

Southern Africa

TREADS

DIGITAL

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DUNLOP WESTVILLE

THE IDEAL RETAIL TESTING PLATFORM

AND WHY IT'S NEEDED

 **DUNLOP**

GLOBAL TYRE MARKET
FORECAST TO REACH
\$280 BILLION

TEPA CHAMPIONS
UPSKILLS
TRAINING

TYRE INDUSTRY TAKES
BOLD STANCE AGAINST
ILLCIT TRADE

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Editor's Corner

The South African economy remains under pressure, mainly due to supply-side constraints in the electricity and logistics sectors. This, according to www.deloitte.com. 2023 was a difficult year for the South African economy, Investec adds, but this year looks to see some improvement from the most likely 0.5% year-on-year economic outcome of last year, with an 1.0% year-on-year overall growth being projected.

Despite this, the man on the street remains impacted. The high levels of unemployment, (at over 25%) coupled with many businesses downscaling and cutting back on staff and company expenses, is threatening to curtail consumer spending even further. With many families struggling to meet their basic daily needs, luxury items are off the table, as are items that are deemed a grudge purchase, such as tyres.

Price, therefore, remains a critical factor, but buying the cheapest tyre could ultimately compromise road safety. Retailers, such as Dunlop's flagship store in Westville,

Kwazulu-Natal, are doing their best to educate the motorist on the perils of fitting inferior or part-worn tyres to their vehicles, alongside offering them a fair price and quality value proposition that includes tyre insurance. Find out how this premium outlet is going about changing the face of retail and is managing to not fall prey to the pricing war characterising the market.

The usual mix of local and international news, as well as a story on how the global tyre sector is expected to perform this year, (based on the Smithers Report), concludes our April/May issue.

See you again in June, when we will be reporting back on the Tyrexpo Asia show in Thailand, taking place on 15-17 May. SA TREADS will be in attendance.

Liana



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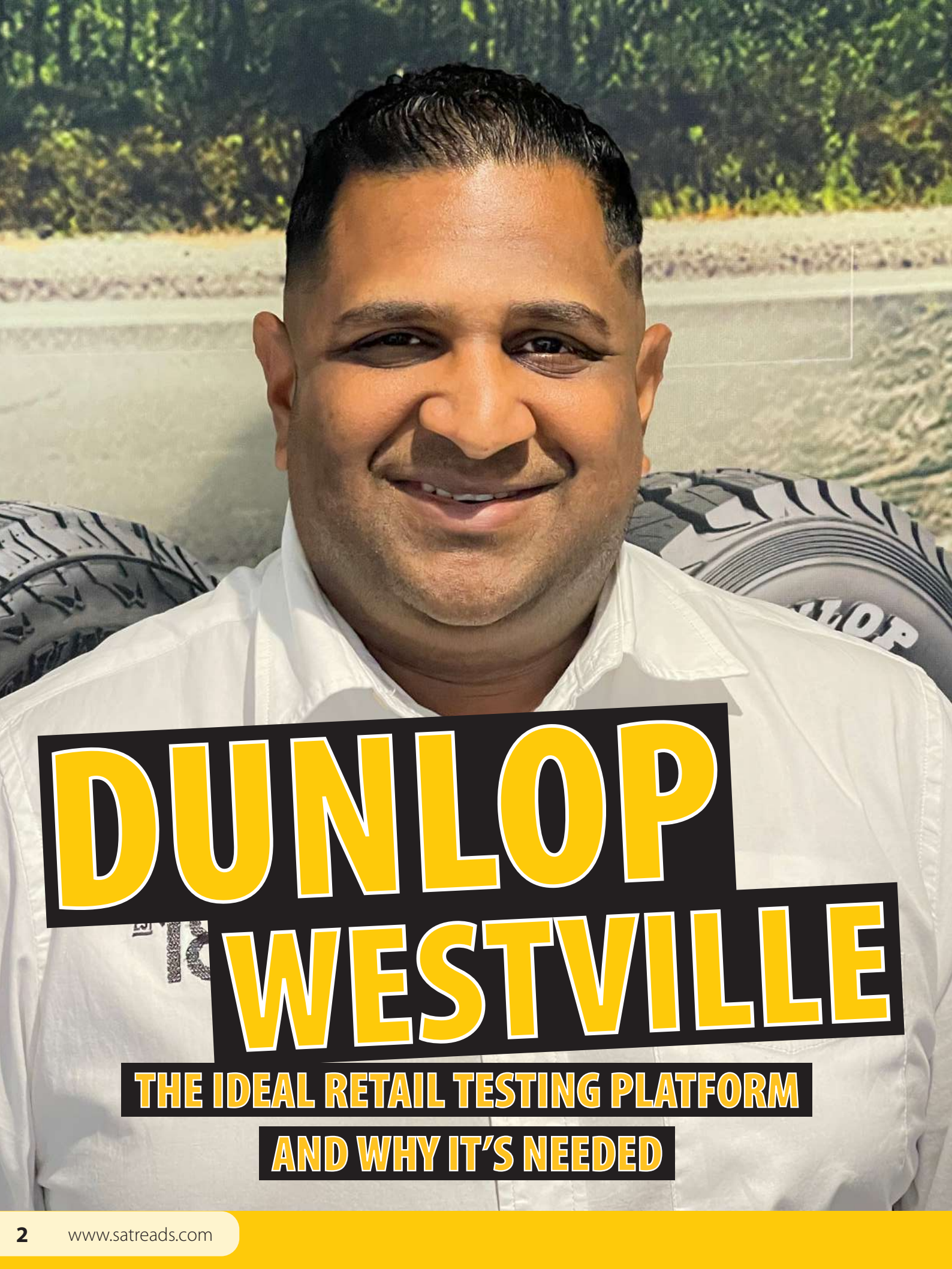
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DUNLOP WESTVILLE

THE IDEAL RETAIL TESTING PLATFORM

AND WHY IT'S NEEDED

When Sumitomo Rubber South Africa's (SRSA) flagship store – Dunlop Retail and Technical Centre in Westville – first opened its doors in November 2022, its purpose was to serve as a fully operational testing ground for product positioning, customer service and training. Presently, this premium outlet continues to set the benchmark within their network, with notable growth largely generated through customer experience, referrals and repeat business. We caught up with Kimeshen Raman, Dunlop Retail Store Manager, to find out what makes their store a cut above the rest.

Tell us more about your flagship store and how it is changing the face of the retail side of business for SRSA (Dunlop).

This flagship store was established with a number of objectives in mind.

We recognised the need for a reputable test operation to help us understand the market better, to pilot business strategy, and provide training to both our dealer network, (of which there are over 300 nationwide), as well as to newcomers entering the company.

The training at Dunlop Westville sets us up to drive our Dunlop brand and product value proposition, which includes the sale of our twelve-month insurance policy, Dunlop Sure, with every purchase of a Dunlop tyre.

Encompassing an all-road hazard guarantee together with a mileage warranty, Dunlop Sure is being favourably received by a growing number of customers, and we believe this is due to the peace of mind it gives consumers, especially given the worsening state of our roads.

This all ties into our approach that 'that the sale of a tyre should be about safety and its value, rather than just the price'.

What other initiatives are in place?

Everyone that enters our store is offered a complete, complimentary vehicle safety check, during which we inspect a host of various vehicle components, such as brakes, shock absorbers, windscreen wipers. A service that has gone a long



“

Dunlop Sure gives peace of mind, especially given the worsening conditions of our roads.

”

“

Repeat business is what every store strives for.

”

way towards building our respected reputation in the market.

Upskilling our staff by furnishing them with both theory and practical skills is not only helping to educate and empower the consumer, but also creating industry experts, which is vital to our industry.

We offer a comfortable waiting area, complete with a coffee kiosk, wi-fi and kiddies corner. The look and feel of the waiting area is vitally important in retail ensuring a comfortable waiting

experience while we take care of your vehicle.

Would you say that most of the growth in your business is due mainly to referrals?

Yes, very much so. Historically, word-of-mouth remains the best marketer and repeat business is what every store strives for.

But we also embark on dedicated campaigns and competitions via the local press to attract new customers.





How are cheap foreign imports from China impacting your business, if at all?

Undoubtedly, cheap imports that avoid customs and inspections have an impact on us, and the industry as a whole. We simply cannot compete on price of these tyres in the market. We choose to hold our brand high despite the impact. Ironically, we are always the first port of call for purchasers of these tyres, who might begin experiencing a series of issues, among them, wheel balancing, wheel alignment and irregular wear. They come to us, asking us to resolve

these issues, which we try to do to the best of our ability.

We have secured repeat business by doing this, with these customers being our best advocates and spreading the word around the dangers of fitting sub-standard tyres to their vehicles.

We also empower our customers with tyre knowledge such as the importance of speed ratings, applications etc. so that they understand the safety aspect it has on their life, their loved ones and other motorists when they are on the road.

Are there plans to introduce a similar flagship store?


The Westville store is not about positioning itself above any other dealer store. Rather, it acts as a test bed to address common issues relevant to all, such as product positioning, skills and business solutions, that can be effectively implemented across the entire dealer network.

It has assisted in providing valuable retail insights, mainly the importance of selling our products and services according to our Dunlop value proposition and avoiding the market trend to sell only on price.

“

Dunlop Westville acts as a test bed to address common issues relevant to all.

”



GLOBAL TYRE MARKET FORECAST TO REACH \$280 BILLION IN 2024

The global economic climate for all tyre end uses and types is expected to grow in volume and in value terms through 2024, with specialty applications like motorcycles, high-performance vehicles and OTR tyres leading the market.

This, according to Smithers latest market report, 'The Future of Global Tyres to 2024', which forecasts the global tyre market value will increase from \$239 billion in 2019 to \$280 billion by 2024, with a compound growth rate of 3.2 percent. The report claims the global tyre industry is poised for growth as it adapts to meet global challenges across a complex matrix of tyre types, material inputs, end uses and global regions.

According to the report, the tyre industry challenges and opportunities include further evolution of the regulatory environment (labelling expansion, fuel efficiency and lower emissions), tyre technology advances, greater performance/load demands in many end-use applications, as well as sustainability.

The report identifies a number of key trends and drivers for the global tyre industry over the next five years: Global economic growth is expected to continue in most regions/countries, supporting vehicle production and incremental expansion of the number of vehicles in use. Concurrently, greater performance and load demands placed on many vehicles and tyres will boost the fitment of high-performance and premium tyres, along with greater use of radial (in countries such as India) and premium tyres.

Replacement demand to grow due to a wide variety of growing end uses, ranging from passenger cars and light trucks, and medium and heavy-duty trucks and buses to specialty applications such as motorcycles, off-the-road (OTR) equipment (broadly defined to include mining, construction, ports, agricultural and industrial uses), and aviation.

Transport and tyre regulations, including fuel economy mandates on vehicle manufacturers and consumer labelling standards, will continue to drive innovation and technology adoption both by OEMs and tyre manufacturers, and in turn their suppliers. The further pursuit of low rolling resistance with additional emphasis on tyre weight reduction (aerodynamics), will become more important.

Adaptation and evolution of tyres and related services to better meet end-use requirements such as fuel efficiency, performance, reliability, durability, and intelligence/data predictive analytics will accelerate. Further evolution of ownership will occur as vehicle sharing and fleets become more common and sophisticated in more applications. Expansion of e-commerce and greater efficiencies are changing distribution.

Companies are more focused on sustainability across the lifecycle, from raw materials to recycling. Greater automation and efficiency in production (including artificial intelligence and 'smart factories'), relative reduction in materials used, pursuit of zero waste and defects are changing manufacturing and helping to limit costs of production.

'The Future of Global Tyres 2024' identifies and examines the current state and potential evolution of the global tyre market from the perspectives of technology, raw materials, end uses and leading producers. The results are sourced and forecast from all the five global regions involved in the manufacture, distribution and recycling of tyres.

Companies are more focused on sustainability across the lifecycle.

MATHE GROUP'S RECYCLED RUBBER HITS THE ROAD

The use of large amounts of recycled rubber crumb for the manufacture of road surfaces and related products is propelling South Africa towards a circular economy where waste products are usefully used to address key infrastructure needs, Dr Mehran Zarrebini, CEO of Hammarsdale-based radial truck tyre recycler, Mathe Group, points out.

Much of the production from Mathe Group factory, which recycles approximately 1 000 radial truck tyres per day to produce 45 tons of rubber crumb, goes to bitumen product manufacturer, Tosas, for the manufacture of rubber modified bitumen, a product that is being used by the South Africa National Road Agency (SANRAL) for massive upgrades to the N1 in Gauteng and the N2 / N3 leading from the port of Durban.

Bitumen product manufacturer, Tosas, approached Mathe Group in 2016 for the supply of rubber crumb. This was shortly after Mathe Group moved from a small facility in New Germany to its present location in Hammarsdale. Since then, it has increased crumb production significantly.

Deon Pagel, managing director of Tosas, explains that Tosas has been operating for more than five decades and was originally jointly owned by Total and Sasol. The company became part of the JSE-listed Raubex Group and operates from seven locations – Wadeville, Bloemfontein, Worcester, East London, Durban, Gaborone and Tsumeb in Namibia.

He says Tosas became a leading bitumen-supplying company by always keeping abreast of the latest technological developments. The company has one of the best bitumen testing laboratories in Southern Africa and is a world leader in the development of new bitumen products.

According to Pagel, although people still refer to so-called black top roads as “tarred” roads, the use of tar which is extracted from coal and is carcinogenic has been discontinued and replaced with bitumen, which is extracted from crude oil.

Bitumen, which, for chipseal applications is sprayed onto the road surface at up to double the temperature of boiling water, seals the top



road layerworks, protecting the foundation layers beneath, acting as a waterproofing layer. Alternatively, it can be mixed in with the asphalt and acts as a glue, strengthening the road itself.

This bitumen that exits a refinery – known as penetration grade bitumen – is modified with the addition of a variety of different modifiers. Rubber modified bitumen is created by mixing 20% rubber crumb with 80% bitumen and extender oils.

“This is one of the most superior road bitumen products in the world and, on top of that, you have the benefit of recycling. You take old tyres and convert them into a usable product. It is a win-win,” he notes.

This win-win has extended to the point where bitumen rubber has now been generically specified by government and other road authorities and owners for use in the construction of roads throughout the country. Mathe Group’s role goes beyond simply producing rubber crumb through ambient grinding of radial truck tyres for Tosas. Together with Tosas, it designed and developed a second plant to produce what is known as New Crumb Rubber Technology (NCRT). This involves coating the rubber crumb with aromatic oil and specialised waxes to produce a pre-swollen rubber crumb that is bitumen rubber for asphalt mixes and spray seal applications that have greater longevity and much lower mixing temperatures.

Zarrebini, who is now looking to install a further line that will double output at Mathe Group’s Hammarsdale factory, is confident

that the company can accommodate the growing need for rubber crumb for roads as well as other applications.

“The recycling plant that we have designed is flexible and we can manufacture different particle sizes of rubber crumb for different end uses at the same time. The specific rubber crumb size that is used for rubber modified bitumen is of the finer quality. The courser grades are used as infill for artificial turf and as elastic layers for sports applications. The material that is finer than that used in rubber modified bitumen is utilised in non-slip paints, automotive brake pads and to manufacture new tyres,” he explains.

He adds that there is room for growing the amount of rubber crumb utilised in the roads industry although this is largely dependent on SANRAL awarding tenders for infrastructure projects and having the available funding to follow through with these projects.

“From a production perspective, we have the flexibility of only manufacturing the grade of rubber crumb utilised in rubber-modified bitumen or if the demand is lower, then we can switch to manufacturing a combination of grades of rubber crumb for other industrial uses. During 2023, we implemented machinery upgrades which enhanced output. We continue to invest in maintaining and upgrading our equipment. In 2024, we will see further enhancements to the plant which will result in greater output,” he concludes.

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MICHELIN CONNECTED FLEET JOINS MASTERDRIVE FOR THE MASTERDRIVE POWER BRUNCH EVENT

MICHELIN Connected Fleet, South Africa proudly announces its collaboration with MasterDrive for the forthcoming MasterDrive Power Brunch Event, slated for April 19th in KwaZulu-Natal. Focused on the theme of 'Mastering transport and logistics' in KZN, this event is designed to support transporters in navigating the dynamic landscape of the transport industry in KZN.

As one of South Africa's leading transport hubs, KwaZulu-Natal faces a myriad of challenges. The MasterDrive Power Brunch aims to address these challenges by convening a panel of industry experts to share insights and solutions. This event offers a forum for transporters to acquire valuable knowledge and practical tools to enhance their operational efficiencies.

The event will feature esteemed

panelists, including Gavin Kelly, CEO of the Road Freight Association (RFA); Jonathan Mphake, National Fleet Manager at SBV South Africa; Dr. Paul Nordengen, Director at Heavy Vehicle Transport Technology Africa; and Charl Lensley, B2B On Sales Director at Michelin Tyres South Africa. These leaders will offer invaluable insights into the transport and logistics sector in KZN.

Eugene Herbert, CEO of MasterDrive, will moderate the panel discussion, guiding the conversation towards actionable solutions and best practices.

Shivani Pillay, Country Manager at MICHELIN Connected Fleet South Africa who will be giving the welcome address, expressed her enthusiasm about the collaboration, stating, "We're delighted to partner with MasterDrive for the MasterDrive Power Breakfast Event".

Shivani shares, "we're not just hosting an event; we're fostering a platform

for insightful discussions and valuable networking opportunities. Our focus is on understanding market challenges and collaboratively discussing solutions to empower transporters in KwaZulu-Natal. By bringing together industry experts and stakeholders, we aim to brainstorm practical strategies. It's about leveraging expertise and connections to facilitate meaningful conversations and drive positive change in our industry".

The MasterDrive Power Brunch, in collaboration with Michelin Connected Fleet, will take place at the Standard Bank Auditorium, provided by Standard Bank, at the Kingsmead Stadium in Umhlanga from 09:00 to 12:00.

Transporters, industry professionals, and stakeholders are encouraged to attend this impactful event, where they can expect engaging discussions, valuable insights, and networking opportunities.



MICHELIN

TEPA CHAMPIONS TRAINING TO UPSKILL TYRE RETAIL SECTOR

According to Census 2022, 18,5 million adults in South Africa did not complete their secondary schooling, which means they do not have a matric certificate. This is a significant barrier to tertiary education, notes Angie Frederic, TEPA (Tyre, Equipment, Parts Association) Training Representative.

She points out that sector-specific skills development is critical in giving this section of the population an opportunity to learn a skill and advance into the job market.

Frederic, who started her career in the tyre industry in 2005 at the Bridgestone KZN regional office, is passionate about ensuring the industry has properly skilled professionals they can be proud of.

"I left Bridgestone in 2016 and opened a tyre retail store and then a training school, Traction Training Academy, the following year. I have had the added advantage of being exposed to many sectors within the tyre industry.

"Training schools such as these are targeted at training specifically for the tyre (fitment) retail industry, in which the core business is tyres, shocks and suspension parts, brakes, batteries, towbars, bull bars, exhausts and rims.

"The synergy between the two businesses works well because learners get to do their practical training in my tyre shop."

On her recent appointment as TEPA Training Representative, Frederic explained that TEPA, which is a proud affiliate of the Retail Motor Industry Organisation (RMI), has identified a need for progressive and continuous learning in the industry.

"We want to acknowledge and formalise existing competencies through recognition of prior learning, and future formal learning within our industry. The automotive industry is continuously evolving with new technologies,

making it necessary to continue learning and upskilling staff to handle diverse vehicle types and requirements," she says.

"TEPA has specifically identified the need for fitment professionals to upgrade their skills. Complex electronic systems and advanced safety systems require specialised knowledge for servicing and maintenance.

"The TEPA training committee, along with industry experts, will continue to identify the demand for specialised skills development within the tyre retail sector. We will not only identify the specialised skills but develop solutions to implement the training programmes too."

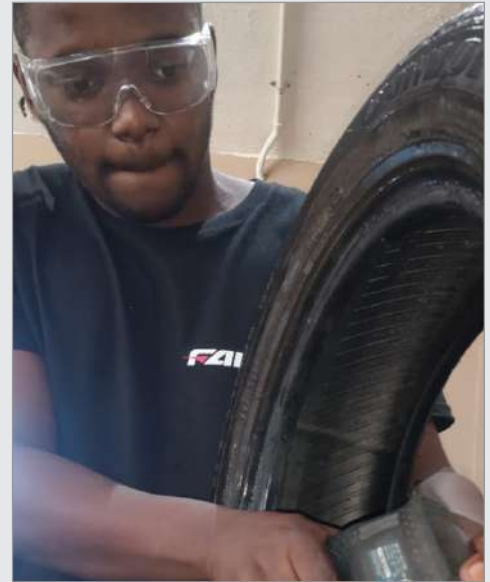
"Wherever possible we ask providers to apply for merSETA discretionary grants on behalf of our members and identify the skills needed to be trained within the evolving tyre fitment centre industry. All training should ideally be face-to-face."

At the moment, TEPA is identifying various training schools nationally which can offer the appropriate training for tyre repairers, wheel alignment technicians and salespersons.

"We have also identified the need for a new skills programme, which will include basic automotive service, service of batteries and the fitment of automotive components (brakes and shocks). This new skills programme, once ratified, will be introduced at approved and accredited training providers via qualified mechanics as assessors once it has RMI Board approval," Frederic explains.

We believe the training centres can also address the high unemployment stats. Both the unemployed and staff already working in tyre retail receive have for example already received training at academies such as Traction Training Academy. "More than 40 unemployed people have been trained since 2017 and nearly all of them have been employed after completing the training. It underscores the importance of skills acquisition transforming into meaningful jobs," she says.

She says TEPA believes training existing



staff is particularly rewarding because most of them have been doing the job for many years but never received formal training. The training not only formalises the tyre retail industry, but it gives pride, dignity and recognition to many employed in the sector.

The value of the training to TEPA members includes:

- TEPA members can take advantage of the Discretionary Grant for merSETA accredited Skills programmes.
- Training needs are identified along with the tyre retail industry's trends and implemented in the TEPA member's tyre retail stores.
- Training in the TEPA member's store is formalised. All training provided is merSETA accredited and issued with valid merSETA certificates. This also assists the TEPA member when submitting proof of skilled staff when dealing with fleet clients.
- The training programme allows for the TEPA member to have a career progression plan for their staff with no interruption to their services and offerings.

Frederic concludes that the training, along with the backing of TEPA, is increasing the consumers' value proposition with peace of mind that you are dealing with tyre fitment professionals.

"While price matters in our industry, not getting the correct advice can cost the consumer more in the long run. My advice is to always use reputable tyre retailers. A good way to check is to confirm if they are a TEPA member by going to www.tepa.org.za."

TIGER WHEEL & TYRE'S TESTING OF WORN VERSUS NEW TYRES YIELDS SOBERING RESULTS

Tiger Wheel & Tyre today released the results of four key tyre tests conducted by the company at the Gerotek testing facility in Pretoria, in March this year. Using identical VW Polos, one fitted with new and the other with worn 15" tyres, professional drivers put the tyres through their paces.

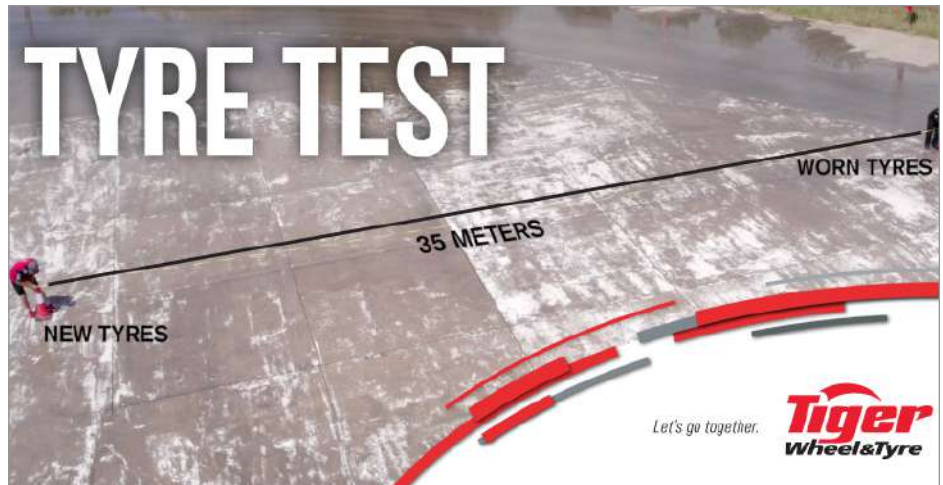
Advanced driving instructor Daniel Barbosa and race driver Paige Lindenberg were shocked by the results. "Too often we see people pushing their tyres to and beyond the legal limit. We know this is dangerous, but we wanted to put that theory to the test under typical road conditions," explained Chris Farrar, Managing Executive at Tiger Wheel & Tyre. "So, we set out to compare new tyres with 7mm of tread to worn tyres with 2.1mm, which is well within the legal limit of 1mm, and took the cars through a series of tests simulating real-world driving conditions."

TEST ONE – Straight Line Wet Braking:

This test revealed a 10m increase in the worn tyres' straight line stopping distance at a speed of 60km/h, compared to the new tyres, while that distance increased to as much as 35m at 100km/h.

TEST TWO – Sweeping Right Turn:

The test, which simulates taking a highway offramp in the wet, tested the tyres' impact on their vehicle's steering capabilities in a bend at 50km/h. The new tyres adhered well to the road and comfortably made the bend,



whereas the vehicle with worn tyres not only struggled to attain the testing speed but also suffered understeer.

TEST THREE – Emergency Lane Change:

This test simulated avoiding a collision on a wet road at a speed of 40km/h, without braking. The new tyres effortlessly managed a controlled lane change without hitting any cones, while the worn tyres proved incapable of making the lane change and succumbed to understeer and hit the cones, which would mean a collision in real-world circumstances.

Test Four – Slalom:

The final test aimed to test steering input and traction in the wet at a slow 40km/h pace on a slalom course. The new tyres demonstrated outstanding grip and performance, clearing the cones with ease. The worn tyres on the other hand, made it past the first cone but couldn't clear the remainder, as the worn tread proved incapable of evacuating water and maintaining contact with the road. "The test results were very sobering, and prove that a healthy tread depth is critical to

vehicle performance and safety, and that the minimum legal tread depth of 1mm is no guarantee of either. What was also telling, is how shocked Paige and Daniel were by the differences in the new versus worn tyres.

These are professionals whose daily work relies on good tyre performance. I think the key takeaway here is to never push your tyres to the limit of their lifespan," concluded Farrar. Each tyre has a tread wear indicator (TWI) that indicates when the tread depth is at approximately 1.6mm. The TWI is a series of ridges inside the tyre grooves and is aligned with a triangle on the sidewall for ease of location. If your tread is at or below the TWI, then it's entirely likely that your tyres will not perform as well as less worn tyres tested by professional drivers. For help checking your tread depth, visit your nearest Tiger Wheel & Tyre today.

You can also view the tests on YouTube at <https://www.youtube.com/@tigerwheelandyre> or follow Tiger Wheel & Tyre on Social Media.



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TYRE INDUSTRY BODY TAKES BOLD STANCE AGAINST ILLICIT TRADE AND COMMITS TO INDUSTRY EVOLUTION

The South African Tyre Manufacturers Conference (SATMC) plans to build on the gains achieved over the past year and reinforce its commitment to the local tyre manufacturing industry in 2024. Its multifaceted approach for 2024 encompasses key initiatives to combat illicit trade, foster local manufacturing, prepare for the future of the industry, address skills development, and enhance environmental sustainability in the local tyre sector.

COMBATING TYRE DUMPING AND ILLICIT TRADE

In 2023, the SATMC successfully advocated for the imposition of anti-dumping duties on unfairly traded imports of passenger, truck and bus tyres from China. This year will see a focus on monitoring the impact of this intervention.

SATMC Managing Executive, Ndu Chala, said a key initiative is the Illicit Trade Tyre Forum, established in partnership with the Tyres, Equipment, Parts Association (TEPA), the Tyre Importers Association of South Africa (TIASA), and the South African Freight Forwarders Association (SAFF).

The forum convenes monthly and has intensified efforts to combat misdeclaration of tyre consignments and the rerouting of imports through neighbouring countries to evade tyre duties, environmental levies, and permits. The tyre forum is taking a hard stance against smuggling, under-invoicing, and the use of illegitimate freight forwarders bringing illicitly traded tyres into the country.

"We want to make it clear that only trade with ethical companies can protect the future of this sector," declared Chala. "We are proposing an industry pledge, starting with our four local tyre manufacturers – Bridgestone Southern Africa, Continental Tyre South Africa, Goodyear South Africa and Sumitomo Rubber South Africa – and extending to dealers, to ensure ethical practices from sourcing to

distribution. Illicit trade of tyres has severe repercussions on jobs, plant capacity planning, and the integrity of our industry, as well as consumer safety."

COLLABORATION AND ENGAGEMENT

The SATMC will continue its active engagement with government and industry stakeholders to combat unethical practices and maintain the integrity of the industry.

Quarterly meetings with the SARS Tyre Forum facilitate reporting of suspected illicit activity for investigation by SARS. Recognising the significance of porous ports and harbours as entry points for illicitly traded tyres, the SATMC also intends exploring a partnership with Transnet to address these vulnerabilities.

HOMEGROWN FOCUS

The SATMC's Homegrown #DrivingLocal initiative launched in 2023 underscores the importance of supporting locally manufactured tyres. This campaign aims to create awareness among consumers about the benefits of choosing South African-made tyres, emphasising quality, job creation, and economic contribution.

SKILLS DEVELOPMENT FOR THE FUTURE

Within the evolving automotive landscape, the SATMC is prioritising skills development, particularly for New Energy Vehicles (NEVs). This includes addressing the changing requirements of original equipment manufacturers related to tyres, and ensuring that the local workforce remains at the forefront of industry advancements.

SECOND-HAND TYRE REGULATION

Pending the finalisation of the Waste Tyre Management Plan, the SATMC is actively collaborating with the Waste Management Bureau and SAPS Law Enforcement. The SANS 1633 Standard is expected to be



issued by the South African Bureau of Standards (SABS) in Q2 (March to June) to address tyre mutilation and dealer responsibility.

A signed Waste Tyre Management Plan is anticipated by the end of March 2024. The SATMC emphasises the importance of responsible dealer practices, and non-compliance may result in fines issued by the Bureau.

"As the SATMC we have been advocating strongly around having a clear roadmap in place to drive improvements and sustainability in both collection and processing of tyre waste. This initiative involves collaborative efforts with tyre dealers to promote proper storage practices for waste tyres. Simultaneously, the SATMC is actively exploring commercial opportunities for waste tyres, aiming to foster enterprise development and job creation within a circular economy," said Chala.

Highlighting a longstanding concern within the industry, Chala emphasised the need for a systematic process to address the processing of end-of-life tyres. The SATMC is actively engaged in lobbying efforts concerning second-hand or part-worn tyres, an area currently lacking regulation in the country. This regulatory gap poses a significant safety risk for road commuters, prompting the SATMC's ongoing efforts to address this critical issue.

"Through each of these strategic priorities set out for 2024, we aim to deliver on our commitment to build a sustainable and ethical tyre industry in South Africa. We want to protect local jobs, ensure consumer safety, and contribute to a thriving automotive sector," concluded Chala.



“True value goes beyond the initial price.”



When it comes to purchasing new and retread truck tyres, understanding the concept of “cheap” goes beyond the initial cost of the product! Sure, getting a good deal is essential, but it’s equally important to consider the following factors:

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By John Stone

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

THE TIRE COLOGNE 2024 – TRENDS, NEW PRODUCTS, NEW TECHNOLOGIES

From 4 to 6 June 2024, THE TIRE COLOGNE will present the most important trends of the tyre and wheel industry.

Whether tyre design, recycling, circular economy, digitalisation or material innovations – the leading global trade fair illuminates the industry themes of the future with renowned exhibitors from the whole world and a varied programme. What new requirements are there for tyre design? How can models with more efficiency and performance be brought onto the road? What new solutions are there for the utilisation of old tyres? How can the tyre trade set itself up to be competitive in the future? A look at current market developments shows where especially exciting new products can be expected.

MORE GRIP: DESIGN IMPROVES PERFORMANCE

In order to fulfil requirements for mobility, the design and material of tyres are being constantly optimised. New models should not only offer top performance but also be as durable and free of pollutants as possible. Thus, for example, the European Union is defining new limit values for tyre wear and requirements for durability in its current Euro 7 standard for pollution. A theme for which the tyre industry is developing new design solutions and high-performance material mixtures for more efficiency and reduced energy consumption. Innovative treads reduce rolling resistance and avoid unnecessary abrasion. Newly developed synthetic rubber types enable increased tothing of the tyre with the road. The reduction of rolling resistance, weight and noise levels plays a decisive role particularly for e-cars – that saves electricity and increases the range. All-season tyres for SUVs and sports cars or all-round models for motorcycles and bicycles that combine safe driving with comfort and sportiness are also setting new standards for grip.



SENSITIVE SENSORS: CONTROL SYSTEMS FOR BETTER PERFORMANCE

Another possibility for more efficiency on the road is offered by sensor-based control systems for measuring tyre pressure. In the case of passenger vehicles, such systems have already been basic equipment for some time now, but should in future also become standard for utility vehicles. New systems for trucks or buses perform complex tasks and also function for trailers. Appropriate software solutions are available for fleets of all sizes and guarantee the continual testing and evaluation of the tyres to optimise individual vehicles and overall performance. Digital control technology also helps improve the performance of tyres in the design stage. New high-speed sensors provide precise data during the tyre test, such as bearing pressure under real conditions.

NETWORKED DATA: MORE PRECISION THANKS TO ARTIFICIAL INTELLIGENCE

Virtual simulations also help to analyse and improve tyre behaviour. Digitalisation is in fact an important provider of impulses for the future of the tyre industry. In addition to further automation of the production processes, AI algorithms and machine learning contribute to the more efficient and precise manufacture of tyres and wheels. For the spare parts market with its different databases, the use of artificial intelligence can be used to increase efficiency and to thus contribute to relevant time savings. AI can also be deployed in commerce for the specification of tyre recommendations, in that it is oriented to the specific preferences and needs of customers.

ALL-AROUND BETTER: TYRE RECYCLING BECOMES MORE EFFICIENT

More than a billion motor vehicles were registered worldwide in 2023. Sustainable production and recycling processes are therefore a theme of focus for the tyre industry. The industry has already been working on intelligent concepts for the disposal, retreading

and recycling of old tyres. Technologies developed together with research in the meantime enable recycling along the entire supply chain. Rubber and various plastics can be efficiently recycled with new thermolysis systems. Recyclates like polyester from old PET bottles or waste products from agriculture make up a growing share of old tyre material. New models already sometimes consist to a predominant part of recycled materials. The integration of sustainable tyre components is also being accelerated in racing.

NEW MOMENTUM: TOWARDS THE CIRCULAR ECONOMY

The successful recycling of old tyres is an important step in the direction of the circular economy. For a complete production cycle, the individual components like rubber, plastic or steel must be separated and prepared. To this purpose, methods of chemical recycling like pyrolysis are today being further developed. The steel wire is extracted, the tyres are shredded in several steps and the rubber granulate is vaporised in a reactor, so that the remaining components can once again serve as raw materials. Cleantech companies are working on combining pyrolysis and distillation technologies in order to further advance development toward a circular economy and close the resource cycle. Pyrolysis oil could in future provide an alternative to fossil fuels.

NATURALLY INSPIRED: GROWING SHARE OF BIOMATERIALS

The tyre industry is increasingly trusting in biological ingredients for more sustainability. Many manufacturers are aiming over the long term towards the production of tyres from completely recycled or biologically created materials. Even today, tyres with a high proportion of biomaterials satisfy the same requirements as conventional models. Among other things, the preliminary products for synthetic rubber are being obtained from biomass. Biological materials like natural rubber, orange peels and rice husks or inner tyre paint on a water basis are used as environmentally-compatible components. Not only biomaterials are inspired by nature in the meantime, but also new tyre profiles that allow more comfort and less driving noise. THE TIRE COLOGNE 2024 will show what other new products and future themes can be expected from the tyre and wheel industry. Those who don't want to wait so long can already get a taste in advance of the themes and content of the leading international trade fair in our new magazine. We will present current trends and innovations of the tyre and wheel industry in regular articles.

<https://www.thetire-cologne.com/magazine/>

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

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CONTINENTAL INTRODUCES DIGITAL TOOL TO CHECK TRUCK TYRE HEALTH



Continental Tire is introducing ContiConnect Lite to create a bridge between tyre sensors and tyre management. The manufacturer said ContiConnect Lite is a free-of-charge gateway to selected ContiConnect functionality via a smartphone. With ContiConnect Lite, Continental said it's allowing fleets and truck drivers to test the system for free to show them how routine tyre checks can improve the overall health and maintenance of vehicle's tyres.

ContiConnect Lite is for those who have Generation II sensors or Continental Intelligent Tires but haven't signed up for a yard reader

or a live system. ContiConnect Lite allows users to access their tyre data via bluetooth and connects to the ContiConnect On-Site app to share tyre pressure and temperature (TPMS) with the user. The user should register online to gain instant information about their tyres' conditions.

Using the system, Continental said users can create, manage and configure up to five vehicles and track the tyre data. In addition, Continental said ContiConnect Lite can also help save on fuel costs and enable easy tyre checks. Users can get started by downloading the ContiConnect On-Site app and registering for ContiConnect Lite. The app is available on IOS and Android phones.

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CONTINENTAL TYRES COME OUT ON TOP IN TESTS

Automobile associations such as the German ADAC and ACE, and motoring magazines including "AutoBild", "AutoBild Reisemobil", "Autozeitung", "auto motor und sport" and "sportauto" were all on the same page: The PremiumContact 7 from Continental is a winner, coming out on top in their tests and rankings. And the summer tyre produced by the development experts in Hanover also led the way for car magazines in Great Britain, Scandinavia and Poland. Ratings were spread between "exemplary", "highly recommended" and "outstanding", with 15 of 16 publications naming the PremiumContact 7 in first place. Its

impressive strengths in terms of safety played a particularly prominent role in achieving these top placings; the PremiumContact 7 posted significantly shorter braking distances than its competitors on wet and dry asphalt. And the ADAC also rated it highly in terms of environmental impact, thanks to its strong mileage capability.

The SportContact 7 high-tech tyre also put in a very strong showing in tests. "AutoBild sportscars" (issue 4/24) ranked it top with its highest distinction "exemplary". It confidently negotiated the comparison tests on an AMG test car, prompting the magazine to describe it as "a compelling supersports tyre

that displayed barely any weaknesses" and to praise its "dynamic handling in the wet and dry, excellent balance, short braking distances and good aquaplaning reserves". In tests from 100 km/h (62 mph) on wet asphalt, the Continental tyre recorded a braking distance of 49.2 meters – a full 19.1 meters better than the last-placed tyre (an Asian budget model).

The AllSeasonContact 2 all-season tyre also performed very successfully in testing, excelling with its wet and dry handling, snow traction and low rolling resistance under the watchful eye of the "Tyre Reviews" reporters in England. Tester Jonathan Benson called it "an outstanding product from Continental."

GOODYEAR ANNOUNCES OFFICIAL OPENING OF NEW SIMULATION CENTER IN LUXEMBOURG TO ENHANCE TYRE DEVELOPMENT PROCESS

The Goodyear Tire & Rubber Company officially opened its Simulation Centre in Luxembourg to welcome a new era for tyre design and development.

Outfitted with a DiM250 DYNAMIC Driving Simulator developed by VI-grade, the Centre is designed to enhance Goodyear's collaboration with OEMs and support elite tyre performance through personalised product development.

Utilising virtual tyre development processes, Goodyear's team can use the Simulation Centre to test and validate tyre models for car models that do not yet exist. This allows for speedier production and ensures that tyre modifications can be made in the development process to suit the vehicle's needs.

Romain Hansen, vice president EMEA Product Development at Goodyear, says, "The opening of our industry-leading Simulation Centre in Luxembourg displays Goodyear's commitment to investing in and shaping the future of mobility.

"Our virtual tyre development team has run numerous projects to date with the leading OEMs from Europe, the US and China," said Hansen. "Once the automotive engineers experience our virtual development process, they acknowledge both the potential business and possible sustainability impacts."



Goodyear vision for future tyre development

The Simulation Centre further cements Goodyear's long-standing commitment to safety, wellness and sustainability. The use of simulated driving allows for fewer physical tyres to be produced and a speedier manufacturing process. It will also help enable Goodyear to achieve first to approval for all development tyres with only one physical iteration. In fact, based on Goodyear calculations, the ability to

develop one physical iteration will save an average of 13,000 tyres and 97,500km of physical tire testing[1].

The expansion follows the launch of the inaugural centre in Akron Ohio in 2021.

Following a successful first project with Maserati to produce bespoke tyres for the Gran Turismo 2023, the Simulation Centre is supporting Goodyear on developing tailormade tyres for OEMs across the world.

TYREXPO ASIA 2024 TO INCORPORATE TWO BUSINESS EVENTS THIS MONTH



Liana Shaw, editor SA TREADS will be attending the Tyrexpo Asia show next month, to address the International Symposium on the South African market, with specific reference to challenges and opportunities within the local tyre industry.

With the Tyrexpo Asia 2024 Show due to be staged in just over a month's time in Bangkok, Thailand. Event organisers Informa Markets and Tarsus have recently announced that during the three-day event both a Tyre Retreading Conference and an International Tyre Business Forum will be staged.

SA TREADS will be in attendance, to address the International Business Forum on challenges and opportunities for the southern African continent.

The Tyre Retreading Conference will take place on the first day – 15th May and conclude on the 16th whilst The Tyre Business Forum will be staged on the 16th. The Retreading conference will be hosted by David Wilson, Publisher of Retreading Business magazine and present four international speakers, Michael Hutt – Editor of Retreading Business, David Stevens, Managing Director of the Tyre Retread & Repair information Bureau (TRIB), Daniel Rojas Enos, General Manager of the Chilean Retreaders Association (ARNEC) and Guido Gambassi, President of the

Federation of European Retreading Association (BIPAVÉR).

Michael Hutt will be discussing 'The South-East Asia Tyre Retreading markets' and David Stevens will speak about 'The North American tyre retreading market', Daniel Rojas on 'The South American tyre retreading markets' and Guido Gambassi on 'The European tyre retreading markets'. There will also be a Panel Discussion on the South East Asian Retreading Market.

Whilst the International Tyre Business Forum will be hosted by John Stone, owner of Sapphire Media Services and feature five international speakers – Michael Hutt, Editor of Retreading Business, Liana Shaw, Publisher and Editor of SA Treads magazine in South Africa, Jamie Cartwright, Chief Operating Officer at Mobile Tyre Shop Group in Australia, Carlo Silvestri, Senior Technical Advisor at Nynas AB in Sweden and Mike Zhang, CEO & Managing Director at SD-International in China.

Michael Hutt will once again take up the microphone to discuss

'Sustainability in the Tyre Industry' whilst Liana Shaw will discuss the 'Challenges and future opportunities for the South African tyre industry'. Plus, Jamie Cartwright will talk about 'How Mobile Tyre Fitment Technology is changing the tyre industry in Australia' and Carlo Silvestri will discuss the 'Merits of Nynetex Bio Oil in tyre applications'. Finally, Mike Zhang explains the 'Future Challenges for the Chinese Tyre Industry'.

Alwin Seow, Deputy Events Director at Informa Group says, "Following the success of the Tyre Retreading Conference at Tyrexpo Asia 2023 in Singapore. We have included a business forum to share more insights for attendees coming from growing markets in Asia. Therefore introducing the International Tyre Business Forum for the very first time and we are confident that this new event will help emerging businesses to grow and expand in their markets."

For further information on the Tyrexpo Asia 2024 show please visit www.tyrexpoasia.com. Additionally, to sign up for the Hosted Buyer Programme, or Visitor, visit <https://www.tyrexpoasia.com/register-now-1>.

KUMHO TIRE BECOMES AN OFFICIAL TYRE OF FORMULA DRIFT

Kumho Tire U.S.A. announced today the company has become an Official Tyre of Formula DRIFT and is sponsoring the Formula DRIFT PRO Championship. The sponsorship represents the company's plans to invigorate its marketing efforts "to elevate the brand's awareness in the United States and showcase its product technology through the ultra-high-performance tyre series," the company says.

"As an 'Official Tyre of Formula DRIFT,' this will provide a national footprint to elevate the brand in the United States, reaching millions of motorsport enthusiasts," said Shawn Denlein, president of sales and marketing, Kumho Tire U.S.A. "We manufacture some of the best tyres in the world and are showcasing the quality and capabilities of our ultra-high-performance tyres under the most intense and grueling

environments that the Formula DRIFT platform provides."

As part of the sponsorship, Kumho Tire will receive a significant footprint at each of the eight Formula DRIFT events in the 2024 series, including track signage and activation during race weekends. In addition, Kumho Tire will have a major presence on the race broadcast and through Formula DRIFT's digital marketing.

"Partnering with Formula DRIFT provides an incredible opportunity to drive awareness of the Kumho Tire brand with this young, loyal, engaged and growing motorsports community," said Jessica Egerton, vice president of marketing at Kumho Tire U.S.A. "Further, it provides an incredible opportunity to connect with our retail partners around the country to drive sales growth."

Entering its 21st season, Formula DRIFT is the fastest-growing motorsport in the world, with more than 85% of fans between the ages of 18 to 44, making it the number one motorsport



in the United States for millennial and Gen Z generations, according to Formula DRIFT. Viewership boasts approximately 5 million followers on social media.

SAILUN IS OFFICIAL TYRE PARTNER OF THE FÉDÉRATION INTERNATIONALE DE L'AUTOMOBILE (FIA)

SAILUN is celebrating the premiere of its SAILUN tyre brand in the 2024 motorsport season and will be an official tyre supplier of the Fédération Internationale de l'Automobile (FIA) in various racing series.

"Racing series offer us ideal platforms and also serve as laboratories on wheels. The broad-based commitment to racing ensures that we can also drive forward future innovations in the areas of safety, performance and sustainability," emphasises Stephan Cimbal, Director Marketing of Sailun Europe. From the 2024 season, SAILUN will supply racing tyres for various international professional events, including the FIA F4 Chinese Championship, the TCR Asia International



Series, the China Touring Car Championship (CTCC) and the Superrace Championship held in South Korea.

"Racing on FIA level is perfect to demonstrate sustainable performance. Motorsport has always been a congenial

platform for developing, testing and proving advanced technologies that can be applied to mass production products. "From racetrack to road" is a common theme for premium manufacturers in all automotive businesses."

CONTINENTAL DEBUTS NEW SUSTAINABLY-FOCUSED U.S. HEADQUARTERS IN SOUTH CAROLINA

Continental Tire the Americas (Continental) officially opened a new sustainably-designed facility in Fort Mill, S.C. March 21 with local and state officials, key building project representatives, and corporate social responsibility partners. The 90,000-square-foot building, which sits on 33 acres in northern Lancaster County, has a capacity for 350 employees and is designed and built for future expansion potential.

"Another great moment for Continental and for the State of South Carolina," said Jochen Etzel, CEO Continental Tire the Americas. "Who would have imagined when we moved to the Palmetto state in 2009, that we would have invested over \$800 million in our facilities across the state? The U.S. is a strategic growth market for Continental and particularly for our tire business."

"This new structure is so much more than the typical office building," added



Etzel. "In the past, the office was a place you had to come to. Our objective for this building was to create a workplace destination that you want to come to."

Rogers said the layout of the building was designed to attain Leadership in Energy and Environmental Design (LEED) Gold Certification. He added the project incorporated key LEED building standards

including sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality. The open office layout incorporates natural materials installed by local artisans that creates a unique and collaborative environment. The building utilizes LED lighting for cost savings and contains recycled content carpet tiles and low VOC paint, he said.



NEW YOKOHAMA PLANT IN MEXICO TO PROVIDE FIVE MILLION TYRES ANNUALLY

The Yokohama Rubber Co. (YRC) revealed its intent to build a new consumer/light truck tyre plant at the Alianza Industrial Park in Saltillo, Coahuila, Mexico, following approval by the YRC board.

The modern plant with an initial capital investment of \$380 million will be built on a 150-acre site. Construction is expected to begin in the second quarter of 2024 and the facility is set to begin production in early 2027 with a planned annual output of five million tyres.

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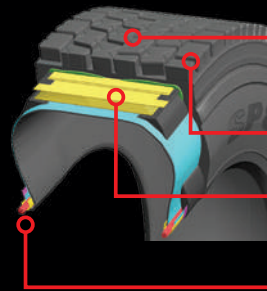
TREAD

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Tread construction improves heat dissipation, increasing case life for more retreadability.

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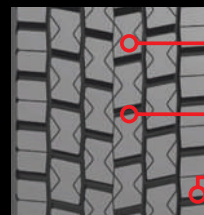


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