

Southern Africa

# TREADS DIGITAL

Vol 30 • Dec/Jan 2024

[www.satreads.com](http://www.satreads.com)



## PURSUING GROWTH, A KEY STRATEGY FOR SUPA QUICK

MAJOR TECH TRENDS  
DEFINING FUTURE OF  
TYRE PLANTS

SUMITOMO RUBBER TO  
LAUNCH 'SMART' ALL-SEASON  
TYRES IN 2024

RECIRCLE AWARDS  
2023 – WINNERS  
REVEALED

RAMAPHOSA HEAPS  
PRAISE ON LOCAL  
TYRE INDUSTRY



# bandag

**BUILT FOR BETTER™**

**SUSTAINABILITY**

**RELIABILITY**

**PROFITABILITY**

Ongoing investment in processes, rubber compounding, product performance and a global partnership is the blue print of Bandag's Application Specific Range of premium retread products.

**Bandag Application Specific Retreads - Built For Better**



## Editor's Corner

As we approach the holiday season, many will be escaping the rat race and heading down to the Coast, to celebrate with friends and family. Travelling by car? Don't neglect those all-important vehicle checks! Fitment chains, such as Supa Quick – our exclusive interview in this edition – can perform these simple checks in a matter of minutes. And we don't mean on your tyres alone! Supa Quick have labelled themselves as "More than Tyre Experts", in a bid to provide the motorist with an all-inclusive service when it comes to batteries, shock absorbers, windscreen wipers and even minor vehicle services.

They have further pledged to expand their formidable presence around the country and are opening new, strategically-positioned stores as we speak. Read all about Supa Quick and the Group's ambitious plans for the future, under the helm of new Managing Director, Michael Humphries, on page 2.

Keen to know what are the current tech trends driving tyre manufacture and their plants? Check out our feature story where we identify some of the current movements circulating in global tyre manufacturing plants, according to Smithers.

The Recircle 2023 award winners of their respective categories have been announced. This year, the winners hail from as far apart as Colombia to Canada and from Italy to India. This story, on page 16.

Enjoy catching up on these stories, and others making headlines in South Africa and abroad, which feature in our Local and World News sections.

Wishing you all a safe and blessed festive season!

*Liana*



## contents

### Interview

Pursuing growth, a key strategy for Supa Quick 2

### Feature

Major tech trends defining future of tyre manufactuirn plants 8

### Local News

Cyril Ramaphosa heaps praise on local tyre industry 8

Sumitomo Rubber to launch 'smart' all-season tyres in 2024 10

Goodyear Wrangler Duratrac RT launches in South Africa 11

Premium tyres triumph over budget tyres under rigorous test conditions 12

Bridgestone continues support of Pink Drive with R500 000 donation 14

### Global News

Recircle Awards 2023: Award winners revealed at Futurmotive Expo and talks 16  
CEOs of 10 tyre manufacturers unveil two-year sustainability plan 17

### World News – Europe

Nokian Tyres surpasses 2030 emissions reduction target 18

### Retreading

Reimagine your profitability 19

### World News – Asia

New Tyrexpo show series set for Bangkok 20

### World News – USA

Goodyear announces transformation plan: Goodyear Forward 22



**Editor:** Liana Shaw

**European contributor:** John Stone

**Design & Layout:** Simone Anderson

**Advertising SA:** Liana Shaw – [satreads@mweb.co.za](mailto:satreads@mweb.co.za)

**Advertising EU:** Sapphire Media

**ON THE COVER:** Michael Humphreys

Visit [www.satreads.com](http://www.satreads.com) to see our past issues

**Publishers** Sky Publications cc • PO Box 702, Douglasdale, 2165

Tel: 011 658 0011 • Fax: 011 658 0010 • Cell: 082 851 6777 • Email: [satreads@mweb.co.za](mailto:satreads@mweb.co.za)

[www.satreads.com](http://www.satreads.com)





**PURSUIING GROWTH,  
A KEY STRATEGY FOR  
SUPA QUICK**

## MICHAEL HUMPHREYS OUTLINES OBJECTIVES FOR SA'S LARGEST FITMENT GROUP Supa Quick

– South Africa's largest fitment Centre franchise – has a new Managing Director in Michael

Humphreys, who took up the role on 1 April 2023, in a career move he laughingly describes as

this year's April Fools for the fitment group. But his skills and expertise in franchising are no

laughing matter, having amassed a wealth of knowledge and experience in the retail sector

during the course of his career, both domestically and internationally.

**We caught up with Michael in an exclusive interview to find out more about his earlier years, what led to his current designation, and how he plans to tackle important issues facing tyre and underbody fitment, in a challenging trading space.**

**Tell us a little about you Michael – where you grew up and the career path that brought you to where you are today.**

I grew up and went to school in Ficksburg a small town in the Eastern Free State, after which I went to study Architecture at the Free State University in Bloemfontein. At the time of completing my studies it was a very popular trend to venture overseas, so I took up the opportunity to travel to the United Kingdom, after graduating. After a few temporary employment opportunities in the UK, I was employed by Saunders Partnership Architects, just outside London, as a Design Architect and within the next 8 years became a Partner in the practice.

Saunders was Tesco's lead architecture firm - so my journey into Retail started by designing their standard store layouts and evolved into providing them with retail design solutions to improve their customer experiences within their stores and retail developments. My key learning being that good architecture in retail should facilitate good operations, how "pretty the store looks" is secondary to that.

Ultimately the yearning to move back to South Africa culminated in landing a position at YUM as Head of Design (Africa), where I was responsible for building new stores, revamping the existing stores and evolving the store designs to meet Global brand standards and international design trends. Following a 5 year stint at SPAR

Group (South Rand Division) where I was also involved with store design, building new stores and revamping existing stores, I took up the opportunity to lead the ESKORT Retail stores arm, known as Target Meats. Here I really honed by Retail Operations knowledge and skill, leading a retail store base that grew from 9 stores to 20 stores in 2.5 years. I took on the responsibility of franchising the business to meet the objective of establishing a nationwide presence for our stores.

**Automotive fitment and food could not be further apart. How did this departure from an industry you were familiar with, to one you knew little of, come about?**

Although the industries themselves may differ, the fundamental principles of franchising remain the same.

Having achieved my goals and objectives at Target Meats, I was searching for a new challenge when the opportunity with Bridgestone and Supa Quick arose, and so I applied for the position.

Having managed a cluster of retail stores, I gained insights into the critical elements necessary for the success of both a franchise and its franchisees. This includes aspects such as maintaining healthy cash flow, implementing essential structures, and managing personnel in a manner consistent with the overall business strategy. How you engage with your customer and entice them with your offer is of course paramount.

**Eight months into your new assignment, what are your impressions of the South African fitment market thus far?**

Let me start off by saying the tyre business can be pretty tough and ruthless. However,

it also opens up substantial opportunities for those ready to tackle the challenges.

Most striking is the trend of multi-alliances, with franchisees joining multiple groups in an effort to secure the best deals. This is highly irregular in most industries and I find it fascinating that the local industry has evolved in this unique way.

I call this a 'tyre fitment industry anomaly', that developed from the time when tyre manufacturers concentrated on making their tyres widely accessible and securing as many available distribution channels as possible.

**Does this pose a challenge when it comes to maintaining confidentiality around strategic aims and objectives you are working towards?**

There are a handful of individuals sporting multiple alliances in our group, but we are

“

Having managed a cluster of retail stores, I gained insights into the critical elements necessary for the success of both a franchise and its franchisees.

”

“

Growth, in the quest to remain the largest fitment group in the country, is one of our key objectives.

”

entrusting them to be fully aligned with us and to honour their commitment to our fitment chain.

Luckily, we do not receive any information on our competitors from them, which serves to appease any concerns we may have over their ability to observe confidentiality.

**What about the trend to switch alliances? Are you seeing this at this time?**

This does seem to be the trend with one particular fitment center group that is currently struggling. We are seeing a number of individuals from this camp knocking on our doors to swap alliances and obtain more certainty with regard to their business outlook.

We are also seeing buying groups becoming a lot stronger, as franchisees do not need an alliance with a manufacturer to operate, thereby doing away with the need for them to hold stock.

That said, an alliance with a manufacturer has its advantages - it gives you a strong identity and association, so suffice to say, that there is no perfect business model for this industry and I think this is a current challenge that many in the industry is wrestling with.

**What are the major challenges facing your franchisees?**

The biggest challenge being faced by South African businesses in general, is power interruption. Our franchisees have noted a considerable decline in sales over load-shedding periods.

Establishing partnerships with suppliers

is equally important, as the latest deal we have procured with Shell illustrates. Supa Quick stores will now be able to sell Shell motor oil throughout their stores, at highly competitive prices in the retail environment. We value these supplier relationships and some of our suppliers have been on this journey to evolve our focus from “merely being tyre experts” to being “more than tyre experts”.

Aside from this, we continue to embark on a rigorous customer service drive via social media, google review ratings and so on. Consumers rely on our expert advice, great value and good service. Delivering on these aspects is the key to making us sustainable for the long term.

**What are some of your immediate goals and objectives?**

Growth, in the quest to remain the largest fitment group in the country, is one of our key objectives. This year alone we opened 11 new stores based on a newly-adopted strategy to position ourselves in premium locations. We plan to sustain this pipeline in the future by forging connections with developers and landlords in what we identify as “premium” locations to secure the optimal retail space.

Having the largest network of stores and our “inter dealer relationship” allows us to best serve the national and local fleet businesses which are also integral part to our Franchisees revenue stream. Securing more fleet business is also a priority for our Supa Quick Head Office team.



Expanding our range of products and services to better cater to customer needs is essential for enhancing the attractiveness and long-term sustainability of our business model. We aim for customers to recognize us as “more than tyre experts”.

**Bridgestone is looking to close its commercial retail operations. Are Supa Quick franchisees equipped to service Bridgestone’s commercial fleets?**

Currently, we have around 40 Supa Quick stores nationally that are authorized and approved as TBR fitment centers, but we recognize there will likely be some residual business taken up by the opposition.

Declining sales in the commercial market (overall TBR sales in South Africa have declined by 17% this year) and our global strategy to be more asset light, have led to the unfortunate decision to investigate the closure of 14 of our equity stores in South Africa, Zambia and Eswatini. Consequently, we are now in a Section 189 negotiation process with staff. If there is a viable way to retain these jobs, we are committed to doing so.

Are there any notable developments within Supa Quick you can comment on?

The biggest development is that as of midway through 2023 Supa Quick Retail Pty Ltd was registered to provide us as a business more independence from our holdings company Bridgestone South Africa. With independence comes responsibility and we now as a team need to maintain our existing franchise and supplier revenue streams, but also create new revenue streams with suppliers to sustain the business and generate our own profit.

**What can we expect to see from Supa Quick in 2024?**

As already mentioned, we will continue to add more strategically-placed stores alongside continuing to take care of our fleet business, which makes up a big part of our business. This will require a greater integration and alignment of our systems in a bid to become fully fleet aligned.

You can expect to see new stores open almost monthly next year and we hope

to complete our brand refresh within our network by the middle of next year. Our rebranded stores not only make a statement, but also cultivate a more customer-friendly environment, enhancing the overall experience for our valued customers.

We’ve already established relevant new supplier connections across various product categories, and this includes integrating new tyre suppliers into our network.

Keep an eye out for our expanded presence in the digital realm. As with any retail business, focusing on this aspect is crucial for our success!

We are really excited about what 2024 will have in store for our Supa Quick business!



# Join the Supa Quick Franchise Family!

With over 190 stores in Southern Africa, become associated with an iconic brand. Enjoy Head Office support, national marketing campaigns, centralised digital marketing, IT support, ongoing training, and exclusive access to preferred suppliers with preferential pricing, all geared towards empowering your journey with Supa Quick.

For more information contact Veronica on:  
✉ [veronica.basson@bridgestone.co.za](mailto:veronica.basson@bridgestone.co.za)



**Fitment Centre of the Year 2022**

**supa quick**  
more than tyre experts



# MAJOR TECH TRENDS DEFINING FUTURE OF TYRE MANUFACTURING PLANTS

The global tyre industry is estimated to reach 19.25 million tonnes of production in 2019, which is forecast to grow at a compound annual growth rate of 3.4 percent, to arrive at 22.75 tonnes in 2024. This, according to a recent study by Smithers.

Exclusive research from the study – The Future of Manufacturing to 2024 – reveals that global tyre demand and industry growth support further expansion in manufacturing plants.

Industry capital spending is growing overall and is dominated by the major global players – Michelin, Bridgestone, Continental, Goodyear and Sumitomo – with total value expected to rise from \$239 billion to \$281 billion in 2024.

However, while the study identified a trend for regional manufacturers to expand their presence, this was unlikely to be outside their traditional home markets.

### THE MAJOR PRODUCT TRENDS

Ultra-high performance and low rolling resistance tyres represent the fastest-growing technologies and market segments, with big OEMs pushing into this sector in a bid for higher profit margins.

There is also a shift toward light trucks, away from passenger cars, and in the high-performance segment, a continuing push for larger OEM tyre sizes/rim diameters, although these are now approaching their practical upper limits.

### SMART PLANNING

The study highlights how production planning in the tyre business has changed since 2000, with sub-brands and sizes multiplying. Customers are also demanding quicker delivery times, which means the order-delivery cycle has become shorter and warehouses no longer fill with products.

Today, tyre manufacturers are having to balance their production runs with orders, and shorter production runs and complex product mixes present challenges for planning and day-to-day factory operation.

For a tyre plant to be efficient, it requires a good production plan for material flow planning. With the increased number of tyre sizes, it is still possible to moderate the number of semi-finished products, if modulation is an option, (not every tyre requires specific components and modularising is a good solution with steel

belts and carcass components, for example.) The study says modularisation should be systematic and planned with professional partners as it can increase productivity significantly, even a challenging product mix and minimal or no investment.

### PLANT SPECIALISATION AND OUTSOURCING

For a given plant, especially a greenfield site, tyre companies are increasingly moving away from multi-size and multi-type tyre production, so as to allow for the specialisation of processes and equipment suited to a particular size or type of tyre. This can greatly decrease complexity and boost efficiency.

Moreover, compounding, mixing and some component preparation, are increasingly being outsourced – leading to a situation where some modern tyre plants are more focused on producing their products from materials and components sent from multiple outsourced locations.

In a global market space, this aligns with the tendency for tyre companies to produce closer to OEM vehicle assembly plants – an approach that saves on transportation costs and shipping/time to market, which avoiding certain current and potential future trade restrictions or tariffs.

### AUTOMATION

The automation trend is an area where significant progress is being made, mainly in the most developed markets.

At plant level, there has been much activity to upgrade old factories and design new ones around automation.

Full-plant automation offers multiple benefits – lower stock levels, optimization of space, minimisation of buffer stock, as well as the potential for full traceability of every tyre in production.

### RFID TAGS AND SENSORS

The introduction of embedded RFID chips and sensors has had many implications for vehicles in use, with smarter and automated driving platforms. Equally, the same technology can

Compounding, mixing and some component preparation are increasingly being outsourced.

provide a benefit on the factory floor.

RFID tags can store important data such as tyre make, size or type, that can quickly be read, thereby dovetailing with the trend towards greater automation.

Unlike a barcode label, RFID tags can be read, even when obscured by other objects, or when embedded in the tyre itself.

Major tyre equipment and automation suppliers – such as Mesnac and Rockwell Automation – are active in spreading this technology, as are smaller, more specialised companies like Computype.

However, while RFID sensors in tyres can assist manufacturing, adoption is likely to be slow, unless there is pointed impetus from new regulatory requirements.



## CYRIL RAMPHOSA HEAPS PRAISE ON LOCAL TYRE INDUSTRY

**President of the Republic of South Africa, His Excellency, Cyril Ramaphosa has praised the local tyre industry for its Homegrown Driving Local initiative which highlights the importance of domestic manufacturing within the tyre industry to drive investment and job creation.**

During his 3 November walkabout at the African Growth and Opportunity Act Forum (AGO) "Made in Africa" exhibition

at the Johannesburg Expo Centre, the President visited the stand of the South African Tyre Manufacturers Conference (SATMC), where he engaged with SATMC Managing Executive, Nduduzo Chala, and industry representatives.

President Ramaphosa also hailed the local tyre manufacturing industry's sourcing of raw materials from other African states.

Chala gave him a brief overview of the tyre value chain, the Homegrown Driving Local initiative and the investment commitments

made by the four SATMC members, Bridgestone South Africa, Continental Tyres South Africa, Goodyear South Africa, and Sumitomo Rubber South Africa (Pty) Ltd.

The "Made in Africa" exhibition showcased deeper trade within and between the African countries. Trade in the African continent and America is critical for South Africa and local companies, and provides the automotive industry with valuable opportunities through the African Continental Free Trade Area (AfCFTA) agreement.

**MAXXIS**<sup>®</sup>  
TYRES

***YOU CAN  
REALLY SEE  
THE FAMILY  
RESEMBLANCE.***

**TYRES DESIGNED TO  
HELP YOU GET  
THE MOST OUT  
OF EVERY RACE, RIDE,  
AND ROAD TRIP.**



MAXXIS MAXXIS MAXXIS MAXXIS



**ADVENTURE WITHOUT COMPROMISE**



(011) 314 2428 • (010) 300 0172 • 082 738 3232

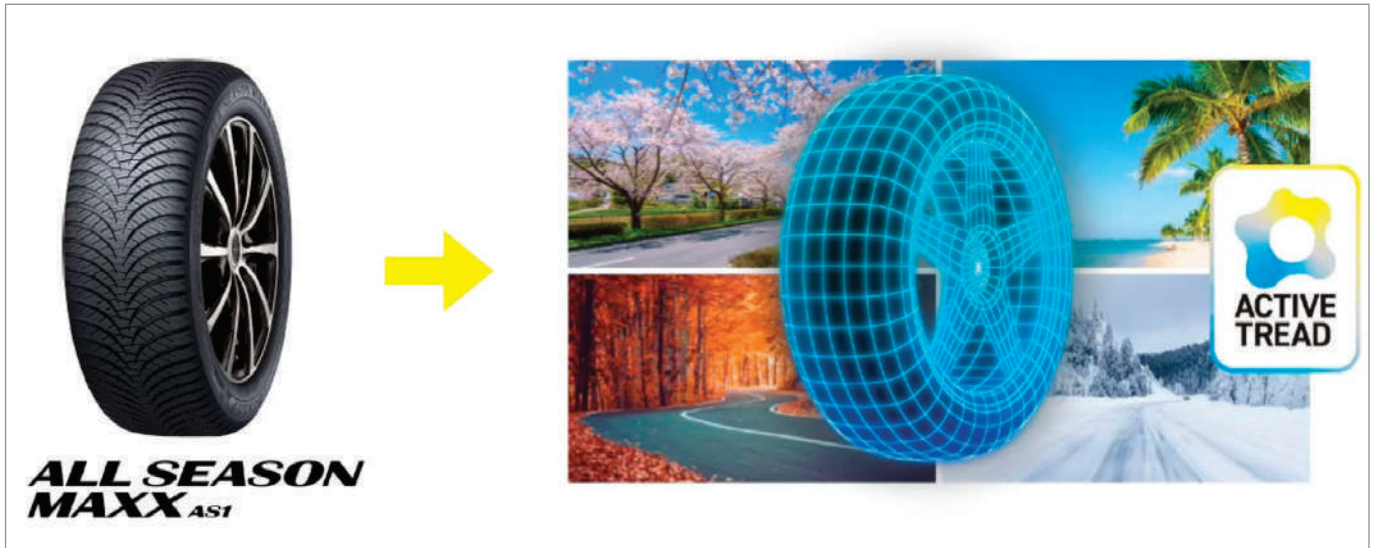


cs@maxxis.co.za



maxxis.co.za

# SUMITOMO RUBBER TO LAUNCH 'SMART' ALL-SEASON TYRES IN 2024



**Sumitomo Rubber Industries (SRI), the Japan-based parent company of Dunlop manufacturer, Sumitomo Rubber South Africa, has announced it will release next-generation all-season tyres in late 2024 equipped with a new technology called "Active Tread" that can adapt to sudden changes in all weather conditions.**

SRI President Satoru Yamamoto made the announcement recently at the Japan Mobility Show 2023 held at Tokyo Big Sight (Koto, Tokyo).

"Active Tread is a technology in which a special material is mixed with rubber, so that the tyre becomes soft when it meets water, and adjusts itself to temperature changes such as wet road, snowy or cold weather conditions, but returns to its original hardness in sunny or hot weather. We challenged the industry's conventional wisdom that tyres become slippery on wet road conditions or snowy days," he explained.

Based on the technology that took six years from its conception, the company will develop tyres for electric vehicles (EVs) and other applications, ensuring uninterrupted safe driving even during automated driving.

President Yamamoto emphasised,

"Achieving both low energy consumption and optimal wet-weather handling in electric vehicles presents a challenging engineering paradox. With Active Tread, we can achieve both and be ahead of the rest of the world."

The company also boasts "Sensing Core" technology, which transforms tyres into sensors by gathering real-time data on road conditions, tyre wear, load, and air pressure, using data such as tyre rotational speed and the amount of tyre slip on the road surface as key indicators.

"In the future, we aim to create tyres that can be used continuously regardless of region or season and are less susceptible to weather changes. Additionally, by reducing the need to replace tyres, we will reduce the burden on the environment and contribute to the realisation of a more sustainable society," added President Yamamoto.

The specific features, prices, and availability of the new tyres with Active Tread will be announced in 2024.

## REFINING NEW TECHNOLOGIES

With the rise of electric vehicles, autonomous vehicles, car sharing, ride sharing and other new types of mobility services, the automotive industry is increasingly seeing

a shift in the role that vehicles play. Consequently, there are major changes in the functional and performance requirements of tyres.

With an eye toward the Mobility Society of the Future, the Sumitomo Rubber Group is actively pushing ahead with research and development under its Smart Tyre Concept. This catchall term describes the group's ongoing efforts to develop the various technologies that will create the tyres of the future.

Locally, Sumitomo Rubber South Africa is investing significantly into its passenger car radial production facility which will allow the company to manufacture a wider set of products that meet and exceed OE specifications and future automotive industry requirements. The investment includes new plant equipment and machinery.

The 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.

# GOODYEAR WRANGLER DURATRAC RT LAUNCHES IN SOUTH AFRICA

**Goodyear Wrangler Duratrac RT is Goodyear's premium 4x4 offering which offers a significant step forward in technology and performance compared to its predecessor. The tyre range is now available in the South African and Asian markets.**

This latest tyre in the Goodyear 4x4 range is a 50/50 on/off-road premium tyre that meets the needs of modern off-road drivers. Its bold appearance, toughness and comfortable handling make it an excellent fit for the current generation of off-road vehicles and enthusiasts.

Designed for extreme terrain, Goodyear Wrangler Duratrac RT is made for adventure. The historic Wrangler name is synonymous with durability and performance, with 'RT' marking the product's great ability over rugged terrain.

4x4s are among the most popular vehicles in South Africa, accounting for 24% of the total car parc in the last five years<sup>1</sup>. Over the same period, the segment has enjoyed a compound annual growth rate of 2%<sup>2</sup>. The Wrangler Duratrac RT sizes offered fit a wide range of off-road vehicles, including Ford Ranger & Everest, VW Amarok, Land Rover Defender, Toyota Hilux, Prado & Land Cruiser and the Isuzu D-Max, as well as most other well-known 4X4 vehicles in the South African market.

Customers increasingly require 4x4 tyres to deliver exceptional performance on and off-road. A Goodyear survey<sup>3</sup> found that 95% of customers want products that are durable, followed by ride comfort and mileage.

"This newest offering from Goodyear is yet another testament to our commitment in delivering the best



driving experience to our South African drivers," said Richard Fourie, Managing Director, Goodyear South Africa. "Building on our successful 75 years of tyre manufacturing in South Africa. I am proud to share that the Wrangler Duratrac RT tyre is manufactured locally under our Proudly South African banner."

Go explore with Goodyear off-road technology

Goodyear Wrangler Duratrac RT is packed with the latest off-road technology that gives drivers excellent control, grip and confidence. Goodyear's Tri-Shield technology uses reinforced materials to boost reliability and penetration resistance. The three-ply structure adds significant strength and tear resistance compared to a traditional two-ply construction, ideal for navigating harsh terrain.

DuraEdge technology provides the driver with grip even when traversing side slopes. The enhanced tread design extends over the sidewall, giving more protection against rocks and a more aggressive look

to the tyre's shoulder.

Furthermore, Goodyear's Optimized Tread Pattern excels in rugged conditions while providing excellent all-round performance and comfort on the road. With the new tread pattern the tyre showcases improved overall performance in wet conditions as well as offering a more quiet ride when on-road.

Laurent Colantonio, Goodyear Senior Director Technology Consumer: "Goodyear's next generation off-road tyre is here, with a step forward in all areas, particularly performance, durability and aesthetics. Wrangler Duratrac RT is a product tailored to fulfil the demands of true off-road enthusiasts, with a growing consumer interest across the South African market. The tyre's exceptional performance in durability, traction and its ability to handle challenging terrain perfectly represents Goodyear's spirit of exploration."

Goodyear will continue to roll out Wrangler Duratrac RT sizes during Q4 2023 for rim sizes of 15" - 19". A total of 15 sizes will be available.

# PREMIUM TYRES TRIUMPH OVER BUDGET TYRES UNDER RIGOROUS TEST CONDITIONS

In a test conducted by professional driver Daniel Barbosa, the debate between budget and premium tyres has been settled at last, and the verdict is crystal clear – premium tyres are the optimal choice for safety, performance, and peace of mind on the road.

In September 2023, Barbosa, who has 24 years of experience in the motor industry and as an advanced driving instructor, was invited by Tiger Wheel & Tyre to conduct a test comparing budget and premium tyres. The results shed light on the many reasons you should choose premium tyres to keep you, and the people who matter most to you, moving safely towards the things that matter most in life. Let's take a look at the results.

## CONTROLLED ENVIRONMENT AND IDENTICAL CONDITIONS

To eliminate bias from the results, the following conditions were observed: To ensure that handling under the various conditions tested was due to tyre performance alone, both tests used the identical vehicle – a mid-range, premium BMW with advanced systems. For consistency, Daniel Barbosa drove both vehicles. New tyres were installed on both cars, with one fitted with a premium brand tyre and the other with a budget tyre. The tests were conducted at Gerotek test centre – a controlled environment, free from distractions – to isolate tyre performance. Each test was run multiple times, for fairness and to exclude anomalies. Tyre pressures were identical and as per manufacturer recommendations for the specific vehicle.

## SAFETY PREVAILS

The importance of road safety took centre stage, and the results spoke volumes. In the wet cornering test, a BMW equipped with budget tyres grappled with a long, slippery turn. Without the aid of dynamic stability control (DSC), the vehicle struggled to maintain stability, even at a modest 45 kilometres per hour, ultimately leading to a complete loss of control. In stark contrast, the same BMW equipped with premium tyres conquered the challenge with confidence. In the absence of traction control, the premium



tyres exhibited exceptional grip and control. Even as speed increased to 45 kilometres per hour, they maintained a firm grip on the road, demonstrating control that was sorely lacking with budget tyres.

## STEERING PRECISION

The next challenge involved a slalom course, emphasising the critical role of tyres in steering precision. The vehicle equipped with premium tyres handled the slalom with finesse and ease, responding accurately to steering inputs at a consistent 40 kilometres per hour. By contrast, the same slalom test proved to be a formidable challenge for the vehicle fitted with budget tyres. The car exhibited noticeable understeer, making it difficult to navigate the cones and ultimately resulting in a loss of control.

## THE BRAKING CONTEST

In the dry braking in a straight line test, braking performance was put to a test that most drivers face on a routine basis. At 60 kilometres per hour, the premium tyres demonstrated impressive braking capabilities, coming to a controlled stop within a reasonable distance. This is noteworthy because 60 kilometres per hour is the maximum speed limit in urban environments. While the braking distance increased slightly at 120 kilometres per hour, it nevertheless remained impressive. The budget tyres performed similarly well at 60 kilometres per hour, but faced a substantial challenge at 120 kilometres per hour; requiring 6–8 additional metres to stop compared to

the premium tyres. These results underscore the dangers arising from subpar tyre performance during emergency braking.

## WET CONDITIONS MAGNIFY THE DIVIDE

To assess tyre performance in rain conditions, the braking test was repeated at 60 kilometres per hour in the wet. The vehicle with premium tyres exhibited controlled braking and a slightly extended stopping distance, a reflection of the wet surface. However, it remained in control throughout the process. In contrast, the vehicle with budget tyres struggled under similar conditions. The stopping distance increased significantly, and the vehicle grappled with maintaining control. In an emergency situation, this difference in performance would be significant.

## CONCLUSION

### A CLEAR WINNER EMERGES

This comprehensive tyre testing by Daniel Barbosa and Tiger Wheel & Tyre conclusively proves that premium tyres outperform their budget counterparts across all critical parameters. Premium tyres deliver superior grip, handling, and braking capabilities, ensuring the safety of drivers and passengers alike.

While budget considerations undoubtedly influence our tyre purchasing decisions, the evidence presented in this test reveals that choosing premium brand tyres could save your life. If you're determined to brake with confidence when it matters most, then premium tyres are the smart and responsible choice, says Tiger Wheel & Tyre.



# Generation **X**



**EffeX Sport**



**ReliaX Touring**



**AdvanteX SUV**



**AgileX AT**

**X** CITING ADVENTURES AWAIT

# BRIDGESTONE CONTINUES SUPPORT OF PINK DRIVE WITH R500 000 DONATION



**Bridgestone Southern Africa handed over a R500 000 cheque to PinkDrive, the NGO & Community Carer dedicated to promoting awareness for early detection of gender-related cancer. Bridgestone has supported PinkDrive for the past 10 years with its “pink valve caps” programme.**

PinkDrive was founded in 2009 by Noelene Kotschan to provide early detection of cancers, particularly breast, cervical, prostate and testicular cancers. These gender-related cancers are all highly treatable, especially if they are diagnosed early enough. PinkDrive aims to reach people in

disadvantaged areas who do not have adequate access to screening from the government health services, and cannot afford private health care.

The mortality rate from cancer has doubled over the past 30 years in Sub-Saharan Africa, with the annual cancer death toll set to hit 1 million by 2030 without significant intervention.

“South Africa has the third highest mortality rate from cancer in Africa, after Nigeria and Egypt, so PinkDrive’s work in early detection is highly significant and one that we are proud to support,” says Chantal Baxter, Operations manager wholesale at Bridgestone Southern Africa.

Bridgestone’s ongoing contribution of R500 000 to PinkDrive is the outcome of its Pink Valve campaign through which money is raised by selling pink valve

caps direct to the public, to Tyre Dealers and at Motorsport Events. Members of the Bridgestone staff, including its top executives, drive this effort in their spare time undertaken on a voluntary basis.

In addition to an annual monetary donation, Bridgestone provides maintenance for Pink Drive’s mobile units, donating tyres when needed. These mobile units are critical because they enable PinkDrive to reach remote and underserved communities effectively.

To date, PinkDrive has educated 445 175 women on breast health and performed a similar number of 431 712 clinical examinations. Nearly 12 640 men have been educated about breast cancer, with 3590 clinical examinations undertaken, while close on 19 482 men have received a PSA test for prostate cancer.

# BOTO <sup>OTR</sup> RADIALS

## CHOOSE AFFORDABLE QUALITY

THAT'S BETTER FOR  
YOUR BUSINESS



TESTED & PROVEN

### GET THE BOTO ADVANTAGE FOR YOUR MACHINERY:

- Suitable for all OTR machines
- Full size range in 25" to 35" 'E' and 'L' type radials
- Robust steel belted radial construction
- Abrasion-resistant tread compound
- Steel belt reinforced tread area
- Modern tread patterns for a wide spectrum of OTR applications
- Manufactured to global quality standards
- Manufacturer's warranty.

**It all adds up to a lower cost per  
operating hour**

*BOTO OTR Radials are  
designed for enhanced traction,  
hourage and durability for greater  
efficiency & reduced operating costs*

FOR ORDERS AND INFORMATION:

Ken Martin on 083 387 8403 or [ken@tafrica.net](mailto:ken@tafrica.net) • Marlin Pillay on 071 880 9247 or [marlin@tafrica.net](mailto:marlin@tafrica.net)

ONLY AVAILABLE FROM

**Transafrica Tyre & Wheel**

EXCLUSIVE DISTRIBUTOR FOR RSA, LESOTHO, SWAZILAND, BOTSWANA, MOZAMBIQUE, ZIMBABWE AND ZAMBIA

# RECIRCLE AWARDS 2023: AWARD WINNERS REVEALED AT FUTURMOTIVE EXPO & TALKS



Valebridge Media Services (VMS), the Crewe, UK and Madrid, Spain-based media services agency, has announced the winners of the 2023 Recircle Awards, the global industry awards event recognising sustainable innovation, production processes, management and services within the tyre retreading and recycling sectors.

The Awards were announced and presented to the deserving winners during a live ceremony conducted on 16 November during Futurmotive Expo & Talks in Bologna, Italy. The ceremony was also streamed live to viewers around the

views on the Youtube Channels of Media Partners Retreading Business and Tyre & Rubber Recycling, the leading global specialist publications for the global tyre retreading and tyre recycling industries.

David Wilson, Managing Director of Valebridge Media Services, commented; "We are once again delighted to have been able to celebrate the contribution made by the tyre retreading and recycling sectors to the Circular Economy and are pleased to report that over 6,500 individuals cast their vote in those categories that were open to the public vote. We once again saw exceptional engagement from all corners of the globe, and we congratulate the worthy winners

of this year's awards, who hail from as far apart as Colombia to Canada and from Italy to India.

"We would also like to express our gratitude to our Main Sponsors Autopromotec, Trophy Designers Neusus Upcycling and to all our Sponsors and Collaborators for their kind support of the Recircle Awards," he added.

**THE WINNERS OF THE 2023 RECIRCLE AWARDS IN ORDER OF THEIR ANNOUNCEMENT WERE AS FOLLOWS:**

- Best Passenger Retreader: FEDIMA
- Best Truck & Bus Retreader:

- MARANGONI
- Best OTR Retreader: MARANGONI
- Best EPR Scheme: VALORPNEU
- Best Tyre Recycling Research Project: BLACKCYCLE
- Best Tread Rubber Supplier: VIPAL
- Best Retreading Equipment Supplier: VIPAL MACHINERY
- Best Tyre Recycling Industry Supplier: FORNNAX
- Best Tyre Derived Recycled Product: MICHELIN
- Best Retreading Accessory and Consumables Supplier: VIPAL
- Tyre Pyrolysis Award: SCANDINAVIAN ENVIRO SYSTEMS
- Tyre Devulcanisation Award: TYROMER INC.

- Mechanical Tyre Recycling Award: DURAMOS SAS
- Employee of the Year Award: FABRICIO NEDEFF (VIPAL)
- Best Company Director: MATTHIAS LEPPERT (MARANGONI)
- Business Breakthrough Award: BLACK STAR
- Spirit of Retreading Award: TYRESOLES
- Industry Achievement Award for the Tyre Retreading Sector: PRESTI INDUSTRIES
- Industry Achievement Award for the Tyre Recycling Sector: REGOM
- Lifetime Achievement Award in the Tyre Recycling Sector: JEAN-PAUL BOUYSSSET

Renzo Servadei, CEO of Promotec Srl, the organisers of Futurmotive Expo & Talks, commented: "The Recircle Awards has rapidly become the foremost awards event in our sector, celebrating the efforts of the many individuals and companies who have contributed towards raising the status of tyre retreading and tyre recycling as a significant contributor towards the sustainability of the tyre industry. It is entirely appropriate that this year's ceremony was held at Futurmotive Expo & Talks, our new event focusing on sustainability, energy transition and innovation in the automotive sector."

The fourth edition of the Recircle Awards will take place during Autopromotec 2025, which takes place in Bologna from 21-24 May, 2025.

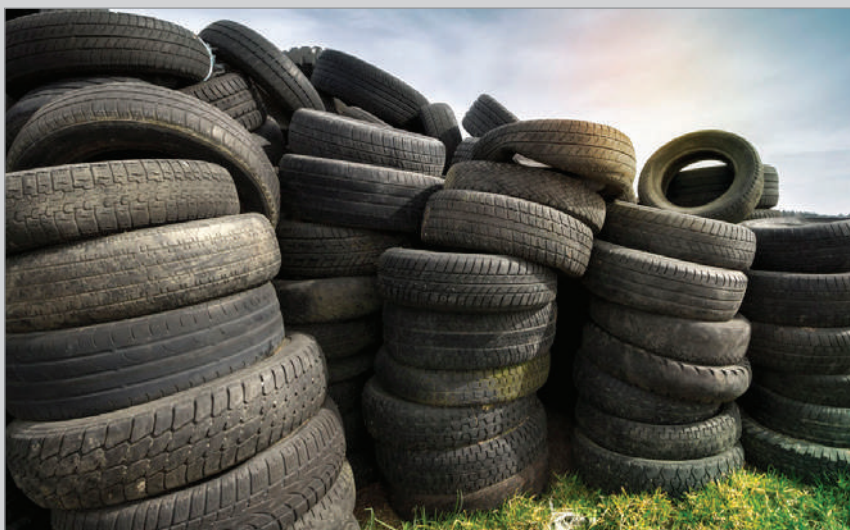
## CEOS OF 10 TYRE MANUFACTURERS UNVEIL TWO-YEAR SUSTAINABILITY PLAN

The CEOs of 10 leading tyre manufacturers gathered this week to confirm a two-year Tyre Industry Project (TIP) work-plan focused on research and action for sustainability in the tyre lifecycle, including tire-emission research and end-of-life tyre management. TIP said its work-plan for 2024 and 2025 builds on its established program of scientific research with enhanced action and stakeholder engagement across projects relevant to environmental, social and governance (ESG) in the tyre sector.

"Our new work-plan underscores the commitment of our members to a tyre value-chain that has positive impact on people and planet," TIP Executive Director Larisa Kryachkova said. "We are evolving and taking an increasingly collaborative and solution-oriented approach to building the knowledge, engagement and action required to drive a sustainable tyre lifecycle.

The CEOs of TIP member companies meet regularly to review project progress and approve work-plans. The work-plans are also reviewed by an assurance Group of independent scientists who provide guidance on the scientific relevance and robustness of planned research.

TIP's members are Bridgestone, Continental,



Goodyear, Hankook, Kumho, Michelin, Pirelli, Sumitomo Rubber Industries, Toyo Tires and Yokohama. TIP is co-chaired by Bridgestone, Continental, Goodyear and Michelin.

### COMPONENTS OF THE NEW 2024 AND 2025 WORKPLAN INCLUDE: Tyre-emission research and mitigation:

TIP said it will initiate a global conference to bring the scientific community and other subject matter experts together to advance both scientific

understanding and mitigation action on tyre emissions, including tyre and road wear particles (TRWP). TIP will also organize open calls for projects, to catalyze studies into tyre emissions beyond TRWP.

TIP will continue efforts to generate representative tyre emissions to advance tire emission risk assessments. In parallel, the project's increasingly solution-oriented approach will see the generation of data and methods to guide mitigation actions and the launch of TRWP-mitigation pilot projects.



By John Stone

For the past two decades Sapphire Media has supported the worldwide tyre and automotive industry as a unique Business Media Consultant delivering professional editorial and marketing/PR services to a global client base and as a regular columnist in leading publications.



## NOKIAN TYRES SURPASSES 2030 EMISSIONS REDUCTION TARGET

Nokian Tyres announced it reached one of its key emissions reduction targets seven years ahead of schedule. One of the company's science-based greenhouse gas emissions reduction targets was to cut its tire factories' CO2 emissions by 52% per production ton by 2030 compared to the emissions level in 2015. The target was achieved in 2023.

In 2015 the direct CO2 emissions from the factories were 723 kilograms (approx. 1593 lb.) per ton of tires, so reducing them by 52% means that they are below 347 kilograms (approx. 765 lb.) per ton of tires, which was the target level for the year 2030. However, in 2023 Nokian Tyres is already progressing rapidly toward a level of less than 200 kilograms (approx. 440 lb.) per ton of tires manufactured.

The already-achieved target is one of Nokian Tyres' four science-based greenhouse gas emissions reduction targets. The manufacturer said two of the targets are related to emissions from the supply chain, and one target is to reduce emissions during tire use.

According to Nokian, the CO2 emissions from tire production are mainly the result of the energy mix used in the factories. Thus, to reduce emissions, most of the purchased energy has to be from zero-CO2-emission sources. Nokian Tyres said it is in the process of updating its science-based climate targets to be even more ambitious. The company said it is committed to setting targets that enable net-zero greenhouse gas emissions by 2050.

**SAPPHIRE**  
Media Services

**BUSINESS  
MEDIA  
CONSULTANCY**



**THE TYRE AND AUTOMOTIVE MARKET'S ONLY INTERNATIONAL DEDICATED MEDIA SPECIALIST**

Sapphire Media specialises in professionally handling Editorial, Discounted Advertising and General Marketing and Public Relations projects for companies without in-house facilities for promoting their products and services.

Whether you are looking for national or global penetration why not let Sapphire Media see if they can help you move forward with an initial non-committal chat by phone or email.

We can expertly manage all business presentation to the international business media at highly competitively low prices (by monthly retainers or individual price schedules).

Whether you are looking for an increased business profile in South Africa or attract import and export enquiries from around the world. Sapphire Media has the experience and expertise to ensure you can make an impact.

Contact JOHN STONE on

+44 1206 822320

+44 7837 920420

john.stone@sapphire-media.co.uk

www.sapphire-media.co.uk

# REIMAGINE your profitability!



**The more you retread, the more you save. It's no secret!**  
**Retreading saves you money now, and in the long run.**

By investing in premium new tyres, you can maximise your new tyre investment by retreading them multiple times.

Because Bandag retreads deliver exceptional mileage performance, the benefit of retreading is doubled when you choose Bandag retreads. It's a no brainer no matter which way you look at it – Bandag retreads just make sense!

**Don't just take our word for it—put us to the test!**

**With Bandag you don't have to be a tyre expert. You just have to know one!**  
Bandag specialises in the manufacture of retreads and best-in-class after sales service. That's what we do.  
For more information, please contact Bandag on **011 439 6000** or visit the website at **[www.bandag.co.za](http://www.bandag.co.za)**

**bandag**  
**BUILT FOR BETTER™**

# NEW TYREXPO SHOW SERIES SET FOR BANGKOK 2024

The next pulsating show in the TyreXpo series of international events - TyreXpo Asia 2024 Show will be staged for the very first time in Bangkok, Thailand to act as a bi-annual sequel event to the highly successful show in March this year in Singapore.

The eagerly awaited three day show will take place from the 15th to 17th May 2024 at the Bangkok International Trade & Exhibition Centre (BITEC) and is expected to attract over 5,000 visitors from 60 countries and at present around 75 percent of stand (booth) space has either been reserved or confirmed. With some confirmed participations that includes Deestone (Thailand), Davanti World (UK), Kinto Tyres (Thailand), Transworld Tires (Germany), Petlas Tyres (Turkey), Transamerica Tire (China), SD International (China), Galaxy Automotive (Thailand), Sino Logistics (Thailand), Prinx Chengshan (China), Techking Tires (China) and Jiangsu General Science (China).

From experience of previous TyreXpo Asia shows, 85 percent direct influence or approval to purchasing decisions on over 400 individual brands will take place from manufacturers, distributors, fleet managers and retailers from around the world. Whilst the show will be covering innovative products and services in PCR, High Performance, Light Commercial, 4x4/SUV, EV TBR and OTR tyres. As well as casings, tubes, retreading, recycling, disposal, maintenance, Equipment, tools, repairs, storage, logistics and warehousing.

As the only dedicated tyre and automotive accessory show presented in Thailand, Tarsus Group reports an enthusiastic ongoing level of registered interest in TyreXpo Asia 2024 including a high level of enquiries from emerging markets such as Laos, Myanmar, Cambodia, Vietnam and Brunei.

Alwin Seow, Event Director of the TyreXpo show series says, "Asia is currently at the forefront of the global tyre market, with emerging economies in Southeast Asia driving both supply and demand and providing a progressive opportunity within the international tyre industry. With Thailand as its strategic location as one of the largest automotive hubs, the event



**Tyrexpo Asia 2024 will be staged at BITEC in Bangkok**

will play a crucial role in future trading activity throughout Asia.

TyreXpo will also be offering its now hugely popular 'Hosted Buyers Programme' which incorporates valuable opportunities for industry networking and discussions on best practices and solutions to drive operational efficiencies for the tyre industry. 120 selected international hosted buyers will have their travelling and accommodation expenses covered, to meet potential new customers over the three day show.

At the same time Tyrexpo Asia 2024 is looking to present a series of Business Conferences during the show covering the very latest industry developments. Plus there is the opportunity to take advantage of a free Early Bird visitor admission ticket.

Alwin concludes, "South Africa and all African countries are an important market for Tarsus in the tyre industry which we follow with great interest. Therefore, we welcome enquiries from enterprising African tyre businesses concerning taking a stand at TyreXpo Asia 2024 or as a visitor."



For additional information on Tyrexpo Asia 2024 including applying for the Hosted Buyer Programme visit [www.tyrexpoasia.com](http://www.tyrexpoasia.com).

For enquires on becoming an exhibitor or visitor contact [jane.customer@tyrexpoasia.com](mailto:jane.customer@tyrexpoasia.com) or for buyer enquiries [john.buyer@tyrexpoasia.com](mailto:john.buyer@tyrexpoasia.com)

**TARSUS**

**tyrexpo**  
Asia 2024  
BANGKOK

Asia's Leading Tyre Event  
Reignite your sales.  
Meet the global tyre industry.

**15-17**  
**MAY 2024**

BITEC, Hall EH98,  
Bangkok, Thailand



# tyrexpo Asia 2024 BANGKOK

**15 to 17 May 2024**  
BITEC, Bangkok, Thailand  
Hall 98

**YOUR ONE-STOP SHOW**  
for Tyres, Automotive Repair  
& Maintenance, and Tyre Accessories



Make your mark at Tyrexpo Asia, the only dedicated tyre trade show in Asia Pacific. Explore opportunities and network with over 5,000 professionals from the Tyre industry.

**SCAN FOR  
E-BROCHURE**



# GOODYEAR ANNOUNCES TRANSFORMATION PLAN: GOODYEAR FORWARD



**The Goodyear Tire & Rubber Company introduced a new strategic plan called “Goodyear Forward” following a comprehensive review by its board of directors and an independent review committee. Goodyear said the multi-faceted plan aims to optimize Goodyear’s portfolio, expand margins, reduce debt and enhance shareholder value. Part of the plan includes pursuing “strategic alternatives” for its chemical business, the Dunlop brand and the off-the-road equipment tire business. The company expects the plan to produce gross proceeds in excess of \$2 billion from portfolio optimization, as well as top-line and cost-reduction actions totaling \$1.3 billion by end of 2025.**

The Review Committee consisted of five directors, including two new independent directors appointed in July 2023. Over the

course of 16 weeks, the Review Committee engaged in deep analysis and deliberation with assistance from industry-leading financial advisors and consultants, Goodyear said. Goodyear said the full board will oversee the execution of the “Goodyear Forward” plan and remains committed to the ongoing assessment of value-enhancing opportunities.

#### **ACCORDING TO GOODYEAR, “GOODYEAR FORWARD” WILL DELIVER:**

Gross proceeds in excess of \$2 billion from portfolio optimization: Goodyear will actively pursue strategic alternatives for its Chemical business, the Dunlop brand and the Off-the-Road equipment tire business.

Cost reduction actions driving an annual, run-rate benefit of \$1 billion by the end of 2025: The company says it has initiated a specific and actionable cost reduction plan encompassing footprint actions and plant optimization; purchasing; SAG; supply chain; and R&D.

Top line actions driving an annual, run-rate benefit of \$300 million by the end of 2025: The company says it has identified opportunities in North America to optimize brand and tier positioning, rationalize SKUs, increase customer and channel profitability and enhance coverage in premium product lines.

Segment operating income margin doubling to 10% by the end of 2025: With the benefits of cost reduction and top-line actions, and net of the impact of expected asset sales and inflation, the company says it expects segment operating margin to double from approximately 5% in 2023 to 10% by the fourth quarter of 2025.

Net leverage of 2.0x – 2.5x by the end of 2025: Goodyear hopes to strengthen its financial profile through enhanced earnings, cash flow generation and debt reduction, moving the company closer toward an investment-grade rating. The company expects a debt reduction of approximately \$1.5 billion, net of approximately \$1.1 billion for restructuring.

# SP SPORT MAXX 050+



## ASYMMETRIC PATTERN DESIGN

Improved dry handling stability and reduced pattern noise

## WATER EVACUATION GROOVES

Reduces hydroplaning to ensure increased safety in wet conditions

## NEW SILICA TREAD COMPOUND

For superior braking performance and increased tyre life by up to 40%\*

\*Compared to its predecessor: Dunlop SP SPORT MAXX 050+



[www.dunloptyres.co.za](http://www.dunloptyres.co.za)

