

Southern Africa

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CHINESE TYRES

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Editor's Corner

Happy Spring everyone! This month, the buzzword doing the rounds, is the newly-imposed anti-dumping duties on Chinese tyres, with some makes being hit particularly hard. Experts are predicting the consumer will suffer the most, as they will no longer have access to cheap tyre brands, which could compel them to resort to fitting cheaper used tyres of dubious quality, many of which have been deemed unfit to road safety.

Our feature story on page 8 explores this further, providing comments from both sides of the spectrum, some of whom have welcomed the new duties, saying they will serve to level the playing fields.

Jon Wen, managing director Maxxis Tyres also weighs in on this hotly-contested issue, giving us his thoughts, as an importer of premium brands from the Far East, including China.

In this exclusive interview, he also describes the evolution of the Maxxis tyre brand, and what has led to the company enjoying huge growth and success, as the world's leading tyre supplier of adventure brands, for the outdoor

enthusiast – an accomplishment that has also catapulted the company to its ranking, as the tenth biggest tyre producer globally.

In other news, Michelin has launched an innovative podcast series, entitled 'What's Treading', in an attempt to start and have honest conversations about what is needed from government, business and labour to kickstart the country's economic engine. More on this, on page 12.

We also introduce you to the new industry body – TRIASA – for companies involved in the processing of waste tyres, that use either of the primary recycling technologies currently in use.

All this and more, in this, the Aug/Sept edition of SA TREADS.

Take Care.

Liana



contents

Interview

How Maxxis became the Adventure Brand of Choice – Jon Wen on what lies ahead for Maxxis Tyres SA 2

Feature

Anti-Dumping Duties imposed on Chinese tyres 8

New Product

GRI takes major step forward in Green Leadership 10

Local News

Michelin sponsors new thought leadership platform, 'What's Treading' and gives holistic view on South Africa's commercial industry 12

Supa Quick call on women to join the tyre industry 13
 Dunlpo's Business in a Box raises the bar 14
 Continental Tyre SA appoints new plant manager for South African operations 15
 TRIASA: new industry tyre recycling body launches 16
 Tiger Wheel & Tyre launches new X-Sure Tyre and Wheel Insurance 17

World News – Europe

Michelin acquires Flex Composite Group 18
 The Tire Cologne 2024 to present the Circular Economy Themed Area 18
 Bridgestone releases 3.0 Journey 2023 Integrated Report 20
 Asphalt 9: Legends launches the Lamborghini Revuelto Esports Challenge on Bridgestone tyres 22

Retreading

Beyond Rubber 23

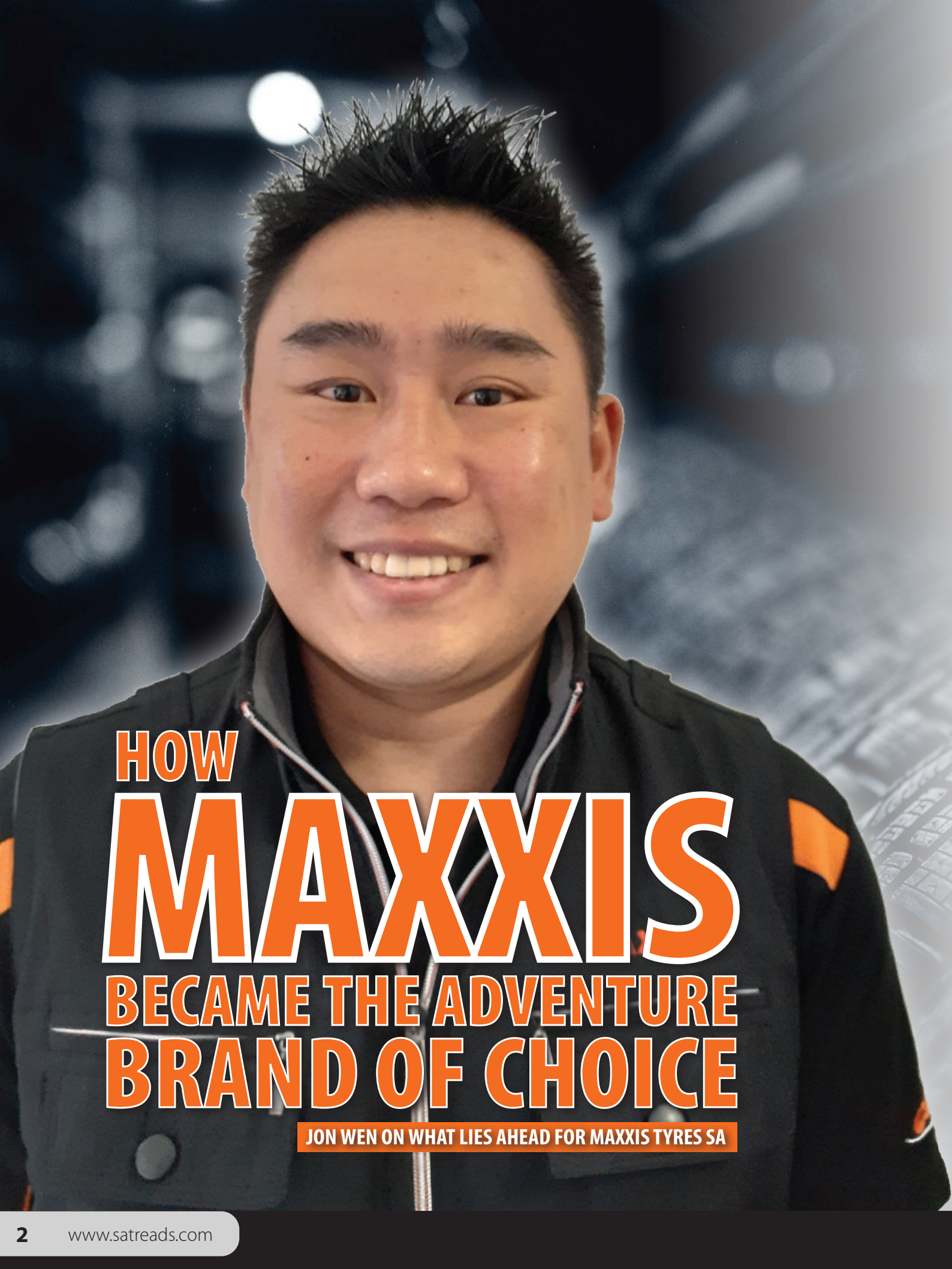
World News USA

Airbus chooses Goodyear Flight Radical for new A321XLR 24
 Goodyear reveals Q2 2023 sales dip, nett loss 21

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HOW
MAXXIS
BECAME THE ADVENTURE
BRAND OF CHOICE

JON WEN ON WHAT LIES AHEAD FOR MAXXIS TYRES SA

When asked to name the world's leading tyre brand in the adventure category, established international brands that have been around for centuries, may come to mind. Surprisingly, this is not the case. The top spot is, in fact, occupied by Maxxis Tyres. Founded in Taiwan, more than 50 years ago, as a manufacturer of bicycle tyres, the company soon expanded its product range to include tyres for cars, light truck, ATV, motorcycle, trailers, and much more.

Today, Maxxis distributes its products to more than 164 countries, with operations in Asia, North America, South America, Europe, Africa and Australia, employing more than 30 000 people.

What's more, Maxxis Tyres currently ranks tenth on the list of the worlds' top tyre manufacturers.

How Maxxis Tyres was able to gain this impressive global market share and what lies ahead for its South African distribution, makes for an interesting story.

We caught up with Jon Wen, Managing Director, Maxxis SA, to get the lowdown.

Jon, thank you for taking time out of your busy day to meet with us. You have been at the helm of Maxxis Tyres SA ever since the arrival of the brand in South Africa, in 2006. How has the brand evolved over the last 17 years?

By comparison, the South African market is relatively small, however, from the outset, our strategy remained the same to that employed in other parts of the world – to become known and accepted as the 'adventure tyre brand of choice' in the replacement tyre market.

Via a rigorous R&D programme, Maxxis chose to specialise in developing tyres that are built for competition, or, as we like to say, tyres that are built for abuse.

What better way to showcase our superior range, than by putting it to the test at the most extreme level, by partnering with outdoor and motoring enthusiasts involved in adrenaline-inducing sports and competitions.

South Africans are naturally drawn to outdoor activities, so this was also the perfect environment for our tyres to show their mettle, especially as they are required to perform in harsh and rugged terrain and conditions.

We became involved in a number of off-the-road 4X4, motorcycle and mountain bike events. Currently we are focussing on the Western Cape region, with the Western Cape Off Road Club and CSMX Enduro Racing Series, as well as the Wildebeest 4X4 Challenge Club.

Tell us a little more about your product mix. Which market segments do you service?

We are predominantly a 4X4 tyre brand, but are equally strong in the quad/ATV, mountain bike, two-wheel off-the-road motorcycle markets. Our thinking, all along, was that if we were to capture this particular market by allowing our tyres to speak for themselves, under the most stringent conditions, it would be far easier to convince the consumer to fit them to their cars.

It is a strategy that has worked for us, propelling us to the ranking we enjoy today, as the biggest mountain bike and quad tyre manufacturer in the world.

At OEM level, more than 80 percent of the high-end mountain bikes, Off-Road Motorcycles, Side by Side (SXS) quads and ATVs, are fitted with Maxxis. No tyre company in the world currently can cover across these segments and still be on top of each of these disciplines.

In addition, in the two-wheeler category, Maxxis is one of the preferred OEM tyre suppliers to KTM, Yamaha and Kymco.

Maxxis chose to specialise in developing tyres that are built for competition, or as we like to say, tyres that are built for abuse.

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In this niche market, Maxxis is outperforming its competitors in South Africa.

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A massive achievement, and one few people know about, I would guess. Are you looking to launch any new products in the coming months?

Our R&D specialist has spent considerable time developing a range of new Enduro Motorcycle tyres that are directly suited to South African conditions. The fourth quarter of this year will see us re-launching back into the market with brand new products, beginning with the testing phase, which will take place at a big race – Roof of

Africa – in December. This will prepare us for next year's racing season, where we intend becoming involved in a whole lot of different competition events, once more.

These events are important for us, not only because they showcase the features of our tyres, but because we are the only tyre company that can show up at an event of this kind and able to provide a product that covers all four market segments of sports dedicated to passionate outdoor enthusiasts.

I'm proud to say that in this niche market, Maxxis is outperforming its competitors in South Africa.

Do you carry any other brands, besides Maxxis?

We also stock CST Tyres, a more affordable premium brand of tyres covering the same segment as Maxxis- Passenger car, Light truck, Motorcycle, ATV (Quad), Bicycle and Industrial tyres. The CST brand is manufactured in our Cheng Shin factory in Xiamen China. Unfortunately, and despite CST's reputation in the market as a premium brand, the newly-imposed anti-dumping duty of 41.47 percent, will compel us to review our position, possibly also leading us to begin importing tyres for the passenger and SUV markets from the various Maxxis plants around the world.

Speaking of anti-dumping duties, where do you stand on this issue?

Overall, I believe that anti-dumping duties were necessary. Over the last few years, as more products began flooding in from China, the local tyre producers dropped their prices substantially, in an effort to compete. This created a serious problem for us, as well as other credible imports coming in from Europe, out-pricing us to the point where we hardly able to operate.

There is little doubt that anti-dumping duties were required. They just came at the wrong time.

With interest rates soaring, and disposable income shrinking, consumers cannot afford to spend on tyres, so the fear is that these high duties could further contribute towards illicit trade, which to my mind, is an even bigger threat to both industry and the consumer.

The CSMX Enduro Racing Series



The Wildebeest 4X4 Challenge Club.

Sadly, government has been aware of our cries to clamp down on illicit operators for many years, through the efforts of our representative body TIASA and of course, the SATMC. But they chose to deal with the anti-dumping duties first - we suspect - because this issue was much easier to resolve, and did not require major spend, resources, or manpower.

All that being said, if the duties serve their intended purpose - to clean out the industry which is currently saturated and plagued by illicit operators - then the duties have done their job.

Conversely, we believe that ITAC methods in arriving at the duties were flawed, to some extent. How can a brand like CST - an expensive, premium brand - deserve a duty of 41.47 percent to be placed on it? It does not make sense. We have asked ITAC to explain.

Nonetheless, the decision has been rendered and will not change.

As I see it, these duties will change the trading arena over the next five years.



Whether this will be in a positive or negative way, remains to be seen. We will only begin to get a sense next year, once the old stock in the market has been used up.

Which plants in the world are you currently importing your product from?

The Maxxis range is imported from Taiwan and Thailand, and thankfully remains unaffected by the newly-imposed anti-dumping duties. However, I feel for some of my competitors

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The Maxxis range of tyres remains unaffected by the newly-imposed anti-dumping duties.

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We have a loyal band of distributors strategically located around the country.

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who import products solely from China. They have been the hardest-hit by this decision, as well as the consumer.

How are your distributing your products in South Africa?

We have a loyal band of distributors, strategically located around the country, who have supported us from the beginning. In addition, on August 1, we signed a distribution agreement with the Point S group as their preferential 4X4 tyre supplier, a development both parties are excited about.

The anti-dumping duties have led to dealers scrambling for tyres they can sell. The 4X4 market in South Africa is extensive and it is important for retailers to carry a premium 4X4 brand in their stable.

The tyre trade at the moment is tough, cut-throat, and as mentioned earlier, dotted with unscrupulous operators who find loopholes to evade the duty and are thus able to sell their products at rock-bottom prices. This is not good for the

industry, or for premium tyre brands like ours, as it is difficult to compete.

Going back to the matter of illicit trade, what do you believe it will take for government to take action?

We have made government aware of these offenders. We know who they are. SARS now needs to get actively involved by way of audits, to sift them out. We believe they have started doing this, on some level, however, as mentioned earlier, lack of manpower and resources on the part of government, are unlikely to provide a swift solution.

And let's not forget that corruption is rife. For some of these offenders, bribing officials to buy their silence, has become common practice.

How would you sum up your short-term vision for Maxxis SA?

We will continue to focus on our business and on the strengths that have brought us this far, with the aim of proving the brand's superior capabilities to the South African consumer.

The Wildebeest 4X4 Challenge Club.



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ANTI-DUMPING DUTIES IMPOSED ON CHINESE TYRES

Earlier this month, ITAC announced it had reached a final decision on whether or not anti-dumping duties are to be imposed on imported tyres from China, following an official application on the part of the SATMC (representative body for the four local tyre manufacturers), on 31 January 2023.

ITAC announced that anti-dumping duties of between 7.18 percent to 43.6 percent will be imposed on dumped imports of passenger, truck and bus tyres imported from, or originating in, China.

The SATMC welcomed the final determination by the International Trade Administration Commission (ITAC) and the decision by Minister of Trade, Industry and Competition, Ebrahim Patel, to impose anti-dumping duties, on what they refer to unfairly traded imports of passenger, truck and bus tyres from China.

The duties – ranging from 7.18 percent to 43.6 percent depending on where tyres fall under the respective tariff classifications – will remain in place for five years, until July 2028.

Nduduzo Chala, SATMC Managing Executive, said, “as the SATMC, we applaud this decisive measure by ITAC and the Minister, which comes as a significant victory for the domestic tyre industry. The implementation of these final anti-dumping duties will serve to uphold fair trade practices and protect the economy against opportunistic pricing in the tyre sector, which has posed a threat to the future of the South African tyre industry.”

“The SATMC and its members, Bridgestone Southern Africa, Continental Tyre South Africa, Goodyear South Africa and Sumitomo Rubber South Africa, played a pivotal role in advocating the imposition of the anti-dumping duties and actively participated in the investigation process conducted by ITAC. The tyre manufacturing body provided extensive data, analysis and expertise to demonstrate the adverse effects of the dumped tyres from China on the domestic industry.

“We commend ITAC’s expert members for their diligent efforts in conducting a thorough investigation into this complex matter and arriving at a well-justified conclusion, which acknowledges the challenges faced by the domestic tyre manufacturing sector. We are also satisfied that the Minister found that the evidence of material injury to the industry, was properly substantiated,” said Chala.

Conversely, the Tyre Importers Association of South Africa (TIASA), expressed their disappointment at ITAC’s decision, via an of comment representing the interests of their members, many of whom source product from China.

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The duties – ranging from 7.18 percent to 43.6 percent, will remain in place for five years, until July 2028.

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“TIASA takes note of the final determination to impose dumping margins for tyres imported from China, but we are still of the opinion that it is not in the best interests of the consumer, as they are the only ones who will end up paying more for their tyres,” said Charl de Villiers, Chairman TIASA.

“The transport industry will be hit the hardest by these increases which will lead to their cost base increasingly considerably, leaving them no alternative but to increase their prices, which in turn, will negatively affect the consumer.

“While we have to accept the ruling, it is however disappointing that we could not deal with the confidentiality issue and that our consultant was not permitted to see the final calculations, to better understand the outcome and ruling. We do, however, welcome Minister Patel’s comment to review price increases by SATMC members, following the implementation of the dumping margins.

“Going forward, our focus will be to place more emphasis on illicit trade, which we believe is a massive risk to our members and the fiscus. As an industry, we should be joining forces to ensure the playing field is level,” he concluded.

GRI TAKES MAJOR STEP FORWARD IN GREEN LEADERSHIP

GRI - a socially responsible producer of high-grade specialty tyres - has taken a major step forward in its green leadership by launching the EARTH Series of radial agriculture tyres agenda to nurture and protect the environment, through its global introduction of one of the world's first sustainable tyres for the agriculture segment.

The GREEN XLR EARTH is one of the world's first sustainable tyres for the agriculture. Designed with 78.5% sustainable materials, it is also said to have superior functional properties to deliver high performance and productivity for tractors across global markets.

The GREEN XLR EARTH Series contains multiple and unique earth friendly natural attributes, says the Sri-Lankan based tyre maker. Firstly, it is produced with a high percentage of recycled carbon black to reduce its carbon footprint. It also incorporates soybean oil which is renewable and sustainable, (unlike petroleum-based oils), thereby ensuring that natural rubber maintains more of its original qualities to significantly enhance the tire's overall performance.

It also contains next generation HD Silica which is also a sustainable material that also improves the performance of the tyre. Reclaimed rubber is another integral component and is sourced from end-of-life tyres through a green recycling process

and used to enhance the tyre's sustainable attributes and minimise its carbon footprint.

"We are proud to be supplying our ULTIMATE XT premium plus tires to KION for their new LINDE Material Handling forklifts, produced in Germany. It is indeed a testament to the superior quality of GRI tyres," said Rajindra Lakmali, Senior Executive, International Marketing.

In other news, GRI has announced its acquisition of ATRA Kecskemet of Hungary, into its network of companies worldwide and strengthening its presence in Europe.

With an operating history of over 30 years, ATRA is a versatile, dynamic, and diversified company that services material handling, agriculture and construction industries and fitment services across Hungary and neighbouring countries in Europe. Since its inception over three decades ago, ATRA has built a nationwide presence with eight branches across Hungary and operates through a seasoned staff of 50 personnel. It services some the largest and most reputed forklift distributors in the country and has captured

over 50% market share of both the material handling and construction tyre markets.

Boasting the latest advancement in tyre technology: the next generation XPT SS – GREY NON-MARKING bias tyre, is another of the tyre company's newest developments.

"Specifically designed for skid steers and lifting platforms, this tyre is perfect for both indoor and outdoor conditions in the size 12-16.5. With its sleek GREY color, the XPT SS tyre is now available for commercial orders," added Lakmali.

Boasting a three-step lug design, this tyre offers superior stability, strength, and traction. What sets it apart is its ability to leave no-marks on indoor floors, making it ideal for indoor use. The reinforced sidewall with high-ply construction enhances side impact protection, ensuring durability and safety. Moreover, the XPT SS features a unique tread pattern that maximises traction and facilitates rapid movements.

All of these products are now available in South Africa.



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MICHELIN SPONSORS NEW THOUGHT LEADERSHIP PLATFORM, WHAT'S TREADING, AND GIVES HOLISTIC VIEW ON SOUTH AFRICA'S COMMERCIAL INDUSTRY

Michelin has sponsored the launch of a new thought leadership platform called **What's Treading**, an industry-focused podcast that looks at ways to get South Africa's economy moving.

What's Treading brings key opinion leaders from across the commercial industry to share issues, insights, and solutions on South Africa's key sectors, including construction, mining, transport, and agriculture amongst others.

The South African economy has faced a barrage of issues in the last few years.

Crippling power cuts, volatile commodity prices, ailing infrastructure and a challenging external environment have hampered growth, leading to low levels of business and consumer confidence.

Using this as a starting point, What's Treading, has curated the best minds in the commercial industry to give a holistic view of not only the issues, but also offer innovative and pragmatic solutions.

Leading the conversation is veteran journalist, Bongani Bingwa, who takes listeners on a journey with the likes of Gavin Kelly – CEO of the Road Freight Association, Nicci Scott Anderson – CEO of the Commercial Transport Academy, Jehiel Oliver – Founder of Hello Tractor, Njombo Lekula – MD of PPC's South African Cement and Materials Division, Wandile Sihlobo – author and Chief Economist of the Agricultural Business Chamber of South Africa (Agbiz), Abdool Kamdar – Green Transport and Net Zero activist and author and Eugene Herbert – CEO of MasterDrive.



Each episode homes in on a specific sector, giving listeners in-depth industry insights, challenges but most importantly, solutions.

What's Treading is an attempt to start and have honest conversations about what is needed from government, business and labour to kickstart the country's economic engine.

"Michelin is proud to sponsor this podcast created by the industry, for the industry, which gives listeners an unfiltered and authentic view of what's truly happening in key sectors of the country. Each episode is truly an eye opener and will leave listeners hopeful and energised to play their part toward the success of

our country," commented Saajid Hoosen, Marketing Manager for the sub-Saharan Africa Business-to-Business division at Michelin.

What's Treading explores exciting topics like nurturing and growing the pipeline of women truck drivers, educating more people on sustainability and net zero initiatives in the transport sector, using technology in agriculture to empower small scale farmers and building capability in the construction industry to grow the economy.

The podcast is available on Spotify, Apple Music and Youtube. To learn more and watch the video podcast, visit <https://linktr.ee/whatstreading>



supa quick

TYRE EXPERTS | CLOSER TO YOU



Veronica Basson

SUPA QUICK CALLS ON WOMEN TO JOIN THE TYRE INDUSTRY

This Women's Month, Supa Quick is calling on more women to consider the tyre industry as a great place to build a career. Veronica Basson, Business Development Manager at Supa Quick says that despite the industry's reputation for being male dominated, she actually found it to be extremely welcoming.

"The people in this industry are straightforward and inclined to speak their minds," she says. "I appreciate individuals who are down-to-earth and genuine. It's a relatively small industry so your reputation is important—you need to be authentic, work hard and add value.

"From the beginning, I've found myself in a warm and accepting environment. I feel privileged to be part of an industry that has given me the opportunity for professional growth and learning opportunities, as well as one that shares my values."

Basson says that navigating a male-dominated work environment has shaped her. She has always believed that whatever you focus on has power over you—she's

thus chosen not to dwell on the biases and stereotypes she's encountered. Instead, she focuses on gaining a comprehensive understanding on the multifaceted industry in which she works in order to ensure she consistently delivers value.

"I've been lucky to have benefitted from remarkable mentors. Guided by their advice, I've adopted an attitude of appreciation and a commitment to making a meaningful impact," she says. "In the process, I've learned how to leverage my strengths, embrace leaning opportunities and rise above any of the limitations that a male-dominated environment could have posed."

Generally speaking, she believes challenges are a part of anybody's life, and you simply have to see them as opportunities for learning and growing.

After an essential caffeine injection during which she plans her day, she makes a point of checking in with her team to make sure everybody is on the same page before dealing with the inevitable crowded inbox. Thereafter, she's free to work on the projects currently in her pipeline—usually about 10 of them.

"Juggling multiple projects is tricky, but it's a challenge I thrive on," she says. She makes time to liaise with suppliers to ensure a smoother flow of resources and information.

For most working women, a certain amount of flexibility is necessary if they are to fulfil the roles of mother and employee satisfactorily. She says that Supa Quick has the most well-balanced environment she's yet encountered from the work/life balance point of view.

"This balanced approach allows me to be both a good wife, mother and a high-impact team member," she enthuses.

As a member of the Supa Quick team, Basson knows just how important it is to recharge her batteries. Time out in the great outdoors or just hanging out with friends and family is what does it for her.

"Working for a great company in a really interesting industry gives me a lot of scope for professional development and satisfaction—being able to balance that with family life and recreation is a true blessing," she concludes. "Joining the tyre industry was a great move for me."

DUNLOP'S BUSINESS IN A BOX RAISES THE BAR



Business in a Box – Dunlop Tyre’s entrepreneurship booster programme – is raising the bar in the taxi tyre fitment space through a unique partnership with the Dolphin Coast Taxi Association. It aims to provide taxi operators in the bustling business and residential hub of Ballito, located on the north coast of KZN, with safe and reliable tyres, as well as efficient tyre services.

Simunye Tyres, launched in July at the Ballito taxi rank, is the culmination of a strategic alliance between Daisy Govender, the owner of Tyre Track Ballito, and the local taxi association.

With funding provided by the Small Enterprise Finance Agency (SEFA), the new fitment centre adds to a growing list of successful small businesses that are tapping into Dunlop’s innovative plug-and-play business solution to serve local communities.

UNIQUE PARTNERSHIP

Lubin Ozoux, CEO of Sumitomo Rubber South Africa, manufacturer of the iconic Dunlop tyre range, said this was a unique partnership that was certain to raise the bar in the taxi tyre fitment industry.

“We are extremely proud of our Business in a Box solution. It is the improved version of our Dunlop Container project that has more than 80 outlets and around 400 people employed around the country. With the improved Business in a Box solution, we aim to establish 48 centres across SA by the end of 2024. The launch of Simunye Tyres in Ballito is one of our early success stories for Business in a Box, and testament to the commitment we have to see small businesses grow and play a part in the local economy. The centre provides a much-needed service for taxi owners and drivers, but more than that, will be contributing to a safer public transport system with our quality safety-tested tyres,” says Ozoux.

Dunlop’s Business in a Box solution

incorporates a partnership with SEFA to facilitate funding for successful applicants, creating a seamless process from application to installation.

THINKING OUT OF THE BOX

The inspiration for Simunye Tyres came from Govender, who, after her husband’s sad passing, had taken over operations at his Tyre Track centre in Ballito. In February 2022, she left her well-established career in the real estate industry for unfamiliar terrain in tyre fitment.

“It was a new journey for me, and while it was a challenge getting to grips with the industry, I soon found a rhythm and looked towards setting a new challenge. I realised I had to think out of the box,” she recalls.

A mere two minutes away from her business premises, was the Dolphin Coast Taxi Association rank, a hub of transport in the north coast of KZN.

“I had learnt about the Business in a Box opportunities from trade shows that I

attended, and realised this provided a business opportunity in our area. At present, the local taxi association, which comprises around 270 taxis, is forced to drive to Stanger and Tongaat for any tyre related issue. This long drive negatively impacts on business as it means downtime from ferrying paying passengers to their destinations, as well as extra petrol costs to drive further from their area of operation. Installing a Business in a Box at the taxi rank would mean shorter down time, and less fuel costs," says Govender.

Talks then opened with the taxi association.

"Dunlop was very supportive throughout the process of the BiB application. They efficiently handled the paperwork that needed to be completed, and supported us throughout the loan application process," said Govender.

Simunye Tyres will offer tyre fitment, tyre repairs, wheel balancing, wheel rotation, and expert advice.

Simunye Tyres will also incorporate another

local business, AutoZone, to support with additional motor accessories sales such as wiper blades, brake pads and discs, and batteries.

Nhlanhla Lephalo, chairman of the Dolphin Coast Taxi Association, said he was very excited at the partnership resulting in Simunye Tyres.

"We are very happy with the opening of Simunye Tyres. Before this container shop, we had to drive far outside of Ballito, to places like Tongaat, to get tyres repaired or fitted. Now we save time and money, and our passengers can see for themselves that the taxis are fitting the best tyres," he said.

COMMUNITY IMPACT

The new tyre fitment centre has positively impacted on employment.

Govender said two new staff members have been hired, and trained by her Tyre Track team, in tyre diagnostics and fitment.

Hennel Nkonjela, Key Accounts Manager, Enterprise Development at Sumitomo Rubber South Africa, said: "Simunye Tyres is a great example of what the Business in a Box programme does, and that is providing a localised business solution that empowers businesspeople. Importantly, it's a business that is strongly rooted in the community. We have no doubt it will be a successful operation providing quality, safe, and locally manufactured tyres to the taxi industry, backed by our complimentary, value-added offering of Dunlop Sure tyre insurance and warranties. I am also certain it will be reassuring for taxi passengers to also see firsthand that the vehicles they are traveling in are using quality, locally manufactured wheels and parts."

For more information on Dunlop's Business in a Box solution, visit: <https://www.dunloptyres.co.za/business-in-a-box>

CONTINENTAL TYRE APPOINTS NEW PLANT MANAGER FOR SOUTH AFRICAN OPERATIONS

Continental Tyre South Africa (CTSA) has appointed Olaf Kreis as its new Plant Manager for the Gqeberha-based operations, which is the German company's only tyre manufacturing plant in Africa.

Kreis brings a wealth of automotive industry experience and a people-centric leadership style to his role thanks to his extensive background spanning 32 years in the industry, including 20 years at GM and 12 years at Continental. Originating from Kirchhain in Germany, Kreis is a qualified mechanical engineer, and began his manufacturing journey at a vehicle plant in England where he served as a maintenance, engineering and production manager. This was followed by a stint as press shop manager at GM Europe's main plant in Germany. Kreis joined Continental AG in Frankfurt, Germany, in 2012 as a Director of Quality Management and Processes, overseeing 15 plants globally and managing safety-critical brake components. In 2015 he was appointed as GM Vice President for Hydraulic Brake Systems in China. During his four years in China, Kreis took on the role of General Manager for the region, which included three plants and over 4 500 employees, where he achieved profitable business growth.

Additionally, he oversaw the construction of a new plant in China, where he also took on the role of Plant Manager. In his most recent position as Global Segment Head for Electronic Suspension Systems, based in Hanover, Kreis led a turnaround and restructuring project that

transformed the business unit into a profitable one. "With his extensive experience, people-centric leadership style, and commitment to quality control, employee engagement, continuous improvement and sustainability, Olaf Kreis is well-equipped to lead CTSA's plant towards greater success and is a great addition to our team," says Matt Livigni, MD of Continental Tyre SA. "Under his leadership of our manufacturing operations, we are confident that Continental will be even better positioned to thrive while adapting to industry changes and embracing innovation."

Passionate about working directly with people in the plant, Kreis was attracted to the position of Plant Manager at CTSA, as he thrives in the manufacturing environment and looks forward to continuing what he loves most in his career. "The best experiences in my career have always been in manufacturing and working directly with the people on the shop floor," he says. "At 55 years old, I made the decision to pursue what truly brings me joy: leading as a plant manager. I understand the challenges and the around-the-clock commitment required for this role, but it is where I have excelled in the past, and I wanted to continue doing what I love." The manufacturing industry is undergoing significant transformation, including political changes around the world and digitalization. "To address these challenges we must focus on our strengths, such as our products and our people," Kreis says.



Olaf Kreis

"Digitalization is a key area where we need to adapt and have highly educated individuals supporting us. I believe in fostering a positive mindset within the organization, encouraging open discussions and innovative thinking. It's important to embrace these changes and leverage technology to enhance our processes and get more competitive every day." Kreis believes there are three main focus areas to ensure the future Gqeberha plant: quality control, employee engagement and operational efficiency. "Quality control is essential to further build our high reputation in the market, so there should be no compromises in that area. Employee engagement is crucial, and I encourage an open-door policy where everyone feels comfortable speaking to me.

I want to foster a culture of ownership, where employees take responsibility for their areas and contribute to the company's success."

TRIASA: NEW INDUSTRY TYRE RECYCLING BODY LAUNCHES

The launch of TRIASA (The Tyre Recycling Industry Association of South Africa), the country's first independent industry body, comes at a critical time for the local economy and the environment, according to Dr Mehran Zarrebini, one of the body's founder members and CEO of Hammarsdale-based truck tyre recycling operation, Mathe Group.

Dr Zarrebini, who steered Mathe Group from a start-up in 2012 to one of the industry's major success stories today, advocates for tyre recycling at forums across the world.

"The road towards efficiently repurposing used tyres, which pose health and environmental risks, has been rocky in South Africa. The Recycling and Economic Development Initiative of South Africa (REDISA) was established in 2013 with the primary goal of creating an environmentally friendly waste tyre management solution. Unfortunately, it was suspended in 2017 following allegations of mismanagement, corruption, and financial irregularities. Minimal recycling has continued since then. However, Dr Zarrebini is confident that, as a registered stakeholder in the lead up to the imminent finalization of the Section 29 Integrated Waste Tyre Plan, TRIASA can make an important contribution to this new strategy, not only helping to whittle away the ever-growing stockpile of waste tyres but also to create entrepreneurial and manufacturing opportunities as well as employment.

"Our aim is to unite the different elements of tyre recycling in South Africa and to provide a forum for discussion, knowledge exchange, and collaboration on pressing issues within the industry. Our priority, as TRIASA, is to foster the growth of the tyre recycling industry, promoting a circular economy and reducing South Africa's dependency on imported rubber," he said.

He said TRIASA's primary objectives were three-fold:

1. Encouraging Green Public Procurement (GPP) and supporting the circular economy by promoting the use of Recycled Tyre Material (RTM) in applications such as road resurfacing, construction, and infrastructure projects.
2. Stimulating the use of recycled content in new products so as to replace imported rubber.
3. Supporting research in tyre recycling. This would foster innovation in



end-market applications for RTMs to expand their potential use and create new opportunities within the industry.

TRIASA members are companies/entities who are involved in the processing of waste tyres and employ either of the primary recycling technologies currently in use – mechanical or ambient grinding of tyres and pyrolysis (decomposition at high temperatures) of tyres and pre-processing, shredding, and baling. All members of TRIASA must prove that they are processing waste tyre material, be registered with the Waste Bureau, and have supply agreements in place.

"I believe very strongly that industry should foster and nurture a strong relationship with Government with respect to the implementation and management of the tyre waste management plan of South Africa. We believe that the Department of Environmental Affairs, Forestry, and Fisheries and TRIASA share common goals in safeguarding our environment and ensuring compliance of the waste tyre industry in South Africa," he noted.

Dr Zarrebini said that disposal of waste tyres was an international challenge. In 2021, global tyre production was estimated to be 1,900,000,000 units. This included tyres for on and off-road vehicles and equipment. "The rule of thumb to estimate potential tyre arisings is one-for-one. For each tyre placed on the market – as original or replacement equipment – one tyre will reach the end of its road life. From then, they will be defined as waste," he explained. The global tyre waste pile also includes rejects. In 2021, the 27 EU member states permanently removed about 4,213,000 tonnes of tyres from passenger cars, utility vehicles, and trucks, off-road vehicles (agricultural, mining, etc.). This represented an increase of 300,000 tonnes over 2019. There are comparable quantities in other regions, including the Americas, Asia, Australia, and the

Middle East.

Waste tyre statistics in South Africa are difficult to come by, posing a challenge for those devising a Waste Tyre Plan. Although some role players provide accurate data, others have almost no record-keeping systems. Dr Zarrebini points out that this emphasizes the need for a national audit on waste tyres in South Africa. An estimate, based on confirmed data by the Waste Bureau, suggests that an average of 13 million tyres weighing 300,000 tonnes) are sold in South Africa each year through a network of between 1,400 to 2,000 dealerships. Passenger vehicle tyres (including SUV/4x4 and light truck radial tyres) contribute an estimated 89%, and commercial vehicle (truck) tyres 11% to the total. Applying an 18-20% reduction in weight between new and waste tyres results in an estimated 240,000 – 250,000 tonnes of end-of-life tyres per year in South Africa. The majority are returned to dealerships and fitment centres when new tyres are fitted. An estimated OTR waste tyre stream of 20,000 tonnes per annum was added to derive a total estimated annual flow of waste tyres in South Africa ranging between 250,000 and 300,000 tonnes. Updated industry data suggest that 206,272 tonnes of waste tyres were generated in 2021. The last government statistics available indicate that, in 2018/19, just an estimated 54,460 tonnes of waste tyres were re-processed. Confidence in organizations 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 to foster innovation in this sector. Much of the friction stems from unnecessary bureaucracy.

TIGER WHEEL & TYRE LAUNCHES NEW X-SURE® TYRE AND WHEEL INSURANCE



Tiger Wheel & Tyre is excited to announce the launch of an all-new X-Sure® Tyre and Wheel Insurance. This new insurance product offers extensive coverage and additional value-added benefits to protect your vehicle's tyres and wheels.

Tiger Wheel & Tyre says it understands that driving is about more than just transportation to you; it symbolises freedom and the connection to life's most cherished moments. To further enhance your driving experience and your peace of mind, the company has collaborated with trusted partners, The Hollard Insurance Company Limited (Reg No.1952/003004/06), a Licensed Non-life Insurer and an authorised Financial Services Provider, as the underwriters, and Motorite Administrators licensed as Financial Services Providers in terms of the FAIS Act, to develop the new X-Sure® Tyre & Wheel Insurance.

With X-Sure® customers enjoy the convenience of paying in affordable monthly instalments, with no excess, sparing you from large upfront payments and allowing you to drive with confidence and security. The insurance includes tyre and wheel benefits

and offers five flexible options, catering to various needs and preferences and is available on new or used tyres. Each option includes the following benefits: Tyres: Covering up to two claims in a 12-month cycle, customers are protected against accidental tyre damage events. Claims are not limited per tyre but per event, enabling coverage for multiple tyres within a claim up to the specified benefit limits per tyre. Customers can claim up to 4 tyres per event, with a maximum of 2 events per 12-month cycle. Wheels: Providing coverage for one claim event over a 12-month cycle, customers are safeguarded against accidental wheel damage. Similar to the tyre benefit, claims are limited to an event rather than per wheel, ensuring comprehensive protection.

ADDITIONAL VALUE-ADDED BENEFITS

Beyond the comprehensive insurance coverage, Tiger Wheel & Tyre adds further value to your X-Sure® Policy by offering exclusive non-insurance benefits. Policyholders whose policy has been active for three months are eligible for discount benefits, including a nifty 10%

off any battery purchase, and 10% off any windscreen chip repair at participating Tiger Wheel & Tyre stores. If your policy has been active for six months, you qualify for two free puncture repairs per year. Policyholders whose policy has been active for 12 months, qualify for: One free tyre balancing and rotation service per annum One free wheel alignment per annum after 12 months of your active X-Sure® Policy and thereafter annually, subject to no claims over the prior 12 months.

A 20% discount on the cost of a full wheel colour change For easy access to your policy and benefits, Tiger Wheel & Tyre has developed a user-friendly cellphone mobile app, allowing seamless management of your X-Sure® Tyre and Wheel Insurance which is available on the App store. Experience worry-free driving and protect your tyres and wheels with X-Sure®.

For more information and to read all the Ts and Cs, visit any Tiger Wheel & Tyre or go to www.twt.co.za. Your next journey beckons, so don't wait, embrace the road with confidence today!



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 ACQUIRES FLEX COMPOSITE GROUP

Michelin and IDI have reached an agreement for Michelin to acquire 100% of Flex Composite Group (FCG) for an enterprise value of 700 million Euros (approx. \$760 million). FCG engineers fabrics and films with applications in technical markets such as marine, supercars and electric vehicles, sports and construction.

Michelin said FCG has a wide range of polymer composite solutions, adjacent to those already developed by the company. FCG has 400 employees and primarily operates in Europe. In 2022, FCG reported €202 million (approx. \$219.5 million) in revenue. Over the 2015-2022 period, it delivered an average organic growth of 11%, with 25 – 30% EBITDA margin.

The agreement would enable Michelin and FCG to be a leader in high-tech engineered fabrics and films, Michelin said. The acquisition aligns with its Michelin in Motion 2030 strategy and will mark a step forward in its strategy of growing its polymer composite activities in adjacent areas.

The transaction is slated to unlock innovation synergies in a broad range of products and applications, while further



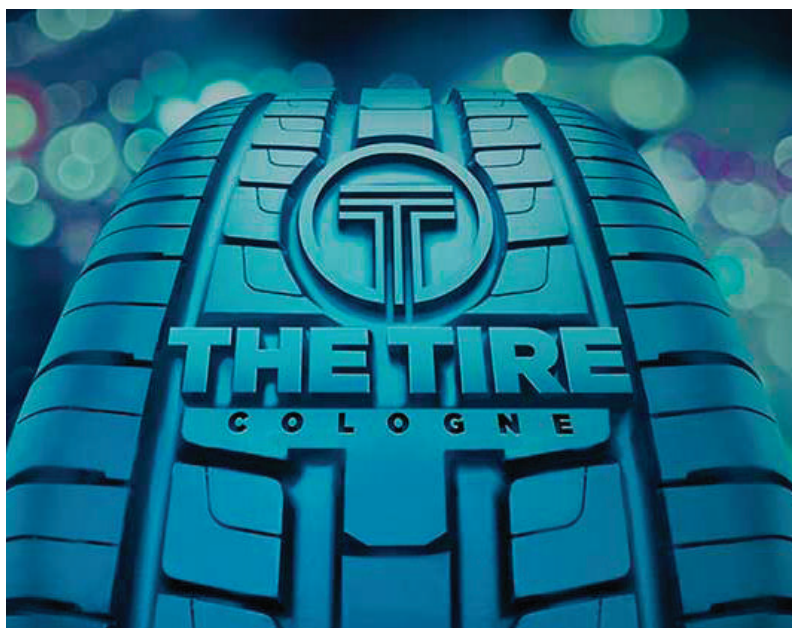
improving the environmental footprint of FCG, Michelin said. The FCG acquisition would grow Michelin's high-tech materials revenue and accelerate the growth profile of this business. We are very pleased to extend a warm welcome to the FCG teams into our Group, to create a recognized leader in high-tech technical fabrics and films. This operation draws on the best of both companies, in particular on our shared expertise in polymer composite solutions. We are aiming to generate synergies and to push back the frontiers of deep-tech innovation in a wide range of new products and applications. This acquisition is a milestone in our strategy to position the Group as a key player in polymer composite solutions beyond mobility.

The transaction is expected to close by the end of Q3 2023, subject to customary closing adjustments and merger control

clearances in relevant jurisdictions, Michelin said. Michelin has previously introduced environmentally sustainable tires using recovered and renewable materials, but the tire that will be used on the Green GT Mission H24 this weekend sets a new record for the proportion of sustainable materials.

"We know that our recovered carbon black is of the highest quality and this shows that Enviro's materials can be used even in one of the world's most prestigious and demanding motorsport races. This is, of course, a feather in our cap but also promising for a future where recycled materials and circular methods will play an increasingly important role", says Thomas Sörensson, CEO of Enviro.

Michelin has set the target that all of its tires should be made entirely of sustainable materials by 2050. Michelin has been Enviro's single largest owner since 2020.



THE TIRE COLOGNE 2024 TO PRESENT THE CIRCULAR ECONOMY THEMED AREA

Tire retreading and recycling now concentrated in a centrally located themed area

THE TIRE COLOGNE 2024 will devote even more attention to the circular economy next year. "Sustainability has a major role to play in the tire industry, as it does in all sectors, because reusing and recycling products slows down the rate at which natural resources are used, while also helping to reduce



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energy consumption. And last but not least, today's consumers expect products to be more efficient and more sustainable. By locating the Circular Economy themed area in a central position at THE TIRE COLOGNE, we want to raise the visibility of companies engaged in retreading and recycling tyres. We will be supporting the joint presentation of the companies in the themed area with communications measures, a content-driven stage programme and attractive participation packages ranging from stand construction and meeting rooms to a lounge that will be accessible to all," says Ingo Riedeberger, Director of THE TIRE COLOGNE.

The Circular Economy themed area at THE TIRE COLOGNE 2024 has been designed to build on the concept of the Boulevard of Sustainability, which was introduced at the event in 2022. With a central position in Hall 7 of THE TIRE COLOGNE and its own stage for talks, the themed area is sure to attract extra attention. Across its exhibition space, the tyre industry will present not only new products but also concepts for recovering raw materials and producing tires. Focus islands within the themed area will shine a spotlight on further stages of the circular economy and showcase the latest solutions along the value chain, from collecting used tires through to retreading and recycling. In order to project a coherent and sustainable vision in the Circular Economy Area, all of the featured concepts will explicitly focus on ways of using important resources responsibly.

In partnership with experts from specialist magazines Tyre & Rubber Recycling and Retreading Business, a content programme is being developed for the Circular Economy Area's stage that will complement the topics addressed on the focus islands.

Potential exhibitors in the Circular Economy Area will benefit from collective, attention-grabbing branding as well as comprehensive communication tailored to the relevant target groups. They will also be able to choose from a range of flexible presentation options within the themed area.

The next edition of THE TIRE COLOGNE will be held from 4 to 6 June 2024.

Koelnmesse – industry trade fairs for the mobility segment: Koelnmesse stages INTERMOT and THE TIRE COLOGNE, two major international trade fairs in the mobility segment, hosted at its trade fair grounds in Cologne/Germany. From 2022 Koelnmesse will expand its portfolio with polisMOBILITY, a new hybrid event that shows how mobility in cities can and must be designed in the future. Alongside tires and wheels, THE TIRE COLOGNE focuses on equipment for motor vehicle servicing and tire fitting centres and presents a comprehensive range of products and services for tire retreading and the recycling and disposal of old tires. INTERMOT is the show for motorised two-wheelers and presents the key innovations in electromobility, accessories, clothing, parts, customizing, touring and workshop equipment. The events serve as central, international business platforms, bringing the industry together with a carefully targeted approach to showcase the latest products, developments and innovations.

Further information: <https://bit.ly/3MDcNVP>

THE NEXT EVENTS:

polisMOBILITY – Moving Cities, Cologne 22.05. – 24.05.2024

THE TIRE COLOGNE – The international trade fair for the tyre industry, Cologne 04.06. – 06.06.2024

INTERMOT Cologne – International Motorcycle and Scooter Fair (01.10. und 02.10. trade visitor and media day), Cologne 01.10. – 06.10.2024

BRIDGESTONE RELEASES 3.0 JOURNEY 2023 INTEGRATED REPORT

The report outlines how Bridgestone is accelerating transformation toward its vision to be a sustainable solutions company and enhancing corporate value over medium to long term.

Update of Bridgestone's effort to evolve its Sustainability Business Model which is integrated with business strategy to be a regenerative toward a nature-positive world where it can help stop and reverse the loss of natural ecosystems.

Tokyo — Bridgestone Corporation announced that it has released its latest integrated report—Bridgestone 3.0 Journey 2023 Integrated Report—and made this report available on its corporate website.*1 This report provides comprehensive and better understanding of Bridgestone's approach and initiatives aimed at enhancing corporate value over the medium to long term.



WHO WE ARE

- Bridgestone's foundation for its transformation toward the future: Its history, its journey of taking on challenges, and the Bridgestone DNA "focus on quality", "respect for being on-site", "being attentive and supportive customer problems" and championing a "challenging spirit" which shaped and refined through them.

WHERE WE ARE GOING

- Bridgestone's commitment toward realizing a sustainable society with the "Bridgestone E8 Commitment" and "2030 Long Term Strategic Aspiration" as the axis, detailed through "Global CEO Commitment" in the report.

HOW WE GET THERE

- Progress update of Mid Term Business Plan (2021-2023) that 2023 is the final year, and the planning process update for Mid Term Business Plan (2024-2026) which will be the important phase in evolving to the next stage. Both are aligned with "2030 Long Term Strategic Aspiration" as a roadmap guiding us through an era when "change is becoming commonplace."
- Update of Bridgestone's effort to evolve its unique Sustainability Business Model

which realizes carbon neutrality and a circular economy across its value chain from "produce and sell" and "use" of tires to "renew" tires to raw materials, upgrading toward a regenerative business model to achieve a nature-positive world where it can help stop and reverse the loss of natural ecosystems.

- Business strategy and progress update of premium tire business including the value creation through the fusion of ENLITEN®, which is the base technology for product design as the core for Bridgestone's unique "new premium", and BCMA (Bridgestone Commonality Modularity Architecture), which is the base technology for manufacturing and R&D.
- Business strategy and progress update of solutions business including the enhancement of Bridgestone's retail and service solutions network with combining strong real and digital capabilities, reinforcement of tire-centric solutions such as retread, and promotion of mobility solutions around digital fleet operation management, co-creation with digital partners and integration of its

solutions organizations in Europe and North America, which are advanced regions for mobility.

- Update of Bridgestone motorsport activities, celebrating 60th anniversary since its start, evolves as a sustainable global motorsport, to build a sustainable global premium brand as new brand power through the motorsport.
- Update of the sources of value creation; technology and innovation, talent strategy
- including talent creativity enhancement, intellectual property strategy, and response to global management risk.

HIGHLIGHTS OF ESG ACTIVITIES:

Bridgestone's approach and activities of being in harmony with nature, responses to the Task Force on Climate-related Financial Disclosures (TCFD) and the Task Force on Nature-related Financial Disclosures (TNFD).

Its various initiatives with the aim of creating a society that is safe, secure, and ensures accessibility and dignity for all, while proactively responding to the expectations of society and stakeholders.

Its activities related to governance, with messages from the Chairperson of the Board of Directors and the Chairperson of the statutory committees, highlighting the effectiveness of the Board of Directors in enhancing the organizational resilience.

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ASPHALT 9: LEGENDS LAUNCHES THE LAMBORGHINI REVUELTO ESPORTS CHALLENGE ON BRIDGESTONE TYRES



Gameloft for brands, a leader in the creation of gaming and gamified experiences, today announced that Asphalt 9: Legends, the latest game in its billion-downloaded arcade racing franchise, is kicking off its next official eSports competition, the Lamborghini Revuelto eSports Challenge starting today. This exciting competition will be open to iOS, Android, Xbox, and PC players and will focus on last March released new Lamborghini Revuelto.

With the Revuelto, Lamborghini has established a new benchmark in performance and driving pleasure. Thus, feel the thrill in-game and use all

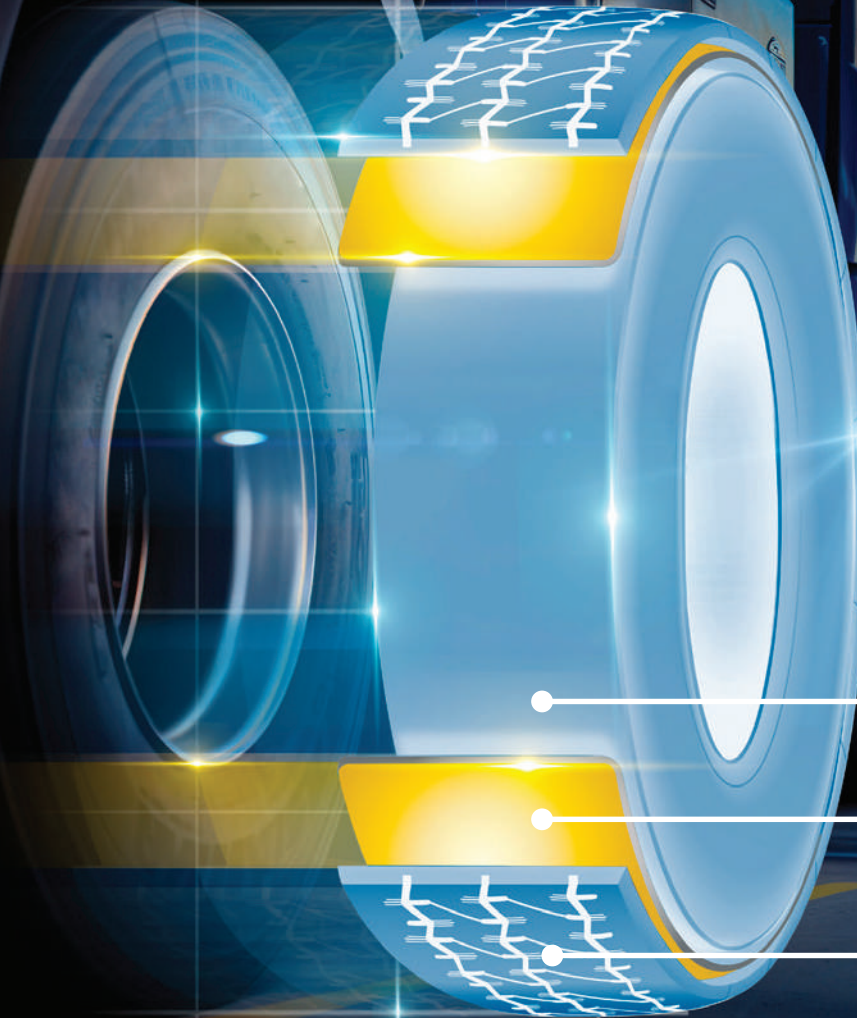
1015 CV horsepower in a challenging competition. The Lamborghini Revuelto eSports Challenge will consist of two open qualifiers, each lasting one week, followed by a live-streamed online final on September 21. At the end of each qualifier round, the two fastest registered drivers will qualify for the final, where they will compete for €5,400 worth of vouchers to be redeemed in the Lamborghini store. In addition to the chance to win big, all players who register for the competition will also be entered into a raffle of three Lamborghini store vouchers worth €200 each.

"We are incredibly excited to bring back the official Lamborghini eSports

competition in Asphalt 9: Legends," said Ignacio Marín, Asphalt 9: Legends Game Manager, Gameloft Barcelona. "With the newly released Lamborghini Revuelto at the center of the competition, we know that players will be eager to test their skills and compete for the chance to win some incredible prizes."

This collaboration gives the Asphalt audience an opportunity to interact with another iconic brand: Bridgestone! Since the super sports V12 hybrid Lamborghini Revuelto is equipped with Bridgestone's bespoke Potenza Sport high-performance tires in real life, players will be able to enjoy its exclusive Bridgestone livery in game, only accessible by entering the challenge.

BEYOND RUBBER



Casing

Bandag Cushion Gum

Bandag Retread

Bandag retreads are trusted the world over for quality, reliability, and sustainability. Our fleet proposition with its industry leading solutions is no different – major blue-chip fleets in Southern Africa trust Bandag to manage their tyre assets.

With three decades of experience in on-site fleet tyre management, why would you trust anyone else to manage your truck tyres?

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BUILT FOR BETTER™

AIRBUS CHOOSES GOODYEAR FLIGHT RADIAL FOR NEW A321XLR

The Goodyear Flight Radial Tire will be one of the approved fitments when the aircraft enters service in 2024 and will provide weight-efficient, cost-effective performance

The Goodyear Flight Radial is one of Goodyear's most advanced aviation products with technologies and features supporting dimensional stability for longer life and increased cut resistance. The tire's radial construction promotes more landings and optimized bead design offers reduced weight.

The ultra-lightweight tire has received system part certification from Airbus, a leading aircraft manufacturer, and leads the way in optimizing efficiency and weight reduction.

"We are pleased to have been selected by Airbus to provide tires for its new A321XLR," said Octavian Velcan, Managing Director OTR & Aviation EMEA. "Our main objective when designing this product was finding a balance between the required robustness and keeping the tire as light as possible. We achieve this in close collaboration with Airbus and delivered an optimized bead design and aerospace-quality materials to meet their business needs."

The Goodyear Flight Radial Tire will supply the A321XLR with the following benefits and features:



- Featherweight Aluminum Core Bead™ Technology – aluminum cord beads contribute to weight saving per tire while maintaining tire and bead geometry, strength and durability.
- Merged Cord™ Technology – DuPont™ Kevlar® wound with nylon, combines to enhance strength and reduce weight. It also decreases casing growth for enhanced resistance to foreign object damage and offers excellent wear resistance for long tread life.

- DiamondWeave Belt Technology – designed to help optimize tire performance: specialized cord placement for optimized treadwear.
- This innovative tire is just the latest in the long tradition of Goodyear innovation. Since 1898, Goodyear has been enabling mobility and continues to stay More Driven. In 2023, Goodyear will celebrate its 125-year anniversary by continuing to deliver the products and services that move the world.

Visit our Corporate Website to learn more.

GOODYEAR REVEALS Q2 2023 SALES DIP, NET LOSS

The Goodyear Tire & Rubber Company reported its Q2 2023 financial results, a net loss of \$208 million in Q2 2023, translating to a decline of approximately 225% compared to the net income of \$166 million the company reported in the same period a year ago. The company said its losses were influenced by industry trends and operational challenges.

OPERATING INCOME AND SALES DECLINE

Goodyear faced a 65.9% decline in segment operating income (SOI) for the quarter ending June 30, dropping \$124 million. This decline was accompanied by an 8.6% decrease in sales overall, and a decline in tire unit sales volume, down by 10.7% compared to the previous year. Replacement volume experienced a drop of 15.1%, outweighing a modest 5.4% improvement in original equipment (OE) supplies.

Operating income in the Americas business unit underwent a 65.8% plunge to \$103 million, coupled with a 6.6% decrease in sales

to \$2.9 billion. The company said this shift in the Americas business unit was primarily driven by a 10.9% reduction in tire volume, offset by a 5% increase in revenue per tire, excluding foreign currency. The decline in earnings is attributed to lower volume, including \$43 million related to lower sales volume and \$43 million of unabsorbed overhead stemming from reduced production in the first quarter.

According to Goodyear, operational disruptions were further exacerbated by the impact of its Tupelo tire plant being offline for several weeks, resulting in an estimated cost of \$77 million in lost sales and a \$64 million impact on the bottom line, including \$50 million in Americas segment operating income and \$14 million of corporate expense related to an insurance deductible.

The declines culminated in a net loss of \$208 million for Goodyear in the second quarter.



OUTLOOK AND PROJECTIONS


In response to the Q2 2023 results and ongoing market trends, Goodyear said it adjusted its industry outlook for the second half of the year. The company now anticipates lower consumer replacement and commercial replacement volumes, and Q3 2023 is projected to see a 3-4% worldwide decline in unit volumes, with expected drops of 3% and 5% in Americas and European consumer aftermarket sales, respectively.

 **TRIANGLE**



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