

Southern Africa

TREADS

DIGITAL

Vol 32 • JUNE/JULY 2025

www.satreads.com



HOW ONE SERIES GREW
TO TWENTY-FOUR FOR
DUNLOP
MOTORSPORT

Take our poll to
have your say!

Waste Bureau
addresses key concerns
around collections

US Tariff Cuts –
bad news
for SA

Recircle Awards
2025 – winners
revealed



6 Decades Of Trust

Bandag Southern Africa proudly celebrates six decades of operations, with 20 years under local ownership. This achievement is a testament to our commitment to quality, innovation, and customer satisfaction.

Thank you for being part of our journey!

bandag

BUILT FOR BETTER™

SUSTAINABILITY

RELIABILITY

PROFITABILITY

www.bandag.co.za | +27 11 439 6000



Editor's Corner

If, like me, you've been wondering whether the waste tyre saga in South Africa, will ever be resolved, you may want to check out our feature story on page 6. SA TREADS recently attended a TEPA Workshop dedicated to this matter.

The event was attended by the Waste Bureau and a host of dealers from across the country, who were anxious to hear what the Waste Bureau had to say, and how they plan to address their growing concerns around service delivery.

For the motor sport enthusiasts among us, we also bring you an opportunity to attend one of these exciting, family fun-filled days, enjoy the action and get to know the drivers - courtesy of Dunlop Motorsport - which is gaining an impressive following in the sport, growing their title sponsorship from one to 24 in only two years.

This, in our interview section, where in the Jun/July edition, we bring you something a little different – an exclusive interview with Joanne de Freitas Marketing Manager at Dunlop, who assumed the Motorsport role for the company, twenty-four months ago.

Our TEPA Talk column explores the implications of the USA tariff cuts for South Africa, and we unveil the 2025 winners of the international Recircle Awards.

Enjoy the stories, and don't forget to voice your opinion on our interactive poll!

Till we meet again in early spring.



contents

Interview

Dunlop Motorsport – How support for one series grew to twenty-four 2

Feature

Waste Bureau addresses key concerns around collections 6

Competition and Interactive Poll

Enter our competition to win!
Have your say in our inter-active poll 9

TEPA Talk

That US Tariff Cut? Hold your horses, it might not be the good news you think it is 10

Local News

Breaking News! Goodyear SA plant to shut down 12

The Bandag Challenge 12

Michelin Primacy 5 launches in the ME and Africa 14

Run-Flat Tyres – A safety game-changer for SA drivers 16

Festival of Motoring 2025 to drive unity 16

Automechanika Sub-Saharan African Roadshow expands automotive after-market possibilities 17

World News – Global

The Recircle Awards 2025 Winners presented at Autopromotec 18
AI already shaping future of tyre industry 20

World News – Europe

Summer 2025: Continental dominates Europe's independent press tests 21
Michelin to become exclusive supplier of FIM Superbike World Championship starting 2027 22

Nokian Tyres to lead futureproof programme 22

Nexen Tire to source recovered carbon black 23

The Tire Cologne 2026 to introduce Walk of Services 23

World News – Asia

Sumitomo officially acquires Dunlop from Goodyear 24

New products and innovations from Sailun at Autopromotec 2025 24

Sailun enters 10 Top Most Valuable Brands 25

BKT reveals five-year plan to boost revenue and expand market leadership 26

Editor: Liana Shaw
European contributor: John Stone
Design & Layout: Simone Anderson
Advertising SA: Liana Shaw – satreads@mweb.co.za
Advertising EU: Sapphire Media
ON THE COVER: Joanne de Freitas



Visit www.satreads.com to see our past issues

Publishers Sky Publications cc • PO Box 702, Douglasdale, 2165
Cell: 082 851 6777 • Email: satreads@mweb.co.za
www.satreads.com





DUNLOP MOTORSPORT – HOW SUPPORT FOR ONE SERIES GREW TO TWENTY-FOUR

JOANNE DE FREITAS ON WHY MOTORSPORT IS IDEAL FOR BRAND EXPOSURE

The quest to grow market awareness for the premium range, Dunlop SP SPORT

MAXX 060+ led to an unexpected and extraordinary success story, with the local tyre maker securing no less than twenty-four respective South African motor sport series.

Joanne de Freitas, Marketing Manager, speaks to SA TREADS, in an exclusive interview.

Talk us through the evolution of Dunlop's journey in local motorsport. When did you assume responsibility for this sub-division?

I assumed the motorsport role in May 2021, however, I have been with Dunlop Tyres for twenty years, 1st July this year. The task was a little daunting at first, as I had sparse knowledge of the sport and what it entails, but I made the decision to build my network, in order to learn and glean better understanding.

Dunlop is iconic for its global motorsport heritage, however, in South Africa at the time, Dunlop was only actively involved in one motorsport event as the title tyre sponsor – the VW Polo Cup Series – which we had been sponsoring since 2018. There were no immediate plans to expand our presence in motorsport, but as time went on, and once important connections were made, I recognised key opportunities to showcase the Dunlop brand along the way, especially for our premium range of tyres, the SP SPORT MAXX 060+.

Initially, the progression into other motorsport series was a little slow, until many of the drivers on opposition brands, began requesting for their cars to be shod with Dunlop, due to the brand's performance on both on-and-off-road surfaces. From there, the growth was exponential, catapulting us into the motorsport arena as serious contenders.

Which Series are you now sponsoring nationwide?

We are now actively involved in: Passion for Speed (Zwartkops) – select vehicles, Simola Hillclimb (Knysna) – select vehicles, National Extreme Festival (venues in Cape



Town, Johannesburg, Pretoria, Port Elizabeth and East London); Regional Extreme Festival (venues in Pretoria, Johannesburg, and Delmas); SAES (South African Endurance Series) (venues in Pretoria, Port Elizabeth, Cape Town, Pretoria, Delmas and Johannesburg); Lemons (venues in Cape Town and Delmas); South African Rally Championship (venues in Free State, Limpopo, Eastern Cape, Gauteng/MPU and Mpumalanga); Hot Rod (Richards Bay, KZN) and Mokopane (Polokwane, Brakpan,

Pretoria and Vereeniging).

In addition, in 2025, Dunlop is prominent in the following notable events: National Rally Championship South Africa (NRCSA); BMW/M Performance Part Race Series (Gauteng); V8 Supercars; DOE Formula Vee; National V8 Roadster Championship (Backdraft); South African Endurance Series; SUPER VEE SA; Lotus Challenge; Formula SuperCars (Cape Town); GTI Challenge (Cape Town); BMW/M Performance Part Race Series (Cape Town); 2.1 Modifieds



(Oval Track); SA National (Oval Track); ILamuna Endurance Series; Investchem MSA4 (Ex Formula Ford); Extreme Supercars Driven by Dunlop; South African Touring Cars (SATC); South African Touring Cars – SupaCup (SATC SupaCup); Toyota GR Yaris (GR CUP – Journalists); Toyota GR 86 (GR CUP – Rookies); Toyota GR Corolla (GR CUP – Dealers); Astron Energy VW Polo Cup and VW Rookie Cup.

As you can see, there are numerous events for motorsport enthusiasts to attend during the course of the year (some have already concluded), across the country and the best part is that these events are all family-friendly, and are becoming increasingly popular with female audiences, as well as with children.

Are these motorsport events generally well attended?

The appeal of these motorsport occasions is growing, and I believe members of the public who have not attended in the past, should give them a try.

A great family day of fun, with fun activities for the children, as well as the opportunity to meet the drivers and take a stroll through the pits.

Getting to know the drivers on a personal level has been a highlight for me, as they have much to share about their love and passion for the sport, their journey in getting to where they are, the cars, and of course, the tyres, which are an integral part of the proceedings.

Which of these series generated interest to showcase the Dunlop SP SPORT MAXX 060+?

The Sportmaxx 060+ tyres are used for the Lemons Endurance events. These races are between nine and twenty-four hours long, and the Sportmaxx 060+ perform beautifully and last the duration of the race, with ease.

Many of our other series race on our Dunlop Direzza tyres, which come in slicks and semi-slicks and are manufactured in our factory in Japan.

One of our CEO's major requests (whenever we embark on any PR for the 060+), is to highlight: If this is tyre is 'good enough' to race around the track at high speeds, for multiple laps it is certainly 'good enough' for your family to drive

What do you believe makes this tyre such a great contender?

Not only is the Dunlop SP SPORT MAXX060+ the flagship tyre for premium cars, CUVs and SUVs, it offers exceptional high-speed stability, excellent dry and wet performance, ride comfort and long life.

In addition, the new pattern design features water evacuation grooves to reduce hydroplaning and provide stability and control in wet road conditions, while the high stiffness shoulder blocks make for optimum road contact, provide high braking force and cornering grip in dry road conditions. Thanks to the new pattern and new compound,



A great family day with fun activities for the children, and the opportunity to meet the drivers and take a stroll through the pits.



MAXX060+ achieved EU Label wet grip "A" grade for all sizes.

How did you go about bringing yourself up to speed with the intricacies and technical complexities surrounding these events?

I always like to refer to my personal tagline – 'The ignition is always on', as I never stop. Suffice to say, initially, I was hardly home. I made a point of attending each and every motorsport series, irrespective of location. There is no other way to come to grips with motorsport and all that it is involved. The effort paid off.

It would be remiss of me to not give credit to the ATS Motorsport Team who were by my side at every event I attended. ATS are the official Dunlop Motorsport Agents in South Africa and their team attend every one of the abovementioned events, countrywide.

At each event, the ATS team is responsible for fitting and changing tyres for all the vehicles in all the series that are sponsored by Dunlop Tyres. At their peak, the team of three fitters have changed over 500 tyres in one day! It is a massive task, week after week, but this team is extremely knowledgeable, efficient and offer great customer service to all the series members.



Click here to watch
Dunlop SA in
Motorsport 2024



Keen to experience one of these exciting motorsport days?

WIN!

Dunlop is giving away tickets for two groups of four people, to attend one of this year's remaining series.

Either: National Extreme Festival in Cape Town – 13th September 2025, or National Extreme Festival in Pretoria at Zwartkops – 25th October 2025

ALL YOU HAVE TO DO IS GO TO OUR INTERACTIVE POLL PAGE (page 9), and answer the question posed. All correct entries will be submitted for our final draw. The winner will be notified by SA TREADS and Dunlop Tyres South Africa. Good luck!

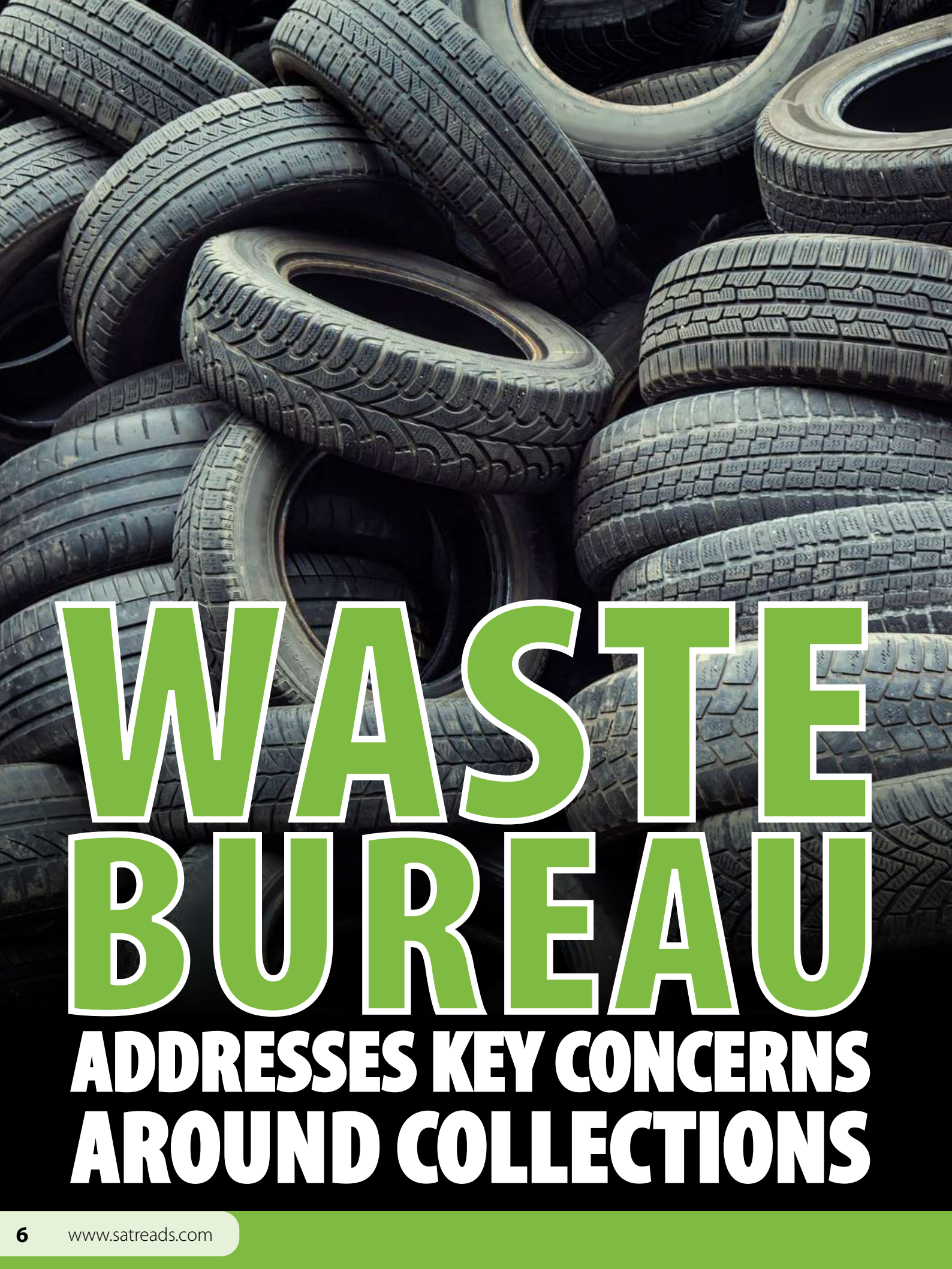
*T&Cs apply. Prize excludes travel and accommodation. A variety of food stalls are available at every motorsport event.

“ Taking part in the 2025 iLamuna Mischief Motorsport 9hr Endurance race in Cape Town was nothing short of epic. The energy, the chaos, the creativity – it was all there, and it made for one of the most unforgettable weekends of my life. Our team poured heart and soul into our beat-up beauty, and somehow, against all odds, we crossed the finish line first. Winning felt surreal – a mix of disbelief, pride, and pure joy. A huge part of that success came down to one thing: grip.

–Christian Shekleton


”

Our Dunlop SP Sport Maxx 060+ tyres handled every corner and challenge the track threw at us. They delivered performance, durability and reliability when it mattered most. Dunlop helped turn our mad dream into a winning reality.



WASTE BUREAU

**ADDRESSES KEY CONCERNS
AROUND COLLECTIONS**



On June 24th, the Waste Bureau was invited to attend a webinar - organised by TEPA - to address key issues being experienced by TEPA members. During the session, the Waste Bureau took questions from dealers around poor service delivery in some parts of the country, and advised how they are planning to tackle these deficiencies. SA TREADS was there.

At the beginning of June, minister of the Department of Forestry, Fisheries and the Environment (DFFE) Dr. Dion George, threw out the latest version of the Waste Tyre Management Plan (4.5 years in the making), citing inadequacies pertaining to the different tyre categories, which he believed were not equally being addressed in the current plan.

He emphasised that the plan did not make full provision for all waste tyres in their totality, explaining that when it comes to processing waste tyres, processors, currently, are only able to accept radial truck tyres. Passenger and 4x4 tyres are being sent to three cement kilns to process for fuel, but there is currently no market for OTR tyres, which, due to size and complexity, likely require some degree of pre-processing before gaining acceptance by waste tyre processors. Industry was requested to go back to the drawing board and to present a stronger plan that outlines an all-encompassing solution.

DFFE explained the intention was not for this to become an elongated process, but for the final Waste Tyre Management Plan to be one that is sustainable and fully inclusive.

In the meantime, the Waste Bureau remains solely responsible for waste tyre collection and disposal, a role it assumed in 2012.

By the Bureau's own admission, the service they are currently providing the various collection points around the country stands at around 30-40 percent, attributing this, in the main, to collection points disposing of their scraps with transporters not registered with the Bureau. They stressed

“
DFFE explained the intention was for the final Waste Tyre Management Plan to be sustainable and fully-inclusive.
”



Once registered, a collection point would have instant access to a regional co-ordinator they could approach in the event of poor service delivery.



the importance for all collection points to be registered with the Bureau in order to speed up collections, prevent illegal dumping and limit environmental damage.

"This is the right thing to do," they said, "not only because it is a legal requirement, but also because it is only by entering the Bureau's formal plan that these various collection points can be serviced."

They added that registration is quick and easy and that once registered, a collection point would have instant access to a regional coordinator they could approach in the event of poor service delivery.

Once the webinar opened up for questions, some dealers pointed out, that although they had personally registered with the Bureau, collections were slow at best.

"We are struggling to dispose of our waste tyres," said one dealer based in North Western Province. "Collections are sporadic at best, plus when the transporters do arrive, they refuse to take away any casings that are deformed."

"We are experiencing similar issues," added another dealer from Limpopo.

Vishal Premal SAPRA and TEPA National Director, urged dealers being affected by these practices to use the TEPA Whistleblower line (anonymously, if preferred) and to report any such suspicious behaviour by the transporters.

Equally, DFFE asked that any suspicious practices of this kind be reported to the Bureau for further investigation.

Yet another delegate affected by poor service delivery alongside issues surrounding the non-collection of deformed casings, claimed he had emailed his regional coordinator about this, to no avail.

MUTILATION OF TYRES

Of course, the easiest way to ensure all scrap tyres are collected, would be for collection points to adhere to the waste tyre regulations which call for all waste tyres to be mutilated, to avoid them filtering back into the market. But, for the most part, due to resource challenges and other constraints, this is not happening. And similarly, even though, transporters should only be collecting waste tyres that have been

mutilated, this too, is not the case.

"For the time being, we want to stress the importance of registering with the Bureau," DFFE replied. "Mutilation is an important element to the process, but at this point, the number of tyres being collected would be a lot less, if the transporters were strictly sticking to this. In due course, we will be facilitating discussions on how to go about stimulating a greater degree of compliance with regards to tyre mutilation."

Another dealer voiced concern over the non-collection of OTR tyres on his premises, and was advised by DFFE to contact his regional coordinator for personal assistance.

"We acknowledge the mining sector is under-serviced and are currently in discussions on how to address the backlog of OTR tyres with the mines and the Mining Council," they said.

While the Waste Bureau is clearly grappling to deliver the desired service levels, there is clearly a willingness on their part to make improvements and to address some of the inefficiencies within the system, which was encouraging to note. Collaboration between industry and the Bureau is strong, thanks largely to the efforts of TEPA, who have been working tirelessly to strengthen relationships with government, in the interests of all parties.

In the short-term, until such time as an independent Waste Tyre Management Plan is approved and implemented, abiding by the Bureau's requirements and making full use of their existing resources and systems, is the only way forward.

Ensure you are registered with the Bureau and make use of their regional coordinators and/or senior management if your issues are not being addressed satisfactorily.

Service delivery issues can also be channeled via TEPA, who are there to assist any of their members grappling with collections.

A revised list of the Bureau's regional contacts together with how your complaint can be escalated, will be distributed in the near future.

Are you a registered collection point but are not receiving the required service levels? TAKE OUR INTERACTIVE POLL ON PAGE 9 TO HAVE YOUR SAY! (Respondents will remain anonymous).

Have YOUR SAY...

WIN!

KEEN TO EXPERIENCE AN EXCITING MOTORSPORT DAY?

Simply answer this question to be entered into the draw...

Which Dunlop premium tyre achieved EU Label wet grip 'A' grade for all sizes?

Dunlop is giving away tickets for two groups of four people, to attend one of this year's remaining series. Either: National Extreme Festival in Cape Town – 13th September 2025, or National Extreme Festival in Pretoria at Zwartkops – 25th October 2025

CLICK HERE TO ENTER



As an officially registered collection point with the Waste Bureau, how would you rate their collections service?



CLICK HERE TO VOTE



GOOD

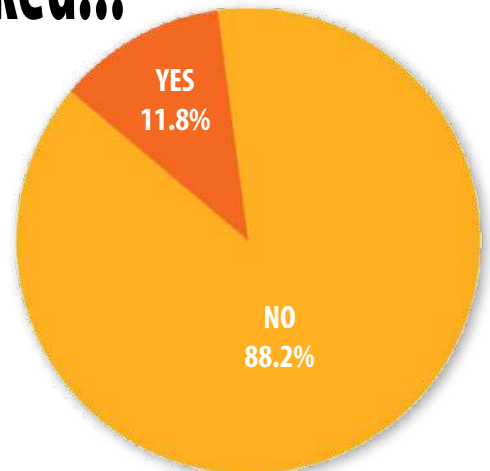


POOR

In our previous issue, we asked...

Can the South African retailer afford not to be an active player in the e-commerce online tyre space, given the evolution of the global market?

HERE ARE THE RESULTS...





That US 'Tariff Cut'?

Hold Your Horses, It might not be the good news you think it is.

Written By: Dylan Petzer (National Vice-Chairman for Tyre Equipment Parts Association (TEPA))

The recent US “import adjustment offset” for auto parts tariffs, while sounding like relief, actually incentivises American carmakers to use more US-made parts by offering them larger tariff discounts based on the value of their US-assembled vehicles.

This policy could undermine the competitiveness of South African component exporters, including tyre manufacturers who have benefited from duty-free access under AGOA, as it makes domestic US sourcing more financially attractive. Consequently, South African industry bodies like

TEPA, a proud association of the Retail Motor Industry Organisation (RMI) are concerned this isn't a true “relaxation” but a measure that could negatively impact local exports, jobs, and investment in the automotive sector.

Alright, so you've probably heard the buzz:

the US has made a move that sounds like they're easing up on those hefty 25% tariffs on auto parts. They're calling it an “import adjustment offset.” Sounds fancy, right? American carmakers who build vehicles on US soil can now get a discount, or an “offset,” on the tariffs they pay for imported parts. This discount is 3.75% of the total sticker



TEPA

Proud Association of 

price (MSRP) of their US-assembled cars until April 2026, and then it drops to 2.5% for the year after that.

Now, for us hardworking folks in the South African tyre and component game who've proudly shipped, for instance, a whopping R2.7 billion worth of tyres to the US since the African Growth and Opportunity Act (AGOA) kicked off, any talk of "tariff relaxation" makes our ears perk up. But hold your horses, because this particular "good news" might be a bit of a trojan horse.

Think of it like this. AGOA has been our golden ticket, letting our top-notch South African parts enter the US market duty-free. It's like having a VIP pass to the biggest party in town. But now, the US has introduced a new

club rule. If the American carmakers (the party hosts) buy their snacks (auto parts) from local US suppliers, even if those snacks are pricier than our duty-free ones, they get special tokens. These tokens let them get discounts on the entry fee for other guests (tariffs on other imported components from anywhere).

Suddenly, our VIP pass doesn't look quite as shiny. If a US automaker can save more money overall by using those "tokens" to buy American parts, then our excellent, competitively priced, AGOA-approved South African components, might get left on the shelf. It's a bit like being told your free ticket is great, but if you buy the R500 hotdog inside, you get R1000 off your mate's ticket. You might just buy the hotdog!

This isn't just a theoretical headache. The US is a massive customer for us. In 2023, it was our third-largest automotive export market overall, to the tune of R28 billion. That's a lot of tyres, catalytic converters, and other bits and pieces that keep our factories humming and our people employed. If this new offset makes US automakers think

twice about sourcing from us, it's a serious concern.

Our industry bodies, like TEPA, naamsa (The Automotive Business Council), and NAACAM (National Association of Automotive Component and Allied Manufacturers), are looking at this very closely. The worry is that this isn't a "relaxation" at all, but a clever way to encourage "Buy American," potentially sidelining international suppliers like us. It adds another dollop of uncertainty to the plate, especially with AGOA itself up for renewal in September 2025.

So, while the headlines might shout about "tariff relief," we in the industry need to read the fine print. Is it genuine relief for everyone, or is it a policy that could subtly squeeze South African exporters out of a key market? It's a reminder that in the world of international trade, things are rarely as simple as they seem. It's time for smart strategies, strong voices advocating for fair play, and an unwavering focus on the quality and innovation that makes South African auto components world-class. Let's keep our eyes on the ball!

BREAKING NEWS! GOODYEAR SA PLANT TO SHUT DOWN



After 78 years of manufacturing tyres in Kariega, Nelson Mandela Bay, the Goodyear factory will close. Restructuring that includes the closure of the company's manufacturing arm in South Africa will take place – Section 189A retrenchment notices have been served.

According to Daily Maverick, the jobs of 900 workers are at risk and thousands of jobs from secondary industries are being threatened as Goodyear announced this week that it was closing its factory in Nelson Mandela Bay.

The factory, in Kariega (formerly Uitenhage), was opened in 1947.

About 900 employees will lose their jobs, but fears are that this will have a larger secondary impact as other industries, such as catering, security and corporate social investment projects will be affected by the decision.

Company representatives would not answer questions on Thursday, but issued a general statement confirming that it was shutting down its manufacturing arm in South Africa.

“Goodyear is transforming its go-to-market strategy in the Europe, Middle East and Africa region to optimise its footprint and portfolio.

“As part of that transformation, Goodyear South Africa is launching a restructuring process in accordance with the provisions of the Labour Relations Act to address

proposals regarding the closure of its manufacturing facility in South Africa and the realignment of certain sales, administration and general management functions. Goodyear South Africa will continue to maintain a sales and distribution, and Hi-Q retail presence in South Africa,” the statement read.

“This proposal is in no way a reflection of the commendable efforts or the years of dedication of our South Africa team, for which we are grateful,” the statement added. The process will be facilitated by the CCMA.

“As a company, we recognise our responsibilities towards our employees and their families and are firmly committed to acting fairly and providing them with appropriate support,” the company's statement continued.

"The Bandag Challenge"



Bandag retreads are engineered to deliver unmatched quality and reliability — **guaranteed!**

If you haven't experienced the superior performance of Bandag retreads, now's the time to take on the **Bandag Challenge**.

We stand by our retreads with confidence, knowing they deliver lower operating costs and exceptional value for your fleet. **Ready to see the difference?**

Contact us today to start your **Bandag Challenge** and discover why **Bandag** is the trusted choice for retreads.

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

bandag
BUILT FOR BETTER™

MICHELIN PRIMACY 5 LAUNCHES IN THE MIDDLE EAST AND AFRICA

Michelin is introducing the MICHELIN Primacy 5 to the Middle East and Africa. With nearly 20 years of legacy in the Middle East's entry and premium tyre segment, the Primacy line continues to evolve, offering a latest-generation tyre design that meets the diverse needs of drivers in the region.

Amaury Vadon, Managing Director and Vice President Sales for Michelin Sub-Saharan Africa, said, "We're excited to bring the MICHELIN Primacy 5 to South Africa. This tyre is all about giving drivers more – more mileage, more safety, and more comfort – without sacrificing performance or sustainability. We know that motorists today want tyres that last longer and help reduce their environmental impact, and that's exactly what the Primacy 5 delivers. Whether you're driving a petrol, diesel, hybrid, or electric vehicle, this tyre is designed to keep you safe and comfortable on every journey."

A Tyre Built for Lasting Performance, Safety, and Durability

Developing a new generation of tyres presents several challenges as it requires enhancing multiple key performance areas without compromising others. The MICHELIN Primacy 5 excels by simultaneously improving lifespan, silence and comfort while maintaining a high level of safety.

Thanks to a new patented tread pattern and a 10% increase in groove depth compared to the MICHELIN Primacy 4+, the MICHELIN Primacy 5 optimises water evacuation, improving wet braking performance and increasing safety by 4% on wet surfaces when new. With an 18% increase in lifespan, this tyre allows drivers to travel approximately 7,000 km further than its predecessor, ensuring safe and comfortable journeys on both urban roads and long-distance routes throughout the Middle East and Africa.

As vehicles grow heavier and demand for durability rises, the MICHELIN Primacy 5 is engineered to meet these challenges while supporting environmental sustainability.



Additionally, the growing popularity of electric vehicles highlights the need for noise reduction and comfort. The Primacy 5 builds on the legacy of the Primacy range by integrating Michelin's expertise in minimising interior noise and optimising ride comfort.

Michelin's Commitment to a Sustainable Future

Michelin is dedicated to reducing its environmental footprint by conducting Life Cycle Assessments (LCA) at every stage of a tyre's life, from development and manufacturing to transport, usage, and end-of-life. Each new tyre must outperform its predecessor in both performance and efficiency. The MICHELIN Primacy 5 improves its LCA by 6%, driven by a 18% increase in lifespan and a 5% reduction in rolling resistance. This commitment ensures that the Primacy 5 not only meets the demands of today's drivers but also contributes to a more sustainable and eco-friendly future.

Designed for Hatchbacks, Sedans, Crossovers, and SUVs Across All Engine Types

The MICHELIN Primacy 5 is engineered to meet the needs of hatchbacks, sedans, crossovers, and SUVs across the Middle East and Africa. It ensures superior performance

regardless of engine type – combustion, hybrid, or electric.

Advanced Technologies Powering the MICHELIN Primacy 5

The MICHELIN Primacy 5 is built with technology designed to enhance safety, longevity, and comfort. Michelin EverTread Technology increases the tyre's void ratio by over 13% compared to its predecessor, optimising lateral groove edges to improve water evacuation and wet performance. The integration of Michelin EverGrip Technology ensures exceptional wet braking performance throughout the tyre's lifespan, thanks to next-generation functional elastomers that maintain safety without compromising longevity.

For a smoother and quieter driving experience, Silent Rib Gen-3 technology employs multi-zoning void tuning, with intermediate ribs designed to minimise vibration and noise. Meanwhile, MaxTouch Technology maximises road contact and evenly distributes forces of acceleration, braking, and cornering. This not only extends tread life but also enhances overall driving safety.

The MICHELIN Primacy 5 is now available in select sizes. Over 40 sizes are expected to be available in 2025, followed by 30 more in 2026. For more information on availability in your region, please contact your nearest dealer.

BOTO *OTR* *RADIALS*

CHOOSE AFFORDABLE QUALITY

**THAT'S BETTER FOR
YOUR BUSINESS**



TESTED & PROVEN

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

GET THE BOTO ADVANTAGE FOR YOUR MACHINERY:

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

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

FOR ORDERS AND INFORMATION:

Ken Martin on 083 387 8403 or ken@tafrica.net • Marlin Pillay on 071 880 9247 or marlin@tafrica.net

ONLY AVAILABLE FROM

Transafrica Tyre & Wheel

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

RUN-FLAT TYRES A SAFETY GAME-CHANGER FOR SOUTH AFRICAN DRIVERS

When it comes to road safety, tyres are a critical line of defence and run-flat tyres are fast becoming a game-changer for South African motorists, claims Vishal Premllal, National Director TEPA. Designed to keep vehicles mobile after a puncture, run-flat tyres offer enhanced safety and convenience, particularly in high-risk or poorly lit areas.

Premllal says that understanding both the benefits and limitations of run-flat tyres is essential for responsible vehicle ownership.

“Run-flat tyres significantly reduce the risks associated with sudden blowouts,” says Premllal. “They’re engineered to maintain tyre shape and vehicle control after a loss of air pressure, helping drivers avoid potentially catastrophic accidents.”

Unlike conventional tyres, run-flats feature reinforced sidewalls that support the weight of the vehicle even after a puncture. This allows drivers to continue driving safely for up to 80 km at a speed of around 50 km/h, giving them time to reach a service centre or safer location without the immediate need to stop roadside.

“This eliminates the danger of roadside tyre changes and reduces exposure to traffic hazards,” Premllal adds. “It’s a smart safety feature – especially on our busy highways and given the quality of the roads in many areas.”

While run-flat technology offers peace of mind, Premllal cautions that consumers should be fully informed before making the switch:

- Limited use after a puncture:



Run-flat tyres are not designed for long-distance driving after deflation. Exceeding the recommended distance and speed can be dangerous.

- Ride comfort and cost: These tyres often deliver a firmer ride and are generally more expensive than standard tyres. They are also not always repairable.
- TPMS is essential: Vehicles fitted with run-flats rely on tyre pressure monitoring systems (TPMS) to detect pressure loss.

“Because the tyre may still look fully inflated, it’s vital to respond immediately to TPMS alerts,” says Premllal.

“If you’re considering switching to run-flat tyres or simply want to understand your options, visit a registered TEPA dealer,” Premllal

advises. “Our members are trained to offer professional guidance based on your specific vehicle and driving conditions.”

TEPA also actively promotes environmentally responsible tyre practices, including proper disposal and recycling of waste tyres, to protect both motorists and the planet.

Run-flat tyres represent a major step forward in road safety technology – but like all innovations, they require responsible usage and regular maintenance.

“Safety starts with knowledge,” Premllal concludes. “By choosing the right tyres and understanding how to care for them, drivers can protect themselves, their families, and fellow road users.”

FESTIVAL OF MOTORING 2025 TO DRIVE UNITY,

The 8th edition of the Festival of Motoring powered by WesBank will take place at the iconic Kyalami Grand Prix Circuit from 29-31 August 2025.

Michael Dehn, Managing Director of Messe Frankfurt South Africa, the event organizer, adds, “The Festival of Motoring is about more than just cars, it’s about people, passion, and the unity that the automotive world fosters. With WesBank as our naming rights partner, we look forward to delivering an experiential motoring experience.”

Lebo Gaoaketse, Head of Marketing and Communication at WesBank, said: “We are delighted to continue our partnership with Messe Frankfurt South Africa, united

in our shared vision to deliver South Africa’s definitive automotive event. We are excited to see how, together, we can surpass previous achievements and showcase the very best the automotive industry has to offer.”

Participating brands for 2025 (in pit/zone order) VW, VW Commercial, Toyota, GAC, Suzuki, BAIC, GWM, Haval, Ora, Tank, Chery, Mahindra, Isuzu, LDV and Subaru. In addition over 100 automotive lifestyle exhibitors will showcase accessories, services, and mobility solutions. Visitors can also engage in complimentary hands-on experiences such as the Self-Handling Track, where they can test their driving skills, and the 4x4 Adventure Zone, designed for navigating rugged terrain.

For adrenaline-fueled experiences, the festival offers exclusive driving sessions

featuring the BMW Motorsport Club Series, Simola Hill Climb, MasterDrive and more. These experiences will be available for purchase from mid-May 2025, offering Festival-only pricing.

This year’s event also marks the debut of the Vilaca Racing Ultimate Car and Driver Challenge. Motorsport enthusiasts are in for a thrilling experience as Formula One-type vehicles hold demonstration laps and the Sunbet ZX10 Masters Cup Superbikes will hold two official rounds at the event. Visitors will see seasoned riders push the limits of Kawasaki ZX10Rs in a battle for supremacy on the track. We are excited to welcome Santam, as the sponsor of the Premium Suite and Adventure Zone. According to Nondumiso Mabece, Head of Brand and

AUTOMECHANIKA SUB-SAHARAN AFRICA ROADSHOW EXPANDS AUTOMOTIVE AFTERMARKET POSSIBILITIES

Messe Frankfurt South Africa has announced the launch of its 2025 Automechanika Buyers and Visitors Sub-Saharan Africa (SSA) Roadshow, a strategic initiative designed to connect automotive aftermarket businesses in SSA and encourage visitors from the region to attend Automechanika Johannesburg 2025.

The roadshow will commence in Gaborone, Botswana, on 6 May 2025, before moving on to Kenya, Zimbabwe, Zambia, Mozambique and Namibia ahead of the 10th anniversary event at the Gallagher Convention Centre in Johannesburg, from 28 to 30 October.

A Vision for African Collaboration

Michael Dehn, Managing Director of Messe Frankfurt South Africa, emphasises the significance of the roadshow: "The Automechanika SSA Roadshow is a testament to our commitment to fostering regional collaboration and unlocking the potential of Sub-Saharan Africa's automotive aftermarket, especially in times where suppliers have to be on the lookout for new markets.

"Starting in Botswana, this initiative will empower businesses to connect with new markets and showcase their innovations. We are excited to bring the Automechanika brand closer to industry professionals across the continent, paving the way for a transformative experience at Automechanika Johannesburg 2025."

A Gateway to Emerging Markets

The SSA Roadshow facilitates connections between automotive aftermarket

businesses and regions, inviting them to visit the show in Johannesburg. By touring key SADC markets the roadshow enables exhibitors to join the roadshow, fostering regional collaboration and mutual business growth.

The roadshow's initial stop in Gaborone brings together industry leaders, suppliers, and buyers of vehicle parts, components, accessories, management and digital solutions, repair and maintenance products, car wash and reconditioning solutions and electronic systems. It will also explore the global trends and the latest developments in the automotive industry, including electric vehicles and e-mobility.

Botswana's Thriving Automotive Aftermarket

"Botswana's automotive industry represents a significant untapped potential for investors and entrepreneurs," continues Dehn. "As one of Africa's most politically stable and economically progressive nations, Botswana offers new opportunities."

The country's growing middle class, improving infrastructure, and government initiatives to diversify the economy beyond diamonds create favourable conditions for automotive ventures. Promising areas for investment include vehicle assembly operations, aftermarket parts manufacturing, electric vehicle infrastructure development, and specialised maintenance services.

Botswana's membership of the Southern African Customs Union (SACU) provides duty-free access to neighbouring markets, while its proximity to South Africa, the continent's largest automotive market, offers logistical advantages. The government's focus on skills development and investment incentives through the Botswana Investment and Trade Centre (BITC) further enhances the sector's appeal. Dehn says that



Botswana represents a significant opportunity for forward-thinking automotive businesses due to its relatively low market saturation compared to other African nations and increasing regional integration through the African Continental Free Trade Area (AfCFTA). "By establishing a presence in Botswana early on, businesses can gain a competitive advantage in a developing market," he says.

Regional Reach for Exhibitors and Visitors

The SSA Roadshow provides exhibitors with exclusive sponsorship opportunities to enhance their brand visibility across multiple countries to complement their participation at Automechanika Johannesburg. From customised marketing packages to prime locations at roadshow events, businesses can engage with a diverse audience and establish long-term relationships.

Visitors, comprising trade professionals and decision-makers, will benefit from insights into emerging technologies, sustainable solutions and industry best practices, all of which will be showcased at Automechanika Johannesburg 2025.

For more information on the Road Show and Automechanika Johannesburg contact Tracy Gounden at tracy.gounden@za.messefrankfurt.com, or 082 063 8157.

EXCELLENCE, AND THE SPIRIT OF UBUNTU

Marketing at Santam, "The sponsorship of the Festival of Motoring enables us to connect directly with vehicle owners who are key decision-makers in purchasing insurance. The Adventure Zone and Self-handling Track activations are strategic areas where Santam will offer a customer-focused and interactive experience.

The adventure zone located at the skidpan, features a range of exciting activities, starting with Subaru's obstacle course, where visitors can test their driving skills. Thanks to Santam's sponsorship, guests can also enjoy a mini carnival as well as an upgraded premium hospitality suite located on the Sarel van der Merwe rooftop terrace of the main pit building."

Judy Maharaj, Show Director of

the Festival of Motoring, underscores the deeper purpose of the event: "The Festival of Motoring is more than a showcase of cars, it is a platform that affirms car buying as an essential milestone in the journey toward a fulfilling life. They embody the true spirit of Ubuntu. The Festival of Motoring is where Africa's automotive heart beats strongest, where passion, excellence, and community thrive.

Early bird tickets with special discounted rates are available at www.howler.co.za until end April. Ticket prices are set at R295 per adult and R82 for children aged 4 to 12 years. Two hospitality options are available: The FoM Santam Premium Suite and the FoM Santam Chill Pod.

To enhance the festival experience, visitors

can enjoy complimentary shuttle services provided by SANI Car Rental from the Mall of Africa, as well as internal shuttles by Volkswagen, Isuzu, and Haval to the 4x4 village.



THE RECIRCLE AWARDS 2025 WINNERS PRESENTED AT AUTOPROMOTEC



CREWE, UNITED KINGDOM, 30th of May 2025 – Retreading Business and Tyre & Rubber Recycling magazines, the organisers of the Recircle Awards, the global industry awards event recognising sustainable innovation, production processes, management and services within the tyre retreading and recycling sectors, presented the winners of this

year's edition during an event held at Autopromotec 2025.

Both the announcement and the prize-giving ceremony were broadcast live on the YouTube channels of the Recircle Awards organisers, the two of the world's leading publications specialising in the tyre retreading and recycling sectors.

The rising interest in this year's awards is reflected in the high number of vote entries on the Recircle Awards website, with more than 4,000 legitimate votes recorded. This further confirms the effectiveness of the improvements introduced to the voting system, ranging from the submitting of nominations to selecting the finalists, further reinforcing the legitimacy of the votes.

The winners in the 22 categories of the 2025 Recircle Awards are as follows:

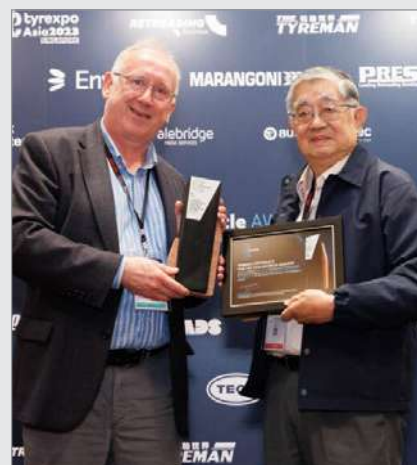
- **Best Company Director:** Haarjeev Kandhari (Vaculug)
- **Best Retreading Accessory and Consumables Supplier:** VM Rubber
- **Best Retreading Equipment Supplier:** Italmatic
- **Best Retreading Industry Innovation:** Italmatic: Crater Tire CT 4.0 Double Skiving Robot
- **Best Tread Rubber Supplier:** Marangoni
- **Best Tyre Recycling Industry Supplier:** Eco Green Equipment
- **Best Tyre Recycling Innovation:** Regom: ELT Sorting Technology
- **Business Breakthrough Award:** Rover Research
- **Circular Economy Award:** Liberty Tire and Walmart
- **Employee of the Year:** Leonardo Oliveira (Vipal Rubber)
- **Retreader of the Year Award:** Marangoni
- **Spirit of Retreading Award:** 633 Tyres
- **Tyre Recycler of the Year Award:** Genan
- **Women's Award for the Tyre Retreading Sector:** Christina Guth (AZUR Network)
- **Women's Award for the Tyre Recycling Sector:** Ifedolapo Runsewe (Free Recycle)
- **Industry Achievement Award for the Tyre Recycling Sector:** SDAB for the creation of the End-of-Life Tyre Research Portal
- **Tyre Industry Education Award:** Univipal
- **Spirit of Tyre Recycling Award:** Free Recycle
- **Tyre Pyrolysis Award:** Bolder Industries
- **Spirit of Tread Rubber Manufacturing Award:** Galgo
- **Lifetime Achievement Award in the Tyre Retreading Sector:** Mario Marangoni
- **Lifetime Achievement Award in the Tyre Recycling Sector:** Bengt-Sture Ershag

Bengt-Sture Ershag, founder of Scandinavian Enviro Systems, expressed his gratitude for the award: "I'm honoured to receive the Lifetime Achievement Award in The Tyre Recycling Sector and grateful for the opportunity to contribute meaningfully to my field. This recognition reflects the collective efforts of many colleagues and mentors who've supported my work throughout the years."

Mario Marangoni, the Chairman of the Board of Marangoni Holding S.p.A. (owner of Marangoni S.p.A.), commented: "I am honoured to receive this prestigious award, which recognises me as a surviving witness of the pioneering spirit that developed tyre retreading in the post-war period. It

acknowledges a journey that began in the climate of sanctions and autarchy of the Second World War and led to the introduction of recycling and reuse of tyre retreading, followed by continuous innovation of machinery and processes up to the internationalisation of the Marangoni Group. The rest is history."

David Wilson, Chairman of the Nominations Committee and editor of Retreading Business and Tyre & Rubber Recycling magazines, commented: "When we launched the fourth edition of the Recircle Awards, our goal was to improve the entire voting process. Receiving over 4,000 votes tells us that we've achieved that. This figure also demonstrates the interest that the awards are generating in the sector, not only for the award itself but also for the recognition of effort and innovation in the industry so closely linked to the environment. We hope these awards will continue to contribute to promoting green business and raising awareness about the circular economy."



"I would like to congratulate the award winners and thank them for their efforts in a particularly inclusive edition, which featured two new categories to recognise women's contributions and commitment in the sector. On behalf of myself and the Nomination Committee, we congratulate the first two winners in both categories. We will continue to build on this path. Finally, I would also like to express our gratitude to Autopromotec, the main sponsor of the awards, and to the rest of our sponsors and collaborators for their support of the Recircle Awards. We look forward to seeing you in the next edition," Wilson concluded.



AI ALREADY SHAPING FUTURE OF TYRE INDUSTRY



Artificial intelligence (AI) is progressively transforming industries on a global basis including the tyre sector with leading manufacturers and suppliers currently already working with AI to further improve tyre design, optimise production processes, enhance logistics, and improve customer service.

Prominent tyre brands Bridgestone, Apollo Tyres, Pirelli, Hankook and Nexen, are integrating AI-driven technologies into their operations to create smarter, more efficient, and sustainable tyres. These advancements not only improve product quality but also enhance supply chain management and customer experience.

Tyre Manufacturers agree that AI is going to play an even greater role in tyre production and distribution in the next few years. With Bridgestone currently expanding its AI applications to accelerate product development and sustainability levels and Apollo Tyres using AI technology to refine its inventory replenishment strategies for its North American operations.

Whilst Pirelli continues to steadily evolve AI algorithms to predict commercial trends and product performance and Hankook is developing real-time performance prediction AI models in tyre design and customer experience. Plus Maxxis anticipates that AI will ensure additional innovation in tyre design in the future.

As AI technology continues to gather momentum the tyre industry

will continue to push its boundaries and further improve all aspects of manufacturing efficiency through to real-time road safety monitoring.

There is no doubt that AI technology has already become a major futuristic asset within the tyre industry and will continue to transform how tyres are designed, tested, and delivered to consumers. From automated quality control and virtual simulations to real-time market forecasting, AI is helping manufacturers streamline operations and improve tyre performance. At the moment the tyre industry has only 'scratched the surface' of AI's capabilities, and its potential appears limitless.

The industry is only beginning to scratch the surface of AI's capabilities, and its potential appears limitless.



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.

SUMMER 2025: CONTINENTAL DOMINATES EUROPE'S INDEPENDENT PRESS TESTS

Continental has once again confirmed its leading position in independent tyre tests for the 2025 summer season. Of the comparative tests published thus far, the premium brand's summer tires have taken first place ten times and second place four times. Continental is thus continuing its successful streak of recent years.

The SportContact 7 has been in the spotlight often, winning seven out of eight tests, including those conducted by ADAC and the trade magazines sport auto and AUTO BILD sportscars. The SportContact 7 was developed for sporty and powerful vehicles, whether they have a combustion or electric engine. Tyre experts particularly praise its successful combination of driving dynamics, control, and safety.

The PremiumContact 7 also performed well this season. The British magazine Tyre Reviews named it the winner of its summer tyre test. AUTO BILD was doubly impressed by the tyre: second place in the test for electric vehicles and the "VorBILDlich" rating in the large summer tyre test. It also placed second in the Swedish magazine Aftonbladet. Designed as a balanced all-rounder, the PremiumContact 7 is aimed at drivers who value safety and comfort. Its strengths include excellent wet grip, low rolling resistance, and high mileage.

The UltraContact NXT, Continental's most sustainable volume car tyre had a strong debut in testing. In tests conducted by the Polish magazine Motor and the German magazine Auto, Motor und Sport, the UltraContact NXT impressed with its high safety reserves while focusing on sustainability. The UltraContact NXT has a share of up to 65 percent renewable, recycled, or mass balance-certified materials, and it received the top "A" rating on the EU tire label for rolling resistance, wet braking, and exterior noise in all 19 dimensions.



SAPPHIRE
Media Services

**BUSINESS
MEDIA
CONSULTANCY**

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

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

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

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

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

Contact JOHN STONE on

+44 1206 822320

+44 7837 920420

john.stone@sapphire-media.co.uk

www.sapphire-media.co.uk

MICHELIN TO BECOME EXCLUSIVE SUPPLIER OF FIM SUPERBIKE WORLD CHAMPIONSHIP STARTING 2027

Michelin is pleased to announce that, from 2027 until the end of the 2031 season, it will become the exclusive tyre supplier for all categories of the FIM Superbike World Championship (WorldSBK).

This commitment marks a new strategic step for the Group, confirming its global presence in motorcycle racing, following its successes in MotoGP and MotoE. It is part of a logical approach: to build on technological innovations developed in premier categories and apply them to a championship where the bikes are closer to production models.

“We are very pleased to be able to commit so quickly to a world-class motorcycle racing championship starting in 2027,” said Matthieu Bonardel, Director of Michelin Motorsport. “The WorldSBK offers an ideal environment to bring our technologies even closer to those used by all riders, whether on the track or on the road. The audience of this championship is mainly made up of enthusiasts who own super sport motorcycles. For them, we will do everything possible to deliver high-



quality entertainment, supported by tyres with outstanding performance.”

By choosing to become the exclusive supplier for WorldSBK, Michelin is reaffirming its desire to contribute to the development of tyres that combine high performance, durability,

and accessibility. As the motorcycles competing in WorldSBK are directly derived from production models, the technologies developed for this championship can be quickly applied to tyre ranges intended for all motorcycle enthusiasts.

NOKIAN TYRES TO LEAD FUTUREPROOF PROGRAMME

Nokian Tyres has announced it's taking a leading role in the development of FUTUREPROOF research and innovation (RDI) programme. Through a €70 million initiative co-funded by Business Finland, with the aim of tackling the critical challenges of future mobility.

The five-year programme intends to create a robust ecosystem involving over 100 partners, focusing on enhancing European on- and off-road mobility through cross-industry collaboration.

The Futureproof programme is being driven by four main objectives: Digital Foundation: Laying the groundwork for digital transformation, Advanced Manufacturing: Developing state-of-the-art manufacturing processes. Future Mobility and Business: Driving innovation in mobility and exploring new business opportunities and Sustainable Tyre Lifecycle: Improving the sustainability of tyre production and usage.

Each objective will address issues such

as improving safety and sustainability in transportation, reducing emissions, advancing driving technologies, and accelerating Industry 5.0 adoption. The collaborative development with ecosystem partners is guided by defined objectives to ensure measurable progress.

Business Finland will contribute €20 million to the programme, with an additional €50 million invested by partner companies in the ecosystem. The combined research, development, and innovation (RDI) expenditure of Nokian Tyres and its partners is expected to increase significantly, driving growth in Finland's economy and is expected create hundreds of new jobs by 2034.

The programme's outcomes could range from new tyre technologies to novel business opportunities within the broader mobility sector, underscoring the potential of shared innovation and cross-industry synergies.

Paolo Pompei, President and CEO of Nokian Tyres, emphasised the importance of collaboration and states, “The FUTUREPROOF



programme aims to respond to challenges such as climate change and increasing vulnerability of the global value chains with innovations across business, process and technical domains. It drives growth for both Nokian Tyres and the ecosystem partners while creating concrete benefits for drivers. Results of the cooperation can vary from a new innovative form of technology used in a tire to a new business opportunity for the mobility sector. It is only together we can rise to the challenges, and a cross-industry ecosystem will be needed to find the solutions.”

NEXEN TIRE TO SOURCE RECOVERED CARBON BLACK

Nexen Tire has recently signed a long-term supply agreement with LD Carbon (LDC) to source recovered carbon black (rCB) to reinforce its strategy to manufacture tyres with sustainable and circular materials.

The agreement aims to enhance the use of LDC's sustainable materials enabling Nexen to further improve its eco-friendly tyre manufacturing capabilities.

Nexen intends to source recovered carbon black from all its manufacturing facilities worldwide including China, Czech Republic and Korea to increase sustainability throughout its value chain from raw material procurement through to production.

The European Union's planned Eco design for Sustainable Products Regulation (ESPR) will require the use of sustainable raw materials in tyre manufacturing and Nexen is well positioned to enhance its competitiveness particularly in Europe where they account for approximately 40 per cent of its total sales.

Travis Kang, Global CEO of Nexen points out, "Expanding our usage of recovered carbon black is a strategic step that demonstrates our



commitment to ESG management and proactive response to global environmental concerns. We will continue to accelerate the transition to eco-friendly materials and establish a tyre production system with low environmental impact from manufacturing to disposal."

THE TIRE COLOGNE 2026 TO INTRODUCE WALK OF SERVICES

THE TIRE COLOGNE 2026 is opening a new chapter: With the new WALK OF SERVICES format, THE TIRE COLOGNE is proving to be the most important source of inspiration for the industry. With its comprehensive range and international focus, the trade fair sends a strong signal in favour of safe and sustainable mobility in our society. One of the TTC's strengths is that the focus here is not just on products, but above all on solutions – for the economic and organisational sustainability of the specialist trade.

The WALK OF SERVICES responds to an increasingly tangible need in the industry: the tyre industry is undergoing dynamic change. In order to survive in an increasingly complex market environment, sound technical expertise, the right workshop equipment, customised software architecture and sustainable strategies for employee motivation and retention are indispensable today. THE TIRE COLOGNE specifically addresses these requirements and offers visitors added value with the WALK OF SERVICES by intelligently linking the relevant content, partners and solutions in branded areas throughout the trade fair.

What was previously often decentralised will now be made visible and systematically tangible: the needs of visitors along the entire service journey will take centre stage. In a stringent trade fair concept, THE TIRE COLOGNE presents offers that enable the specialised trade to position itself for the future – structured, solution-oriented

and practical. The WALK OF SERVICES is a content-driven narrative that is supported by clear visitor guidance, thematically structured exhibitor stands, live demonstrations and a varied programme on the Service Stage. The 5 subject areas of the WALK OF SERVICES include employees, system & process solutions, tyre service and workshop technology, vehicle services and disposal and sustainability.

At the same time, the format also opens up new opportunities for exhibitors. As part of a strong campaign with a wide reach, they benefit from increased visibility, a customised approach to their target groups and a relevant content framework for high-quality discussions. The WALK OF SERVICES is staged as a 'jackpot' for the tyre trade in the communicative central idea, 'so whoever turns the right screws is guaranteed to win!'

The focus on services in this new format is a clear commitment to the further development of the trade fair itself. THE TIRE COLOGNE is thus responding to the changes in the industry and the challenges facing the specialised trade in particular. The WALK OF SERVICES will thus become a key component in positioning the trade fair even more strongly as a strategic platform – as a place where orientation, inspiration and concrete solutions come together.

With the WALK OF SERVICES, THE TIRE COLOGNE continues to develop dynamically and thus fulfils its claim of being more than just a product show. It will become a place where the tyre trade can not only experience current market trends, but also actively shape its own future



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.

SUMITOMO OFFICIALLY ACQUIRES DUNLOP FROM GOODYEAR

Sumitomo Rubber Industries, Ltd has officially acquired the Dunlop brand from Goodyear. This includes Europe, North America and Oceania for consumer, commercial and other specialty tyres, together with certain associated intellectual property and inventory. The sale is effective May 7, 2025.

"We are honoured to begin the process of rebuilding a globally recognised brand with Tier 1 dealer and consumer awareness," said Darren Thomas, President and CEO of Sumitomo Rubber North America. "SRNA's goal is to deepen our strategy in Falken while simultaneously building Dunlop as a high margin retail brand with exceptional products. The market should expect to see SRNA's expertise in full effect as we commit ourselves to this endeavor on behalf of SRI for the North American market."

Goodyear to Use Proceeds from Dunlop Sale to Sumitomo for Debt Reduction

Gross cash proceeds at closing totaled \$735 million. This includes \$526 million for the Dunlop brand, \$105 million for a transition support fee and \$104 million for inventory.



Goodyear says it intends to use the transaction proceeds to reduce leverage in connection with the Goodyear Forward transformation plan.

Goldman Sachs & Co. LLC acted as the lead financial advisor. Barclays Capital Inc. acted as financial advisor. Cleary Gottlieb Steen & Hamilton LLP acted as legal advisor to Goodyear.

Strengthening the Dunlop Brand Globally

Sumitomo said it aims to grow Dunlop's brand value by combining efforts from its tyre and sports businesses. It plans to invest in motorsports and global tennis marketing activities to enhance Dunlop's global reputation, increases investments in innovation.

Evercore acted as the exclusive financial advisor and Sullivan & Cromwell LLP acted as legal advisor to Goodyear.

NEW PRODUCTS AND INNOVATIONS FROM SAILUN AT AUTOPROMOTEC 2025

Once again leading global tyre manufacturer Sailun will be exhibiting at the current Autopromotec Show in Bologna which opened today.

In Hall 20, Stand A28 Sailun will be showcasing a representative selection of the company's summer, winter and all-season tyres for cars, SUV's electric vehicles and trucks.

At the same time Sailun will be showcasing its RoadX and Dynamo brands alongside the all new Sailun Alpine Evo 2 winter tyre and Sailun Atrezzo ZSR2 SUV tyre with all three tyres set to take centre-stage on the stand during the event.

The Sailun Atrezzo ZSR2 was placed an impressive 10th in the Auto Bild summer tyre test for 2025, outperforming 42 established and well known, competitors. Whilst the Sailun Delivery PRO is the first product in the new PRO series for trucks which will also be on display at the show.

There will also be a comprehensive portfolio of steer, drive and trailer axle tyres on display incorporating the company's own EcoPoint technology which delivers significant fuel saving potential and improvement in CO2 balance.



It is also interesting to note Sailun's recent performance in the new Brand Finance Report for 2025 which will be presented in detail by representatives of the Brand Finance Institute and Sailun Tyre Europe at the Sailun stand on the 25th May at 11.am. With a brand value of over 905 million US dollars (811 million euros), Sailun ranks 10th in the top 10 most valuable tyre brands in the world for the first time.

SAILUN ENTERS 10 TOP MOST VALUABLE BRANDS

Sailun has entered the top 10 most valuable tyre brands in the world for the first time, achieving a historic triple.

Three times "Top 10": Even in times of challenging economic conditions, the Sailun Group impressively demonstrates its growth ambitions as well as the Group's robustness and dynamism. The Sailun brand is growing and becoming increasingly valuable.

Founded in 2002, the company has not only become the 10th largest tyre manufacturer in the world, but has also set a real exclamation mark on the product side with 10th place in the major European Auto Bild summer tyre test 2025. This ranking is impressive proof that Sailun is now on a par with the traditional manufacturers from Europe, the USA and Japan.

The tyre company has now also climbed further up the rankings of the strongest and most valuable tyre brands in the world. According to the latest data from Brand Finance, the world's leading brand valuation authority, Sailun has once again moved up one place (10th) in the rankings of the latest Brand Finance Report 2025 and is now in the top 10 most valuable tyre brands in the world. As in the previous year, Sailun's brand value recorded remarkable growth and rose to over 905 million US dollars (811 million Euros) – an increase of 13 per cent.

At the same time, the report confirmed Sailun's "smart" brand positioning, which is based on consumer insights, product features as well as sustainability and technology factors like the proprietary EcoPoint3 technology. High scores were



awarded in particular for "sustainability, awareness, trust and perceived value for money". These are ideal conditions for further investments in markets, in research and development, and people which will enable the company to continue to offer customers worldwide innovative, intelligent and sustainable tyre technology at an attractive price-performance ratio and not only consolidate but further expand its competitive strength in the industry.

„We are very proud to achieve a historic triple: Sailun is a TOP 10 tyre manufacturer

worldwide, Sailun tyres have entered the TOP 10 of Auto Bild's European tyre tests and we are now recognised as a TOP 10 most valuable tyre brand worldwide. This reflects not only our technological lead and our consistent investment in research and development, but also the passion, commitment and expertise that all our employees put in every day to achieve our founder's goal of "making great tyres", says Jane Liu, Chairwoman Sailun Group.

BKT REVEALS FIVE-YEAR PLAN TO BOOST REVENUE AND EXPAND MARKET LEADERSHIP



At its recent board of directors meeting, BKT introduced a new five-year strategic plan. The company aims to generate total revenues of INR 23,000 Crores (approx. \$2.6 billion) by 2030. It plans to invest INR 3,500 Crores (approx. \$400 million), funding most of it through internal sources. The focus areas include strengthening leadership in the off-highway tyre market, expanding the carbon black business, and launching new tyre categories for the Indian market.

Strengthening the Off-Highway Tyre Market Segment

In the Off-Highway Tyre (OHT) market, BKT plans to reinforce its global leadership in agriculture. The company also seeks stronger positions in rubber tracks, mining, industrial, and construction sectors. BKT has commercialised its rubber tracks and will expand the production facility. The new facility is expected to be operational in the second half of 2026. BKT will also grow its mining range, backed by its proprietary all-steel radial technology up to 57 in., which complements the existing Bias range.

Targeting Key Regions and Scaling Carbon Black Production

BKT will focus its growth efforts on the

Americas, India, and selected global markets. The company will also maintain a steady presence in Europe.

BKT has positioned itself as a strategic partner for leading tyre manufacturers in India and globally. It is boosting its presence in the specialty carbon black segment, focusing on high-performance non-tyre applications. BKT expects this segment to become a growth pillar for its carbon black business. The board approved increasing production capacity from 200,000 to 360,000 metric tons annually. The expansion includes advanced carbon black development and is set to finish by early 2026.

HAVE CONFIDENCE FOR THE LONG HAUL

**TRUCK TYRE
INSURANCE**

18 months

All Road Hazard Guarantee

Enjoy 18 months of free truck tyre insurance with Dunlop's SP320A, a durable, long-haul truck steer and trailer tyre.



With a 5-rib design, the SP320A has been engineered for long distance usage providing good mileage and resistance to irregular wear.

BENEFITS INCLUDE:

- Low rolling resistance for better fuel economy
- Longer life with reduction in uneven wear
- A compound designed to provide a more wear-resistant tread
- Good retreadability
- Excellent CPK
- DECTES technology, especially apparent in the steer and trailer positions

TAKE THE ROAD

Visit www.dunlop.co.za for full T&Cs.

 **DUNLOP**

