

Southern Africa

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JACQUES RIKHOTSO OUTLINES MAJOR OBJECTIVES FOR BRIDGESTONE SA

LOCAL MANUFACTURERS
UNITE TO RAMP UP
TYRE SAFETY

SMITHERS CARBON BLACK
2023 CONFERENCE FAST
APPROACHING

DUNLOP TYRES TO EMBARK ON
MULTIBILLION RAND PLANT
UPGRADE

BANDAG/BTS
UNVEILS NEWEST
WINNERS

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Monthly Tyre Inspections.

$$u_6 = \sqrt{x - u + 1}$$

$$\pi_1 = 2a (b^2) = 2ab$$

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Editor's Corner

With October being 'Transport Month', there was no better time for South Africa's four tyre makers – Bridgestone, Goodyear, SRSA and Continental – to unite their efforts in fighting the ever-rising death toll on our roads

Teaming up with the Road Accident Fund (RAF), the aim is to ramp up tyre education and enforcement across South Africa, (41% of crashes in 2021 occurred due to a burst tyre prior the crash, according to data, while a further 15% of crashes were due to smooth tyres). With this in mind, the focus will be on upskilling Traffic and Road Safety Officers and educating commuters on various aspects of tyre safety. More on this important initiative on page 9.

Speaking of manufacturers, in this edition, we bring you an exclusive with Bridgestone SAs Jacques Rikhotso, who brings us up to speed with the manufacturer's present

goals and objectives for the southern African market. Rikhotso further sheds light on Bridgestone's 3.0 journey toward realising this 2050 global vision and this filters down to South Africa.

Other stories include Dunlop's commitment to the latest multibillion rand investment in its Ladysmith plant, the upcoming Smithers Recovered Carbon Black 2023 Conference in November, and what attendees can expect, and the crowning of Bandag SAs newest set of winners, at a glittering gala affair, held at Sun City. Check out all the latest winners, on pages 14/15.

Enjoy all the latest stories, sourced locally, and from across the world.

Liana



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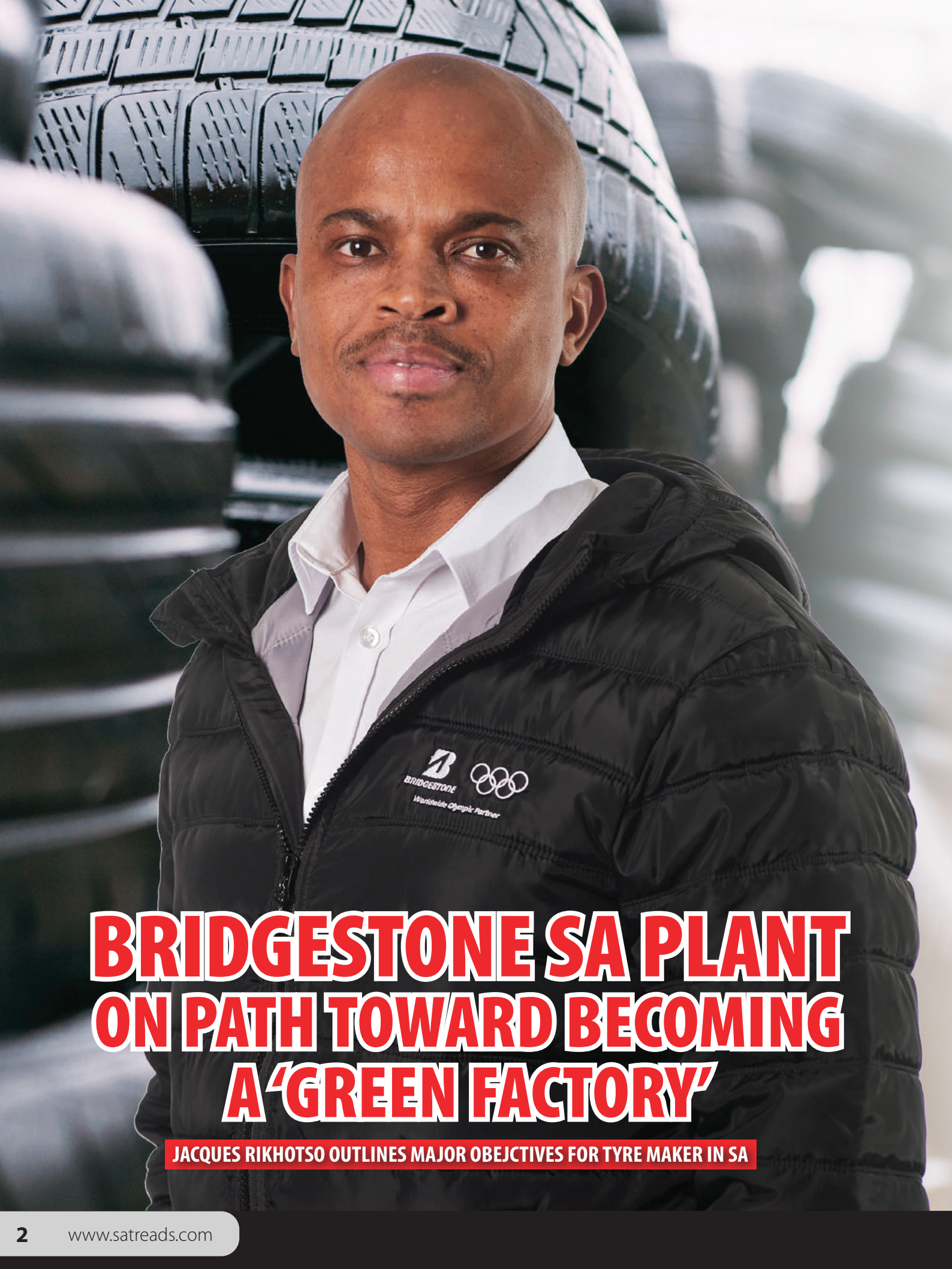
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BRIDGESTONE SA PLANT ON PATH TOWARD BECOMING A 'GREEN FACTORY'

JACQUES RIKHOTSO OUTLINES MAJOR OBEJECTIVES FOR TYRE MAKER IN SA

Jacques Rikhotso took over the reins for Bridgestone South Africa (BSAF), from his predecessor, Jacques Fourie, earlier this year, following Fourie's promotion within the company, to Vice President and Managing Director of the Middle East & Africa region.

Prior to joining the tyre sector, Rikhotso, a Chemical Engineer, had made his mark across several industries – including Cement and Packaging – in support of local and regional manufacturing. In his role as Manufacturing Director at Nampak Liquids Inland, he provided leadership to all 14 liquid manufacturing plants across the country, focusing on operational excellence, developing leaders and driving liquid's implementation of Nampak's strategic goals.

In 2018, he joined Bridgestone SA, as Manufacturing Director, responsible for Bridgestone's plant facilities across South Africa. Next, he was promoted to Operations Director, responsible for Bridgestone Southern Africa's manufacturing and retreading plants, logistics and supply chain management, as well as the company's sustainability agenda.

Nine months into his current tenure, we caught up with him for an exclusive on what lies ahead for one of the world's leading tyre makers.

How did your former position as Managing Director of Bridgestone's Wholesale Business, prepare you for the challenges and responsibilities that come with your appointment as Managing Director of the company?

The Wholesale Business serves as the seat of our local manufacturing, operations and sales organisations, and are part of a new management structure that increases focus on distinct business portfolios that were put in place locally, to enable us to embark on the Bridgestone 3.0 journey: the company's

strategy for realising its 2050 vision of delivering accelerated social and customer value as a sustainable solutions company.

What was your immediate focus, upon taking up your current appointment?

My immediate focus was to create clarity of vision and goals, set up my Executive Leadership Team who, through their diversity and unique functional expertise, would support me in leading our organisation from three years of successful business turnaround to a future of accelerated and sustainable growth as we implement the Bridgestone 3.0 strategy.

Tell us more about Bridgestone's 3.0 journey toward realising this 2050 global vision and how this filters down to South Africa.

We want to be a Premium Tyre business across every measure: we want to continue to lead the industry with our premium B-BBEE Level 1 certification; we want to continue to be known as a premium employer in our industry, acknowledged by our Top Employer certification over the last two years; we want to continue to offer a premium tyre portfolio that delivers superior quality to our customers and the South African consumer; and, we want to continue to supply our premium OE partners – BMW, Mercedes Benz, Toyota – who are themselves local manufacturers. We will do all this with a resolute focus on delivering our Bridgestone E8 commitment to sustainability.

Does Bridgestone SA continue to enjoy a sizeable share of the South African OEM market?

Yes, local OEMs require a locally manufactured quality brand that would

We want to continue to supply our premium OE partners – BMW, Mercedes-Benz, Toyota

“Tyres carry life’ and promoting a greater understanding of tyre safety will be our priority heading into the festive season.”

enhance performance as well as support their premium position brands in the markets where they export their vehicles. The Bridgestone brand continues to be trusted and preferred for its quality guarantees and international acclaim.

What do you believe are the major challenges Bridgestone SA – and the industry in general – is currently facing?

Across all industries in South Africa, I can imagine that we face similar major challenges, such as, erratic power supply, the devaluation of the Rand, the rising cost of fuel and shrinking market demand impacted by rising consumer inflation that leads to reduced consumer confidence levels. We can all feel it to some extent. Perhaps unique to us as one of only four local tyre manufacturers has been the influx of budget imported tyres – many of them dumped in our market - which we have seen escalate over the last couple of years.

What are some of the issues you hope to address via your membership of the SATMC?

Through the SATMC, alongside the other local manufacturers, we have already

made submissions to the Minister of Trade & Industry on the anti-dumping matter that was recently addressed through a special levy to be incurred across a number of imports.

We are also partnering with the SATMC, particularly in this Transport Month, on a number of Road Safety initiatives to bring to the public’s attention the very critical role that tyres play in both their driving experience and their safety. As we, at Bridgestone, believe that “tyres carry life”, and promoting a greater understanding of tyre safety will be our priority heading in to the festive season.

The last but not least matter we are addressing is the end-of-life management of used tyres, the industry has been working with Environmental ministry to set up sustainable systems in place to manage the recycling and re-use of tyres.

Tell us about Bridgestone’s involvement in the South African OTR segment, especially the mining sector? Does the company continue to enjoy exclusivity with respect to certain tyre sizes and products?

Bridgestone tyres have been trusted and relied upon by mining companies, both underground and open cast mines for many



years, primarily for their performance capabilities and insuring continuous operations of their equipment. For this reason, Bridgestone is a major player in the industry, though not exclusive.

Supa Quick remains your preferred retail channel in the market, but how are you distributing your truck tyre products?

Supa Quick is what we call our Family Channel, meaning the Franchise is owned by the same Holdings Company as Bridgestone Wholesale is. We have a long and proud history with this channel and, as they are the largest retail network in Africa, they will continue to have a strategic significance in how we go to market. However, from 2019 we took the strategic decision to go 'open channel', meaning our products are available across all the retail channels (Franchise or Independent) across South Africa.

We are hearing that Bridgestone's may close its Equity Retail stores in SA. What led to this decision and how will this affect the distribution of your commercial products?

In 2022 the Bridgestone Southern Africa Holdings Group announced that it would consolidate its extensive retail operations under one Supa Quick network in order to maximise its competitive advantage and leading edge. In pursuing this consolidation, and as part of their due diligence, Bridgestone Retail has identified 11 Bridgestone Commercial retail stores that currently operate within a 3km radius of an existing Supa Quick franchise, which is a trade infringement in terms of our Franchise agreement. Furthermore, over the last 3 years, the Bridgestone Commercial retail stores have faced several significant business challenges that are inhibiting sustainable operations at some locations. Consequently, after lengthy deliberations that have not returned a viable solution to either challenge, the Bridgestone Retail business is considering the closure of 14 of their 27 Bridgestone Commercial retail

store branches. This consideration has not been taken likely and it is important to stress that no final decision has yet been made.

Serving the Commercial market remains a strategic component of Bridgestone's value proposition and through our Supa Quick retail network – we remains the largest retail network in Southern Africa – and our Accredited Dealer network, we hope to continue to do so sustainably for many years to come.

Are the country's long-haul operators continuing to place pressure on pricing and if so, how are you meeting this challenge?

For all our customers, finding efficiencies in their business operations that deliver incremental value to their bottom line, is top of mind. Through Bridgestone's Solutions offerings, we are able to help our long-haul operators to better manage the life of their tyres across their fleets by alerting them in real time through our Smart applications to changes in tyre pressure, the need to rotate their tyres, and any damage that might have occurred on the road.

By proactively managing the life of their tyres operators can experience a longer lifespan of each tyre, bringing down the cost per kilometre of their purchase. Bridgestone tyres offer superior quality to our customers who are able to re-tread a tyre 2-3 times, reducing the carbon footprint of each tyre whilst reducing costs for the operator. What's more, through our Case Confidence Pledge we offer piece of mind to our customers that any damage to casing of their tyre will be covered.

What are your thoughts on the waste tyre saga?

We believe used tyres present one of the hidden processing opportunities in the country right now. Bridgestone Technical Centres globally, are hard and work to develop the use of recycled materials from end-of-life tyres, however, many other industries would do well to investigate the use of chemicals and materials that maybe derived from used tyres. At this stage, as a local manufacturer we pay an Environmental Levy on Tyres applicable to all new and re-treaded pneumatic tyres. This

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The Bridgestone Retail Business is considering the closure of 14 of their 27 Bridgestone Commercial Retail store branches

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Our Brits plant will receive additional investment over the next three years.

Levy is the industry funding model for tyre waste management from this fund the state is empowered to work with potential processors to establish future treatment solutions.

What, in your opinion, needs to be done, in order to successfully tackle this issue, both in the short, and long term?

As part of our Bridgestone E8 commitment to sustainability, we are investigating how – with our customers in all sectors – we might better address end-of-life tyre management solutions that could have the potential to create additional jobs through tertiary economies in the long term. Globally, the Bridgestone Group is conducting multifaceted research into innovative technologies that will enable the reprocessing of rubber from tyres by applying heat and other methods, so that this recycled material can be more widely used as a material for new tyres

In the short term, as part of our Enterprise Development program in South Africa, we are partnering with Nkunzi Tyre/Shoe Polish – the world’s first company to make shoe polish or tyre shine from recycled carbon black that looks to reduce the number of waste tyres that end up in landfill.

Is there any plant investment in the pipeline, and if so, in what areas?

Bridgestone has been a local manufacturer in South Africa for over 80 years. This is a legacy we are tremendously proud of and one we are committed to sustaining well in to the future.

As part of our Bridgestone 3.0 commitment toward carbon neutrality, our Brits Plant, which celebrated its 50th year of operation last year, will receive additional investment over the next three years focusing on energy security and decarbonisation as we continue our local journey toward a “Green Factory”.

Are you planning to launch any new products into the market?

We are always looking for additional ways to serve the South African market with the superior quality of our latest tyre technologies. Watch this space!

What is the latest on your special relationship with the SA Taxi Association? Have you made further strides towards strengthening this relationship?

Bridgestone is proud of the tyre development work that we did with SA Taxi, the product continues to offer great value to the local taxi industry.

In conclusion, how would you sum up your vision for Bridgestone SA?

My vision for Bridgestone SA is to be the undisputed #1 Premium tyre Brand. I believe that by serving South African society with superior quality, consumers will reward us with their loyalty. I believe by continuing to drive diversity, equity and inclusion in the workplace, we will have a competitive advantage in our industry.

acques Rikhotso was born and raised in Limpopo by community, on which he places considerable value. For this reason, he continues to invest, and give back to the community as much as he can, alongside his wife and children.

As an avid soccer fan, he can be found at the game on most weekends. His second great passion is South African artists and music.

The Bridgestone logo, featuring a stylized 'B' with a red and white arrowhead pointing upwards and to the right, followed by the word 'BRIDGESTONE' in a bold, black, italicized sans-serif font.

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LOCAL MANUFACTURERS UNITE IN QUEST TO RAMP UP TYRE SAFETY

With October dubbed Transport Month, South Africa's four local tyre producers have embarked on an extensive, ambitious campaign to bring awareness to the importance of tyres when it comes to road safety.

The South African Tyre Manufacturers Conference (SATMC), representing the four tyre manufacturers with plants in South Africa, has teamed up with the Road Accident Fund (RAF) to ramp up tyre safety education and enforcement across South Africa.

The focus will be on upskilling Traffic and Road Safety Officers and educating commuters on various aspects of tyre safety. Data from the Road Traffic Management Corporation's (RTMC) State of Road Safety Report for the period January to December 2021 shows that 41% of crashes occurred due to tyre burst prior to the crash, while a further 15% of crashes were due to smooth tyres. Meanwhile, South Africa's National Road Safety Strategy 2016-2030 notes that "...tyres are a major issue as both burst and smooth tyres suggest tyres not being replaced or maintained regularly enough to maintain required roadworthiness standards. To address this and other issues greater emphasis needs to be placed on law enforcement interventions aimed at ensuring that vehicles are roadworthy."

Nduduzo Chala, SATMC Managing Executive, said, "Being the sole point of contact between a vehicle and the road, tyres play a crucial role in vehicle performance, handling, and safety on the roads. As the SATMC and RAF, we know that equipping law enforcement and road users with the knowledge of proper tyre safety is an essential step in our ongoing battle against road accidents in South Africa." The RAF conducts countrywide workshops, educational programmes and marketing campaigns to promote safe walking, driving, cycling, and passenger habits, and to empower the enforcement of road rules. "In this regard, we have partnered with experts in tyre usage such as the SATMC in order to continue the fight against road crash injuries and fatalities by increasing awareness and shifting the mindsets of all road users," said RAF Road Safety Senior Manager, Siphamandla Gumbi.

The SATMC and RAF Tyre Safety Programme will include two-day training sessions for traffic and road safety officers covering topics such as the importance of tyre safety,

how to identify safe tyres (including tyre construction, markings, fitment, tread depth standards, and more), how to maintain tyres properly, and the dangers of illegal and unsafe second-hand tyres.

There will be a series of educational roadshows and on-road educational roadblocks in all nine provinces of South Africa. To maximise impact, special emphasis will be placed on major transport hubs like KwaZulu-Natal, the Western Cape, and Gauteng. A total of 12 sessions will be conducted until March 2024. According to the SATMC, illicit trade of tyres into South Africa, coupled with the country's unregulated second-hand tyre industry, are posing a serious threat to the safety of South African consumers.

"South Africa has seen an influx of poor-quality, non-regulated tyres and dangerous second-hand tyres, contributing to road accidents and safety concerns. A study conducted by the SATMC found that 63% of second-hand tyres sold on the roadside were,



Tyres are not being replaced or maintained regularly enough to maintain required roadworthiness standards.

Nduduzo Chala



“

By the end of the year, more than 1000 traffic officers are expected to have been trained.

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in fact, illegal waste tyres. This partnership with the RAF aims to counter these challenges by equipping traffic officers with the necessary knowledge to identify unsafe tyres and enforce regulations effectively, while providing motorists with useful information to uphold tyre safety themselves,” added Chala.

The SATMC and RAF Tyre Safety Programme was launched on 1 September 2023 at the bi-annual NAACAM Show, a premier automotive sector event that showcases excellence in South Africa’s automotive manufacturing value chain. The RAF and SATMC used this platform to raise awareness about road safety and educate stakeholders on the importance of proper tyre usage.

Keith Phelps, Group Training Manager, Sumitomo Rubber says: Truck & Bus at SRSA, has been providing technical training support to upskill Traffic and Road Safety Officers

around how to spot risky or illegal tyres that pose a threat to road safety.

This is part of an ongoing partnership between the RAF and the SATMC, where the focus is on empowering officers to better enforce tyre-related laws and regulations correctly and to educate commuters on various aspects of tyre safety. By the end of the year, more than 1000 traffic officers are expected to have been trained.

SAFETY SUCCESSES

Last month, a Gauteng roadshow saw more than 200 traffic officers trained and close to 2000 traffic fines issued for unsafe and illegal tyres during a two-hour education roadblock. In Jozini earlier this month, more than 180 officers were upskilled to spot dangerous tyres. The initiative also included an educational roadblock set up at the Jozini N2 intersection, to educate commuters about tyre safety and ensure that they get proper technical information on their tyres.

A Gqeberha roadshow was held from 12 to 13 October, where around 300 traffic officers participated. Another will take place in Cape Town from 26 to 27 October involving the metro’s entire traffic department.

Phelps takes the law enforcement officers through what to look out for in terms of tyre wear patterns, sidewall damage, retreaded tyres, and more, that could affect the roadworthiness and legality of a tyre.

The training covers topics such as the importance of tyre safety, how to identify safe tyres (including tyre construction, markings, fitment, tread depth standards, and more), how to maintain tyres properly, and the dangers of illegal and unsafe second-hand tyres.

Says Phelps, “Road users need to know the dangers of operating vehicles with worn or poorly inflated tyres, and traffic officers need to be able to identify and weed out unroadworthy tyres and vehicles.”

Tread safely for road safety

Data from the Road Traffic Management Corporation’s (RTMC) State of Road Safety Report for the period January to December 2021 shows that 41% of crashes occurred due to tyre burst prior to the crash, while a



Keith Phelps, Group Training Manager: Truck & Bus at SRSA, providing technical training support to upskill Traffic and Road Safety Officers during the roadshow in Jozini.

further 15% of crashes were due to smooth tyres. Meanwhile, South Africa's National Road Safety Strategy 2016-2030 notes that "...tyres are a major issue as both burst and smooth tyres suggest tyres not being replaced or maintained regularly enough to maintain required roadworthiness standards. To address this and other issues greater emphasis needs to be placed on law enforcement interventions aimed at ensuring that vehicles are roadworthy." Nduduzo Chala, SATMC Managing Executive, said, "Being the sole point of contact between a vehicle and the road, tyres play a crucial role in vehicle performance, handling, and safety on the roads. As the SATMC and RAF, we know that equipping law enforcement and road users with the knowledge of proper tyre safety is an essential step in our ongoing battle against road accidents in South Africa."

RAF Road Safety Senior Manager, Siphamandla Gumbi, added, "The RAF conducts countrywide workshops, educational programmes and marketing campaigns to promote safe walking, driving, cycling, and passenger habits, and to empower the enforcement of road rules. In this regard, we have partnered with experts in tyre usage such as the SATMC in order to

continue the fight against road crash injuries and fatalities by increasing awareness and shifting the mindsets of all road users."

The ongoing programme will include educational roadshows and on-road educational roadblocks in all nine provinces of South Africa, with special emphasis on major transport hubs like KwaZulu-Natal, the Western Cape, and Gauteng. A total of 12 sessions will be conducted until March 2024. According to the SATMC, illicit trade of tyres into South Africa, coupled with the country's unregulated second-hand tyre industry, are posing a serious threat to the safety of South African consumers.

Better-informed consumers would result in a decline in the sale of such tyres, ultimately saving lives and improving road safety – a key goal of the Road Safety Partnership South Africa which Sumitomo Rubber SA is a member of.

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The RAF and SATMC have joined forces to continue to fight against road crash injuries and fatalities.

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THE MESSAGE IS CLEAR: Prioritise tyre care and safety. Buy reputable tyres. Choose new tyres over second-hand. Inflate tyres correctly. Ensure your tyre tread is above 1.6mm. Carry out wheel alignment, balancing and tyre rotation at recommended intervals.



Helps empowering officers to enforce tyre-related laws, check for tyre wear patterns, damage and roadworthiness of a tyre.



SMITHERS RECOVERED CARBON BLACK 2023 FULL AGENDA ANNOUNCED



The Conference provides a unique opportunity for delegates to get the latest industry information and network with global experts.



Smithers Recovered Carbon Black conference is returning across the 6-8 November 2023 at the Hyatt Regency Barcelona Tower in Barcelona, Spain. Over 280 rCB representatives joined us at rCB conference 2022 with the conference selling out one month before; over 300 rCB representatives are expected to join us in Barcelona this November. As Europe's leading rCB industry event, the conference provides a unique opportunity for delegates to get the latest industry information and network face-to-face

with global experts. Companies such as Pirelli, Toyota, Mitsubishi, Contec, Orion Engineered Carbons, Pyro, Mars Mineral Continental, Michelin, Yokohama are just some of the attendees who already have tickets to this year's event, to see who else is attending [click here](#)

We recently announced 2 new speakers who will be speaking at the Recovered Carbon Black pre-conference in-person workshop, 'Introduction to Recovered Carbon Black'. Shane Perl, Managing Director at Alpen Group and Paul Ita,

President at Notch Consulting will be joining Martin von Wolfersdorff, Paul will join Martin for the carbon black sessions and Shane will join for the pyrolysis oil sessions. This is an unmissable opportunity for all those working in and around recovered carbon black. Tickets for the workshop are only €449 + VAT in conjunction with your main conference ticket. View full workshop information here

2023 Recovered Carbon Black conference highlights include:

- An exclusive day one presentation following up on the November call for action from Michelin and Bridgestone
- A CEO panel discussion with on strategic updates from rCB companies – Bolder industries, CIRCtec, Pyrum Innovations and Scandinavian Enviro Systems
- 20+ presentations covering, rCB business updates, regulatory compliance, testing and characterisation, pyrolysis oil, technical breakthroughs and more
- Over 20 leading industry speakers including Bridgestone, Michelin, Cabot

Corporation, Continental, Hankook, Ergon, Notch Consulting, Bolder Industries, CIRCtec to name a few

- A pre-conference workshop 'Introduction to Recovered Carbon Black' led by Martin von Wolfersdorff

This eagerly anticipated event is proud to announce the 2023 full agenda, with presentations from Michelin, CIRCtec, Scandinavian Enviro Systems, Bridgestone, Continental, Bolder Industries, Cabot, Hexpol Compounding, Hankook and many more, view full agenda here

With 2 full days of presentations from expert leaders, the sessions include: Market Trends & Business Updates, Regulatory Compliance, Technical Applications, Standards & Characterisation, Processing & Operations. Speakers include, Fabien Gaboriaud, Robert Harper, Jean Luc Cornillon, Marco Musai, Thomas Sörensson, Massimo Cialone, Aatif Misbah, Pascal Klien, Tony Wibbeler and many more, view all 30 speakers here.



The event will feature presentations from global leaders, among them, Michelin, Bridgestone, Continental and Scandinavian Enviro Systems.



Tickets to this year's event are selling quickly and only a limited amount of tickets remain, so make sure you book your place to meet with industry professionals and hear all about the Recovered Carbon Black supply chain. Tickets are only €1,499 + VAT, use discount code RCB2310 at the checkout to claim a 10% saving! Register here now.



To find out more, please visit www.carbonblackworld.com/recovered-carbon-black or contact Tom Sawicki: tsawicki@smithers.com

BANDAG/BTS CONFERENCE 2023 UNVEILS NEWEST WINNERS

Bandag's 2023 franchise conference was this year held at Sun City Resort. More than 120 people attended this year's conference and Gala Awards Evening.

Following the disruption brought on by COVID-19, the macro and micro economic factors impacting on South Africa and not forgetting the war on Ukraine and its impact on the world, Bandag themed its conference - REIMAGINE.

In keeping with innovation, Bandag launched ProTCS and its HMI (Human Machine Interface) Panel to its franchisee network.

Working seamlessly with Bandag retread tyre curing chambers, the HMI panel provides a host of benefits to Bandag Factory Managers.

- Remote Access
- Increased Efficiency
- Cost Reduction
- Reduced Downtime
- Increased Safety
- Continuous Improvement
- Process Consistency

Bandag is consistently looking to improve its processes to ensure that Bandag retreads remain the premium and benchmark product in the market. With its numerous benefits, the HMI panel was received with overwhelming success.

ProTCS is an electronic tyre change slip module that has been added to ProApp by Bandag. With this innovation, Bandag is further enhancing its digital offering to its franchisees and fleet customers.



Long service award – BTS Bloemfontein



Long service award – BTS Harrismith



Long service award – BTS Klerksdorp



Long service award – BTS Lichtenburg



Long service award – BTS Polokwane



Long service award – BTS Pretoria



Long service award – Oliver Treads



Long service award – Protea Tyres Ermelo



Long service award – Limpopo Tyres



Long service award – BTS Ruimsig



Long service award – Richards Bay Tyres



Long service award – Love Tyres



Long service award – BTS Welkom



Long service award – BTS Worcester

ProTCS integrates across the Bandag system, whether you are using it with ProWheel, ProStock or want to use it as a standalone function.

Even in standalone mode, ProTCS integrates with ProTurbo to make the data recording process simpler and faster.

ProTCS:

- eliminates the need for paper
- reduces finger errors
- improves staff productivity
- improves site efficiency
- keeps a digital record of every tyre movement
- enhances data accessibility and sharing
- reduces your carbon footprint

Following the business part of the conference, Bandag guests were treated to spa treatments, game drives as well as a team building activity in the form of the Amazing Race.

The Gala evening was the highlight of the weekend. Long service and loyalty is rare in today's business environment but Bandag has historically been privileged to work with a strong and loyal franchise network. Long Service Awards that were handed out this year included:

BTS (Bandag Truck Service) Franchise 5 Years

- BTS POLOKWANE
- BTS QUEENSTOWN
- BTS RUSTENBURG

Bandag Manufacturing Franchise 5 Years

- LIMPOPO TYRES
- SELECTED SUPPLIES

BTS Franchise 10 Years

- BTS NEWCASTLE
- BTS RUIMSIG
- BTS WELKOM
- BTS WORCESTER
- BTS BLOEMFONTEIN
- BTS DURBAN
- BTS HARRISMITH
- BTS KLERKSDORP

Bandag Manufacturing Franchise 10 Years

- NEW ROADGRIP RETREADERS

BTS Franchise 15 Years

- BTS CAPE TOWN
- BTS EAST LONDON
- BTS LADYSMITH
- BTS LICHTENBURG
- BTS PIETERMARITZBURG
- BTS PINETOWN

Bandag Manufacturing Franchise 15 Years

- MEGA TREADS
- THOMAS TYRES LOWVELD

BTS Franchise 20 Years

- BTS GEORGE
- BTS PRETORIA
- BTS VRYHEID

Bandag Manufacturing Franchise 20 Years

- LONGLIFE TYRES
- NEXOR TYRES
- TONWAY TYRES
- TREADMASTERS

Bandag Manufacturing Franchise 25 Years

- AFRITREAD – LUSAKA
- AFRITREAD – NDOLA
- LOMBARD TYRES
- OLIVER TREADS
- RICHARDS BAY TYRES

Bandag Manufacturing Franchise 45 Years

- THOMAS TYRES MEYERTON
- THOMAS TYRES STANDERTON
- SWAZI BANDAG

Bandag Manufacturing Franchise 50 Years

- PROTEA TYRES ERMELO
- SPBR – REUNION

The awards evening was also used to reveal Bandag's Quest for Gold (QFG) Winners. QFG is Bandag's way of rewarding franchisees that excel in delivering the Bandag Package of Value (POV).

The efforts and achievements of franchisees don't go unnoticed and is encouraged to ensure fleet operators get the best products and services that Bandag has on offer! The categories on which franchisees were measured were very focused on Bandag's POV.



This year's winners were:

- BANDAG RUBBER SALES EXCELLENCE - LONGLIFE TYRES
- PSI EXCELLENCE - THOMAS TYRES LOWVELD
- ON-SITE SERVICE EXCELLENCE - BTS LADYSMITH
- BTS EXCELLENCE - BTS BARKLY WEST
- BANDAG MANUFACTURING EXCELLENCE - LIMPOPO TYRES

This year Bandag awarded two Director's Award. Protea Tyres Ermelo and Swazi Bandag were recognised for their loyalty to Bandag as well as their remarkable achievements despite the many challenges that each business has faced and overcome.

Bandag rewards franchisees that excel in delivering quality, innovation, reliability and information, which are all paramount to ensuring the competitiveness of Bandag end-users. The success of end-users, determines the success of Bandag and its franchise network!

The incentive trip for this year's QFG winners is a once in a lifetime trip to Croatia. The QFG winners will be fortunate enough to visit this land of fathomless beauty at the crossroads of southeast and central Europe. Congratulations to the winners as they jet off on a golden adventure.

DUNLOP TYRES TO BOOST OE-QUALITY TYRES ON SA ROADS WITH MULTIBILLION-RAND PLANT UPGRADE



With one-in-five vehicles on South African roads fitted with locally produced Dunlop tyres, the tyre manufacturer is forging ahead with a multi-billion rand investment project backed by its Japan-based parent company, Sumitomo Rubber Industries (SRI). This is set to boost local tyre production capacity as more Original Equipment Manufacturers (OEMs) look to domestic tyre producers to meet their vehicle specifications.

The R1.7 billion investment drive was announced during the 50th anniversary of Dunlop's Ladysmith manufacturing plant. The production facility first opened its doors in October 1973 and has since been at the forefront of tyre production in South Africa. Sumitomo Rubber South Africa (SRSA), the South African operation of SRI, manufactures Dunlop tyres and also distributes the Sumitomo and Falken tyre brands.

Speaking during a visit to the plant on Monday, 2nd October 2023, Minister of Trade Industry and Competition, Ebrahim Patel, said, "I welcome today's announcement of a new investment

of R1.7 billion. This investment will provide a boost to local production, strengthen the factory's output, and support local jobs. Furthermore, the new investment will aid in the modernisation and improvement of the plant. It also marks a significant step toward achieving President Ramaphosa's R2 trillion target for new investments over the next five years."

He added, "South Africa has an 88-year history of tyre manufacturing, and this plant is Africa's largest tyre producer. The investment announced today serves as a clear signal of the confidence that international investors have in South Africa and reflects the progress we have made with the SA Automotive Master Plan."

His Excellency, Ushio Shigeru, Ambassador of Japan to the Republic of South Africa, expressed his support for the future of the country's automotive industry and applauded the government for its initiatives in expanding the electric vehicle production and market.

"The Embassy of Japan has been a great supporter of Japanese company activities here in South Africa. It is a pleasure to see Sumitomo Rubber's further successes in its local operations, which has brought skills development and local youth empowerment," he said.

SRSA CEO, Lubin Ozoux, said the milestone

anniversary for Dunlop comes at a critical time. "With the backing of our parent company, we are investing significantly into our passenger car radial production facility to make a larger impact in the automotive industry. The plant will be able to run a wider set of products, producing more tyres that meet and exceed OE specifications, and that are safety-tested for all South Africans. At the same time, it gives us the opportunity to continue our investment in our local community and municipality, creating a vibrant environment for us all to thrive."

Dunlop holds approximately 20% of the local OE market and has agreements in place with Toyota, Nissan, Isuzu, Hino, Tata, Scania and UD Trucks, effectively resulting in one-in-five vehicles on South Africa roads being factory fitted with tyres produced from the Dunlop Ladysmith plant.

The investment includes new plant equipment and machinery, such as a new mixer, new tread line, and new sidewall line, which will increase passenger car tyre production capabilities, efficiencies and product offering to further support the OE market. This comes off the back of SRSA's multi-billion rand investment in 2018 in a state-of-the-art 180,000m² Truck and Bus Radial (TBR) factory at the plant, facilitating local manufacture of truck and bus tyres.

Sustainability

With a demand for global environmental impact reduction from the automotive industry, Dunlop's new high-spec, technology-driven equipment and optimised production processes will reduce the plant's environmental impact, aligned to Sumitomo Rubber Industries' global sustainability goal of zero carbon emissions by 2050.

"The new equipment will improve current process capability and decrease our overall plant waste by over 60% once the investment is complete. Power consumption will be significantly reduced, and the equipment will also have the capability to produce very low rolling resistance tyres that will meet help meet future emissions requirements for OE manufacturers who choose to use our products. Our new mixer, with improved technology, will result in an energy saving of approximately 300KWH," said Ozoux.

Local employment and economic investment

Sumitomo Rubber South Africa, through Dunlop Tyres, is proud to play its role in economic growth and job creation, buoyed by the commitment by local and national government to smooth the path for investment growth and opportunities.

SRSA holds strong market share in Africa with a branded presence in 23 African countries, supplying car, van and SUV tyre markets to Nigeria, Ivory Coast, Kenya and neighbouring countries Zambia and Zimbabwe.

The latest investment plans further entrench Dunlop as an employer of choice in the region, committing investment into the local automotive manufacturing sector. Dunlop hired 1257 people into the company between 2014 to 2023, made up of permanent staff members, expats, temporary employees, fixed term employees, graduates, in-service trainees,

apprenticeships, and learnerships, with 90% of employees residing in the uThukela District Municipality, within which the Alfred Duma Local Municipality is located.

"Dunlop plays a vital role in the Ladysmith economy as we are one of the largest employers in the town. In addition, our spend in the local economy has a multiplier effect on job creation and sustaining local businesses. We have endeavoured to source locally, and a local Ladysmith supplier has been developed as SRSA's main mould management vendor," said Ozoux.

"The time is always right for investment and development, and we thank the relevant stakeholders and partners for lending their support to a conducive manufacturing industry. We are excited to see what the next 50 years hold for Dunlop, for the community and the greater OE manufacturing industry nationally," he concluded.

GOODYEAR: HIGH QUALITY TYRE PRODUCTS AND INNOVATIVE DIGITAL SOLUTIONS COMBINE TO SUPPORT FLEETS MANAGE THE IMPACT OF FUEL COSTS ON THEIR OPERATIONS

According to the latest mid-month fuel price data from the Central Energy Fund (CEF), South Africans should brace for another substantial increase in fuel prices in October, with petrol expected to rise by up to R1.22 a litre, while the increase in diesel prices is set hit R2.03 per litre.[i]

According to Brandon Meyer, Director of Commercial Business at Goodyear South Africa: "Fuel and tyres are amongst the biggest cost factors for trucking and logistics companies, and there is a direct correlation between the condition of truck tyres and fuel efficiency.

"But conducting a tyre check on a 26-wheeler truck and trailer is a time-consuming exercise. Digital solutions, such as Goodyear's TireOptix solution, can support logistics companies save time and money, as they offer the ability to get real-time updates on the condition of each tyre on all the vehicles in a fleet," says Meyer.

Underinflated tyres, for instance, increases rolling resistance, which can increase fuel consumption by up to 20%[ii]. This will mean that the engine on a truck running on underinflated tyres will have to work harder and use more fuel for its journey to overcome the extra friction with the road caused by the underinflated tyres.

The correct tyre pressure for a truck can be determined based on the load per axle. Checking regularly that all the tyres are properly inflated can help to reduce running costs.

Adopting a regular tyre maintenance regimen is important for ensuring maximum fuel efficiency. Inspecting the tyre treads and side walls can help you spot signs of wear, as well as imbedded objects,



that cause a loss of pressure. Such maintenance can prolong the lifespan of the tyres, and improve the tyre's cost per kilometre (CPK) and the return on investment (ROI) of the vehicle. This is especially important for transporters as tyres make up a significant portion of running costs.

[i] <https://businesstech.co.za/news/energy/718686/here-is-the-expected-petrol-price-for-october-5/>

[ii] <https://www.energy.gov/energysaver/tires-and-fuel-economy>

PARTICIPATING CAR MANUFACTURERS RATE **FESTIVAL OF MOTORING #1 AUTO EVENT IN SOUTH AFRICA**



The Festival of Motoring, powered by WesBank, ended recently with 26 508 visitors from 210 cities in and around of South Africa. The event attracted car enthusiasts from 19 countries who came to the Kyalami Grand Prix Circuit to enjoy a weekend filled with exciting motoring experiences.

"It was an incredible weekend. One of the best shows that I have attended in a while. Well done to all involved" said one visitor, Alan from Johannesburg. In a third-party survey completed by all participating car manufacturers, Festival of Motoring was ranked #1 consumer automotive event in South Africa. The reach, the demographics of the audience, the overall concept tailored to the car enthusiasts' and manufacturers' needs as well as the smooth operational flow were all contributing factors to this assessment.

"We are very satisfied with this outcome and strive to improve the Festival of Motoring even further in the future. We have already achieved a very high satisfaction level on both the OEM side as well as on the attendee side. We feel that we have developed a very good understanding of the needs of both the car enthusiasts and the manufacturers and will continue to refine our concept" says Michael Dehn, Managing Director of the organisers, Messe Frankfurt South Africa. Nomagugu Sibeko, Government Affairs and Communications for BMW Group stated that BMW Group South Africa's participation at the

6th Edition of the Festival of Motoring comes amid a particularly special year as BMW Group celebrates its 50-year anniversary in South Africa.

The company's 50th birthday celebration looks back at its vibrant heritage and unique automotive product history, achievements, and successes. Nomagugu further added "Visitors had the opportunity to experience thrilling hot laps and learn more about the latest product line up including the BMW XM, the BMW i4 M50, the BMW iX3 as well as the MINI SE and BMW Motorrad CE 04. BMW Group South Africa remains committed to being an industry leader in automotive innovation and allowing consumers to experience new technologies.

The Festival of Motoring is a reminder of the enthusiastic support from vehicle manufacturers and importers and their contributions towards the future of automotive. "The 2023 Festival of Motoring was a resounding success for WesBank as a key sponsor, as well as our sister companies FNB and MotoVantage – key players within the FirstRand group. However, the greatest value was derived by the thousands of visitors who benefitted from the collaboration between all the automotive brands that participated in the festival to deliver what was truly a top-tier event," said WesBank CEO Ghana Msibi.

Judy Maharaj, the Show Director for the Festival of Motoring, is excited to announce that this year's event went beyond the usual motor show experience. It became an adventure, leaving exhibitors and visitors with treasured memories that will last for years. "This year,

our focus was on celebrating legacies," said Judy Maharaj. "Porsche, a true automotive icon, celebrated its 75th anniversary at the event. They honoured six decades of the legendary Porsche 911 and two decades of the groundbreaking Cayenne. It was a significant occasion that showcased Porsche's rich history and innovation."

With 21 automotive brands on display, the Festival of Motoring turned into a showcase for the automotive industry. The event was filled with the sound of roaring engines and precision of racing, making it a must-visit for thrill-seekers. But the Festival of Motoring was more than just an adrenaline rush; it provided a platform for car enthusiasts to explore their passions. Whether attendees were researching their next car purchase or enjoying a family day out, the festival offered a unique opportunity to immerse themselves in the world of automobiles. In fact, 20% of ticket holders planned to buy a car within the next 3, 6, or 12 months. Of those, 21% are planning to pay for their new vehicle in cash, while 30% are opting for financing, with the rest still weighing their options. Judy Maharaj concluded, "The Festival of Motoring is not merely a motoring event; it's an unforgettable experience that brings together the finest in automotive innovation, heritage, and excitement.

We are proud to have created an event that resonates with both industry professionals and families alike, and we look forward to continuing this tradition in the years to come."

DISKY GATHERS PACE AS MOTORISTS OPT FOR CONVENIENT LICENCE DISK RENEWAL

The partnership between Disky and Supa Quick, the innovative online platform for hassle-free licence renewals, continues to gain traction within the motoring community. Since it was launched, 72 600 motorists have interacted with the Disky platform.

The fitment centre group Supa Quick partnered with Disky to make it convenient and quick for motorists to renew their vehicle licenses using WhatsApp. The service can be found on Supa Quick's website or by scanning a QR code at any of the 190-plus Supa Quick stores across South Africa.

André Botes, Director and Co-Founder of Disky, says that the initial huge surge in demand posed some challenges for the platform, but the team has now strengthened the business model significantly. In order to ensure an excellent customer experience, Disky no longer relies on external service providers, besides courier services.

"The consistent demand shows that motorists are looking for a quick and easy solution to the challenges of renewing licence disks in person—the inevitable long queues have been exacerbated by load shedding, which causes inconvenient delays and frustration," he says. "The fact that we have had 72 600 engagements with motorists over the past two months shows that our new process model is working well."

Disky now offers a five to seven business-day turnaround for licence renewals in all provinces and has developed a streamlined process for onboarding renewal requests with fewer documents needing to be uploaded. In addition, a new state-of-the-art payment

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gateway ensures that payment is also much more user friendly and quick.

Now that Disky handles customer service in-house, it is offering a 24-hour turnaround on all customer queries.

"Motorists have a lot on their plates, and by making it easier for them to renew their licences Disky is providing a service that really adds value," Botes concludes. "With partners like Supa Quick we are able to reach more motorists and help make their lives that little bit easier."

BRIDGESTONE SPONSORING THE FUTURE OF MOBILITY INNOVATION IN SOUTH AFRICA



Bridgestone South Africa is proud to announce its title sponsorship of the Ilanga Cups Solar Challenge 2023, a competition for teams to design, build, and compete with solar-powered vehicles in South Africa's first closed-track endurance circuit event.

Bridgestone's sponsorship of the Ilanga Cup Solar Challenge aligns with the company's commitment to sustainability and innovation. "Our continued support of the Bridgestone Ilanga Cup 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 Sara Didiza, Executive Team Member and Sustainability Leader, Bridgestone South Africa.

The Bridgestone Ilanga Cup Solar Challenge 2023 will take place on the 4th of October and will bring together local solar car teams who will compete in the Bridgestone Ilanga Cup Solar Challenge, showcasing their cutting-edge designs and engineering solutions over a 12-hour-long endurance test. The competition serves as a platform to inspire future generations of engineers and promote sustainability and environmental awareness.

"Our partnership with the Bridgestone Ilanga Cup Solar Challenge represents our global commitment to drive innovation in sustainable mobility," said Shailesh Singh, Motorsport Manager, Bridgestone South Africa. "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."

Bridgestone's support of the Ilanga Cup 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.



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.



SMITHERS ACQUIRES STL'S INDOOR TIRE TESTING DIVISION

Smithers has acquired the Standards Testing Laboratories' (STL) Indoor Testing Division and Marine Inspections and Logistics (MIL) International (Rotterdam) B.V. located in the Netherlands. The STL acquisition includes all indoor tire and wheel testing capabilities. The STL Fabricated Machine Division and Texas operations will still be owned and operated by STL.

"The addition of the STL indoor testing capabilities enables Smithers to support our tire and wheel clients with a broader portfolio

of regulatory and compliance testing," said Dr. Jim Popio, vice president, Smithers materials science and engineering division. "Smithers is strategically and historically connected to the tire and wheel industries and is always looking to invest in opportunities that strengthen our ability to support clients in these spaces."

The MIL acquisition expands Smithers testing and inspection services to include scrap steel, hot briquetted iron (HBI), and direct reduced iron (DRI). In addition, it grows Smithers geographic reach to include Asia with sites in India and Malaysia for the commodities market, the company said.

Smithers said MIL International is an inspection and surveying service provider and brings in-depth knowledge and experience in scrap steel, metals and minerals, HBI, DRI and ferro alloys.

"Like Smithers, MIL International is committed to a client-first culture," said Michael Hochschwender, CEO, Smithers. "We believe the MIL International culture of building trusted relationships complements the Smithers strategic commitment of helping our clients bring great products to market by delivering accurate data, on time, with high touch."

ENVIRO HAS DEVELOPED NEW TYPE OF RECOVERED CARBON BLACK WITH IMPROVED PROPERTIES

Scandinavian Enviro Systems has developed a new type of recovered carbon black with improved dispersion properties. The new type of carbon black has been developed to meet demand from the tire and rubber industry.

The new type of carbon black has been produced for some time at Enviro's plant in Åsensbruk, Sweden, and has acquired properties enhancing its interaction with other chemicals and ingredients when manufacturing tires and rubber parts, for example. Thanks to the improved dispersion of the new type of recovered carbon black, end products such as rubber, tires, plastics and pigments can potentially be produced with a more consistent and better outcome. In the long run, this improvement could result in that the new type of recovered carbon black can replace a larger amount of virgin carbon black (higher degree of substitution) in a number of applications.

The new type of carbon black is aimed at customers and applications where recovered carbon black with improved dispersion properties can contribute to improved performance for the rubber compound.

According to the ISCC certification obtained by Enviro, the use of the company's recovered carbon black will lead to a reduction in carbon emissions of up to 93 percent compared with the use of the corresponding amount of virgin carbon black.



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TRELLEBORG DRIVES FUTURE OF AGRICULTURE WITH THE NEW TM1 ECO POWER TYRE



Trelleborg says it is continuing to set higher industry standards in agriculture with the launch of its TM1 Eco Power tire, its newest and most eco-sustainable tyre.

Made from 65% recycling and bio materials, the TM1 Eco Power is a testament of Trelleborg on-going commitment to a more productive and sustainable future for agriculture, aiming at decreasing fossil fuel dependency and increasing product circularity, while vastly improving customer's operational performance. Engineered for the new generation of electric tractors, the company claims the TM1 Eco Power tyre not only prioritises sustainability but also features ultra-low rolling resistance enabling extended vehicle's battery usage and low energy consumption.

Alessio Bucci, Product Marketing Senior Manager at Yokohama TWS says: "We are proud to be setting new tyre standards with the introduction of advanced solutions like our TM1 Eco Power tyres. Agriculture is currently undergoing a major

transformation, calling for greater sustainability and productivity. We're working to answer this call by bringing state-of-the-art technology for increased performance to tyre solutions designed to make a difference in day-to-day customer's operations – starting with our TM1 Eco Power, the most sustainable tyre choice."

From 12 to 18 November 2023, the new TM1 Eco Power tyre will be shown live for the first time at Agritechnica, the world's leading trade fair for agricultural machinery, in Hanover (Germany) on the Trelleborg Booth B04, Hall 20. At the same place, on November 13 from 2pm a dedicated press conference will be held to present the new tyre and all its innovative features.

Trelleborg experts will be on the booth to advise industry professionals on the best tyre solutions for agri applications, including the latest Trelleborg HF1000 implement tyre, TM1000 ProgressiveTraction® tyre, MPT100 tyre for multi-purpose Off-Road trucks and the recent Adaptive Tire Management System (ATMS) as smart farming solution for a cost-effective agribusiness. The system acquires real-time tyre data for ultimate

tractor performance through its sensors, mounted on a tyre integrated support. This way while working, the farmer is constantly informed on how to fully optimise the tractor configuration in each operation.

TM1 Eco Power tyre – Advanced tyre design, engineering and performance

The TM1 Eco Power tyre has been designed together with OE partner Fendt especially for the e107 Vario, a new generation of electric tractors, equipped with 280/70R16 tires for the front axle and 380/70R24 tires for the rear axle as standard fitment. The innovative tyre design and its self-cleaning properties have been proven to give superior traction on hard soil and extra operator comfort. With a focus on performance and energy efficiency, TM1 Eco Power tyre delivers unparalleled low rolling resistance for fuel-powered vehicles while extending the battery life of tractors, further reducing environmental impact while maximizing performance.

NOKIAN TYRES MAKES A COMMITMENT TO PROTECT THE BALTIC SEA – AIMING TO REDUCE THE ENVIRONMENTAL BURDEN OF SEA TRANSPORT

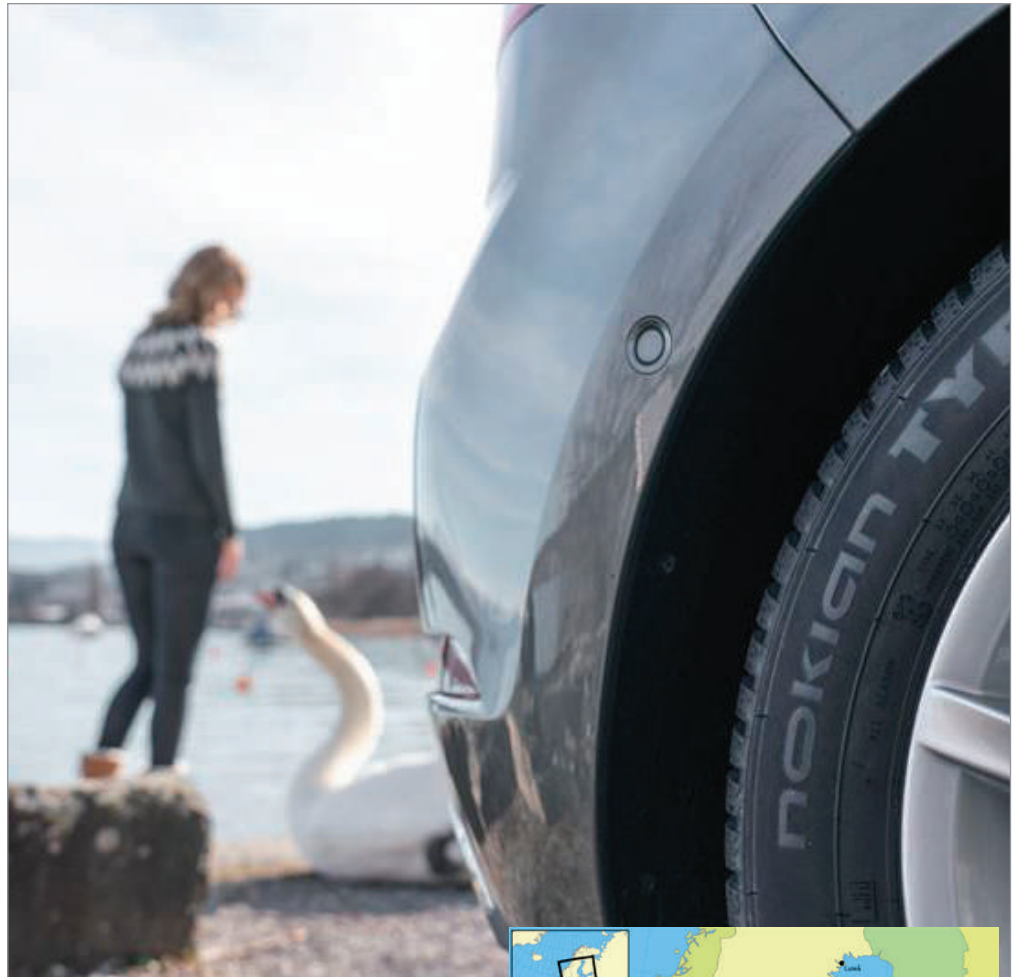
Nokian Tyres gives the Baltic Sea Action Group (BSAG) a Baltic Sea commitment for the years 2023–2026. Nokian Tyres' commitment is focused on cooperation in BSAG's Ship Waste Action initiative. The goal of the initiative is to establish an operating model in which wastewater from cargo ships is discharged in the harbor and the utilization of nutrients is enabled by circular economy solutions.

"The discharge of wastewater from cargo ships into the sea is still legal, and many shippers may not even know that wastewater from their transports is likely to end up in the Baltic Sea. We want to contribute to changing this practice. Discharging wastewater from marine transports to land reduces the environmental burden of our supply chain and contributes to our sustainability work," says Teppo Huovila, VP Quality and Sustainability at Nokian Tyres.

"With our commitment, we require the cargo ships under direct shipping company contracts to discharge wastewaters in the reception facilities in Finnish ports. We also advise the forwarding agents to follow the same rule/principle when handling our cargo. Ship Waste Action is one of the criteria influencing the selection of freight carriers in our future freight tenders," Huovila says.

A global company can have an influence also outside of Finland and the Baltic Sea

With its commitment, Nokian Tyres also promotes circular economy regarding ship waste. The company increases shipping companies' and forwarding agents' awareness about the possibilities of discharging wastewater not only in Finnish ports, but also in other ports in the Baltic Sea. In addition, the company increases its own contractual partners' awareness about the possibilities of



circular economy regarding ship waste also in its sea transports outside the Baltic Sea.

"Nokian Tyres transports cargo on all the world's most important shipping routes, so this commitment affects the operations of several shipping companies, ships and ports. Nokian Tyres' measures serve as an example and fuels other companies that use sea transport to promote responsible shipping," says Mia Hytti, Project Manager in Marine Traffic at BSAG. The Baltic Sea Action Group is a non-profit foundation founded in Finland in 2008, whose goal is to restore the good ecological balance of the Baltic Sea under changing climate conditions. Nokian Tyres' Baltic Sea commitment can be found on BSAG's website. As part of the commitment, Nokian Tyres



supports BSAG's work for the Baltic Sea with an annual donation.

BRIDGESTONE MOTORCYCLE TYRES WIN THE TITLE OF 2023 FIM ENDURANCE WORLD CHAMPIONSHIP

- YART Yamaha Official EWC Team won the 2023 FIM[i] Endurance World Championship (EWC) title on Bridgestone tyres.
- Bridgestone provides riding excitement through the supply of BATTLEAX brand premium tyres and through a wide range of sustainable global motorsport activities.
- Through supporting global motorsport activities, Bridgestone will deliver “Emotion: Committed to inspiring excitement and spreading joy to the world of mobility”, as laid out in the Bridgestone E8 Commitment.



Bridgestone Corporation (Bridgestone) announced today that the company supported the team winning 2023 FIM Endurance World Championship (EWC) title, the world's foremost series of endurance motorcycle races, with Bridgestone tyres: YART Yamaha Official EWC Team has in fact won the championship, with YOSHIMURA SERT Motul finishing second. This is the fourth time and the third consecutive year that a team using Bridgestone BATTLEAX tyres has won the EWC title

Since 2017, Bridgestone has supported teams participating in the full EWC series with the supply of Bridgestone BATTLEAX tyres, which provide high grip, durability and comfort handling. In the 2023 season, YART Yamaha Official EWC Team – one of the three teams supported by Bridgestone – placed second in the opening race and first in the second race of the series, showing consistent performance throughout the entire season. With the second rank, the team went on to participate in the Bol d'Or 24-hour endurance race, the series' final race, which took place in France (16-17 September). This team came in fourth place, winning the EWC champion title.

“I am very pleased and honoured to achieve the EWC championship, which we have been aiming for with Bridgestone

tyres. I am so happy for our riders. They have been leading in every single round this year. At Le Mans, we had a problem where we crashed on some oil. Spa was the perfect race for us, even with some issues. We showed such a good pace in Suzuka, but a very minor technical issue meant we missed out on a dream podium. In the Bol d'Or, since it was a tough race for us and we had to be conservative to ensure our bike survived, but we did this to ensure we could finish the race. I was so proud of the riders in Japan, as we were close to retiring, but the boys did not give up and fought back from last position to 22nd. So, for me, our guys are the real heroes and true endurance riders. They always show such amazing fighting spirit, bravery, and determination, and they really deserve it. This championship means a lot to us all, and the whole team has worked so hard, so we will enjoy this feeling and then start thinking about next year and how we can defend our title,” said Mandy Kainz, Team Manager of YART Yamaha Official EWC Team.

“I would like to congratulate riders and all of the members of YART Yamaha Official EWC Team on their EWC title. YART Yamaha Official EWC Team won the second place in the opening race of Le Mans and the first place in Spa and continued to show high

level of teamwork throughout the entire season and deserved to be the champion. Bridgestone is very proud to have contributed to their championship by supplying tyres that maximize the performance of both riders and their bikes – even under the extreme conditions of endurance races. I would also like to express my sincere gratitude to the many motorsports fans who supported us and to all the teams who worked so hard and cooperated in tyre development. Bridgestone looks forward to supporting the series champion as a member of their team from the ground up, and to taking on the challenge to develop and supply tyres with even higher levels of quality and performance next year as well, with our passion to support motorsport,” said Tatsuya Uchida, Director, Motorsport Division, Bridgestone Corporation.

Bridgestone is committed to supporting the development of enjoyable motorcycling and motorsport culture with safety and peace of mind through a wide range of sustainable global motorsport and products like its BATTLEAX premium motorcycle tyres. Through these efforts, the company strives to achieve the corporate commitment of “Emotion: Committed to inspiring excitement and spreading joy to the world of mobility”, as laid out in the Bridgestone E8 Commitment[ii].

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- keep record of tyre movements

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ProTCS integrates across the **Bandag** system, whether you are using it with **ProWheel**, **ProStock** or want to use it as a standalone function. Even in standalone mode, **ProTCS** integrates with **ProTurbo** to make the data recording process simpler and faster.

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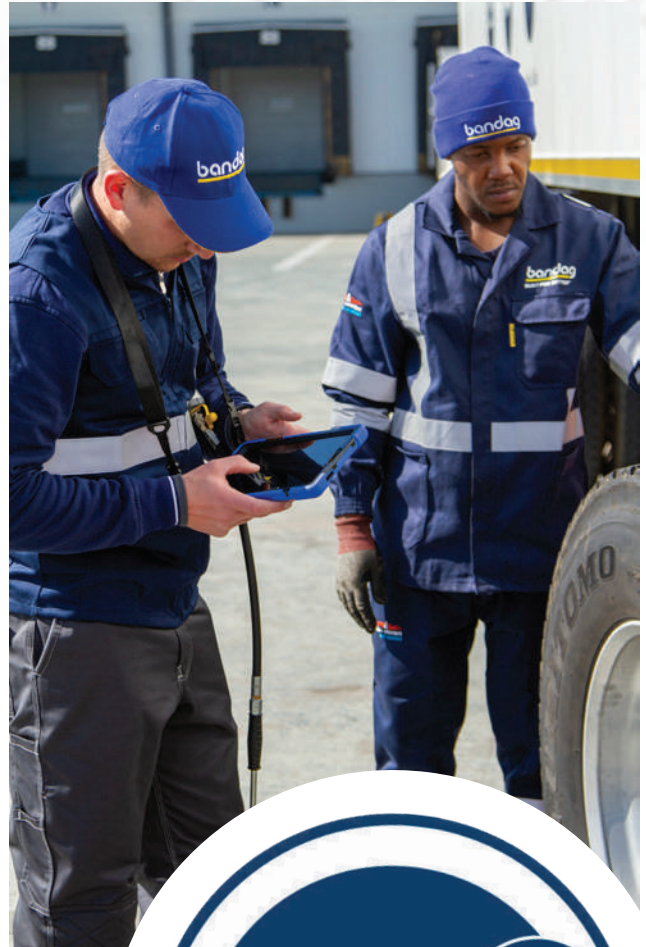
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SAILUN PUTS NEW GENERATION TYRES TO THE TEST

As part of a true motorsport festival, global tyre company SAILUN held an exclusive event at and around the Nürburgring in early September. The event, specially put on by SAILUN, was dedicated to a test of the new generation of passenger car tyres, ATREZZO 4SEASONS PRO and ATREZZO ZSR2. Two tyres that, thanks to the innovative EcoPoint3 technology, have been setting new standards in the industry since their debut. The 25 participants praised above all the “very good deceleration and lateral control on wet and dry surfaces” as well as the “high safety reserves”.

Stephan Cimbäl, Director Marketing SAILUN Europe, emphasized after three exciting days: “We are very pleased that our new tyre generations not only scored positively with proven experts. During this event, we were also able to convince end consumers, media representatives and motorsport enthusiasts of the reliability and performance of our new tyre generation. Having everyone test together was a new and exciting experience for the participants, because different perspectives, perceptions and priorities complement each other in this way.”

For the 25 participants from Germany, Austria, Switzerland and the Netherlands, the conditions were ideal on the weekend of September 7-9, 2023, at the Test Event Area at the Mendig airfield, located in the hilly region of the Eastern Eifel. Summer temperatures and dry weather also created ideal conditions, thanks to exclusive track rental including a special instructor and service crew that ensured the readiness of the SAILUN tyre test fleet consisting of VW Golf GTI, VW Golf R as well as BMW M240i xDrive, BMW M2 and Renault Clio RS with special course set-up. The tyre tests, which were conducted on both dry and wet asphalt, demanded high quality and durability from the tyre material. The new SAILUN tyre generations also convinced the participants with their low rolling resistance, which significantly reduces fuel consumption compared to competitors in the international tyre industry. In addition,



it turned out that the optimized treads as well as revised structures of the latest EcoPoint3 tyre generations decisively contribute to the reduction of rolling noise, shorter braking distances, better grip on dry as well as wet road surfaces, and improved cornering stability.

The test and experience program also included two trips on public country roads in the vicinity of the Nürburgring to experience the tyres under “real” conditions. Corresponding technical presentations on EcoPoint3 technology and the SAILUN group of companies rounded off the test program. Afterwards, the participants still had the opportunity to experience the Red Bull Formula Nürburgring as VIPs, to visit the starting grid of the 12h race and to look behind the scenes of the elaborate live production of Nürburgring.tv. A virtual race on the eSports simulator with SAILUN cars was also on the agenda.

Stephan Cimbäl, Director Marketing SAILUN Europe, clearly outlined the goals and ambitions of the SAILUN brand, which now ranks 12th among global tyre groups. The innovative rubber compound developed by the SAILUN Group based

on EcoPoint3 technology has been used in new tyre generations since 2022. This energy-efficient “liquid phase mixing technology” will continue to serve as the basis for the production of all new SAILUN tyre generations with a clear premium claim at attractive prices. “How resistant a tyre is to abrasion is highly dependent on the rubber compound used. For example, the ATREZZO 4SEASONS PRO offers a reduction in rolling resistance thanks to the EcoPoint3 rubber compound and its substructure, guaranteeing safety, performance and energy efficiency in all weather conditions.” In addition, he highlighted that the EV sizes of SAILUN all-season tyres in particular have a reinforced tread carcass that helps the tyre in terms of torque from EVs when starting or braking, helping to improve overall handling and cornering precision.

The latest generation of the ATREZZO ZSR2 was also in focus at the airfield in Mendig. In the tests, the asymmetric tread pattern and the improved EcoPoint3 rubber compound provided excellent grip on wet and dry roads, improved downforce, and first-class cornering and handling at high speeds. Added to this are the superior wet grip properties and minimal abrasion.

SP SPORT MAXX 050+



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