a processing agreement in place since they became the custodian of the waste tyre management plan. We provide a forecast based on our requirements and they deliver the waste tyres to our premises using both primary and secondary transporters. We

have not experienced delivery problems with the Waste Bureau and continue to provide them with up to date forecasts on an ongoing basis.

With respect to the waste tyre management plan, the uncertainty with how this will be managed moving forward and the limitations of the proposed changes to the plan in its current form will not instil confidence in organisations wishing to enter the industry. There is far too much friction and many barriers to entry across multiple stakeholders. I have just returned from providing insight into these limitations and the challenges in South Africa wrt tyre recycling in Belgium where I presented at the European Tyre Recycling Conference. South Africa has unique challenges to overcome in order to foster innovation in this sector. Much of the friction stems from unnecessary bureaucracy.

“

We have worked with the Waste Bureau and have a processing agreement in place.

”

Left: Roy Maghraj checking the granulated tyre material. Below, from top to bottom: Sithembiso Sishi checking the quality of rubber powder on the production line. Aerial view of Mathe Group Factory. Dr Mehran Zarrebini.





SATMC:

CURTAILING ILLICIT

TYRE TRADE WILL

HELP IMPROVE SA'S

ROAD SAFETY

The South African Tyre Manufacturers Conference (SATMC), representing the four tyre manufacturers with plants in South Africa, has commended the handling of provisional tariffs applied over the past six months to tackle alleged dumping of passenger, truck and bus tyres from China.

SATMC Managing Executive, Nduduzo Chala, said, "As the SATMC, we believe the imposition of the provisional duties set in September last year has been beneficial for the sector. Over this period, we have strived to highlight the negative impacts of unfair trade practices and opportunistic pricing within the tyre sector, which have over many years placed the South African tyre industry's future, investment opportunities, as well as direct and indirect job creation, at risk."

Chala said the local tyre industry is eagerly awaiting the final outcomes of the International Trade Administration Commission's (ITAC) investigation into the matter. On completion, ITAC will submit its recommendations to Minister of Trade, Industry and Competition, Ebrahim Patel.

"We are expecting the decision in the next 30 to 60 days. We remain confident that our case put forward to ITAC is solid. We welcome the lapsing of the provisional payments 8 March 2023, as this means that the five-year period that typically applies to anti-dumping measures would commence from the date of the final determination, thus giving extended relief to the local manufacturing sector and ensuring maximum deterrence of tyre dumping into South Africa," said Chala.

The SATMC, which represents Bridgestone Southern Africa, Continental Tyre South Africa, Goodyear South Africa and Sumitomo Rubber South Africa, applied to ITAC for relief against unfairly traded tyre imports from China in late 2021. ITAC initiated its investigation on 31 January 2022 and subsequently introduced provisional payments of 38.33 percent ad valorem on the respective tariff classifications in September 2022. These were in place from 09 September 2022 until 08 March 2023.

"As the SATMC, we remain committed to ensuring fair competition in the domestic tyre market and will continue to strive for its growth and competitiveness in order to play a role in addressing our

unemployment crisis and protecting the economy," said Chala.

"We thank the Commission for their professionalism in managing this delicate matter and appreciate the seriousness that ITAC's expert members are applying to this complex matter. We look forward to further pronouncements in the near future," he added.

About SATMC

The SATMC is the official industry body and trade association of the local tyre manufacturers, namely, Bridgestone South Africa, Continental Tyre South Africa, Goodyear South Africa and Sumitomo Rubber South Africa. It is the voice of the local tyre manufacturers and represents them on trade, economic and environmental policies, tyre sector regulations. The SATMC maintains stakeholder relationships in order to drive the objectives of its members. It actively engages consumers and other stakeholders to bring awareness and empower them around road safety.

Info@satmc.co.za



As the SATMC, we remain committed to ensuring fair competition in the domestic market.



SATMC LOOKS FORWARD TO SPEEDY TYRE DUMPING DETERMINATION

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The SATMC, which represents



From left: Renai Moothilal, executive director of the National Association of Automotive Component and Allied Manufacturers (NAACAM); Matthew Livigni, Continental Tyre South Africa MD; Nduduzo 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.

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DUNLOP CELEBRATES TOP TYRE DEALERS FOR OUTSTANDING 2022 PERFORMANCE

Dunlop Tyres South Africa honoured its top performing independent franchise owners at the recent Dunlop Dealer of the Year 2022 Awards, which were held virtually on 28 March 2023.

The prestigious annual awards ceremony celebrated product and service excellence in Dunlop's four tyre retail categories serving unique areas of the market.

Lubin Ozoux, CEO of Sumitomo Rubber South Africa, which manufactures and distributes Dunlop Tyres locally, said, "This year's winners have truly set the benchmark for excellence in the industry, and it was our honour to recognise them for another year of dedication, hard work, and exceptional customer service as Dunlop dealers – in essence creating joy through innovation, in line with our corporate purpose."

Dunlop Zone Awards

The largest and most hotly contested contest is always the Dunlop Zone category, which is a top end fitment centre that provides the consumer with a multi-branded tyre offering and a range of tyre services.

Dunlop Zone Stores are judged on customer service excellence, revenue and volume growth, participation in Dunlop's value-added offerings, as well as engagement with marketing and communication campaigns.

Top honours in the Dunlop Zone National Awards went to Renata Tyres in Randfontein which clinched the Dunlop Zone Diamond Dealer of the Year 2022 award, followed by Trevor's Wheel & Tyre in Kimberley, which took the Dunlop Zone Platinum Dealer of the Year 2022 award, and Stoney's Wheel and Tyre in Bloemfontein who scooped the Gold award in this category.

"We were thrilled to come out tops this year in such a competitive category and we're grateful to Dunlop for enabling

us to succeed by providing us with expert advice, marketing support and competitive pricing that we can pass on to our clients," said Team Renata.

Dunlop Zone Newcomer of the Year 2022 was Trophy Tyres in Letsitele.

Regional Dealer of the Year winners in the Dunlop Zone category were:

- KwaZulu-Natal: Dunlop Zone New Germany Tyre, Exhaust & Garage (Gold)
- Eastern Cape: Dunlop Zone Plettenberg Bay (retaining its Gold award from the previous year) and Eastern Cape Tyres in King William's Town (Platinum)
- Western Cape: Autospeed Blackheath (Gold) and Goodhope Tyres (Diamond)
- Gauteng West: AST Tyres (Gold) and Renata Tyres Randfontein (Diamond)
- Limpopo/Mpumalanga/Swaziland: Dunlop Zone Hoedspruit (Gold) and Hardie Tyre Services in Ermelo (Platinum)
- Free State/Northern Cape/Lesotho: Stoney's Wheel and Tyre in Bloemfontein (Gold) and Trevor's Wheel & Tyre in Kimberley (Platinum).

Dunlop Commercial Awards

Dunlop Commercial dealers provide specialised fitment for fleet owners and transport operators.

Judging criteria in this category included customer service excellence, revenue and volume growth and strategic sales performance.

Tyres & Treads in George was named Dunlop Commercial Dealer of the Year 2022, while runner-up in the Dunlop Commercial category was IC Steel & Tyre in Cape Town.

Dunlop Express Dealer Awards

Dunlop Express stores serve smaller towns and this category was judged on revenue and volume growth.

Kgethogolo Fitment Centre in Virginia, Lejweleputswa District Municipality, was named the Dunlop Express Dealer of the Year 2022. The centre prides itself on customer satisfaction, fast delivery,

competitive prices, stock availability, and professional advice and support.

Dunlop Container Awards

In the Dunlop Container category, also judged on revenue and volume growth, the winner was Kulungwane Tyres, based in Bronkhorstspuit, Gauteng. This 100% black-owned and currently 51% black-youth owned company sells and supplies new tyres for passenger, light commercial, truck and bus as well as offroad tyres and tubes.

With the support of a widely recognised brand, the Dunlop Container programme has enjoyed exponential growth and success in the tyre market and has received widespread support from government and other agencies. Dunlop also offers a Business in a Box plug-and-play solution for informal tyre businesses often trading from makeshift facilities, to be transformed into Dunlop-branded fitment centres operating out of a fully fitted 12m container. The brand is on the lookout for 48 township entrepreneurs who could qualify for startup support to run their own local Dunlop Container tyre centres.

"Year after year it is gratifying to see the pool of Dunlop dealers growing and the calibre of entries reaching new heights in tyre retail excellence – from our entry level Dunlop Container stores to the more developed and mature Dunlop Express, Zone and Commercial stores. Congrats to all our winners for their exceptional performance in 2022! We look forward to having them "Take the Road" with us in 2023 and beyond," said Ozoux.



GOODYEAR SHOWCASES ITS LOCALLY PRODUCED TYRES AT THE PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

Following the certification of Goodyear's locally-produced consumer and Off-The-Road (OTR) Bias tyres as Proudly South African by the country's official buy local advocacy campaign, Goodyear was excited to showcase its locally-produced tyres at the 11th edition of the Proudly South African Buy Local Summit and Expo taking place in Johannesburg, Sandton Convention Centre from the 27th-28th March 2023.

The Summit and Expo will provide Proudly South African members with the opportunity to showcase the diversity of locally produced products

and services. Goodyear, which has been a key contributor to the local tyre manufacturing industry for 75 years, will be showcasing a range of its OTR Bias and consumer tyres produced from its manufacturing plant in Kariega. Goodyear is proud to be the only tyre manufacturer that produces OTR Bias tyres in South Africa.

OTR tyres are fitted on heavy duty vehicles, such as mining vehicles which are vital to the daily operations in the mines in South Africa and across the continent. Our product portfolio also includes a range of high-quality consumer tyres which cater for the passenger and SUV/4X4 market. Goodyear OTR Product Business Unit (PBU) Head, Sello Thothlalemajoe will



join the Summit and Expo.

We invite all media and delegates that will be in attendance to visit the Goodyear stand no i15 at the exhibition area where they will have an opportunity to interact with the Goodyear Team, understand our value proposition, products, services and broader contribution to the economy.

GOODYEAR APPOINTS NEW CONSUMER PBU DIRECTOR

Goodyear has appointed Shane Petersen as new Director PBU Consumer in South Africa. Petersen comes in with wealth of experience spanning over 20 years in sales, marketing, retail operations and business transformation. He has held various leadership roles in the petroleum, consulting and facility maintenance industries, with deep international experience having worked in Canada, Europe and Africa.

"I am very excited to lead a dynamic team that is extremely passionate about delivering the Goodyear consumer tyre promise to our customers and partners. As a collective, we will continue with our contribution to the sustainable growth of the broader automotive industry", Goodyear Consumer PBU Director Shane Petersen says. "Goodyear prides itself with the customer centric business model. Our goals are to continue to listen to our customer needs, grow and collaborate with our strategic partners while creating dynamic and meaningful value propositions, underpinned by agility in our prevailing market conditions. In addition, I am pleased to join the company at the time where it celebrates 125 years globally and 75 years of production in South Africa", Petersen adds.

Petersen holds a Master's in Business Administration (MBA) from the Power Business School in Madrid, Spain and Bachelor of Business Science (Honours) in Marketing and Economics from the University of Cape Town.



SUMITOMO RUBBER SA PLEDGES INVESTMENTS AHEAD OF DUNLOP LADYSMITH PLANT'S 50TH ANNIVERSARY

Sumitomo Rubber South Africa (PTY) LTD (SRSA) is set to inject new life into its Dunlop tyre manufacturing plant in Ladysmith, KwaZulu-Natal, as the production facility marks its golden anniversary this year. The company has lined up a series of exciting investments that will see the plant improve local production capacity, expand product lines and create new job opportunities.

The Dunlop Ladysmith production facility first opened its doors in October 1973 and has since been at the forefront of tyre production in South Africa.

SRSA CEO, Lubin Ozoux, said, "The 50th anniversary of our Dunlop Ladysmith manufacturing plants marks an exciting time for us, as we look to build on this impressive history and create a brighter future for the region."

"We want to increase our impact on creating employment in South Africa over the next few years and months. We will, therefore, be investing in machinery and systems that will ensure that we have capability locally to meet the requirements of Original Equipment manufacturers, gain efficiencies to better serve the local market, and create a better and safer experience for motorists on the road," said Ozoux.

The new investment drive follows previous phases of expansion at the facility. In 2018 SRSA officially launched its new, state-of-the-art, 180 000m² Truck and Bus Radial (TBR) factory at the plant, facilitating local manufacture of truck and bus tyres which it previously imported. This involved an investment of over R2.1 billion and marked the second phase of SRSA's multi-billion-rand investment to upgrade and modernise the Dunlop plant's capacity.



Prior to this, SRSA had also modernised its passenger car, sport utility vehicle (SUV) and light truck tyre manufacturing capabilities at the plant.

"These investments have enabled us to increase manufacturing output and meet the needs of the region's tyre markets, particularly in the latter part of our five decades of operation at the plant," said Ozoux.

As the manufacturer of popular tyre brands including Dunlop, Sumitomo and Falken, SRSA strives to deliver the newest, most ground-breaking tyre innovations.

Flagship brand Dunlop now offers tyres for the full spectrum of motoring applications – passenger, SUV and 4x4, light truck, truck and bus, and motorcycle – and the majority of these are manufactured locally at the Ladysmith plant.

Stringent manufacturing processes ensure that Dunlop not only meets, but exceeds, global standards. SRSA's ongoing research and development – anchored by the technical design expertise of its Japanese parent company Sumitomo Rubber Industries – are incorporated in product design, resulting in enhanced performance, safety, and longevity of Dunlop tyres.

In 2013 SRI, a leading Japanese listed global manufacturer in the premium automotive tyre and industrial rubber product market, situated in Kobe Japan, secured the rights to use the Dunlop brand throughout the African continent.

The subsequent establishment of Sumitomo Rubber South Africa (Pty) Ltd in 2014 accelerated the pace of the company's vision of expansion and development of innovative technology and safety throughout the continent.

Ozoux concluded, "As a resident tyre manufacturer linked to a global multinational organisation and a proud member of the South African Tyre Manufacturers Conference (SATMC), we look forward to an exciting future in South Africa, with a renewed commitment to delivering world-class products to our customers. The investments lined up for the Dunlop Ladysmith manufacturing plant will not only improve capacity but will also provide more job opportunities, creating a positive impact on the local community. We believe that the future is bright, and we are proud to continue to serve as a trusted brand that delivers quality, reliability, and safety on the road."

THE FESTIVAL OF MOTORING IS BACK FOR THE 6TH EDITION IN 2023, POWERED BY WESBANK

Brace yourselves for the ultimate car experience! The Festival of Motoring, South Africa's most exciting gathering of automotive enthusiasts and top car manufacturers, is revving up for its sixth edition from 25-27 August 2023. WesBank, who powered four previous editions of the Festival, will return as the naming rights partner. The Festival will also feature FNB and MotoVantage alongside WesBank. "The Festival of Motoring has become an annual must-attend consumer event for the motoring community. And we're excited to partner with WesBank once again to bring visitors an even better experience than ever before," said Michael Dehn, Managing Director of Messe Frankfurt South Africa, the event organiser.

"The three-day event provides consumers with a unique opportunity to experience new and exciting vehicles, technologies and innovations. It promises to be a lifestyle experiential showcase that puts consumer enjoyment front and center. WesBank is committed to supporting events and experiences that delight and inspire our customers. The Festival of Motoring, powered by WesBank featuring FNB and MotoVantage – key players within the FirstRand group, provide the perfect vehicle to do just that," says WesBank CEO Ghana Msibi.

Get ready to re-ignite your passion for cars as the Festival of Motoring returns to the iconic Kyalami Grand Prix Circuit. From the latest supercars and electric vehicles, to regular street cars and performance rides, you'll have the

opportunity to experience the ultimate rush of being behind the wheel or in the passenger seat of the most impressive cars in a controlled high-speed environment. Leading car manufacturers will showcase their impressive range of cars on various tracks, including the main circuit, the self-handling track, and the 4x4 course. Brands already signed on for the 2023 line-up include BMW, Mini, BMW Motorrad, Porsche, Bentley, Lamborghini, Abarth, Alfa Romeo, Citroen, Fiat, Jeep, Mopar, Opel, Peugeot, Suzuki, Haval, BAIC and Isuzu.

The 2023 event will ignite the senses with exclusive lifestyle activity areas. To enhance the overall encounter, Michelin has partnered as the VIP Hospitality Experience provider, offering track package experiences for discerning guests. Motorbike enthusiasts can gear up for the SunBet ZX10 Masters Cup, while visitors will be wowed by demonstration laps from Formula One-type cars. The family zone will have even more entertainment featuring gaming and simulator adventures. Visitors can enjoy the Dunlop interactive hospitality stand

with a showcase of their product range with simulators and give-aways. "We aim to take the experiences to the next level. The ticket price includes selected track rides, self-handling, and 4x4 experiences at no extra cost.

New for 2023, visitors can also pre-purchase performance/supercar experiences at a desired time slot. Drifting and karting rides will also be available on-site at an extra cost," said Dehn. Don't miss out on the automotive event of the year! Early bird ticket sales go live from today until 30 April at R220 per ticket.

Visit www.howler.co.za to purchase your ticket. From 1 May onwards, general access tickets cost R265 per adult and R70 for children between 4 and 12 years old. Children 0-3 attend for free. The ticket price includes a complimentary shuttle service to the Festival of Motoring from the Mall of Africa, making it even easier to join in the fun. Premium Suite Michelin VIP Hospitality Experience packages go on sale from June 2023. For more information, visit the Festival of Motoring's official website at www.safestivalofmotoring.com



RECIRCLE AWARDS 2023: FIRST 16 AWARD CATEGORIES ANNOUNCED AT TYREXPO ASIA

Valebridge Media Services (VMS), the international media services agency with offices in Crewe (United Kingdom), Madrid (Spain) and Kuala Lumpur (Malaysia), recently announced the first 16 categories of the 2023 edition of the Recircle Awards, a ceremony aimed at recognising the most prominent companies within the tyre recycling and retreading industries.

The Recircle Awards 2023 will incorporate a total of 22 awards covering a wide and balanced range of categories from across the tyre industry. 16 of these categories were already announced at the Official Launch of the 2023 Recircle Awards held on Wednesday, March 8 during the TyreXpo Asia show held at the Marina Bay Sands Convention Centre in Singapore.

The 16 categories announced are as follows:

- Best Tread Rubber Supplier
- Best Retreading Equipment Supplier
- Best Retreading Accessory and Consumables Supplier
- Best Tyre Recycling Industry Supplier
- Best Tyre Derived Recycled Product
- Employee of the Year
- Best Passenger Retreader
- Best Truck & Bus Retreader
- Best OTR Retreader
- Tyre Pyrolysis Award
- Tyre Devulcanisation Award
- Mechanical Tyre Recycling Award
- Best Company Director



- Best Tyre Recycling Research Project
- Best EPR Scheme
- Lifetime Achievement Award in the Tyre Recycling Sector

The winners of the Lifetime Achievement Award and Circular Economy Award were also announced at the event.

This year's winner of the Circular Economy Award Winner was the AZUR Network, a network of companies from Germany related to the tyre retreading industry, for their contribution to the promotion of the tyre retreading sector. The award was received by AZUR Network Co-ordinator, Christina Guth.

On the other hand, the Lifetime Achievement Award in the retreading sector was granted to Mr Chen Jet How, the former CEO of the Kit Loong Group for his undoubted contribution to the development of the tyre retreading

industry in South-East Asia.

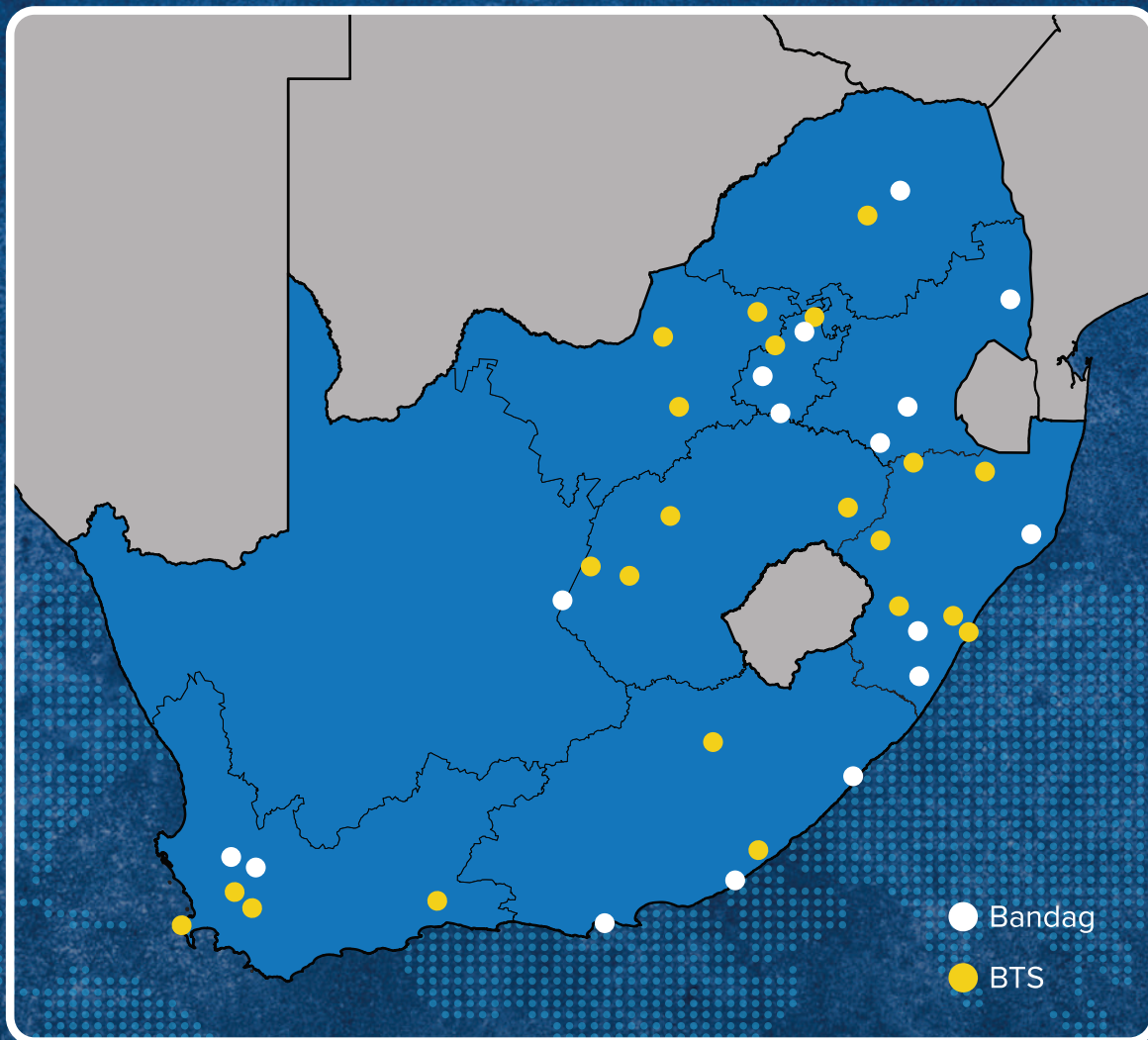
David Wilson, Managing Director of Valebridge Media Services, the organising entity, said: "We are delighted to be able to announce the first 16 categories for the 2023 Recircle Awards, which we believe offers a wide scope of opportunities for the industry to recognise the achievements of worthy companies and individuals within the global tyre retreading and recycling industries in terms of their individual excellence as well as the overall contribution of the industry to the Circular Economy."

Alwin Seow, Show Director for Tyrexpo Asia, provided some highlights on the Recircle Awards and their overall importance to the show. "What we expect from this edition of the Recircle Awards is to congregate all the major players of the tyre retreading and recycling industries, and also to celebrate excellence within that field."

The nominations process for these 16 categories is already open and will close on Friday May 5.

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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.

MICHELIN WINS TWO AWARDS AT THE TIRE TECHNOLOGY EXPO 2023, INCLUDING THE TIRE MANUFACTURER OF THE YEAR AWARD

Michelin wins two awards at the Tire Technology Expo 2023, including the Tire Manufacturer of the Year award

For the 6th time, Michelin has won the Tire Manufacturer of the Year award at the Tire Technology Expo 2023 in Hannover, Germany.

The Group also won the Environmental Achievement of the Year award thanks to its first two tires approved for road use that include 45% and 58% sustainable materials, respectively, one for cars and the other for buses.

Awards that confirm Michelin's leadership in terms of innovation.

During Tire Technology Expo 2023, which takes place from March 21-23 in Hannover, Germany, Michelin won two international awards, bestowed by a panel of experts from the tire industry, the academic world, and the press:

The Tire Manufacturer of the Year award, won for the sixth time, an absolute record.

The Environmental Achievement of the Year- Tire Design award, for the first two tires approved for road use (cars and buses) that include 45% and 58% sustainable materials respectively. This award belongs to a new category, rewarding the technological advances in the industry that are most respectful of the environment.

The only company to have won the Tire Manufacturer of the Year award six times, Michelin has once again been rewarded



for its ability to make innovations that serve a more sustainable mobility. Over the last few months, Michelin has made notable advances, both in the "Airless" field and in the integration of sustainable materials and recycling technologies.

In addition to receiving the most prestigious Tire Manufacturer of the Year award, Michelin has also won the Environmental Achievement of the Year – Tire Design award.

This award recognizes the

achievement of the first "road-legal" tires for cars and buses including 45% and 58% sustainable materials respectively, without affecting the overall environmental footprint, and while maintaining the exceptional performance levels associated with the Michelin brand.

Advances that bear witness to Michelin's ongoing commitment and the Group's desire to follow its road map to an "all-sustainable" tire.

MICHELIN, PIRELLI TAKE TOP SPOTS IN JD POWER OE TIRE SURVEY

According to the J.D. Power 2023 U.S. Original Equipment Tire Customer Satisfaction Study, Michelin ranked highest in the luxury segment for the 20th consecutive year, and Pirelli ranked highest in the passenger car segment for the second consecutive year.

J.D. Power's customer satisfaction survey for OE tires found that consumer satisfaction increased to 799 (on a 1,000-point scale) in 2023, up five points from 2022. Satisfaction with tires fitted to gas-powered vehicles is the primary driver of the increase, but satisfaction with tires fitted to electric vehicles (EVs) increased 62 points from a year ago, the study reported.

"The industry's focus on EV tire performance shows, especially in terms of lack of vibration and quietness on the road, as compared to non-EVs," said Ashley Edgar, senior director of benchmarking and alternative mobility at J.D. Power. "As electric vehicle market share increases, it is imperative for both the EV manufacturers and tire manufacturers to collaborate to fine-tune these areas as they play such a large role in EV performance and tire satisfaction."

In the 2023 OE tire satisfaction rankings, Michelin ranked highest in the luxury segment with a score of 833, and Goodyear ranked second (818). Pirelli ranked highest in the passenger car segment with a score of 828 for a second consecutive year. Michelin (827) ranked second and BFGoodrich (825) third.

Michelin also ranked highest in the truck/utility segment with a score of 809. Bridgestone ranked second (801) and Continental ranks third (798).

The 2023 U.S. Original Equipment Tire Customer Satisfaction Study is based on responses from 32,151 owners of 2021 and 2022 model-year vehicles and was fielded from August through December 2022. The annual study measures tire owner satisfaction in four areas (in order of importance): tire ride; tire wear; tire traction/handling; and tire appearance. The study includes four vehicle segments: luxury; passenger car; performance sport; and truck/utility. The performance sport segment is not award-eligible due to an insufficient number of brands ranked.



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NOKIAN TYRES COMMITS TO NET-ZERO GREENHOUSE GAS EMISSIONS

Nokian Tyres announces its commitment to further reduce greenhouse gas emissions, aiming to achieve the Net-Zero Standard by 2050. The company also publishes its Corporate Sustainability Report 2022 disclosing the latest development on its work on sustainability, for which the net-zero commitment is a natural continuation.

Nokian Tyres has committed to set near- and long-term emission reductions in line with the science-based net-zero targets of the Science Based Targets initiative.

“Achieving the net-zero commitment by 2050 may feel distant, but in practice it means that actions and innovation are needed today. Committing to net-zero is a natural continuation of our work for the environment and our aim to be the leader in sustainability in tire industry,” says Teppo Huovila, Vice President, Quality and Sustainability at Nokian Tyres.

An important factor in achieving the net-zero target will be the new factory that Nokian Tyres is building in Oradea, Romania. It will be the first zero CO2 emission factory in tire industry. The construction will begin soon, and commercial tire production is expected to start in early 2025.

Corporate Sustainability Report 2022 published

Sustainability is one of the cornerstones of Nokian Tyres’ strategy, and the net-zero commitment builds on the sustainability work that has been done for years regarding the entire product life cycle and all of the functions.

In the Corporate Sustainability Report 2022 Nokian Tyres describes the company’s latest work on sustainability in terms of product liability and safety as well as social, economic, and environmental



responsibility. The report has been published at nokiantyres.com/company/sustainability/.

Highlights include that 2022 was the first complete year when there was zero waste to landfill from production. It was also a record year in occupational safety, as the lost time incident frequency was at all-time low. The greenhouse gas emission intensity from Nokian Tyres factories has decreased by 43% compared to year 2015. Additionally, the company was again included in the Dow Jones Sustainability Europe index.

“Our sustainability work is driven by our company culture: we care about the environment, but also about our customers, employees, consumers and partners. The net-zero goal inspires us to drive innovation to address climate change – and succeed together. Taking action today will future-proof our business,” says Huovila.

The Corporate Sustainability Report 2022 has been prepared in accordance with the GRI Standards, and it has been

assured by an independent third party.

Science Based Targets in brief

The Science Based Targets initiative (SBTi) is a global body enabling businesses to set ambitious emissions reductions targets in line with the latest climate science. It is focused on accelerating companies across the world to halve emissions before 2030 and achieve net-zero emissions before 2050. All participating companies are listed on the Science Based Targets website.

As a pioneering company in the industry, Nokian Tyres was the first tire company to have its science-based targets for reducing greenhouse gas emissions approved by the Science Based Targets initiative in 2020. The new goal to reach net zero by 2050 incorporates additional targets to reduce emissions and commitment to SBTi’s most ambitious guidelines to limit the increase in global warming to 1.5°C in line with the Paris Climate Agreement.

ENVIRO AND ANTIN INFRASTRUCTURE PARTNERS TO CREATE THE WORLD'S FIRST LARGE-SCALE TYRE RECYCLING GROUP, SUPPORTED BY MICHELIN

The volume of disposed end-of-life tyres has been steadily growing to reach 3.5 million tons per year in Europe alone[1]. While growth in end-of-life tyres is forecasted to further accelerate in the next decade due to consumer and regulatory trends, the recycling technology, infrastructure and processes necessary to properly dispose of them at scale have not yet been effectively implemented until now. The announcement to establish a sustainable solution to recycle end-of-life tyres on an industrial scale marks a world first.

The JV formed between Enviro and Antin, supported by Michelin, will establish end-of-life tyre recycling plants across Europe to produce sustainable raw materials, including recovered carbon black and oils to be re-used in the tyre and petrochemical industries. The JV will focus on European plants that will significantly contribute to solving waste handling challenges from growing volumes of end-of-life tyres, while at the same time increasing Europe's strategic autonomy of valuable raw materials that currently are facing growing supply constraints.

Secured multi-year supply agreement

Michelin is planning to join the JV as a partner, as the future plants are built. The JV has also secured a multi-year supply agreement with Michelin for the first plants to be established. The agreement with Michelin includes delivery of recovered carbon black and tyre pyrolysis oil (TPO).

Substantial financial upside for Enviro

Enviro's ownership in the JV will ultimately correspond to approximately 30 percent, while the initial investments will be financed by Antin. The Board of Enviro intends to review Enviro's long-term capital needs and capital structure to fund Enviro's ownership of the JV as soon as practically possible over the coming 24 months. Enviro will be represented in the

JV's Board of Directors already from launch.

As part of the JV, Enviro's patented technology will be licensed to the JV exclusively throughout Europe. Furthermore, Enviro will be responsible for R&D as well as act as the market-facing agent for sales. In addition, Enviro will provide certain technical services and support to the JV and its group companies. As remuneration, Enviro will receive service fees from the JV as well as an asset fee, the latter which will be calculated based on profitability of each plant. Furthermore, Enviro will have the opportunity to build long-term value through its ownership in the JV. At this early stage, it is not possible for the Company to make more detailed assumptions about the potential impact on Enviro's results and financial position.

First plant in Uddevalla

The first full-scale commercial plant will be built in Uddevalla, Sweden, with initial capacity to recycle 34,500 tons of disposed tires, equal to 40% of the annual volume of end-of-life-tyres in Sweden[2]. Plant construction is scheduled to start in the first

half of 2023, subject to a final investment decision by the JV, and the plant is expected to be fully operational by 2025. Following successful commissioning of the Uddevalla plant, acceleration of the European roll-out will commence.

Site selection in other European countries has been initiated to ensure a rapid roll-out, with an aim to build recycling capacity for up to approximately one million tons of end-of-life tyres by 2030, corresponding to a third of all tyres being disposed of in Europe each year. The establishment of individual plants is subject to various regulatory approvals.

Enviro's technological and market leadership in recycling of tyres. With Antin's successful track record in scaling infrastructure platforms and its strong industrial understanding, and Michelin's world-leading position in sustainable tyres, we have found excellent partners to jointly accelerate our pan-European plant expansion and contribute to making the tyre industry circular. We will now be able to focus on our core business and competencies such as technology and material development, optimisation and quality control."

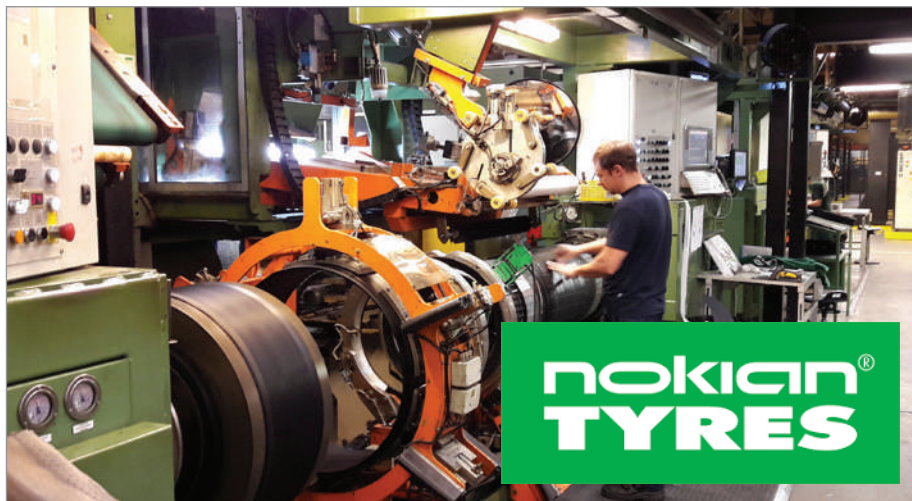


NOKIAN TYRES SELLS RUSSIAN OPERATION

Nokian Tyres has received the sales price of EUR 285 million from PJSC Tatneft for the sale of its operations in Russia. The total permissible transaction price defined by the Russian Governmental Commission was 23,050 million ruble. The RUB/EUR exchange rate as determined by the Russian Central Bank on the day of payment was applied.

After registration formalities in Russia, the transaction will be completed, and Nokian Tyres' operations in Russia will end.

"Due to the war in Ukraine it was no longer feasible nor sustainable for Nokian



Tyres to continue operations in Russia. The exit process has been long, but we are satisfied that we are in the final stage of completing it. Our focus is now fully on building the new Nokian Tyres, and we are

excited about our new direction", says Jukka Moiso, President and CEO of Nokian Tyres.

The final impacts of the transaction will be disclosed in the first quarter 2023 interim report on April 25, 2023.

HANKOOK ION TIRES WIN RED DOT DESIGN AWARDS

Hankook Tire's electric vehicle (EV) tire brand, iON, won four awards in the product design category at the Red Dot Design Awards 2023. The awarded products include iON evo, iON evo AS, iON i*cept, as well as iON, the official EV racing tire

for the ABB FIA Formula E GEN 3 vehicle.

In May last year, Hankook Tire launched the iON brand globally, starting from the European replacement (RE) tire market. The company said

the iON features a balanced set of characteristics such as low noise, rolling resistance and high mileage. Hankook said its iON racing tires for EVs have been developed specifically for the newly-introduced third-generation (GEN3) racing cars.



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SAILUN TYRE BRAND GROWS FASTEST ACCORDING TO BRAND FINANCE REPORT 2023

Chinese tyre group SAILUN continues to take off. According to Brand Finance, SAILUN continues to climb step by step in the rankings of the world's strongest and most valuable international tyre brands in 2023 and is currently in 11th place (2022: 12th place as newcomer in the TOP 15). In addition, SAILUN rose to become the fastest-growing international tyre brand for the first time with a 6 percent increase. The brand value of the SAILUN brand, which was founded just 20 years ago, is also already over 700 million US dollars, an increase of over 50% in the last three years. For the first time, Brand Finance also lists SAILUN's brand value in a total of 6 of the global brand rankings – including the largest tyre brands and the best brands from China. **“Years of research and development and state-of-the-art tyres based on sustainable EcoPoint3 technology are just some of the reasons why we keep climbing up the rankings,” underlined Stephan Cimbal, Director Marketing SAILUN Europe, highlighting that “Brand Finance not only evaluates the status quo, but also the future potential of the brand based on current marketing and communication activities, which is of course a nice confirmation for us and at the same time a great incentive for the coming years.”**

As an internationally recognized consulting firm, Brand Finance puts 5,000 of the world's biggest brands to the test every year, evaluates brands from almost all industries and countries, and publishes around 100 rankings, statements and reports every year. The brand values are calculated, among other things, based on the question of what royalties a company would have to pay if it did not own the brand. In addition to the brand value, each of the 500 brands is assigned a brand rating. Modeled on credit ratings, this value provides a benchmark of a brand's strengths, risks and potential compared to those of its competitors.



Since 2019, Brand Finance has also calculated SAILUN's brand value for the fifth time in a row, and it has always gone up step by step for the Chinese tyre group. While many of the traditional manufacturers had to accept percentage losses and lost ground, SAILUN was once again able to further narrow the gap to the traditional brands placed in the TOP 10 and continue the positive trend that has been ongoing for years. The results of the current Brand Finance Report 2023 underline that SAILUN is one of the clear winners in several respects. Among other things, the innovative tyre generations based on EcoPoint3 technology have been able to contribute significantly to better business results worldwide and especially in Europe. **“A strong brand like SAILUN will give us clear competitive advantages in the medium term and help us weather even economic downturns or disruptions in the tyre industry better than others,”** Gareth Passmore, Senior Vice President Car and Truck Europe SAILUN commented on the performance. In addition, a strong brand helps to differentiate the company from international competitors and establish a sustainable brand identity in the tyre sector.

In 2022, after ten years of development,

the SAILUN brand launched its EcoPoint3 tyre, a more sustainable and affordable solution for automakers as well. These tyres are manufactured using a more energy-efficient liquid-phase compounding technology that produces a tyre with lower rolling resistance, which significantly reduces energy or fuel consumption compared with competitors. The **“Smart Forward”** communications strategy around the 2022 launch generated widespread global media coverage and contributed in large part to the growth of SAILUN's brand equity.

For 2023, SAILUN's focus at all levels is now on continuing to successfully position itself for future challenges in the tyre sector, which is subject to permanent change. Independent experts expect sustainability trends in particular to have a significant impact on the sector in the coming years. **“In this context, not only consumers but increasingly also global regulatory authorities are demanding that modern tyres be made of sustainable materials that have lower rolling resistance, save energy, last longer and can be recycled or reused at the end of their life cycle,”** emphasized Stephan Cimbal, Director Marketing SAILUN Europe. **“We are prepared for this and offer appropriate solutions.**



APOLLO TYRES READIES ITSELF FOR SUSTAINABLE MOBILITY

Apollo Tyres is readying itself for sustainable mobility solutions. After producing sustainable Agri tyres, the company has now developed passenger vehicle tyres with 75% sustainable materials.

The newly developed passenger vehicle tyres, containing 75% sustainable materials, comprises many featured compounding ingredients in different components of the tyres, including bio-based and recycled materials.

The sustainable natural rubber, used in these tyres, have been sourced from

suppliers who have public commitments to sourcing and/or traceable to specific plantations, in accordance with the company's sustainable natural rubber policy.

Speaking about the development of these passenger vehicle tyres, P K Mohamed, Chief Advisor, R&D, Apollo Tyres Ltd, said "We are confident about the performance of these tyres developed using 75% sustainable materials, and have cleared regulatory performance requirements. These tyres will now undergo extensive road evaluation under typical operating conditions. This development is aligned with the sustainability journey of Apollo Tyres and

the goal of achieving the 40% sustainable material target by 2030, and of being carbon neutral by 2050. Our team continues to showcase innovation and commitment to building a sustainable future."

These high performance Electric Passenger Vehicle tyres (Apollo Amperion) and ultra-high performance (Apollo Aspire 4G+) passenger vehicle tyres were manufactured at Apollo Tyres' Andhra Pradesh plant, in the south-eastern coastal region of the country, which is the company's latest and most modern manufacturing facility.

BRIDGESTONE RETURNS AS TITLE SPONSOR OF THE WORLD SOLAR CHALLENGE 2023

Bridgestone Corporation has announced its continued title sponsorship of the World Solar Challenge 2023, a competition for teams to design, build, and compete with solar-powered vehicles in the world's foremost solar technology and advanced engineering challenge.

Bridgestone's sponsorship of the World Solar Challenge aligns with the company's commitment to sustainability and innovation. "Our continued support of the Bridgestone World Solar Challenge amplifies three of our core focus areas in the Bridgestone E8 Commitment by delivering value to society, our customers and future generations in Energy, Ecology, and Efficiency. All three of these focus areas are directly linked to our environmental targets – to achieve carbon neutrality and work with 100% recycled and renewable materials by 2050, as well as advance sustainable tyre technologies and solutions that preserve the environment for future generations" said Koji Takagi, Management Board Member and Chief Sustainability Officer, Bridgestone EMIA.

As part of the sponsorship, Bridgestone EMIA is also supporting nine university teams in its region. These teams will compete in the Bridgestone World Solar Challenge, showcasing their cutting-edge designs and engineering solutions. The competition serves as a platform to inspire future generations of engineers and promote sustainability and environmental awareness.

Bridgestone's involvement in the World Solar Challenge reflects the company's dedication to creating a more sustainable future, and its commitment to supporting the development of new technologies that will help to reduce the carbon footprint of the transportation industry. For the competition, the company will equip the university teams with Bridgestone



tyres that make use of pioneering technologies that can enhance the performance of their solar powered vehicles.

An example is the ENLITEN tyre technology platform, Bridgestone's innovative approach to premium tyre development. The combination of multiple cutting-edge technologies provides maximum safety and outstanding tyre performance for drivers, while improving the sustainability characteristics of the tyre. Additionally, ENLITEN makes the Bridgestone tyre portfolio more adaptable to the latest mobility evolution, making all Bridgestone tyres fully EV-ready.

"We are proud to support the Bridgestone World Solar Challenge, and to be a part of the effort to drive innovation in sustainable mobility," said Koji Takagi, Management Board

Member and Chief Sustainability Officer, Bridgestone EMIA. "Through our sponsorship, we aim to inspire and support the next generation of engineers and leaders, who will play a crucial role in shaping the future of sustainable mobility."

The Bridgestone World Solar Challenge 2023 will take place in October and will bring together teams from around the world to compete in a challenge that spans over 3000 km across the heart of Australia, showcasing their engineering skills and commitment to sustainability.

Bridgestone's support of the World Solar Challenge aligns with 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.

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