

Southern Africa

# TREADS DIGITAL

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## FIRST TYREXPO SHOW UNDER NEW MANAGEMENT DEEMED A SUCCESS

TYREXPO ASIA  
BANGKOK 2024 SURPASSES  
EXPECTATIONS

HAMMARSDALE BASED MATHE  
GROUP & VAN DYCK PRODUCTS  
GRACE LONDON GYMS

MIWA LAUNCHES  
SHORT SKILLS TRAINING  
PROJECT

MICHELIN CROWNED WORLD'S  
MOST VALUABLE AND  
STRONGEST BRAND



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## Editor's Corner

**When I was invited to represent the South African tyre market as a guest speaker at Tyrexpo Asia Bangkok in May, I was hesitant at first. The Tyrexpo series of trade shows had lost momentum during the pandemic (understandably so), and this was the first time a show of its kind was being staged for some years. I was not too sure what to expect, especially when I found out that the event organisers had changed hands, for a third time.**

Adding to my trepidation, was the Tyrexpo Africa Show in 2018, which was dubbed a downright flop. But, in the end, I decided to accept the offer. Tyrexpo Asia Bangkok was being described as a pilot show – a test bed for future instalments in other countries – and I was keen to see whether the Tyrexpo series of shows had something new to offer. More important, I was curious to gauge the performance of the new organisers – Informa Markets – and compare it to past performance.

What made an immediate impression on me on the first day of the show, when I visited the back-end of the

operation, was the number of young professionals busily working behind their work stations on their mobiles and laptops. It was a hive of convivial activity. They explained their respective roles and introduced me to the new digital app, developed exclusively for the show, which they intend making a permanent fixture to their shows, going forward. Check out our exclusive interview with Alwin Seow, and feature story on the show.

I don't know about you, but I love a success story. The story on Hammarsdale based Mathe Group & Van Dyck is one example, with this savvy recycler and their product making global headway, by being chosen by London gyms to reduce their noise levels.

All this plus a mix of local and global news in this issue.

Stay warm.

*Liana*



## contents

### Interview

First Tyrexpo Show Under New Management Deemed a Success! Alwin Seow Outlines New Innovations to Define Future Shows 2

### Feature

What a Show Stopper! Tyrexpo Asia Bangkok Surpasses Expectations 6

### Recycling

Hammarsdale Based Mathe Groupe & Van Dyck Dumps Down the Sound in London Gyms 10

### Local News

Michelin Connected Fleet Lends its Voice to the Cilta Safety and Security Summit 14  
MIWA Launches Short Skills Training Project to Upskill Members 16

TRS Celebrates 20 Years of Partnership with Vival in South Africa 17

### World News – Europe

Michelin Maintains Reign as the World's Most Valuable and Strongest Tyre Brand for Seventh Year 18  
Strong Growth in Exhibitors and Visitors for the Tire Cologne 2024 20  
Autopromotec 2025 Goes Green 22  
Sailun Showcases New Passenger and Commercial Tyres at the Tire Cologne 23  
Independent Testing Commissioned by Point S Uncovers Major Safety Gaps Between Tyre Tiers 23

### World News – Asia

Vredestein Expands its Range for Premium and

Luxury SUVs 26

Apollo Tyres FY24 Net Profit Up 65% 27

### World News – Americas

Apollo Tires Opens New Atlanta, GA Office 28  
TRIB'S New Website Offers Tailored Services for Members 28  
Goodyear America Q1 2024 Sales Down, but Net Sales Up Y/Y 30

**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:** Alwin Seow

**Publishers** Sky Publications cc • PO Box 702, Douglasdale, 2165  
Cell: 082 851 6777 • Email: [satreads@mweb.co.za](mailto:satreads@mweb.co.za)  
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# tyrexpo Asia 2024 BANGKOK



**FIRST TYREXPO SHOW**

**UNDER NEW MANAGEMENT**

**DEEMED A SUCCESS!**

ALWIN SEOW OUTLINES NEW INNOVATIONS TO DEFINE FUTURE SHOWS

**The Tyrexpo series of exhibitions has been running for more than 25 years across selected venues around the world, first, trading under ECI (Singex), and later, as part of UK's Tarsus range of shows and exhibitions. Finally re-emerging after a two-year hiatus due to the pandemic, the Tyrexpo show series has changed hands again, now operating under Informa Markets – one of Informa's B2B Markets divisions.**

An international business, with a significant presence in the US, Brazil, the Middle East, India and China, the company focuses exclusively on emerging, specialist and international markets, with products ranging from Health & Nutrition, Healthcare & Pharmaceuticals, Packaging, Aviation, Beauty & Aesthetics, Infrastructure & Construction, Fashion, Agriculture, among others.

This year, Informa Markets expanded into the tyre and accessory equipment sector, with the acquisition of the Tyrexpo Exhibition Series, from UK-based Tarsus.

Live events, including major annual business-to-business exhibitions plus other specialist content and services - all with the aim of helping buyers and suppliers connect digitally - make up the company's mainstream business.

We caught up with Deputy Event Director, Alwin Seow, on the last day of Tyrexpo Asia – Bangkok, in May, to get his initial thoughts on turn out and whether expectations were met.

**Thank you for taking the time to chat to us, on this, the third and final day of Tyrexpo Asia Bangkok. Tell us what led up to the decision for Informa Markets to acquire the Tyrexpo Exhibition series from Tarsus.**

The decision for Informa Markets to acquire the Tyrexpo exhibition series from Tarsus was driven by a strategic vision to enhance their market presence and expand their

portfolio in specialised B2B events. Aligning Informa's objective with Tarsus' well-established brands, such as the Tyrexpo series – which is known for its significant industry reach and consistent revenue growth, promises to deliver enhanced value to our audience.

**Why did you decide to host your first Tyrexpo Asia show in Bangkok, Thailand?**

As the tyre and affiliated market is new to us, we decided to run a pilot event in Bangkok as a test bed for future events.

We embarked on a number of new initiatives to assess general interest and response from both exhibitors and buyers, feedback that we intend taking forward to other shows.

Tyrexpo Asia Singapore in 2025, which is next, is a well-established and widely respected event, and we did not want to tamper with what is regarded as a successful business model, without first testing the waters, elsewhere.

So, we chose a location that was accessible, relatively inexpensive and in good proximity to the ASEAN region.

**What were some of the new initiatives you introduced to the show this week?**

First, in a bid to embrace the digital space, we developed a dedicated app to provide exhibitors and buyers with an informative, user-friendly experience. Registering on the app offers a host of different functions, including setting up meetings, meeting reminders, a schedule of each day's proceedings and a summary of the day's events at the end of each show day.



“

We embarked on a number of new initiatives to assess general interest and response.

”



We developed an app that tailor-makes an experience that connects exhibitors with the right buyers.



**I, for one, have made good use of the app during my time here. It's a great initiative. It offers opportunities to connect and network, and is easy to navigate. How was the app developed?**

We developed the app with the use of Artificial Intelligence (AI), the primary focus being to tailor-make an experience that connects exhibitors with the right buyers. This took a lot of preparation ahead of the show, and entailed one-on-one collaboration with all of our exhibitors to determine their specific needs and requirements. The next step was targeting and contacting the right mix and calibre of buyers from every region being represented at the show, and inviting them to attend.

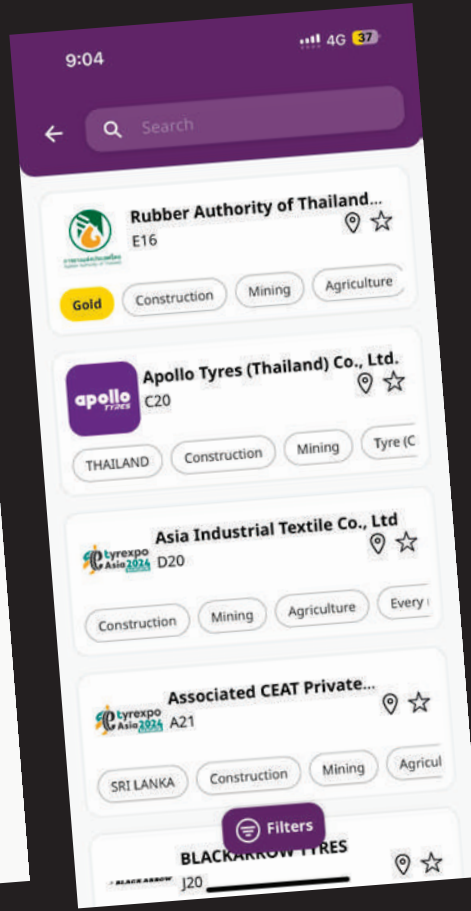
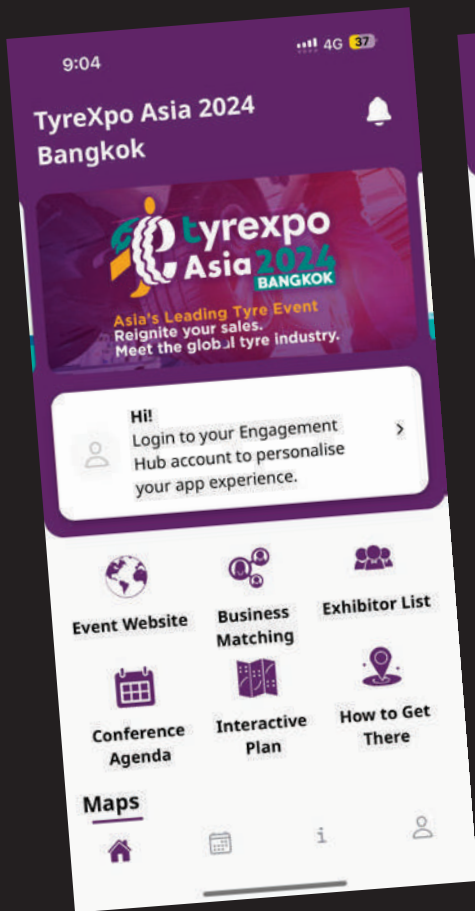
**So, pre-show collaboration between Informa, your exhibitors and their buyers were the selected formula. Was it successful?**

Based on the feedback I am getting from

our exhibitors I am happy to say that it was! Everyone I have spoken to thus far, appears to be in agreement that the show has attracted the right calibre of buyer and say that if we were to rerun Tyrexpo Asia Bangkok, they would return. Moreover, 94 percent of our exhibitors here in Bangkok have committed to Tyrexpo Asia Singapore, which takes place in March 2025.

I believe all the pre-show work we put in, has reaped rewards. Why is this important? Bear in mind, we are just the organisers. We are not tyre specialists and do not profess to be. We rely on industry experts and knowledge partners to guide us with respect to show content, who to target in our marketing campaigns and what both exhibitor and buyer are hoping to get out of the event.

**What other initiatives did you pilot at Tyrexpo Asia Bangkok?**



As you know, we invited industry specialists from across the world – yourself being one example – as international speakers to share their knowledge and provide insight into their respective markets. We did this via two separate mediums – The Tyre Retreading Conference and a Tyre Business Forum to explore two key themes, which covered the latest trends, technologies and innovations and looked at the forces that may well shape the future of the tyre industry.

From what we can tell, the two seminars provided a valuable exchange of information from different world markets and were well received, so we will endeavour to include similar conventions in our upcoming shows.

#### What lessons have been learnt?

Primarily, that we need to address the issue of translating these presentations for our Thai-speaking attendees, as well as

to explore the possibility of our speakers presenting in their home language, alongside providing English subtitles for the remaining members of the audience.

#### Are you considering returning to South Africa with another instalment of Tyrexpo Africa?

This is certainly under consideration, but a final decision will only be made once we have the back-up data.

Tyrexpo Africa 2018 did not appear to deliver on expectations, so, if we do return, we would like to do things differently.

#### How so?

We have learnt that site location is very important in South Africa, which is something we are taking into account. And, based on feedback received regarding the local culture, it would appear that running the event over a weekend, as opposed to during a working week, might work better for your market.

Should we decide to bring the show back, we will embark on a series of roadshows to identify and establish regional connections, an investment we believe would be beneficial for the long term.

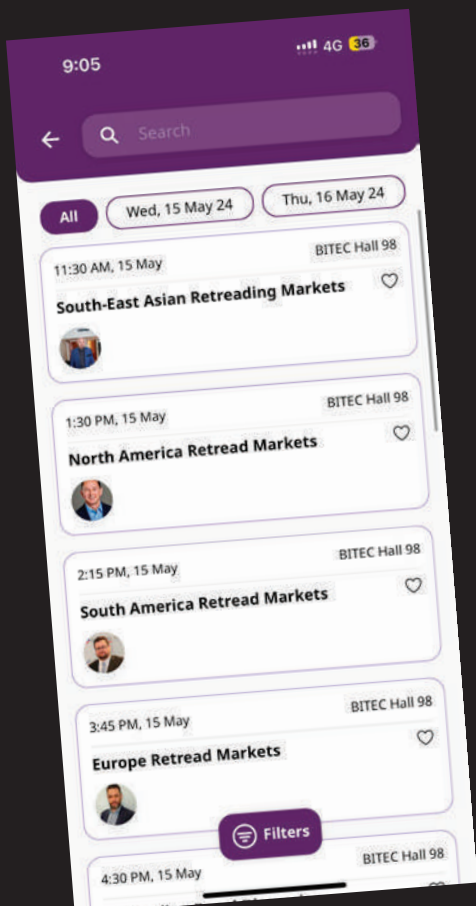
We also hope to engage with local banks to discuss possibilities around providing assistance for start-up businesses.

And of course, as per the Bangkok show, we will enhance our new app to incorporate and provide relevant information to our African exhibitors and buyers.

#### Would you say your expectations with regard to Tyrexpo Asia Bangkok were met?

Overall, yes. I am happy with the turnout and am particularly happy to hear our exhibitors telling us their specific needs, by way of buyers to the show, actually attended.

From what we can deduce thus far, relationships were forged and connections were made, which bodes well for both our exhibitors and visitors to the show.



Should we decide to bring the show back to SA, we will run a series of roadshows ahead of the event.



# WHAT A SHOW STOPPER!

**TYREXPO ASIA BANGKOK  
SURPASSES EXPECTATIONS**



**Sometimes, all it takes to make a meaningful difference in a business, is new blood, particularly when the new blood is in the form of a dynamic group of young professionals who are enthusiastic about what they do, and are able to utilise a myriad of virtual opportunities within the electronic spectrum, to get things done a little differently.**

**Enter Informa Markets, an energetic young company, expert in the digital space, and the new event organisers for the Tyrexpo series of dedicated tyre and accessory equipment shows.**

**Taking on a portfolio of shows in an unfamiliar industry, is no easy task, and yet, Informa Markets pulled it off, with their pilot – Tyrexpo Asia Bangkok – in May. SA TREADS was there.**

Post-show statistics reveal that over 4 000 attendees were present during the three-day event – encompassing a mixture of distributors, retailers, importers, logistic distribution, transportation and supply chain companies - with 92 exhibitors and over 150 tyre and accessory product buyers hailing from 72 countries.

On the first day, the official proceedings kicked off with pomp and ceremony, with a group of traditional Thai dancers, donned in glittering gold costumes, entertaining the crowd, paying tribute to the country's culture and rich heritage.

The event was jointly opened by guest of honour, Captain Thammanit Prompau – Minister of Agriculture & Cooperatives Thailand, Mr Nakorn Tangavirapal – Governor of the Rubber Authority of Thailand and Mr Patrapee Chinachoti – Co-Chairman of Informa Markets Thailand.

This was followed by the staging of the Retreading Conference, featuring international speakers from a variety of countries, among them, Malaysia, Chile, Brazil and Italy. Sponsored and hosted by Retreading Business, the Forum made for an interesting and informative look at retreading across the world.

Michael Hutt, editor of Retreading News - based in Malaysia - provided insights into the South-East Asian retreading market, while David Stevens, MD Tire Retread & Repair Bureau (TRIB), offered a positive

take on retreading in the North American market, where retreading appears to be burgeoning. Daniel Rojas, General Manager, Chilean Retreads Association (ARNEC), went on to outline the challenges being faced by retreaders in his home country, and this was followed by a detailed report on European retread markets, presented by Guido Gambassi, President, Federation of European Retreading Association (BIPAVER). The day's seminar ended with a Retreading Panel Discussion

On the second day, the Retreading Conference continued, with Brazilian-based Paulo Cesar Moraz, offering his views on Managing a Retreading plant and concluded with another presentation by Daniel Rojas on 'How the Retreading Industry can Liaise with Governments'.

The Tyre Business Forum came next, kicking off with a second presentation by Michael Hutt on Sustainability in the Tyre Industry in the ASEAN region - an important address that highlighted that sustainability begins before the recycling process begins. Hutt stressed that Inadequate Waste Management Infrastructure needed to be addressed in the long-term interests of achieving sustainability (in the ASEAN region, only 30% of waste is properly collected and recycled, a scenario that mirrors the state of affairs in our own home market.)

Next, came Liana Shaw, publisher and editor of SA TREADS who presented an overview of the Challenges and Future Opportunities for the southern African market, followed by an enlightening





The earliest we can expect for a show to be staged in South Africa is 2026. Based on our experience with Tyrexpo Asia Bangkok 2024, we are hoping the exhibition will eventually come to our shores. If and when it does, we are fairly confident that this time around, the show will not disappoint.



presentation by Jamie Cartwright, Chief Operating Officer, Mobile Tyre Shop Group - How Mobile Tyre Fitment Technology is Changing the Tyre Industry in Australia.

*\*We will examine this remarkable entrepreneurial opportunity in a future issue.*

A discussion on the Merits of Nytex Bio Oil in Tyre Applications, by Carlo Silvestri, Senior Technical Advisor, Nynas AB, followed, with the Tyre Business Forum concluding with a sobering presentation on Future Challenges for the Chinese Tyre Industry. Given that Chinese tyre producers are being slapped with anti-dumping duties from a number of countries to which they export, is concerning for the Chinese tyre industry, which is now scrambling to reinvent itself. This, according to the presentation by Mike Zhang, CEO SD International.

*\*Selected content from the show will be covered in upcoming issues of SA TREADS, where we will showcase the salient points and perceptions that featured in these presentations.*

Proclaimed a show highlight, both Conferences drew in the crowds, who were keen to find out about other tyre markets and the business opportunities that may exist.

On the third and final day of the show, we took a stroll around the hall, chatting to exhibitors to gauge their overall thoughts on the event, and to find out whether their expectations were met.

Over 90 percent of exhibitors said the show had delivered, not only in numbers, but more importantly, in the quality of visitors who attended. They also



expressed their enthusiasm in exhibiting at the next Tyrexpo Asia event in Singapore, in 2025, thereby reconfirming the growing importance of the staging of the Tyrexpo shows around the world in the future.

Moreover, the post-show reports confirmed that 91 percent of visitors would recommend the Tyrexpo Show Series to industry colleagues.

At this point, Informa Markets have yet to confirm if the new face of the Tyrexpo series will eventually filter down to South Africa. They are first conducting important research to assess viability, possible dates, value-add propositions, out-of-the-box marketing strategies and the best ways to deliver on expectations.

“

Post show reports confirmed that 91% of visitors would recommend the Tyrexpo Series to industry colleagues.

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## Hammarsdale based Mathe Group & Van Dyck

# DAMPS DOWN THE SOUND IN LONDON GYMS

**The sound of a heavy barbell hitting the ground or a kettlebell or medicine ball slamming onto a floor, the thump in a gym and bodyweight training and the drone of dance tracks and screeching trainers during fitness and spinning classes have created a whole new class of noise pollution.**

Add vibrations from equipment and weight drops that infiltrate into the structures of buildings and you realise why, in cities like London, where high rise buildings are the norm and gyms share spaces with residents and other businesses, legislation to control acoustics has been tightened in recent years.

Mathe Group & Van Dyck, South Africa's largest radial truck recycler and only molding

company that produces rubber flooring products from the resulting rubber crumb, has turned this into a growing export opportunity, according to CEO, Dr Mehran Zarrebini.

In the humble industrial hub of Hammarisdale, just outside of Durban, over 4 000 sq/m of acoustic rubber tiles are produced each month for gyms in South Africa and the United Kingdom.

A partnership with UK company, Instafloor, which dates back to 2006, has seen the development of a complex acoustic flooring system specifically designed for fitness studios and gyms. This not only solves acoustic issues but also deals with the loadings of fitness equipment and the impact from free weights.



Mathe Group's acoustic flooring also includes shock pads that are used for heavy lifting areas.



It relies on an acoustic subfloor system that has been specially developed and tested. It is proven to exceeding UK building regulations for airborne and impact sound caused by exercise equipment and activity.

The floor rests on Acoustic Cradles, made from recycled local rubber crumb. This versatile cradle system can be adjusted to ensure a level floor at the required height, overcoming any uneven areas in the structural floor and avoiding the need for messy levelling screeds. The completed system has the added advantage of creating an underfloor void for installing services such as underfloor heating.

"Our Hammarsdale facility is a pivotal export hub with many of our manufactured products being distributed internationally. Collaborative efforts with Instafloor SA and Instafloor UK are instrumental in the sales and marketing of our acoustic flooring solutions, highlighting our global reach and the international demand for our products," says Dr Zarrebini.

He explains that Mathe Group's acoustic flooring offering also includes shock pads that are used for heavy lifting areas. Acoustic tiles are placed over these shock pads and in other areas across each gym.

Shock pads are manufactured using waste products from tyre retreaders which are sieved to separate out fibres of the correct length. Acoustic cradles and underlays are made using a similar process that relies on polyurethane and rubber crumb from recycled radial truck tyres produced on site.

He says that, currently, the less sophisticated South African gym market has not evolved to the point where acoustic equipment is prioritized. Upper end gyms are purchasing shock pads for weight areas whilst most others are just using rubber tiles for heavy traffic areas at this point.

However, Dr Zarrebini believes that, as more and more gyms are located in mixed use residential buildings and in hotels and resorts, there will be greater emphasis on containing noise.

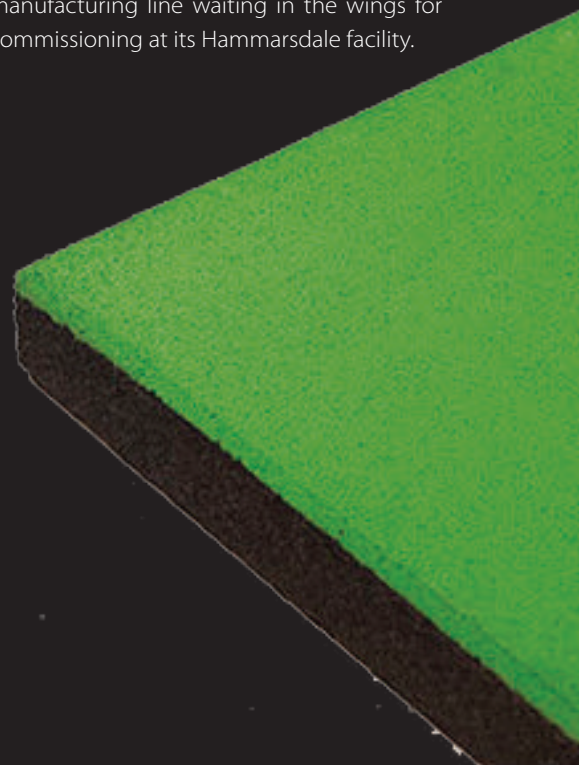
"We are working closely with our partner, Instafloor, in the UK where they have done all the testing and have the relevant literature. We can adapt that for use in South Africa," he says.

According to Dr Zarrebini, the UK is a particularly strong market for Van Dyck with containers regularly leaving via Durban harbour. A shared language and timeline, together with a reputation for good customer service and the ability to order smaller volumes are plusses.

"The beauty of this product is that customers can consolidate different products into one container. They can buy the cradles, shock pads and tiles and also our acoustic underlay product and pack everything in a single container for export. If they were buying from China or other S East Asian countries, they would need to purchase a container load of each product," he adds.

In addition to selling to the UK, Van Dyck has also sold acoustic gym products into Africa, having completed large installations in Botswana and Mauritius as well as in the Seychelles. The company is also regularly fielding enquiries from Dubai and is investigating introducing this product into the Middle East.

Should that happen and demand escalate, Dr Zarrebini says Van Dyck can more than double its capacity as it already has a second manufacturing line waiting in the wings for commissioning at its Hammarsdale facility.



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# MICHELIN CONNECTED FLEET LENDS ITS VOICE TO THE CILTA SAFETY AND SECURITY SUMMIT

MICHELIN Connected Fleet has once again demonstrated its support towards strengthening South Africa's transport and logistics sector by sponsoring the Chartered Institute of Logistics and Transport (CILTA) Safety and Security summit. The theme of the summit was Navigating Safety and Security Risks in Logistics, Transport and Supply Chain.

The event brought together leading local and international organisations in the industry who shared their views on how the public and private sector can viably improve safety and security on our trade routes.

In South Africa, where over 80% of goods are transported via road, the logistics sector can be described as the 'blood network' of the country. Gideon Joubert, head of security projects at Sakeliga said "the erosion and degradation of South Africa's road infrastructure is a visible and pressing issue while the attacks and hijacking of trucks costs the economy billions of rands in losses."

A critical point made at the summit was that violent crime in the freight industry reaches far beyond industry players and a robust and coordinated effort is required.

National operations manager at the ITA Services Group, Marthin Bekker Fick, added that there are several factors which limit transporters from investing in fit-for-purpose security solutions for the fleets. These include a lack of interest, a lack of knowledge, a fear of what security solutions costs and a lack of training.

"I have come across fleet companies who are still using telematics systems



from 10 years ago – that is crazy because technology keeps evolving and operators need to keep up. For example, telematics systems can now tell when a driver is drowsy, he doesn't even have to yawn. The cameras can pick up certain facial cues and alert the control room.

"Certain systems can monitor trucks transporting precious cargo that cannot tilt past a certain degree. Once that cargo arrives at a client, that client can check the truck's movement data on a tablet to see whether the integrity of the cargo has been compromised."

The jam-packed agenda included speeches and panel discussions with relevant topics including public safety and criminal justice in South Africa, reducing warehouse stock losses through risk management and the latest regulations and developments in transport and facility security.

MICHELIN Connected Fleet's South Africa country manager, Shivani

Pillay, emphasized the pivotal role of advanced fleet management in ensuring safety and security in the transport and logistics sector. "Gone are the days when fleet management was merely about technology; it's now a cornerstone of operational excellence.

"That is why we have been hard at work to change the mindsets of transporters in South Africa. Our approach as MICHELIN Connected Fleet is to understand the markets we operate in and partner with transporters to build bespoke solutions that address their needs."

Fleet operators who invest in the correct tyres and advanced fleet solutions can ensure the safety of drivers and the security of goods while increasing productivity as well.

What was evident from the summit is that while crime statistics continue to rise in the country, many organisations are willing and able to fill the security vacuum in a cost-effective way that meets public interest.



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# MIWA LAUNCHES SHORT SKILLS TRAINING PROJECT TO UPSKILL MEMBERS

In a significant step to address crucial skill gaps within the automotive aftermarket repair and maintenance sector, the Motor Industry Workshop Association (MIWA), together with the Retail Motor Industry Organisation (RMI), have secured R23,5 million funding from merSETA for a number of critical technical and non-technical short skills programmes identified by members. This is the largest funding project ever secured by the RMI or an association.

Pieter Niemand, MIWA national director, says the training aligns with the associations training strategic objective and will focus on five key areas namely: automotive parts sales, service advising, leadership and problem-solving, basic auto electrical skills, and automotive component diagnosing. MIWA identified a need among its employer members to provide shorter more niche-focused training programmes for employees and in partnership with the RMI managed to secure the necessary merSETA funding to train 1 575 staff members in these short skills programmes.

"Training staff in these areas will enhance workshop capabilities, service quality, and overall business performance," says Andre Bogner-Botha, chairperson of MIWA Gauteng and MIWA Training Forum.

Niemand concurs saying the project's holistic approach addresses the diverse needs of the automotive aftermarket sector, particularly the needs of micro and small employers which constitute the majority of MIWA members, contributing to workforce resilience and adaptability.

Content covers both technical and non-technical aspects. Niemand says that any of the association's 2 600 member businesses can apply for training for themselves or their staff members. The project's goal is to



positively impact a total of 1575 employed learners nationally.

Programmes vary from two days to three months and comprise a hybrid of online and in person courses. "All theory aspects can be completed online and then final assessments will be conducted in person by a designated training provider," says Niemand.

All learners need to be registered by 15 June 2024 so training can commence from 1 July. The project period extends from 1 July – 30 June 2025.

Members expressed their gratitude for the opportunity to train their staff, which will lead to improved customer service, enhanced workshop efficiency, stronger leadership and problem-solving skills, and ultimately a competitive edge.

"A well-trained workforce sets MIWA businesses apart, attracting more customers and assuring motorists that MIWA businesses invest in upskilling and reskilling their staff. This is obviously a strong differentiator in the market and provides customers with peace of mind whenever they utilise the services of an accredited workshop," says Niemand.

Training will be delivered based on the clustering of MIWA members, with major centres like Pretoria, Johannesburg, Cape



Pieter Niemand.

Town, and Durban expecting a high volume of learner registrations. More rural outlying areas like the Vaal Triangle and eMalahleni will also be accommodated based on the number of learners in each region. "We are extremely excited about the project which aligns so closely with our strong strategic focus on training and believe it will be highly beneficial to both our members and their customers. We are also highly appreciative of the support of merSETA. Our sector is perfectly positioned for growth and this level of upskilling will continue to support the growth and sustainability.

# TRS CELEBRATES 20 YEARS OF PARTNERSHIP WITH VIPAL IN SOUTH AFRICA



**Tyre & Retread Supplies (TRS), based in Johannesburg, recently celebrated two decades of partnership with Vival Rubber. As the exclusive distributor of Vival products in its operating market, TRS plays a fundamental role in expanding Vival's presence on the African continent.**

"TRS is our distributor of patches and repairs, covering the territories of South Africa, Botswana, Lesotho, Malawi, Namibia, Swaziland, Zambia and Zimbabwe", explains Gilson Dugno, International Sales Manager at Vival. "We are thrilled and honoured to have been

part of TRS's history since its founding in 2004," he adds.

To celebrate this long-term successful partnership, Vival representatives, including the General Manager of Vival in Europe, Frederico Schmidt, the Commercial Manager of the European subsidiary, Fabricio Nedeff, and Gilson Dugno travelled to South Africa. During the visit to the distributor's headquarters, they presented a commemorative plaque to TRS owners Paul Yiannakis and Gavin Wilke, in recognition of the 20 years of partnership between the companies.

Paul Yiannakis, one of the owners of TRS, expressed gratitude for the long-standing

partnership with Vival. "It has been an incredible journey so far, and we are immensely grateful for the support provided by Vival throughout the TRS journey", said Yiannakis. "We are confident that we will continue to strengthen our relations to be even more successful together", he concluded.

The tribute took place during an event organized by TRS over the course of a weekend, providing a conducive environment for strategic analysis. The event was attended by the management and technical team, allowing for a detailed review of trends, strategies and projections for the year 2024.



By John Stone

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

# MICHELIN MAINTAINS REIGN AS THE WORLD'S MOST VALUABLE AND STRONGEST TYRE BRAND FOR SEVENTH YEAR

New report from Brand Finance reveals that nearly half of the fastest-growing tyre brands globally are Chinese.

- Michelin retains the title of the world's most valuable and strongest tyre brand with stable performance
- Bridgestone and Continental Tires round off podium in 2nd and 3rd for brand value
- Giti treads ahead as the fastest-growing tyre brand in the ranking, following a 19% brand value increase
- Sailun, Linglong Tire and Sentury Tire accelerate with overseas demand surge

For the seventh consecutive year, Michelin has secured its position as the world's most valuable tyre brand, with a brand value of USD 7.9 billion, according to new data from Brand Finance, the world's leading brand valuation consultancy. The French brand's value has remained stable year-on-year, despite various factors impacting the market and performance, including declining sales within the road transportation segment and reduced replacement market unit sales.

This year, Michelin is also the world's strongest tyre brand, achieving a Brand Strength Index (BSI) score of 85.6 out of 100. Despite a 2.5-point decline in its BSI score, mainly due to a dip in forecasted revenue, Brand Finance research indicates that Michelin excels in Familiarity and Recommendation. In its home market, Michelin also commands the highest price acceptance.

## Top 10 Tyre Brands by Sustainability Perceptions Value



1		2		3		4		5	
\$362 m E: 1.00 S: 1.02 G: 1.01		\$346 m E: 0.99 S: 1.00 G: 0.99		\$90 m E: 0.98 S: 1.00 G: 0.99		\$78 m E: 0.97 S: 0.99 G: 0.99		\$60 m E: 0.97 S: 0.96 G: 0.97	
6		7		8		9		10	
\$55 m E: 1.00 S: 0.99 G: 0.99		\$41 m E: 0.97 S: 0.97 G: 0.96		\$39 m E: 0.96 S: 0.95 G: 0.96		\$36 m E: 1.00 S: 0.98 G: 0.97		\$35 m E: 0.97 S: 0.98 G: 0.97	

USDxx = Sustainability Perceptions Value    x.x = Sustainability Perceptions Score / Sector Median

Bridgestone and Continental Tires have secured the 2nd and 3rd positions in the ranking, respectively, following an 8% and 13% increase in brand value. Bridgestone's brand value has risen to USD 7.6 billion, narrowing the gap to just USD 254 million behind long-standing leader Michelin.

Like all major tyre manufacturers, Bridgestone has faced challenges due to the unprecedented rise in raw material prices and high inflation. The company has taken robust measures to address these issues through flexible supply management, which has contributed to a 5% increase in year-on-year revenue.

Continental Tires, with a brand value of USD 4.7 billion, has earned better scores in Familiarity, Consideration, and Reputation, driving an increase in its BSI score, up 3.2 points from 2023 to 79.1 out of 100.

With a staggering 19% increase, Giti's brand value has leapt to USD 924 million, making it the fastest-growing tyre brand in the world this year, ranking 9th overall. Solid revenue growth forecasts, particularly in the Chinese market, support this significant growth. The brand also increased its BSI score by 6.3 points.

Giti has exhibited a particularly robust performance in China, its largest market by revenue. Brand Finance's research shows that Giti received a very high Recommendation score in China, reflecting customers' high satisfaction with the brand. Familiarity and Consideration are also exceptionally high, showcasing that Giti has achieved substantial market recognition and acceptance in the region.

Sailun (brand value up 10% to USD 801 million), Linglong Tire (brand value up 11% to USD 799 million) and Sentury Tire (brand value up 17% to USD 377 million) have also witnessed remarkable brand value growth driven by substantial overseas demand. The Chinese tyre industry experienced a prosperous year in 2023, marked by the expansion of overseas operations, high demand, and favourable domestic conditions for industry development. Notably, exports to South America increased by 33%.

Alex Haigh, Managing Director, Brand Finance Asia, commented:

"In a landscape where global tyre giants face challenges, the success of Chinese brands shines brightly. Their remarkable growth amid adversity underscores the resilience and dynamism of the Chinese tyre industry. With innovative approaches and a focus on sustainability, Giti emerges as the fastest-growing brand, buoyed by robust performance in China. Meanwhile, Linglong Tire, Sentury Tire, and Sailun are expanding their global footprint, leveraging cost-effectiveness to secure significant market share. As inflation grips traditional markets, the ascent of these Chinese brands heralds a new era of competition and opportunity in the global tyre market."



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# STRONG GROWTH IN EXHIBITORS AND VISITORS FOR THE TIRE COLOGNE 2024



THE TIRE COLOGNE 2024 ended with a very good result on Thursday, 6 June 2024. 430 exhibitors from 35 countries came together at the most important industry platform with around 14,400 participants from 109 countries. THE TIRE COLOGNE this year proved itself not only as an outstanding B2B platform that connects international tire and wheel manufacturers with tire wholesalers and the specialist trade, but also as a place for exchanging ideas, advancing innovations and shaping the future of the industry. "This event was full of positive energy from day one and clearly showed how important this stage is for establishing and expanding international business relationships in the industry", says Oliver Frese, Chief

Operating Office of Koelnmesse. "For us as an industry association, the success of the trade fair is a clear signal that a strong trade fair is indispensable for the industry. Here is where the important themes are discussed and the foundation for the business success of the future is laid", Stefan Helm, Chairman of the German Tyre Retail and Vulcanisation Trade Association (BRV), stated with enthusiasm.

#### Industry assumes responsibility

This year's THE TIRE COLOGNE was entirely defined by sustainability and the responsible use of resources. It became clear just how much the trade fair struck a chord with the industry at the trade fair stands, where nearly all companies recognised the

increasing importance of environmental issues. Themes like the conservation of resources or re- and upcycling played a decisive role for many innovations of the exhibitors: proof that the tyre industry can no longer be imagined without the circular economy.

THE TIRE COLOGNE 2024 therefore presented its own theme world: the Circular Economy Area. With its central positioning in Hall 7, the 50 companies dedicated to retreading and recycling profited from considerably greater visibility. Theme-specific panel discussions rounded off the innovative approaches of the exhibitors on the new stage, the Circular Economy Forum. "In that we don't talk just about technical innovations, but also about socially relevant issues, we

inspire companies to think ahead and provide concrete results. THE TIRE COLOGNE is active at the pulse of the times and advances not only economic efficiency, but also the sustainability of the industry”, according to Frese.

An outstanding example of this commitment was the signing of a used tire resolution of the initiative of the Allianz Zukunft Reifen at THE TIRE COLOGNE 2024. This promotes the more sustainable handling of old and new tires. More than 70 European organisations, associations and institutions are already active as partners for old tyre recycling.

### Future-looking themes

This year too, THE TIRE COLOGNE has shown that it offers a trade fair experience with added value with the three theme worlds Tyres/Rims/Trade, Retreading/Recycling and Workshop/Automotive. Particularly the service segment will occupy more space in future and offer new business potential. “However, increasing digitalisation and electrification in automotive engineering also comes with new challenges for the workshop and service companies”, Stephan Helm explains. “Here too, THE TIRE COLOGNE was the ideal forum, where the market participants could inform themselves about future requirements and pioneering solutions, and from which they could take practically oriented impulses with them into their operations”, according to the BRV chairman.

In the Workshop LIVE area, the trade fair, together with the partner companies Hunter and Würth, presented the digital workshop requirements of the future to visitors. Processes revolving around diagnostic and repair technologies like rapid measurement including driving assistance calibration and glass service were thus demonstrated and new products presented for the tyre specialised trade. In that the need for information and investment will continue to increase, the goal is also to gradually expand the offering of THE TIRE COLOGNE in the workshop technology segment.

Also on the TIRE STAGE, the central stage of THE TIRE COLOGNE, aspects were discussed that

are of great significance for the global tyre and wheel industry: sustainability, shortage of staff, the development of international markets and digital transformation. The event programme with high quality talks and innovative theme areas provided solutions of relevance for the future and moving inspiration with customised content and live demonstrations.

### Strong national and international participation

Renowned international exhibitors met young, up-and-coming brands ranging from budget to premium in the halls. A total of 430 exhibitors from 35 countries presented the entire world of tyres and rims. They met with around 14.400 participants from 109 countries. Around 65 per cent of visitors came from abroad, most of them from Italy, the Netherlands, the UK and France, but also increasingly from Eastern Europe, such as Poland and Romania. International trade visitors from China, the USA, the United Arab Emirates, Morocco and Israel were strongly represented.

### Outlook on 2026

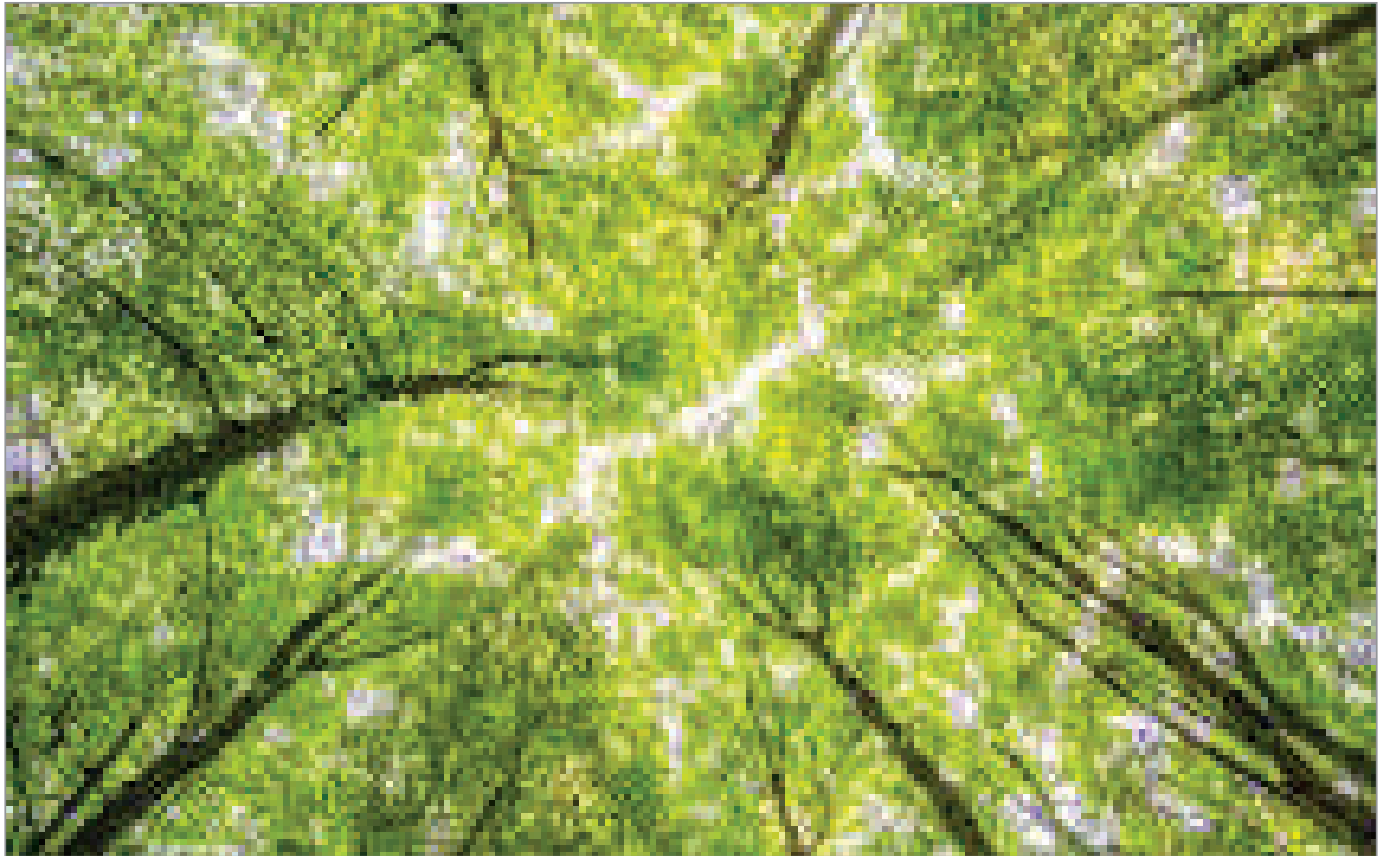
THE TIRE COLOGNE has once again proven to be the most important provider of impulses for the industry. With its comprehensive offering and its international orientation, the trade

fair clearly pointed the way for the safe and sustainable mobility of our society – a perfect template for raising THE TIRE COLOGNE 2026 to the next level. THE TIRE COLOGNE will take place in two years from 9.-11.06.2026.

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.



# AUTOPROMOTEC 2025 GOES GREEN



**Autopromotec, the automotive equipment and aftermarket exhibition scheduled from 21 to 24 May 2025 at the Bologna exhibition centre, celebrates an important milestone: 30 biennial editions, 60 years of history. On the eve of a truly historic edition, the organisers are taking important strides towards achieving all-round sustainability. In fact, the path towards certification for sustainability management systems for events, the UNI ISO 20121 standard, has begun.**

The first step in this direction is a fully digital registration procedure, which makes it possible for exhibiting companies to manage their participation directly from their reserved area within the Autopromotec website. Registrations have been open since 20 May and the organisers are already able to confirm the growth trend observed and predicted during the pre-registration phase.

“The process we undertook to optimise

the flow of entries to Autopromotec 2025 was a complex but necessary one”, comments Autopromotec CEO Renzo Servadei. “The new registration procedure allows us to confirm our commitment to all-round process sustainability. Nowadays, industry, the economy and the labour market must be rethought from a sustainable perspective. This represents a commitment and a concrete goal for us, of which the digitisation of the registration procedure is only a starting point. This means not only less paper waste, but also a more efficient and faster experience for our exhibitors, who can actually enjoy the trade fair at the click of a button”. Sustainability is also one of the common themes that

will be articulated and explored during the exhibition.

Alongside this, space will also be given to connectivity and artificial intelligence. These are the major trends destined to dominate the automotive aftermarket (and beyond), and which will find extensive representation in the halls of the Bologna Exhibition Centre. More and more space is therefore given to new technologies, with a growing focus on software and applications of artificial intelligence to sensor technology and mechanical and electronic engineering, together with the product sectors traditionally present at the event – from automotive equipment to tyres, from spare parts to lubricants, as well as service networks and car services.



## autopromotec 2025

**Bologna, Italia  
21-24 Maggio 2025**

# SAILUN SHOWCASES NEW PASSENGER AND COMMERCIAL TYRES AT THE TIRE COLOGNE



**The premieres of the new SAILUN passenger car tyre generations and their EV versions and the tyres for trucks and vans were revealed at The Tire Cologne. The new SAILUN generation tyres are said to deliver lower rolling resistance, which significantly reduces energy or fuel consumption compared to competitors in the international tyre industry. In addition, optimized treads as well as revised structures also contribute to the reduction of rolling noise, shorter braking distances, better grip on dry, wet, or icy road surfaces as well as improved cornering stability. The passenger car tyres all stand for the best safety at competitive, attractive prices and are characterized by high mileage and low rolling resistance –**

**important for low pollutant emissions from combustion engines and a longer range for electric cars.**

In addition to the ATREZZO ZSR, ATEZZO ELITE2 and ATREZZO ERANGE passenger car tyre models, the exhibition of SAILUN will also focus on tyres for trucks and vans. The truck tyres all stand for high mileage and low fuel consumption. They therefore not only have a positive effect on reducing CO2 emissions from transport traffic, but also support the competitiveness of haulage companies. This also illustrates the goals and ambitions of the SAILUN Group, which now ranks 12th among tyre manufacturers worldwide.

For SAILUN, the entire trade fair appearance is also an important building block for contact with the trade: "THE TIRE COLOGNE

is an important communication platform for the entire SAILUN Group for the exchange with trade partners," says Stephan Cimbal, Marketing Director SAILUN Europe. "As an international industry meeting point, it also showcases the trends in the industry and workshops. This makes it a signpost beyond the day-to-day business of our industry."

The entire SAILUN trade fair appearance is an important and interesting building block for contact with the trade: "Our wide range of tires for cars, trucks, transport and buses offers an important communication platform for exchange with trade partners," he says. "As an international meeting place for the industry, it also shows the trends in the industry and workshops. This makes it a signpost beyond the day-to-day business of our industry."

# INDEPENDENT TESTING COMMISSIONED BY POINT S UNCOVERS MAJOR SAFETY GAPS BETWEEN TYRE TIERS



- Independent tests commissioned by Point S and conducted by TÜV SÜD Product Service show significant disparities between premium, mid-range and budget tyres across a range of safety-critical criteria.
- The five Premium tyres tested outperformed the mid-range and budget tyres, with dry and wet handling and braking tests revealing stark differences between tier averages.
- The test data comes amid industry debate over the justification of premium tyre prices.
- As the world's largest independent tyre and autocare dealer network, Point S is uniquely positioned to commission independent testing for the benefit of its members, motorists, and the industry. Independent tests commissioned by the world's largest multi-brand automotive services and tyre sales franchise, Point S, have demonstrated a significant gap in safety and performance between premium, mid-range and budget tyres. The tests, which were conducted by independent technical testing organisation, TÜV SÜD Product Service, examined the five premium tyre brands against three mid-range and three budget tyre brands across a range of safety-critical criteria on a high demand 18" tyre, the 225/40R18 92Y.<sup>1</sup> The results demonstrate the markedly superior performance of premium tyres over their mid-range and budget rivals, particularly in wet conditions. On the wet braking test, mid range tyres took on average 2.33m extra braking distance to bring the test vehicle to a complete stop from 80 km/h. The budget tyres, meanwhile, required 4.47m – the length of a large SUV or a fully grown female giraffe – extra braking distance compared to the premium models. The five premium tyres also performed better in TÜV SÜD Product Service's Road grip and handling tests. The mid-range tyres required a 3 km/h reduction in speed to match the handling of the average premium tyre on wet roads, while the budget tyres needed a 5 km/h reduction.

Commissioned by Point S, the tests took place in October 2023 using a VW Golf VIII GTD. Five premium brand tyres, three mid-range tyres and three budget tyres

were tested under the report number 713311093- P Leveraging its position as the world's largest independent tyre dealer network, Point S commissioned the testing to give its members the most up-to-date, evidence-based advice on tyre safety, enabling them to offer customers the right tyre rather than the cheapest. The move comes amid widespread industry debate over the financial viability of premium tyres. Point S International CEO, Fabien Bouquet, said: "In today's challenging economic climate, where inflation is causing price rises, it is natural that drivers are more cost-conscious when it comes to maintaining their vehicles. "We are increasingly asked by our end customers to justify the price differences between tyre ranges, so we commissioned these tests with TÜV SÜD Product Service to get a truly independent and objective view on this issue. What the testing has confirmed is that premium tyres categorically perform better across all safety-critical test criteria. The question we should be asking ourselves as an industry, therefore, is: can you really put a price on safety?" To publicise the test results, Point S has issued marketing materials to its network and customers in more than 20 different languages.



# Generation **X**



**EffeXSport**



**ReliaXTouring**



**AdvanteXSUV**



**AgileXAT**

**THE ULTIMATE DRIVING **X**PERIENCE**

# VREDESTEIN EXPANDS ITS RANGE FOR PREMIUM AND LUXURY SUVs



**Apollo Tyres Ltd, has expanded Vredestein's range for premium and luxury SUVs. Vredestein Pinza HT (highway terrain), a global product, has been introduced for the premium SUVs in India in 16 – 18 inch sizes, while the existing Vredestein Ultrac Vorti i has been expanded for luxury SUVs by introducing it in 21 and 22 inches.**

The ultra ultra-high performance (UUHP) Vredestein Ultrac Vorti i will be the first tyres to be produced in India, in such higher sizes. The Ultrac Vorti i, in 21 and 22 inches, is targeted for fitment in vehicles like Mercedes GLS, Lamborghini Urus, Porsche Macan, G Wagon, Range Rover Sports, etc. The Vredestein Pinza HT has been ranked amongst top 3 premium HT tyres in the USA, the biggest SUV market in the world, and has also won the good design award from Chicago Athenaeum Museum of Architecture and Design.

Pinza HT would be available for fitment in vehicles like Toyota Fortuner, new gen Tata Safari and Mahindra Scorpio N, along with previous generation Scorpio and Safari.

Commenting on the range expansion of Vredestein in India, Rajesh Dahiya, Vice President, Sales and Service, Apollo Tyres Ltd said "With the 'YOLO' generation driving the growth in the premium and luxury SUV segment in India, this is right time for us to expand the Vredestein range catering to these segments. The designer and ultra-high performance tyres from Vredestein will accentuate the vehicle's appearance, which is considered as an extension of the lifestyle of the young professionals."

#### **Pinza HT**

The Vredestein Pinza HT has been developed keeping the comfort and safety of the driver in mind, with maximum wear life and durability, and with a uniquely designed visual identity.

Large and independent staggered tread blocks are designed to deliver better cornering stability with improved noise. Generous pass-through notches, dense sipes and large circumferential grooves help evacuate water, improves hydroplaning along with better grip on slippery or wet road conditions. Special tread compound is applied for all season performance.

#### **Ultrac Vorti i**

The Vredestein Ultrac Vorti i has been developed for the powerful cars, and provide high levels of steering precision and grip for a thrilling drive experience at high speeds with utmost safety. These tyres also carry the signature touch of renowned automobile designer, Giorgetto Giugiaro, making them one of the most aesthetic ultra-high performance tyres, which are being manufactured in India, and meets all the global standards.

# APOLLO TYRES FY24 NET PROFIT UP 65%

**The Board of Directors of Apollo Tyres Ltd has approved the company's audited financial results for the fourth quarter (Jan to Mar) and the financial year 2023 – 24. The Board recommended a dividend payout of Rs 6.00 per equity share (600%), on face value of Re 1 each for FY24, subject to the approval of the shareholders at the forthcoming Annual General Meeting.**

Consolidated revenues from operations across geographies for the full year FY24 grew 3% to close at Rs 25,378 crores, whereas, for the 4th quarter, they were at Rs 6,258 crores. Both Indian Operations and European Operations' revenue grew in single digits for the full year and in the 4th quarter.

Commenting on the company's performance, Onkar Kanwar, Chairman, Apollo Tyres Ltd said "Our performance in the past fiscal reflects our strategy of profitable growth. Our performance in Europe has been much better than the overall market, with market share gains across product categories. Going forward too, the demand scenario is looking good for different product segments across our key geographies. As per the Govt's mandate, we have provisioned for the Extended Producer Responsibility (EPR), which has slightly impacted our profitability."

At its meeting the Board noted the desire of Satish Sharma, President, APMEA (Asia Pacific, Middle East, and Africa) to seek early retirement from the company and accepted his consequent resignation as Wholetime Director from the Board. Onkar Kanwar said "Satish has been expressing his desire to step back from active corporate life and focus on his other interests. I, along with all at Apollo, wish to thank Satish for his 27 years of service and his significant contributions in building Apollo to its present position. We wish him



the very best in his future endeavours."

The Board approved the appointment of Gaurav Kumar, Chief Financial Officer of the company, as the Wholetime Director from June 1, 2024, subject to the approval of shareholders. Welcoming the nomination, Onkar Kanwar commented on Gaurav's insightful abilities to bring the financial impact of decisions to the forefront and expressed confidence that his presence on the Board would further strengthen the financial lens of the Board on all strategic decisions.

Pallavi Shroff, Independent Director, stepped down from the Board on completion of her maximum two terms of service. In his vote of thanks Onkar Kawar noted her long association with the

company and her wise counsel and advice on key matters over the years.

The Board also approved the nominations of Berjis Desai and Sumit Dayal to the Board of Directors with effect from August 6, 2024, subject to Shareholders approval at the forthcoming Annual General Meeting of the company. Mr Desai retired as Senior Partner, J. Sagar Associates, one of India's leading law firms, after a long and distinguished career spanning 43 years. He currently sits on the Boards of some leading listed companies and is a published author. Mr Dayal brings over 34 years of international banking experience to the Board. His last role was as Global Head of Corporate Finance at Standard Chartered Bank, and he is now a Director in a Sustainable Energy company as also a start-up Fin-Tech company.

# APOLLO TIRES OPENS NEW ATLANTA, GA OFFICE

**Apollo Tires US recently opened its new office in Atlanta. The company said this new office stands as the operational heart of the North American activities. Apollo Vice Chairman & Managing Director Neeraj Kanwar led the inauguration of the company's new office in Atlanta's King & Queen building.**

"The opening of our new office in the iconic King & Queen building is not just a new address for us; it's a beacon of our aspirations and a testament to our commitment to excellence," Kanwar said. "As we continue to grow and serve our North American customers, we are reminded that every milestone like this is a step towards realizing our vision of being a leader in the tire industry, driven by innovation and customer satisfaction."

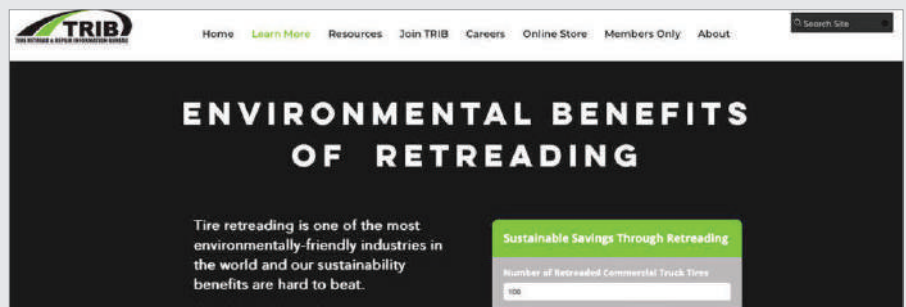


## TRIB'S NEW WEBSITE OFFERS TAILORED SERVICES FOR MEMBERS

**The Tire Retread & Repair Information Bureau (TRIB) launched a redesigned website. TRIB said the site showcases a modern interface and has features tailored to meet the evolving needs of TRIB's members, the tire retread and repair industry at large, as well as fleets, government agencies and the public.**

According to TRIB, one of the highlights of the redesigned website is the introduction of the retread environmental savings calculator. The company said this tool allows users to quantify the environmental benefits of using retreaded tires compared to new tires. Users can see the gallons of oil saved, the pounds of waste diverted from landfills and the energy savings generated by adopting retreading.

In addition to the retread environmental savings calculator, the redesigned TRIB website also features a career opportunities



page, facilitating connections between industry professionals and employment opportunities. Whether seeking skilled technicians, sales representatives, or managerial positions, TRIB said its members can leverage this platform to attract top talent and expand their workforce. Job seekers, on the other hand, gain access to a diverse array of career opportunities within the tire retread and repair community. This service is free for all TRIB members.

"The launch of our redesigned website marks a significant milestone for TRIB during

our 50th year anniversary and underscores our ongoing commitment to advancing the tire retread and repair industry," David Stevens, managing director of TRIB said. "We are excited to introduce the retread environmental savings calculator and the career opportunities page. With these enhancements, we aim to further elevate the visibility and impact of tire retreading on a global scale, help our members find employees, empower fleets to make informed decisions, and drive sustainability initiatives forward."

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# GOODYEAR AMERICA Q1 2024 SALES DOWN, BUT NET SALES UP Y/Y

The Goodyear Tire & Rubber Company said its first quarter 2024 sales were \$4.5 billion, with tire unit volumes totaling \$40.4 million. For the first quarter, Goodyear's net loss was \$57 million compared to a Goodyear net loss of \$101 million a year ago. Leadership said the year-over-year improvement was driven by increases in segment operating income. The 2024 period also included items like, on a pre-tax basis, Goodyear Forward costs of \$28 million and rationalization charges of \$22 million, compared with pre-tax rationalization charges of \$32 million in 2023. Goodyear said Goodyear Forward costs are comprised of advisory, legal and consulting fees and costs associated with planned asset sales.

According to Goodyear, the Goodyear Forward plan aims to optimize its portfolio, expand margins, reduce debt and enhance shareholder value.

Americas' first quarter 2024 sales of \$2.6 billion were down 9.7%, which Goodyear said was driven by lower replacement volumes and unfavorable price/mix due to continuing industry weakness in commercial truck and contractual price adjustments. Meanwhile, tire unit volume decreased 7.4%. Replacement tire unit volume decreased 9.2% given industry member declines in the U.S. Industry non-members, generally representing low-cost imported product, grew significantly in the quarter. Original equipment unit volumes were flat.

The company also reported segment operating income of \$247 million in the first quarter of 2024, up \$122 million from a year ago. Goodyear said the increase in segment operating income reflects benefits of \$127 million from price/mix versus raw materials and \$72 million from the Goodyear Forward transformation plan. Goodyear said these were partly offset by the impact of net inflationary costs of \$33 million and lower tire volume of \$28 million.



Goodyear Forward costs are comprised of advisory, legal and consulting fees and costs associated with planned asset sales.

First quarter 2024 segment operating income of \$179 million increased \$100 million from the prior year's quarter. The company said the increase was driven by lower transportation costs, benefits from the execution of Goodyear Forward initiatives and favorable net price/mix versus raw material costs. These benefits were partly offset by inflationary costs and lower volume.

The company said Europe, Middle East, and Africa's (EMEA) first quarter 2024 sales of \$1.3 billion were down 9.7% driven by lower replacement volumes and unfavorable price/mix due to a weak commercial truck industry and contractual price adjustments, while tire unit volume decreased 5.2% in this segment. Replacement tire unit volume decreased 7.1% given increased competition at the low end of the market driven by non-member imports and industry declines in commercial truck, Goodyear said. Original equipment (OE) unit volumes were flat.

First quarter 2024 segment operating

income of \$8 million was flat compared to the prior year's quarter. Segment operating income benefitted from favorable net price/mix versus raw material costs and the Goodyear Forward plan, the company said. These benefits were offset by inflationary costs, lower volume and the impact of the fire at its Debica, Poland facility in 2023.

Asia Pacific's first quarter 2024 sales increased 3.4% to \$602 million, driven by higher original equipment volume, according to Goodyear, while tire unit volume increased 10.0%. OE unit volume increased 26.7%, driven by EV fitments in China and replacement tire unit volume decreased 1.6%, reflecting industry declines, Goodyear says.

First quarter 2024 segment operating income in the Asia Pacific segment of \$60 million was up \$22 million from prior year driven by favorable net price/mix versus raw material costs, higher volume and benefits from the Goodyear Forward plan. The company said these factors were partly offset by higher inflation.

Tire unit volume also decreased 5.2% and replacement tire unit volume decreased 7.1%.

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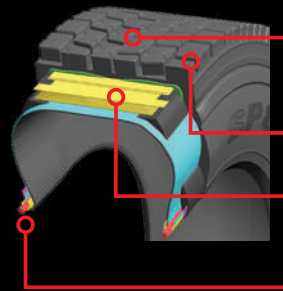
## TREAD

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

**Revised breakers angle** improves ground contact pressure distribution, enhancing uniform tread wear.

**Steel filler reinforced bead** gives even wear performance.

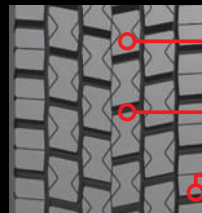


## PATTERN

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