

Southern Africa

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ROYAL TYRES CLINCHES STANDARD BANK TOP KZN BUSINESS AWARD!

SA TYRE MARKET BALANCES
PRODUCTION GROWTH AND
IMPORT CHALLENGES

STAMFORD TYRES SA TO
MARKET PIRELLI'S PRESTIGIOUS
PROMETEON BRAND IN SA

TEPA WELCOMES
BALANCED STAKEHOLDER
COMMITTEE

TIRE COLOGNE 2024 DUBBED
AS OUTSTANDING BUSINESS
PLATFORM



Editor's Corner

That a family-run tyre business was named as **Top Business in the recent Standard Bank KZN Awards** is testament to what can be achieved, even in an industry as fiercely contested as ours. We meet **Director of Royal Tyres, Jasmeena Shiba (a Best Drive store)** in this issue, who talks us through the company's journey, which began decades ago, at the hands of her forefathers. You can read all about how the company evolved into the powerhouse it is today, and how Jasmeena was able to contribute to its new-found success in our exclusive interview.

In our feature story, independent journalist, Yogender Malik, provides an objective summary of the South African tyre business, in his article highlighting production growth and import challenges facing this vulnerable industry sector within the automotive market segment.

In other news, Stamford Tyres SA has secured distribution rights for the Prometeon Pirelli truck and bus brand - details of which will be revealed at a launch on September 18th - Michelin is set on shifting mindset within the transport sector with its 'Total Cost to Ownership' concept and TEPA announces the appointment of Nduduzu Chala of the SATMC and Charl de Villiers of TIASA as Chair and Vice Chairman of the Waste Tyre Management Committee, recently announced by Dion George, minister of Forestry, Fisheries and the Environment.

Sit back, relax and catch up on all the latest news emanating from the domestic an international tyre business.

Liana



contents

Interview	World News – Europe	World News – Asia
Royal Tyres Clinches Standard Bank Top KZN Business Award. Jasmeena Patel Shiba On What It Takes To Make Your Mark In Business 2	The Tire Cologne 04 - 06 June 2024 An Outstanding Business To Business Platform For The Global Tyre Business 18	Tyrexp0 Asia 2025 Almost Sold Out Six Months In Advance 26
Feature	Energy Tower Makes Its Debut At Tire Cologne 2024 20	Bkt Becomes Member Of The Global Platform For Sustainable Natural Rubber' 27
South African Tire Market Balances Production Growth And Import Challenges 8	Michelin Site At Troyes Is Inaugurating Cosmos, A New Innovative Machine For The Production Of Agricultural Tyres 20	Yokohama Rubber Develops Tyre Design System Using Explainable Ai (Xai) 28
Stamford Tyres SA Gains Exclusivity To Pirelli's Prestigious Prometeon Brand 12	Tomket Tyres To Showcase Their Full Range At The Tire Cologne 2024 21	World News – USA
Local News	A Strong Truck Tyre Choice From Hansugi Tyre 21	Goodyear Reports Big Reduction In GHG Emissions Over 2019 In 2023 Corporate Responsibility Report 30
Automechanika Johannesburg Road Show Successfully Concludes Across Six African Countries 14	A Spectacular Presentation Of Stylish Innovation From Prinx Chengshan 22	New U.S. Tyre Retreading Legislation Introduced By Ohio Senator Sherrod Brown 30
Michelin's Total Cost Of Ownership Whitepaper Set To Shift Mindsets In The Transport Industry To Promote Sustainability And Drive Efficiency 16	A Superior Presentation Of Tyre Distribution And Logistics From Globe Tyre 23	
TEPA Welcomes Balanced Stakeholder Committee 17	Danone, Dmc, Michelin And Crédit Agricole Centre France Join Forces To Create A Cuttingedge Biotechnology Platform 24	
Tiger Wheel & Tyre Celebrates Major Expansion With Six New Stores In Six Weeks 17		

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ROYAL TYRES CLINCHES STANDARD BANK TOP KZN BUSINESS AWARD!

JASMEENA PATEL SHIBA ON WHAT IT TAKES TO MAKE YOUR MARK IN BUSINESS

Royal Tyres has been partnered with Continental Tyres SA for over forty years, most recently as part of the BestDrive by Continental franchise network. Several years later, this business continues to be recognised for its commitment to staying ahead of industry best practices and delivering the best possible service and satisfaction. "Therefore, it's no surprise to their clients and business partners that they were recently honoured with a Standard Bank award."

In July 2024, Royal Tyres of KwaZulu-Natal achieved a significant milestone when it was named KZN Top Business at the prestigious Standard Bank Top Business Awards. This accolade marked a moment of immense pride for the family-run enterprise, highlighting the exceptional achievements possible in the fiercely competitive and challenging tyre industry. Particularly noteworthy is the role of Jasmeena Patel Shiba, a dedicated and astute female director, whose leadership stands out as we celebrate Women's Month this August.

Founded by her forefathers in 1939, the company had long been a pillar of the family legacy. Jasmeena, an IT analyst by profession, spent 13 years in the UK, building a life in London and never anticipated being involved in the business. However, in 2011, an exciting opportunity led her to leave London and return to South Africa, where she embraced the challenge of joining the business with enthusiasm and determination.

In this exclusive interview with SATREADS, Jasmeena shares her inspiring journey and the extraordinary transformation of a household brand that, while continuing to thrive, needed younger leadership and technological innovation to push forward, ultimately leading to national recognition and acclaim.

Jasmeena, tell us what led up to your return to South Africa and to you joining the family business.

Yes, my transition from the corporate world in London to joining the family business in South Africa was unexpected. It happened organically. I had never aspired to joining the business, especially as I had no knowledge of the automotive industry.



Having moved to London at the age of 23, I had carved out a successful career in the IT space, where I also happened to meet my husband. Together, we had established a comfortable life for ourselves. Our children were born in the UK. We were settled and had no intention of uprooting our lives and returning to South Africa.

But then, I got a call from my dad, who asked us to consider returning to South Africa to assist with the business which was short on manpower and required strong leadership to take it to the next level.

After much deliberation, we decided to heed the call to action, give up our established lifestyle in London, and headed back.

Royal Tyres has been partnered with Continental Tyres SA for over forty years, most recently as part of the BestDrive by Continental franchise network.



“
The business was started by my grandfather in 1939 during a time of many challenges.
”



What happened next?

The company has been a proud member of the RMI since 1955, and when I joined in 2011, I began leveraging their invaluable support to navigate the complexities of the industry. Over the years, I deepened my knowledge and built a strong foundation in the field, greatly supported by the tremendous mentoring I received from my dad, who has been in the business since 1973.

In 2023, this journey reached a significant milestone with my appointment as Chairperson for TEPA in KZN and as a member of the RMI executive board. Following in my dad's footsteps, who served as Chairperson for many years, was a proud moment for both of us, as I continued in the path he had established.

These roles have been crucial in strengthening my knowledge in the sector, enabling me to best serve the family business in my capacity as one of its directors, contributing to the ongoing success and growth of Royal Tyres.

Tell us more about the early beginnings of Royal Tyres.

The business was started by my grandfather in 1939, during a time of many challenges. He came to South Africa from India by ship, looking for a better life. With a lot of vision and a strong entrepreneurial spirit, he decided to open a tyre retread plant with one retreading machine that could do 2 tyres a day.

If he could see that a third-generation family member – especially a woman – is now a director of what he created, I think he would be both surprised and incredibly proud. He sadly passed away in 1973 at the age of 57, which is when my dad, then 20 years old, joined the business. Without the privilege of having his father as a mentor, he learned the ropes on his own.

By the time I got involved, the business was already deeply rooted in the community, with a solid reputation and a loyal client base. My dad, who joined the business at just 20 years old, successfully carried forward his own father's legacy and grew the business into the household name it is today.

What it needed was someone to help it evolve with new market trends and modern technology.

When we entered the Standard Bank KZN Top Business Awards, we leaned into the rich history my grandfather had built, presenting it in a fresh way to the independent judging panel.

Now, as a BestDrive franchisee, how has their franchise model contributed to your success in business?

BestDrive's well-structured marketing and product offering like campaigns, warranty on the tyres help us remain relevant and top of mind in the consumer's minds.

What makes you proudly BestDrive?

Bestdrive partakes in some of our initiatives such as promoting Women's month that has been exclusive to Royal Tyres. Umgeni Rd branch is a 1st Tier branch.

Who nominated your business for the awards?

That information is not disclosed to us, so we have no idea. However, that someone did, and that as contenders, we competed against the likes of Airports Company SA, Bell Equipment, Defy, East Coast Radio and Illovo Sugar, (to name but a few), was the highest honor for us. In KZN, the competition between family-run businesses is intense.

What are some of the criteria behind the awards?

First, only family-run business can qualify for nominations and awards in this category. The business would also need to practice compliance, transparency and universal goodness in all its business dealings, in order to 'tick the box'.

Empowering staff and giving back to the community is another major requirement, and something that as a local business, we take pride in.

Equipping our people with the necessary skills is important to us, which is why we focus strongly on training to address drastic skills shortages.

Currently, we are working with TEPA to submit a written proposal to Merseta with a list of upgraded courses that need to be recognized.

We are able to run training courses in-house and continue to do so, but in the long term, it is essential that the courses are Merseta-accredited.

How many staff do you employ and are you looking to expand the operation beyond KZN?



We have four branches in KZN one on Umgeni Road, Durban plus another in Phoenix Industrial Park, which serves as our warehousing facility. In January of this year, we opened another warehouse in Johannesburg, which is doing really well. We are also considering our options for expansion to Cape Town. The other 2 branches are in Port Shepstone and Harding. We are a major shareholder in the company known as Xantium Trading, trading as Long Life Tyres.

As for staff, we currently employ around 200 people across our operations.

How did the pandemic impact your business, if at all, and how is the business managing to stay ahead of the economic downturn?

Covid-19 came as a shock to us all. As a business, we were allowed to operate of sorts, as an emergency services provider, but were unable to open our doors. A stressful time, and one that I believe we were able to survive, largely because we own our premises. My father embraced the concept of land ownership and not being beholden to a landlord, and I am thankful that he did.

Plus, we were lucky in that our suppliers gave us a grace period, as they knew that we were good payers and would not falter on our financial commitment

“
We focus strongly on training to address drastic skills shortages.
”



You don't need to display male qualities in business to be successful.



to them. Our relationships with the likes of Continental Tyres and other companies spans close on 40 years, demonstrating our approach towards building genuine, mutual business partnerships.

Currently, the market is tough, but thankfully, we are a well-oiled machine, with strong buying power and the ability to buy at the right price and the right time.

Buying at the right price is crucial, as is upselling, although there is a fine line between making a profit and not forcing an unwanted cost on the customer. Our approach is to make the customer aware of the benefits of the upsell. The decision remains ultimately theirs.

What is the competition from opposition stores in your area like?

There are several tyre retailers in our area, but we do not focus on them, only on our business and on improving our product and service offerings.

Our customer base is a mix between repeat and new business.

What are other initiatives in place do you credit for your success?

First and foremost, our dynamic leadership team of seven!

- Jay Patel – CEO
- Pranav Patel – Head of Operations
- Gary Nagoor – Head of Finance
- Akshay Patel – Head of Commercial
- Devu Patel – Head of Passenger
- Nayan Shiba – Head of Technology
- Jasmeena Shiba – Head of Administration & Compliance

Each one is responsible and accountable for different aspects of the business, utilizing their different strengths and skills in their respective portfolios.

Plus, we are not only a retailer. We also supply and service the commercial market, with both market segments operating independently. This is a further reason for us to consider also opening up in Cape Town, as we are working towards offering our customers a nationwide service.

What would your advice be for fellow females in the workplace?

Have a passion for what you are doing. Embrace your uniqueness, as well as your femininity. You don't need to display male qualities in business to be successful! Collaborate with other aspiring women and keep on developing your strengths so that you remain on top of your game.

The Standard Bank KZN Top Business Awards, which was established 18 years ago by KZN is being referred to as 'The Oscars of Business in KZN'.

The list of candidates consists of successful companies that are headquartered or have an office in KwaZulu- Natal and are making a sustained and positive contribution to the KZN economy.

They subscribe to the four governance outcomes which are:

- 1. An ethical culture – The entity is seen as a responsible business contributing to society as a whole – people, community, and environment.
- 2. Good performance and value creation – A focus on profitability as well as sustained employee wellbeing and the creation of customer and stakeholder value
- 3. Effective control and trust– Effective management and leadership is apparent along with the transfer knowledge and skills
- 4. Good reputation and legitimacy – Good internal and external communication and the distinct brand value of products/ services

As a member of the BestDrive by Continental network, what aspect are you most proud of?

We are thrilled to be a BestDrive by Continental fitment center and brand. This enduring partnership has contributed significantly to building and growing our business. BestDrive also participates in initiatives such as promoting Women's Month, like the recent event organised by BestDrive at Royal Tyres' Umgeni Road, our first-tier fitment centre.



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South African tyre market balances PRODUCTION GROWTH and IMPORT CHALLENGES

Recent and future investments in the automotive sector will be key in fueling the growth and production of tyres in the country.

By Yogender Malik



South Africa is the largest producer and consumer of tyres in Africa by a wide margin. A number of key automotive producers have headed to South Africa in recent years, providing many opportunities for domestic tyre producers. On the other end of the spectrum, Chinese imports have been a thorny issue for the domestic industry.

Economic growth in the current and next year is also expected to be muted.

OVERVIEW OF THE SOUTH AFRICA TYRE INDUSTRY

South Africa is the undisputed market leader in Africa in tyre production and consumption. Catered by four tyre producers – Bridgestone South Africa (Pty) Ltd., Continental Tyre South Africa (Pty) Ltd., Goodyear South Africa (Pty) Ltd., and Sumitomo Rubber South Africa (Pty) Ltd. – the country has an installed capacity of more than 8 million units on a yearly basis.

A noticeable feature of the South African tyre industry is the very high sales of replacement tyres in comparison to OEM sales. In 2022, replacement demand formed about 72% of the total sales for domestic tyre producers.

Data for tyre sales and production for the year 2023 is not yet available, but the performance of the tyre industry in 2023 was far from satisfactory as the

country's economy registered a growth of a mere 0.6%. Economic growth in the current and next year is also expected to be muted. In February 2024, South Africa's National Treasury forecasts in its budget review of 2024 that GDP growth will reach only 1.3% in 2024 and 1.6% in 2025. This is a more optimistic projection than the outlook for South Africa by global organizations such as the International Monetary Fund (IMF), which is expecting 0.9% in 2024 and 1.3% in 2025.

The government is focusing on developing the automotive industry in a major way. Currently, South Africa produces more than half a million automobiles annually of all types. Cars

	2017	2018	2019	2020	2021	2022
Production	9,501,090	9,298,132	9,154,485	6,482,598	7,950,523	8,162,609
Installed Capacity	11,606,944	12,093,318	12,354,734	11,741,817	11,970,098	10,125,400
Capacity Utilization	81.9%	76.9%	74.1%	55.2%	66.4%	80.7%
Total domestic sales of locally produced tires	7,583,112	7,299,090	7,163,636	5,443,970	5,540,260	5,829,582
Original Equipment (OEM) sales	2,071,427	1,982,483	1,950,709	1,226,435	1,575,837	1,601,553
Replacement sales	5,511,685	5,316,607	5,212,927	4,217,535	3,964,423	4,228,029

Table 1: Tire production in South Africa over the years. Source: South African Tyre Manufacturers Conference (SATMC), the industry body representing the four tire-producing companies in South Africa.

Recent and future investments in the automotive sector will be key in fueling the growth and production of tyres in SA.

	2017	2018	2019	2020	2021	2022
Exports	1,373,299	1,560,759	1,567,356	1,330,940	1,557,265	1,632,529
Imports	8,045,210	8,230,849	7,988,319	6,615,487	9,549,291	7,986,152

Table 2: Tyre imports and exports from South Africa over the years. Source: South Africa Tyre Manufacturing Council.

built under the license of foreign brands are the mainstay. The country aims to produce 1% of the world's cars, or 1.4 million vehicles annually, according to the South African Automotive Masterplan (SAAM) 2021–35. Currently, BMW, Ford, India's automotive major Mahindra, Mercedes, Nissan, Toyota, Volkswagen, and Volvo have their production/assembly plants in the country.

There have been a number of ambitious announcements by South Africa-based automotive producers, which are expected to act as major demand drivers for the domestic tyre industry. For example, in April 2024, German auto major Volkswagen announced a R4 billion (approx. \$218,855,000) investment in its Kariega plant to increase the installed capacity. Beijing Automobile International Corporation (BAIC) has announced an investment of R11 billion (approx. \$601,852,000) in an automotive production plant in the Coega SEZ with an installed capacity of 100,000 units. This is a joint venture between China's state-owned company, BAIC, and South Africa's Industrial Development Corporation (IDC), which holds a 35% share.

Recent and future investments in the automotive sector will be key in fueling the growth and production of tyres in South Africa in the short and medium term. According to the U.S. Department of Commerce, South Africa's automobile market was estimated at \$35.15 billion in 2022, with exports reaching \$13.1 billion.

IMPORTS ARE A CAUSE OF CONCERN FOR THE DOMESTIC TYRE INDUSTRY

Tyre imports in South Africa have grown

steadily over the years. In 2022, imported tyres amounted to more than 50% of the domestic market. In particular, imports from China have surged disproportionately during the last 10 years. In 2022, South Africa imported \$710 million worth of tyres. China, the United States, Japan, Thailand and Germany were the five largest importers of tyres in the country in 2022.

Huge imports have also discouraged domestic producers from expanding. In fact, Bridgestone South Africa was forced to close one of its production plants in 2020.

ANTI-DUMPING DUTIES ON TYRE IMPORTS FROM CHINA

In a much-needed respite for the domestic tyre producers in South Africa, the International Trade Administration Commission of South Africa (ITAC) imposed definitive anti-dumping duties on imports of passenger car, truck and bus tyres from China in July 2023. Ranging from 7.18% to 43.60%, anti-dumping duties will remain in place until July 2028.

SATMC had petitioned the ITAC for the imposition of anti-dumping duties against imports from China in late 2021 and received provisional relief for six months in February 2022.

On the negative side, South African tyre producers have increased the price of tyres five times since the anti-dumping investigations started in early 2022. Thrice it was during the investigation period and twice after the announcement of anti-dumping duties.

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STAMFORD TYRES SA GAINS EXCLUSIVITY TO PIRELLI'S PRESTIGIOUS PROMETEON BRAND

Stamford Tyres has announced that the company has acquired distribution rights in South Africa for the Pirelli Prometeon tyre brand, for the bus and truck market segment.

This brand-new family of cutting-edge tyres, is allegedly designed to perfectly balance durability, sustainability, efficiency and performance, the four patterns currently on offer to the South African market are: the NextRoad Drive 315/80R22.5 (Drive); the R02 Pro Trailer Plus 385/65R22.5 (Trailer); the R02 Profuel Steer 385/65R22.5 (Steer); the Nextroad MultiAxle 315/80R22.5 (Steer/Multi-axle).

Said to be ideally suited for long-haul, urban and regional transport operations, back-to-back tests within a number of the well-maintained fleets in South Africa are currently underway, with the aim of providing the market with concrete results, as they become available.

Stamford Tyres, founded in 1930 in Singapore, is a global tyre and wheel specialist with a strong presence in South Africa. Stamford Tyres South Africa has grown into a major distributor of various tyre brands, including Falken Tyres (passenger & LDV),

Kumho Tyres (passenger & LDV), Tomket Tyres (passenger), Ascenso Tyres (agricultural), Sumo Firenza (agricultural, OTR & TBR which is Stamford Tyres proprietary brand, SSW, Diesel wheels and now, Prometeon Pireli (truck and bus tyres).



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STAMFORD TYRES

AUTOMECHANIKA JOHANNESBURG ROAD SHOW SUCCESSFULLY CONCLUDES ACROSS SIX AFRICAN COUNTRIES

The Automechanika Johannesburg team has wrapped up a successful road show across six key African countries, aimed at engaging automotive aftermarket buyers and promoting the upcoming Automechanika Johannesburg trade show slated for 19th to 21st November 2024 at NASREC Johannesburg.

The road show, strategically planned based on exhibitor feedback, covered the most requested destinations for automotive trade engagement: Lagos, Nigeria; Accra, Ghana; Nairobi, Kenya; Kigali, Rwanda; Lusaka, Zambia; and Harare, Zimbabwe. This initiative was driven by exhibitor demand to strengthen connections across the continent.

In Lagos, Nigeria, the team was warmly received at the ASPAMDA Auto Parts Market, guided by Onyazor Jasper Any, Chairman of the Foreign Trade Committee. The highlight was a joint presentation with Automechanika Dubai, showcasing the mutual benefits of both events to Nigerian aftermarket buyers. A large number of professionals from Infinity Tyres, Robert Bosch dealers, and various service centers attended the presentation, showing strong interest in Automechanika Johannesburg.

Moving to Accra, Ghana, the team engaged with key stakeholders from the Ministry of Trade and the Ghana Investment Promotion Agency, reinforcing the importance of industry collaboration and investment in the automotive sector. Meetings were held with Hon Mr Henry Okyere Jnr of the Ghana Auto Parts Dealers Association and Mr Patrick Asante Okyere, CEO of the SUAME Magazine Industrial Development Organisation, to discuss delegation trips to Automechanika Johannesburg. The presentation also saw participation



from the Ministry of Trade and Industry, highlighting the event's significance.

Nairobi, Kenya, welcomed representatives from major automotive aftermarket companies eager to explore opportunities at Automechanika Johannesburg. The visit to Kigali, Rwanda, supported by Rwanda Investment Promotion, included a notable meeting with Volkswagen CEO Serge Kamuhinda, highlighting Rwanda's growing automotive potential. The presentation in Kigali was followed by engaging discussions with professionals from Isuzu Rwanda and Mr. Chirag Daswani.

The road show continued to Lusaka, Zambia, where local professionals showed keen interest, many attending their first Automechanika event. In Harare, Zimbabwe, the session attracted a large group of automotive professionals, with insights from Brighton Ganda of EY on industry trends and productive discussions with Zimtrade officials. Of the 54 attendees, only 8 had attended a previous

Automechanika event, underscoring the value of this outreach to a majorly new client base.

"We are thrilled with the outcome of our road show across Africa," said Michael Dehn, Managing Director of Messe Frankfurt South Africa, the organisers of Automechanika Johannesburg. "The enthusiastic response from industry leaders and professionals underscores the growing importance of regional collaboration in the automotive aftermarket. We were warmly received wherever we went across the continent."

"We are very much looking forward to welcoming the many new industry friends we met across Africa to Automechanika Johannesburg this November 19-21, offering unparalleled opportunities for networking, business expansion, and industry insights." Said Tracy Gounden, Portfolio Director of Automechanika Johannesburg, Futuroad Expo, Solar Power Africa and Business Development.

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MICHELIN'S TOTAL COST OF OWNERSHIP WHITEPAPER SET TO SHIFT MINDSETS IN THE TRANSPORT INDUSTRY TO PROMOTE SUSTAINABILITY AND DRIVE EFFICIENCY

Michelin recently launched its latest research – **Unlocking the Power Of TCO: A Fleet Manager's Guide to Efficiency and Sustainability** – an industry first aimed at shifting the mindsets of South African transporters to run more efficient and sustainable fleets.



The 2023 Decarbonising South Africa's Transport Sector report noted that, in South Africa, transport is the third largest emitting sector, with almost 55 Mt CO2 emissions contributing more than 10% to the country's national gross emissions. This is true globally – the transport sector is one of the significant contributors to greenhouse gas emissions, with most transport today running off internal combustion engines powered by fossil fuels.

Many transport operators in the country are dealing with a unique set of challenges, which include the rising cost of fuel, loadshedding, safety and security as well as other logistical issues. The reality is that many transport operators – especially the small to medium-sized operators have not yet begun to think about how they can run fleets that are efficient, profitable and sustainable.

"Currently, transport owners are not managing the operating costs of their businesses in a holistic manner. By looking at the cost of fuel, driver salaries, maintenance and repairs, purchasing or renting a truck and the cost of purchasing tyres individually, transport owners are unable to see how these often disparate parts of the business can impact each other and be managed better to reduce operating costs and improve sustainability," comments Charl Lensley, B2B director for the truck and bus division at Michelin.

For example, an average of 30% of a transporters operating costs are towards fuel consumption and 25% towards salaries. What many transporters don't know, is that by purchasing the right tyres – which only accounts for 5% of a transporter's

operating costs – can both reduce fuel consumption, reduce time and money lost from breakdowns as well as increase sustainability.

Fleet owners calculate the cost per kilometre (CPK) to optimise tyre expenses. They achieve this by selecting durable tyres that can be regrooved or retreaded for reuse. This has been found to be an impractical way of measuring the true impact tyres can have for a fleet business.

By choosing quality tyres with a low rolling resistance is one major way to reduce fuel consumption – a transporter who can reduce rolling resistance by 1kg/t for a 40-ton truck, can save more than two litres of fuel every 100km[1].

To put things into perspective, a fleet of 50 trucks can save R 1 331 050[2] annually by upgrading from grade B to grade A tyres with a low rolling resistance[3].

What's more, Michelin's suite of products and services also help transporters measure their carbon emissions – MICHELIN Connected Fleet enhances this capability by harnessing advanced systems to provide real-time data insights, allowing fleet operators to make smarter, more informed decisions that contribute to sustainability and efficiency.

"We know that the Carbon Tax is coming, and this will be another operating cost that fleet operators must

factor in. For smaller fleet operators who are currently under financial pressure – now is the time to manage their operating costs in a smart, holistic and sustainable. Essentially, we are helping transporters solve tomorrow's problems today," continues Lensley.

"Michelin has always been at the forefront of sustainable and safe mobility, we are excited to introduce the Total Cost of Ownership way of thinking to the local market to help fleet operators realise that they can truly operate efficiently and sustainably – there no longer needs to be trade-off," added Amaury Vadon – Michelin's managing director for Sub-Saharan Africa.

[1] Michelin internal 2016 calculation: fuel savings up to 2.5 litres/100 km for new tyres and 1.25 litres/100 km on average for the 1st life of tyres with a tractor/tractor-trailer ensemble with a cargo load of 40 tons equipped with MICHELIN X[®] LINE[™] ENERGY[™] Z 295 / 60 R22.5

[2] Values in this whitepaper were calculated using exchange rates and may change due to currency fluctuations. Verify current rates for the latest information.

[3] Simulation of an average saving of 0.8l/100km over the life of the tyre between an A-labelled tyre and a B-labelled tyre, achieved by a vehicle travelling 150,000 km per year, on a total fleet of 50 vehicles, with an assumed price per litre of €1.45.

TEPA WELCOMES BALANCED STAKEHOLDER COMMITTEE

The Tyre Equipment, Parts Association (TEPA), a constituent association of the Retail Motor Industry Organisation (RMI), congratulates Charl De Villiers, Chair of the Tyre Importers Association of SA (TIASA) and Nduduzo Chala, Managing Executive of the South African Tyre Manufacturers Conference (SATMC), on their appointments as Chair and Vice Chairman of the Waste Tyre Management Industry Advisory Committee announced by Dion George, minister of Forestry, Fisheries and the Environment.

Vishal Premllal, TEPA National Director, who has also been nominated to serve on the Committee for the Waste Tyre Management Plan together with TEPA's Marietjie Smith as the alternate nominee, says he commends government for the opportunity to participate in a balanced and united representative body to jointly advise and find effective solutions for waste tyre management.

He said he welcomed working alongside SATMC and TIASA as well as other key stakeholders from the Tyre Recycling Industry

Association of SA, the Recycling Association of SA, the Waste Tyre Management Forum, the Black Business Council, Business Unity SA, Minerals Council SA, department of science & innovation and the department of trade, industry & competition.

Reiterating Chala's view, Premllal said the complexity of the issue requires the full support of the entire tyre industry value chain to reduce the negative environmental impacts of waste tyres by finding ways to repurpose these into usable materials.

"Recycling is obviously key for the environment and for a more sustainable future where we can better manage waste tyres, facilitate waste tyre processing capacity and help to reduce the negative environmental impacts of waste tyres," he says.

TEPA support SATMC's call to better regulate part-worn or second-hand tyres, which continue to pose significant safety risks for road commuters and add to the burden of incorrect disposal of waste tyres.

According to SATMC, research in 2020 suggested 63% of tyres sampled were deemed illegal, and it estimated there are



between 1-million and 1.15-million illegal tyres circulating in SA.

In 2023 TEPA launched its own whistleblower hotline to raise awareness and attention to these illicit parts and continues to lobby for an industry compliance forum to deal with reported cases of malpractices and illegal trading. "We look forward to working with our industry colleagues on the committee in the interests of finding a viable solution and implementation plan for the waste tyre disposal," concludes Premllal.

TIGER WHEEL & TYRE CELEBRATES MAJOR EXPANSION WITH SIX NEW STORES IN SIX WEEKS

Tiger Wheel & Tyre has announced a remarkable milestone in its ongoing growth and expansion strategy. Over the course of just six weeks, the company will open six new stores across South Africa, showcasing its strength and commitment to serving motorists nationwide.

Credited with reinventing the wheel and tyre retail and fitment experience, in its 57-year history Tiger Wheel & Tyre has become not only the most awarded wheel and tyre company in South Africa, but arguably its most loved and trusted too. This expansion underscores the brand's position as a dominant force in the country's automotive service industry. The new stores and their opening dates are as follows: 1 July 2024: Mount Edgecombe (KZN) and Port Elizabeth Heugh Road (EC) 1 August 2024: Lydenburg (MP), Vanderbijlpark (GP) and Hillcrest (KZN) Mid-August 2024: Windhoek (Namibia) Each of the stores is equipped with state-of-the-art technology and facilities, is staffed by highly trained professionals, stocks a wide range of top-brand tyres, wheels,



automotive batteries and other accessories, and offers financing options for customers.

"Opening six new stores in six weeks is a testament to our unwavering commitment to growth and our ability to meet the increasing demand for quality automotive services," said Managing Executive at Tiger Wheel & Tyre, Chris Farrar. "We are dedicated to providing our customers with the best products and services,

and these new stores will enable us to reach more motorists and deliver exceptional value across Southern Africa." Each new store opening will be celebrated with grand opening promotions, offering exclusive deals and exciting offers throughout the opening weeks. Details of these promotions will be announced closer to the respective opening dates.



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

04 - 06 JUNE 2024

AN OUTSTANDING BUSINESS TO BUSINESS PLATFORM FOR THE GLOBAL TYRE BUSINESS

Having successfully covered the Tyrexpo Asia 2024 Show in Thailand in our last issue. SA Treads were once again treading the global trail to visit one of Europe's leading and most influential shows. The Tire Cologne Show 2024 in Cologne, Germany.

This time the magazine was represented by SA Treads European correspondent John Stone of Sapphire Media who spent two days wandering around the event's three expansive halls accommodating 430 exhibitors from 35 countries around the world who were showcasing the entire spectrum of the international tyre industry including passenger, high performance, 4x4/SUV, Van, Truck and OTR tyres plus a strong representation from the tyre retreading market sector. At the same time the important, tyre accessory and equipment sector displayed many product innovations.

Additional recorded facts and figures from the show include 14,400 visitors over the three-day event with 65 per cent from outside of Germany and in particular from Italy, Netherlands, UK, France, Poland and Romania. With further visitors on a global basis from China, North America, United Arab Republic, Morocco and Israel.

Commenting on his time at Tire Cologne 2024, John felt the event proved to be an 'outstanding Business to Business platform' which effectively connected progressive tyre and wheel manufacturers with ambitious wholesalers and distributors. John was also able to chat briefly with Oliver Frese, Chief Operating Officer at KoelnMesse GmbH, organisers of The



Tire Cologne Show who says, "We are highly delighted with the response and support we have received from around the world about the show.

"The entire three days was full of positive energy incorporating new ideas and innovations towards the shaping of the tyre and automotive accessory industry for the future. Which underlines KoelnMesse's aim in constantly establishing expanding international Business Partnerships with strong National and International partnerships."

John was able to have a series of in-depth interviews with carefully chosen exhibitors during the show which follows this introduction to the event. The next Tire Cologne Show will be held in 2026 from 9th – 11th June.



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ENERGY TOWER MAKES ITS DEBUT AT TIRE COLOGNE 2024

The Netherlands-based Techno Marketing Group returned as an exhibitor to Tire Cologne 2024 after just visiting the previous event because of the Corona virus, with the intention of showcasing their market-leading all-in-one Ecube mobile tyre fitting solution and introducing its next groundbreaking innovation, the Energy Tower.

Energy Tower is a totally new and unique solution for the mobile truck tyre fitting market sector. It is a self-contained unit that operates from within the tyre fitting service vehicle and incorporates a combination of energy and air whilst eliminating fumes and noise, thus ensuring a much greener approach.

Ralph Dubbeldam, Managing Director at Techno Marketing Group, notes that the concept of this show has undergone a significant transformation. "When staged in Essen, Germany, it was 60% tyres and 40% equipment. The event now comprises around 90% tyres and 10%



The Techno Marketing Group's stand attracted a lot of interest.

equipment, which has led to a significant increase in interest in our product ranges, including our market leading Winntec product range."

We have also observed an increase in the number of fleets and service providers attending the show, including many of the

larger tyre fitting companies.

The introduction of the Energy Tower, Techno Marketing Group now offer groundbreaking solutions for both truck and passenger tyre fitting, which generated ongoing interest throughout the three-day event.

MICHELIN SITE AT TROYES IS INAUGURATING COSMOS, A NEW INNOVATIVE MACHINE FOR THE PRODUCTION OF AGRICULTURAL TYRES

COSMOS: a new machine for the production of agricultural tyres, until now unseen in the Michelin group • A project that forms part of the site's "2021-2026" roadmap • A major asset for the Troyes site and an illustration of Michelin's All Sustainable vision.

For several months, the factory has been host to an innovative project to install a new agricultural tyre production machine, one that is more efficient and more ergonomic. COSMOS is currently unique in the Group as it uses a new technology suited to the specific nature of agricultural tyre manufacture – size, weight, material technology, etc. For this project, and since the studies began, multi-disciplinary teams have worked with the site's production operators to develop a solution that is

perfectly tailored to their everyday use. A project that forms part of the site's "2021-2026" roadmap In 2021, the Troyes site defined its 2021-20236 roadmap that should allow it to consolidate its overall performance and strengthen its place in the Group's industrial strategy in Europe, based on two priorities: – Manufacture tomorrow's tyre ranges at competitive prices, by focusing on more lucrative markets, especially the high-power tractor market; – Develop the site's attractiveness by improving the quality of life in the workplace in all its aspects.

The implementation of COSMOS aims to meet all the expectations of this roadmap. An investment such as COSMOS, undertaken with the support of the Group, is a strong signal for the Troyes factory. Positioning itself on premium products, team excellence, the modernization of the manufacturing process,

and improvement in working conditions: the factory has been able to sustainably meet a set of requirements that condition the viability of an industrial site.



TOMKET TYRES TO SHOWCASED THEIR FULL RANGE AT THE TIRE COLOGNE 2024

Tomket Tyres has confirmed It will be exhibiting at the forthcoming The Tire Cologne show in June in Germany.

Formed in 1997 and based in Prague, Czech Republic, Tomket has progressively evolved over the past two decades into a renowned tyre brand who now deliver its diverse range to over 60 countries.

At the show, the company will be showcasing its Eco range as part of their extensive product portfolio covering PCR, TBR and specialised seasonal tyres including winter, summer, and all-season options.

Tomket currently manage over 500,000 tyres in their three expansive warehouses and look towards constantly providing a consistent supply and choice to meet the global market.

Taking centre stage in the Tomket range is the Eco range which has been specifically designed



The Tomket Eco Tyre

to balance cost-efficiency with high performance and incorporates a number of innovative features including asymmetrical tread patterns, a trio of grooves to enhance wet performance and diminish aquaplaning, and high rigidity of the central rib to deliver impressive traction and stable handling

under diverse driving conditions. The Eco range also offers a unique tread compound that has silica and soot to further enhance durability and elasticity.

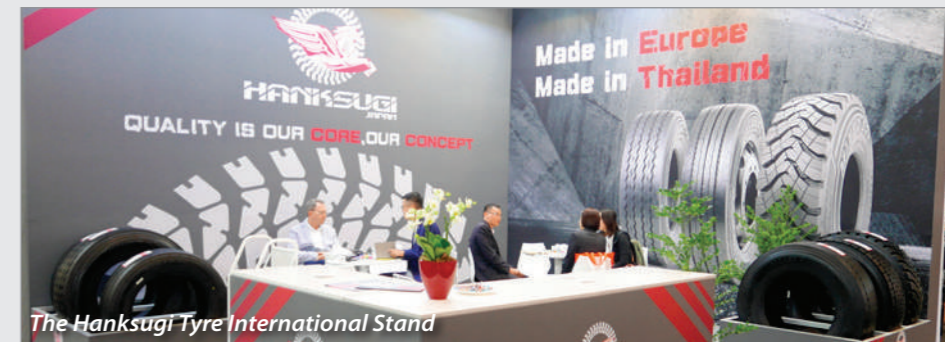
The Tomket Tyre team look forward to welcoming all visitors to explore future tyre solutions at Hall 7, Stand E018.

A STRONG TRUCK TYRE CHOICE FROM HANSUGI TYRE

As the only registered African based exhibitor at the show. SA Treads naturally made a point of visiting the stand of Cori Tyre who were listed as a leading tyre importer and distributor in Keyna. Which revealed a few surprising twists and turns.

As in fact the company operating the stand were Hanksugi Tyre International, Chinese tyre manufacturers based in Shanghai who were formed and registered in Japan in 2002 with a main production facility in Japan whilst head office remained in Shanghai. An unusual company combination.

When John chatted with Andy Lee, Sales Manager at Hanksugi Tyre International he explained Cori Tyre were the company's African distribution partner for the African Continent who mainly promoted their Hubtrac truck tyre brand. Andy added, "We



The Hanksugi Tyre International Stand

offer a full range of quality and cost-efficient tyres that are produced both in Europe and Thailand at competitive prices covering the PCR, LTR, TBR and OTR market sectors supported by a highly experienced Japanese based engineering and design team who also provide ongoing technical innovation support."

Hangsuki exhibited at the event to highlight to the European and African tyre market sectors their impressive product range with a display of their

main patterns. Which it is their firm intention to increase with the introduction to two to three new products on an annual basis. The stand was heavily promoting the Hanksugi brand and the fact the company were listed as exhibitors as Cori Tyre was never explained and remains a mystery.

For further information on the full Hanksugi Tyre International product portfolio including the Hubtrac brand contact Andy on (Whatsapp) +86 1880 1936 213 or email andy@hanksugityre.com

A SPECTACULAR PRESENTATION OF STYLISH INNOVATION FROM PRINX CHENGSHAN

Over the years there has been a general view that tyres manufactured in China lacked a certain amount of quality and although during the past few years this opinion has gradually started to diminish. The stigma remained...until now!

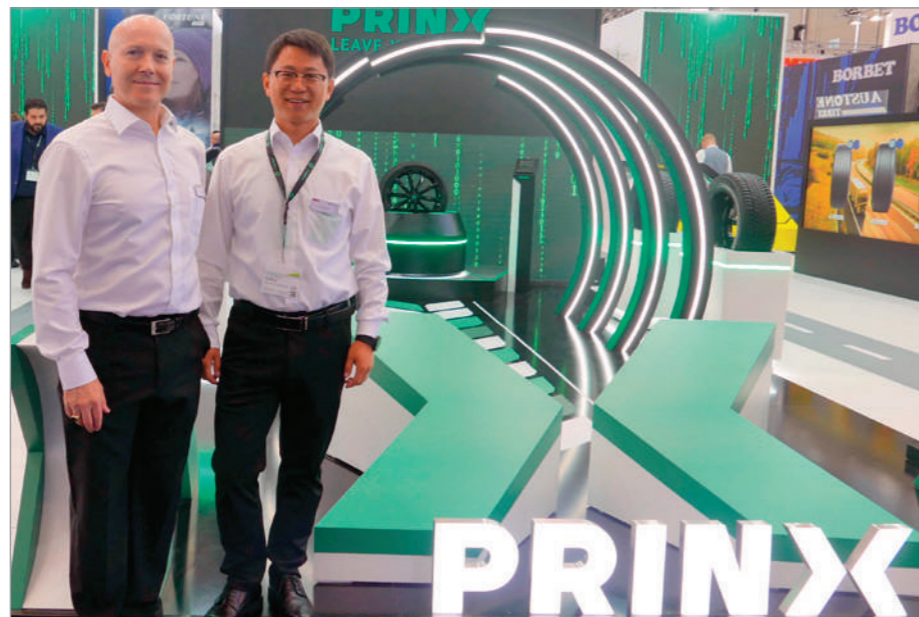
As long-standing tyre producer Prinx Chengshan recently took the Tire Cologne Show 2024 'by storm' with an outstanding display of 'Style and Technological Vision' towards the future of the global tyre market sector therefore completely 'bucking the trend' on the reputation of Chinese manufactured tyres.

Established over five decades ago in 1976, Prinx Chengshan has steadily evolved into one of the most powerful and influential tyre producers in China. Presenting four innovative and internationally popular brands – Fortune, Austone, Chengshan and Prinx covering the Passenger, High Performance, SUV, 4x4, Van, Summer, Winter, All-Season, and Truck & Bus market sectors.

With two highly technologically advanced production facilities in China and Thailand supported by a strong Research & Development Centre. The company currently sell their products in 169 countries across six Continents with 80 per cent of tyres produced being 'Green' backed by 330 authorised patents.

Prinx Chengshan used their 'eye-catching' presence at this year's Cologne Show to launch a number of products in Europe for the very first time but most importantly they were showcasing their recently introduced new PRINX brand. Which includes a new range in EV tyres, SUV tyres and All-Season Tyres that were all prominently on display for inspection.

The PRINX Aquila Rev (Car & SUV) incorporates several impressive features and benefits such as exceptional handling for sports driving, chamfered edges and angled groove notches



David Oliva (left) and Zhang Kai, Marketing Director & Sales Coordinator – PRINX Chengshan Europe with the latest PRINX brand

to effectively restrain deformation of the pattern block with high lateral longitudinal forces. Plus, an asymmetrical pattern design to guarantee handling stability in both straight in both straight and cornering driving

David Oliva, Marketing Manager Europe at Prinx Chengshan says, "Our, primary focus at this show was to highlight the company's ongoing progress regarding quality, durability and sustainability through reduced carbon emissions."

"Prinx Chengshan are showcasing twenty-four different tyre products at the event on our 250 sq metre stand which is one of largest in the show and over the three days we welcomed enquiries from all over the world towards future distribution partnerships."

Prinx Chengshan were also announcing other numerous exciting new product introductions including a new UHP winter tire series for car and SUV drivers in the more moderate European weather climates as well as

the Scandinavian tougher winters. The product range is complemented by its other brands, namely Austone, Fortune and Chengshan.

Finally with regards to product innovation. Prinx Chengshan are looking to further enhance its already comprehensive commercial vehicle tyre range with a recent agreement with Marangoni Tyre which Prinx Chengshan Europe Managing Director Thomas Wohlgeomuth views as another opportunity for the company in the Truck tyre sector. Thomas adds "This new close collaboration with Marangoni will certainly enable our customers to enjoy and appreciate new and additional options in the future when it comes to purchasing our Austone Truck tyres."

The final word goes to David Oliva who concludes, "Tire Cologne 2024 has proved to be an outstanding show for Prinx Chengshan and served as the perfect platform for continued excellence in the future."

A SUPERIOR PRESENTATION OF TYRE DISTRIBUTION AND LOGISTICS FROM GLOBE TYRE

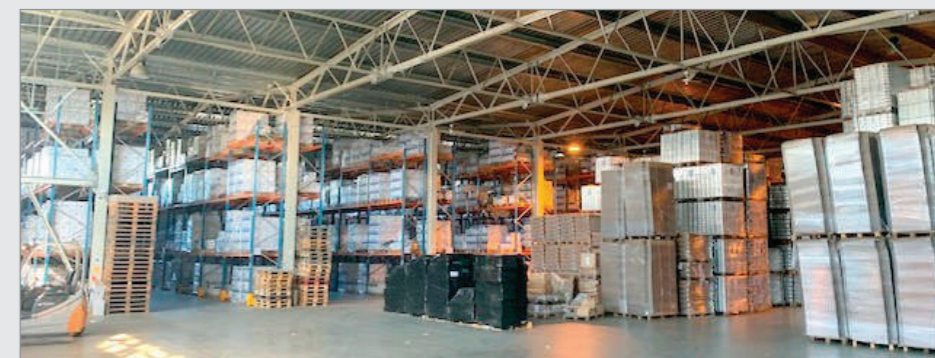
As a regular supporter of the Tire Cologne Show, Poland based tyre distribution and logistics specialists, Globe Tyre were exhibiting at this latest event to maintain and further enhance their evergrowing presence in the international tyre market sector.

The company's headquarters are based in Straszecin, South East Poland and close to both the Ukrainian and Slovakian borders to guarantee a swift and efficient delivery service throughout Europe and worldwide. With a 15,000 sq mtr warehousing facility that provides technologically advanced equipment to ensure an outstanding delivery service as an international distributor of passenger, truck and motorcycle tyres ensuring total customer satisfaction.

In addition, Globe Tyre provides an increasingly popular international premium tyre casing disposal facility for passenger, van, truck, agricultural and industrial tyres.

Formed in 2010, Globe Tyre offers an extensive selection of multi tyre brands from budget right through to premium with Pawel Lachcik, General Manager at Globe Tyre stating, "We only stock quality and proven Premium brands and second tier patterns including Debica, Barum, Evergreen and Autogreen, plus selected ranges in both agricultural and industrial tyres."

The company's main priority at the show was to provide a friendly and



Part of Globe Tyre's extensive tyre warehouse facilities.



The Globe Tyre Stand

professional 'Meeting Point' for existing customers to discuss future business partnerships as well as showcasing Globe Tyre's product portfolio and flexible distribution and logistics services to potential new businesses who visited the stand.

Pawel concludes, "Once again Tire Cologne 2024 proved to be a highly beneficial show for Globe Tyres and a perfect

stage for our ultimate aim of taking our progressive brand image to the next stage within the worldwide tyre market.

For further information on Globe Tyre's products and services contact Pawel on either +48 795 324 290 or pawel@globetyre.pl. Or Mariusz Ksiazek, Sales Manager on +48 512 004519 or mariusz@globetyre.pl

DANONE, DMC, MICHELIN AND CRÉDIT AGRICOLE CENTRE FRANCE JOIN FORCES TO CREATE A CUTTING-EDGE BIOTECHNOLOGY PLATFORM

Two major French industrial leaders Danone and Michelin, the American start-up DMC Biotechnologies and Crédit Agricole Centre France, a key investor in the region, have agreed to create the Biotech Open Platform to bolster the development of advanced fermentation processes, particularly precision fermentation, on a larger scale. Precision fermentation is a revolutionary biotechnological process to produce bio-based materials and ingredients.



With an investment of over 16 million euro in the first phase, the industrial and technological platform will be located in Clermont-Ferrand within the Parc Cataroux Center for Sustainable Materials, an innovation accelerator supported by Michelin. The Biotech Open Platform is also supported by several public and private institutions: the University of Clermont Auvergne, the company Greentech, the Auvergne-Rhône-Alpes Region under the European Regional Development Fund (ERDF) and Clermont Auvergne Métropole.

challenge. Precision fermentation is a cutting-edge technology that uses microorganisms like bacteria, yeast or fungi to produce proteins, enzymes and other molecules that are used in industry. It is particularly suited to innovation in the agri-food and materials sectors. Although fundamental research has made considerable progress, biotechnologies must now be developed on a larger scale.

The Biotech Open Platform's ambition is to accelerate the

development of precision fermentation by enabling the scale-up of innovative products and processes already tested in the laboratory. By 2025, the project plans to install an initial demo-scale production line, including a fermenter and purification equipment. Additional equipment will be installed in the following years, including a second production line. This ramp-up will enable the platform to meet the scale-up needs of its founders and to gradually open it up to other companies facing the challenge of scaling up in the industrial biomanufacturing sector.



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TYREXPO ASIA 2025 ALMOST SOLD OUT SIX MONTHS IN ADVANCE



Following on from the highly successful TyreXpo Asia 2024 Show in Bangkok in March this year and TyreXpo Asia 2023 in Singapore, Informa Markets will be staging their next powerful presentation to the international tyre market sectors next in Singapore between the 12th to 14th March 2025 at the Marina Bay Sands Convention Centre.

TyreXpo Asia 2025 Show will take place in a different series of halls, moving from halls A, B, and C (at Tyrexpo Asia 2023) to Halls D, E, and F creating an additional 3,000 sqm of exhibition space due to high demand of exhibition space.

This hugely anticipated event is still six months away from taking place but thanks to the popularity of the recent show in Bangkok, at least 90 per cent of stand booking space has already been sold. With a significant number of exhibitors in Bangkok returning to the show amongst the 200 confirmed companies who collectively will be showcasing at more than 500 brands.

At the same time, it is confidentially anticipated that visitors to the show will travel from over 90 countries.

Alwin Seow, Deputy Event Director at Informa Markets says, "The outstanding success of TyreXpo Asia 2024 in Bangkok has definitely fuelled

both enthusiasm and interest in the Singapore Show and it is highly likely that the remaining 10 per cent of exhibitor space will be snapped up in the nearing the event, with being completely sold out well ahead of schedule."

Once again, the Singapore show will feature a number of additional business opportunities including daily conferences, workshops and networking sessions along with the ever-popular Hosted Buyer Programme. For further information about TyreXpo Asia 2025 including registering for the Hosted Buyer Programme (visit www.tyrexpoasia.com) or for more information, please contact jane.customer@tyrexpoasia.com.

BKT BECOMES MEMBER OF THE GLOBAL PLATFORM FOR SUSTAINABLE NATURAL RUBBER

BKT has announced its membership of the Global Platform for Sustainable Natural Rubber (GPSNR). BKT said it is thus taking a further step in promoting long-term sustainable practices, culminating in a more environmentally conscious and friendly production in line with the principles defined by GPSNR

Natural rubber production holds several opportunities for improvement in both environmental and social terms, BKT said. The expansion of rubber plantations is likely to influence tropical forests, but by means of sustainable practices, it is possible to protect biodiversity and reduce greenhouse gas emissions. Similarly, ensuring dignified working conditions and respecting workers' rights on rubber plantations is central to promoting an ethical and sustainable industry, according to BKT.

To address such challenges and promote sustainable solutions, BKT said the GPSNR brings together natural rubber producers, traders, tire manufacturers, nongovernmental organizations, academic institutions and other industry partners. As a member of GPSNR, the company also has access to a platform that aims to standardize manufacturers' sustainability reporting and digital platforms for compliance with the requirements of the European Deforestation Regulation (EUDR) that will come into effect as of December 2024.

To support its mission, BKT said it is cooperating closely with a number of Indian government agencies – including



the Rubber Board and Automotive Tyre Manufacturers Association of India – and with some of the world's players in the natural rubber industry. By joining GPSNR, BKT said it further confirms its compliance with principles

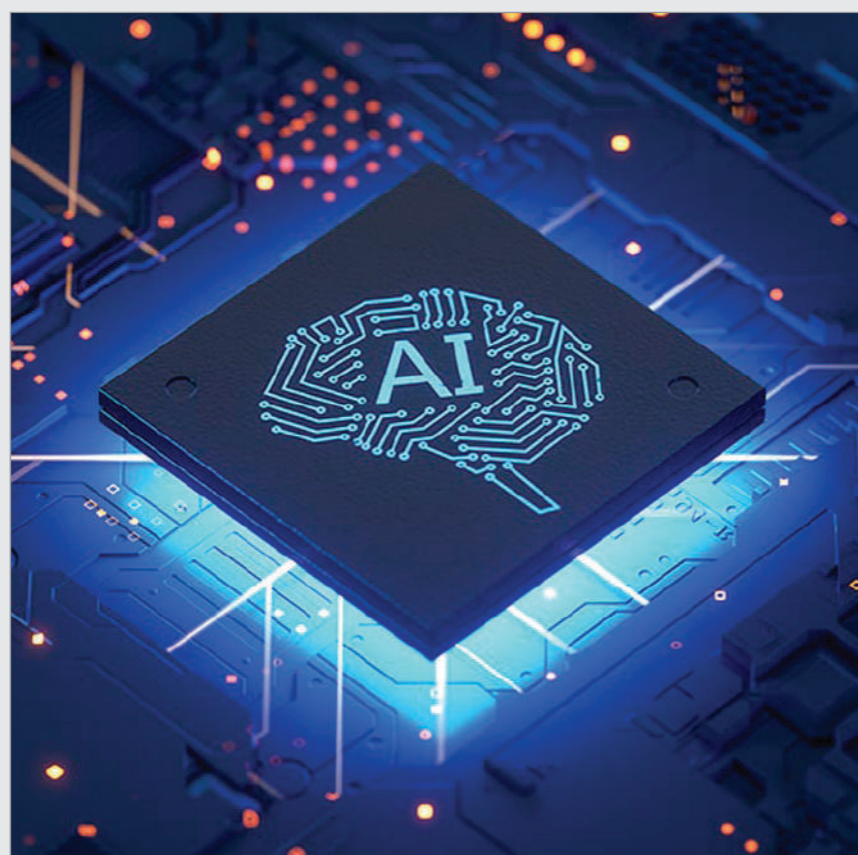
in the areas of sustainable forestry, water resource management, protection of rights and territories, human and labor rights, equality, traceability, transparency and anti-corruption, and training and education.

YOKOHAMA RUBBER DEVELOPS TYRE DESIGN SYSTEM USING EXPLAINABLE AI (XAI)

Yokohama Rubber has developed a proprietary tyre design support system using explainable AI, known as XAI, a process for using AI that helps human users understand and explain AI's results and output. The new system aids in creating desired tyre features by supplementing the knowledge and experience of development staff, making it easier for less-experienced staff to design tyres, Yokohama Rubber said.

The new tyre design support system is based on Yokohama Rubber's HAICoLab AI utilization concept, launched in October 2020. According to Yokohama Rubber, tyre development begins with a search for features that will improve the tyre's characteristic values and achieve development goals. Yokohama Rubber said its new system was developed using a customized version of XAI called SHAP (Shapley Additive Explanations), which provides developers with features useful for realizing the desired tyre characteristics. Additionally, the system provides multifaceted indicators for developers to understand how to adjust the obtained features. The system will enable less-experienced developers to develop new tyre designs, the manufacturer said.

According to Yokohama Rubber, XAI uses the standard specifications and targeted characteristic values set by development staff to determine the targeted characteristics that need to be improved and related quantitative values, and it then presents the features that will be useful to improving the targeted characteristics. It then presents the features useful for improving the targeted characteristics.



Development staff interpret the information presented by XAI from multiple perspectives and modify the specifications. The staff then apply the characteristic value estimation AI developed by Yokohama Rubber in 2021 to check whether each characteristic value is achieving the targeted level, Yokohama said. Final specifications are determined after repeating this process, and XAI confirms the basis for each of these specifications — the design factors that help improve or maintain each characteristic value and its contribution rate.

Yokohama Rubber said it plans to use

this system to develop a wide range of tyre products and broaden the applicable areas of its HAICoLab.

HAICoLab is a framework that aims to achieve digital transformation by merging human creativity with AI's data processing capability, Yokohama Rubber said. Yokohama Rubber tyre characteristics (2021) and an AI system for generating rubber compounds (2022). To facilitate the use of HAICoLab in other areas, Yokohama Rubber said it recently began using dotData, a general-purpose AI tool that does not require programming.

THE ULTIMATE DRIVING **X**PERIENCE

GOODYEAR REPORTS BIG REDUCTION IN GHG EMISSIONS OVER 2019 IN 2023 CORPORATE RESPONSIBILITY REPORT

The Goodyear Tire & Rubber Company has released its 2023 report on corporate responsibility performance. The report details the company's progress towards its short and long-term sustainability goals. Mark Stewart, CEO and president of Goodyear, said the company's report shows how Goodyear employees worldwide are exploring new innovations and materials, implementing new strategies and giving back to their communities.

Goodyear said this year's report is the first to detail the company's progress on topics such as climate decarbonization, adaptation, resiliency, circularity, human and labor rights, and supply chain governance and transparency. These topics were identified following a double materiality assessment conducted in late 2022 in alignment with the Global Reporting Initiative (GRI) standards, Goodyear said.

According to the report, in 2023,



Goodyear reduced its Scope 1 and Scope 2 greenhouse gas emissions by 21.9% compared to its 2019 baseline. The company also increased its use of renewable electricity to 37% across its global manufacturing operations.

Goodyear said it also continued to make strides towards its 2030 goal of introducing a 100% sustainable-material tire with the launch of the EcoReady, a consumer tire made with 70% sustainable materials. According to Goodyear, the EcoReady is engineered with soybean oil to reduce petroleum-based oil, high-quality rice husk ash silica to reduce waste going to landfills, and sustainably

sourced natural rubber.

The company said it also fosters a diverse and inclusive culture through integrated talent management and learning development solutions. In 2023, membership in Goodyear's Employee Resource Groups grew by nearly 15%, according to the report.

Goodyear said it is committed to reducing environmental and social impacts through sustainable sourcing. In 2023, the company trained nearly 5,000 farmers in Indonesia to improve their agricultural practices through a Capability Building Project funded by the Global Platform for Sustainable Natural Rubber, according to the report.

NEW U.S. TYRE RETREADING LEGISLATION INTRODUCED BY OHIO SENATOR SHERROD BROWN

The legislation aims to increase competition with Chinese imports by providing a tax credit to reduce the cost of retreading tyres.

U.S. Senator Sherrod Brown (D-OH) recently introduced the Retreaded Truck Tire Jobs, Supply Chain Security and Sustainability Act, designed to support Ohio tyre producers and workers by lowering tyre costs. The legislation aims to increase competition with Chinese imports by providing a tax credit to reduce the cost of retreading tyres, Brown said.

Brown said the tax credit would make American retreaded tires more affordable for consumers, truckers, and businesses, allowing Ohio companies and workers to better compete with Chinese imports.

A 2023 report showed that the industry employs over 51,000 workers and supports more than 268,000 jobs

across the broader \$28.4 billion U.S. tyre industry. However, the number of tyre retreading facilities in the U.S. has dropped from over 3,000 in 1982 to an estimated 500 in 2023. The rise in lower-quality, cheap import tyres from countries like China is contributing to this trend, increasing the likelihood of further plant closures, Brown said.

The proposed legislation is supported by various auto industry leaders, manufacturers, and labor leaders. Brown held a news conference call with John Rizzo, VP of the Akron-Canton Advocacy Alliance, and Johnny McIntosh, senior director of commercial services and retreads at The Goodyear Tire & Rubber Company, to discuss the legislation.

Rizzo said the legislation would positively impact the national economy, sustainability goals, and position American companies for success. He added that it would directly benefit Greater Akron and its companies, making it good for local communities.

Paolo Ferrari, CEO of Bridgestone Americas and Global Co-COO of Bridgestone

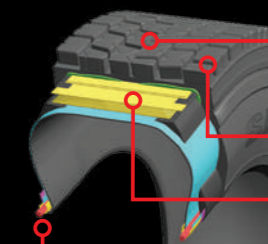


Corporation, said he supports the legislation because it addresses job creation, sustainability, and a more robust domestic supply chain. He said he believes the increased demand for U.S.-manufactured retreaded tyres will create local jobs, reduce costs for tyre customers, save energy, reduce material consumption and waste, and lessen dependence on tyres imported from overseas.

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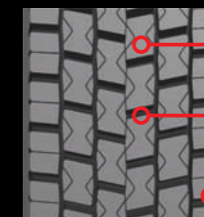
TREAD

Cut and low rolling-resistant compound, developed for high mileage in long-haul highway applications, increases mileage and reduces fuel consumption.

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

Partial abrasion reduced during block movement.

Different lug groove angle helps minimise stone retention.

Shoulder block tie-bar reduces heel and toe wear, increasing driver comfort.

* Subject to vehicle application and routes.

PRODUCT LIFE WARRANTY 8 years

TRUCK TYRE INSURANCE 18 months All Road Hazard Guarantee



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