

Southern Africa

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BERNIE LAING – MENTORED BY CHAMPIONS, DRIVEN BY DETERMINATION

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TO HAVE
YOUR SAY!**

Tyre Technology,
where is it headed?

Why TEPA matters in the
new South Africa

Tyre safety set
to improve



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Editor's Corner

With August being Women's Month, there is no better time to pay tribute to the industry's leading ladies. Meet Bernie Laing, who went from selling batteries out of the boot of her car to running one of Kwazulu-Natal's most successful fitment centres, Supa Quick Kloof.

Who says the tyre business is strictly reserved for men? Bernie took up a mammoth challenge to take over from her predecessor, a well-respected figure in retail. The gamble she took paid off handsomely. Her story on page 2.

Ever wondered how the tyre of the future will look? Our feature story explores some of the leading trends in tyre technology, and what is driving them. One of the most exciting developments is the airless tyre, which already is gracing vehicles in Europe, in their prototype form.

Although they've been around for some time, run-flat tyres are making significant inroads with vehicle manufacturers, with a greater number now fitting them as original equipment to their vehicles. But are they suitable for the South African market? What do you think? Share your thoughts with us in this issue's Interactive Poll on page 9.

Congratulations to Lauren Lawrence and Blane Wium, our winners of the Dunlop Motorsport Day Competition, who each answered our competition question correctly and win an exciting family day of Motorsport, courtesy of Dunlop. Well done, and enjoy!

Liana



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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: Bernie Lang

Publishers Sky Publications cc • PO Box 702, Douglasdale, 2165
Cell: 082 851 6777 • Email: satreads@mweb.co.za
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**MENTORED BY
CHAMPIONS, DRIVEN
BY DETERMINATION**

BERNIE LAING ON WHY WOMEN CAN SUCCEED IN A MAN'S INDUSTRY

How does a sales representative, selling batteries out of the boot of her vehicle, end up running a fitment store for one of the country's leading franchise brands? This Women's Month, we sit down with Bernie Laing, co-owner of Supa Quick, Kloof, in Kwazulu-Natal, to hear all about her fascinating journey.

Bernie, from what we've heard, your career has been an interesting and diverse one, spanning several decades and continents. Talk us through your career path, and what led you to where you are today.

I was studying to be an auditor, but then things didn't work out so I could not complete the degree – fortuitous as it turns out, as I don't believe I'm cut out to be an auditor.

I began exploring the work force and landed a position with Gilettes, selling batteries out of my car, to begin with, then being promoted to a Key Accounts position with the company in Johannesburg, for another two years. Next, an opportunity arose for me to move to the UK with Gilettes, which I accepted. Due to work visa issues, the position did not work out, but I managed to secure a visa to work in the UK for three years, for a telecoms company.

On one of my trips back home to South Africa, I met a handsome game ranger (who later became my husband), which influenced my decision to leave the UK and return home, permanently.

What came next?

Having married my ranger, we ended up in Londolozi for the next eight years, running a camp. I absolutely loved our time there, but when the children came along, it was not conducive for their education needs. So, we packed up our lives, after Paul was head hunted to run a boutique hotel in White River, for the next two years.

Ultimately, however, having realised that it takes a village to raise a family, we made the decision to return to KZN, where we would have support from our families.

The next few years were spent selling for a pharmaceutical company, followed by a stint with Momentum in financial planning, a two-year position that allowed me to work from home, during Covid.

When Neil (Paul's dad), became very ill in 2020, I was asked if I would be willing

“

During the course of my career, I worked for a pharmaceutical company, followed by a stint with Momentum in financial planning.

”





to man his tyre store in Kloof (the one we operate out of, today), to help him out.

How could I say no?

Neil owned twelve shops at the time (all Supa Quicks), but sold eleven of them, keeping just this one store, here in Kloof.

Did you know anything about tyres, and the fitment industry back then?

No, not really, but thankfully, Lenny “Laing” Govender (my trusted business partner), had been there for many years and built-up good relationships with the customers. Even to this day, he remains the face of the business, the one the customer knows they can rely on.

This business owes much of its success to Lenny. Renowned for his honesty and trustworthiness, he has become an indispensable part of the operation. His integrity shines through in every interaction, and his natural way with customers has earned him both respect and loyalty.

How did you survive the Covid era?

Covid nearly crippled us. We were in a shopping centre and the rent and utilities still had to be paid, regardless. Neil attempted to sell the store, but back then, and given the pandemic, it simply was not feasible.

So, the next best thing? He offered Lenny and I the opportunity to buy it. The debt has since been settled, with available funds now enabling us to invest in new equipment, plus a new shop, which opened last month, in Durban North.

That is fantastic Bernie, congratulations. And all this in only two years. You only took official ownership of the Kloof store in 2023, I believe.

I’ve been lucky to have been mentored by some worthy champions, who inevitably pushed me to succeed. Not wanting to disappoint these wonderful people and their belief and confidence in you,



I’ve been lucky to have been mentored by some worthy champions, who pushed me to succeed.



compels you to press even harder.

I believe you only succeed if you fight for it. Having both come from humble beginnings, we were raised to understand the value of money. We know how difficult it is to make it work, and what it takes to keep the lights on, especially during slow business periods.

Do you have any measures in place to help you through those slow periods?

On top of priding ourselves on our personalised customer service and strong skills set - tyres, shocks and brakes - I spend a good part of my day driving to customers to collect their cars, bringing them back to the store for any work that is required, and then driving their vehicles back to them. This has been a successful initiative for us. We started off with one car a day and are now up to two to four per day.

People are busy these days, and don't have the time to sit in a tyre shop, waiting for their vehicle, so implementing this service helped us to grow the business.

What brings you the most joy from running the store?

A customer walking in and knowing all our names. We have become family with most of them; they are not just a number. It doesn't feel like work.

And what are your biggest challenges?

Factors beyond my control – the 'uncontrollables' as I like to call them – such as the fluctuation of the US dollar, which we are at the mercy of, as most of our products are imported. The anti-dumping duties on Chinese tyres have also hit us hard.

And of course, our buying power is not as strong as some of the bigger players in the market, which is why we invest in building our relationships.

How much clout would you say the Supa Quick brand brings to your business?

Our alliance with Supa Quick has been one of the instrumental factors behind our success. They are experts, they are on the ball, they have vast experience in the market as well as in franchising and they offer great support to their franchisees.

So, I take it, your new shops will also be Supa Quicks?

Absolutely, yes. I would rather work with people I know and trust, and who have supported our business over the years.

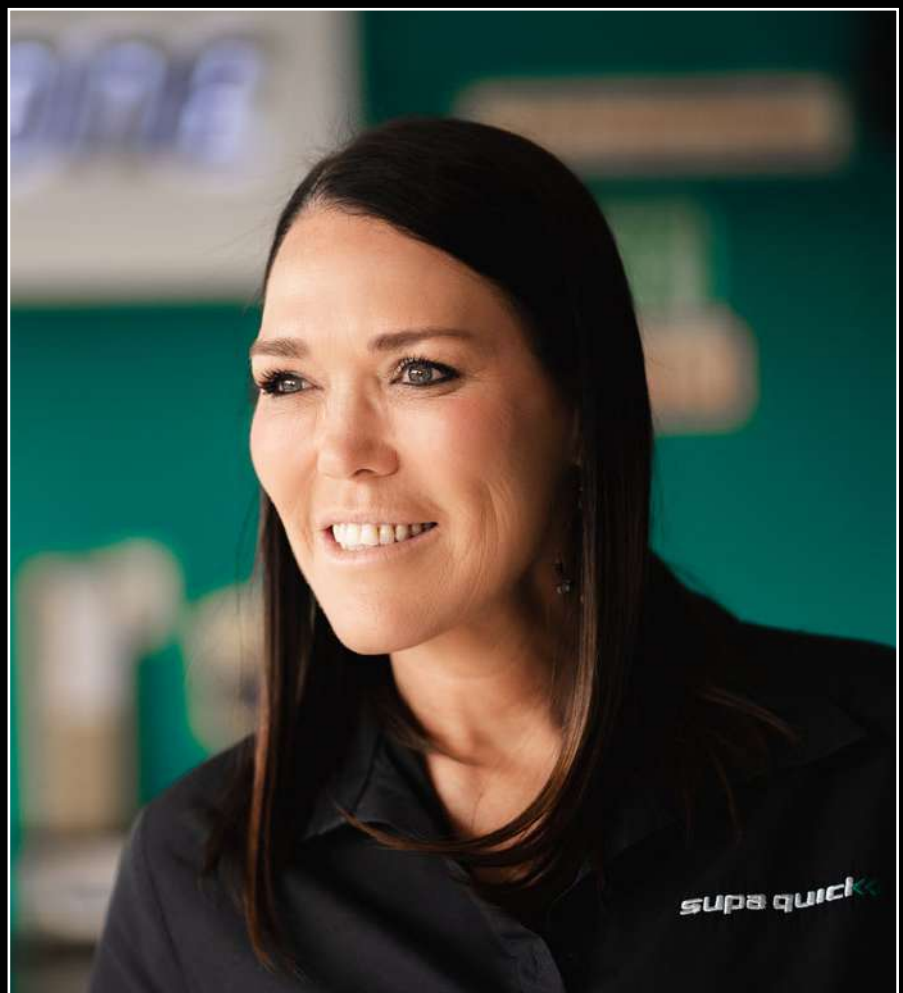
Do you have a particular vision for your business, five years from now?

Our goal is to own five stores in five years. Thankfully, we are well placed to achieve this goal, with the opening of our new store, and a third one in the pipeline. Watch this space.

“

Our alliance with Supa Quick has been one of the instrumental factors behind our success.

”





TYRE

TECHNOLOGY, WHERE IS IT HEADED?.

Some of the new buzzwords around tyre technology and what we can expect soon, revolve around smart tyres, airless tyres, data-driven design and sustainable eco-friendly materials.

Smart tyres now include the integration of sensors to monitor key parameters such as pressure, temperature, and wear in real-time, transmitting data to vehicle systems to improve safety and performance, while airless tyres function as their name implies, without air.

Airless technology

Major manufacturers like Bridgestone and Michelin are leading the way in developing airless tyre technology, by using advanced computer-designed structures and materials, eliminating the need for air pressure, and along with this, the risk of flats. This, according to engineerlive.com

The two global manufacturers have developed the tyre using new computer-enabled structures and materials, with the tyre able to support up 1-tonne vehicles driving up to 60km per hour.

The implementation of computer generation has allowed innovations in design, enabling performance at higher speeds and weights. Due to these developments, that airless tyres could soon replace pneumatic tyres, has become a reality.

The tyre is made up a rubber thread that surrounds and encases a spoke structure. The spokes can bounce and bend at high speeds and weights without impacting adversely on fuel consumption. This provides a smooth and safe ride without compromising fuel economy, an improvement on previous airless tyres.

The spokes are made of glass fibre reinforced with plastic, creating a flexible load-bearing structure, while the inner wheel is constructed using aluminium, as standard on many modern vehicles. The outer wheel is still made of rubber to provide durability to the tyre.

Sustainable solutions

At the same time, the industry is fast shifting

its focus on sustainable solutions. Bio-based polymers derived from renewable sources and recycled materials are all being used in tyre construction to reduce reliance on traditional petrochemicals and lower the carbon footprint.

Manufacturers are also exploring new materials like high-performance polymers and composites, in the interests of improved durability, reduced rolling resistance (for better fuel efficiency), and better grip in various conditions.

Benefits of an airless tyre

Both Michelin and Bridgestone recently released their versions of an airless tyre. This according to engineerlive.com.

Michelin claims implementing tyres that do not puncture creates a safer environment for commercial vehicles and further enables the use of self-driving vehicles in commercial settings. Michelin further suggests this could potentially reduce labour and operating costs, while lessening the overall cost of ownership for drivers.

Interestingly, DHL and La Poste small vans in France have already been fitted with

The implementation of computer generation has allowed innovations in design, enabling performance at higher speeds and weights.



Run-flat tyres are becoming ever more popular, with some vehicle manufacturers making them standard in new vehicles.



the tyres despite the technology remaining at prototype stage.

Of course, one of the obvious benefits of airless tyres is that they reduce the chances of punctures to zero, thereby decreasing costs associated with crashes or delays from tyre blowouts, and ultimately, leading to more reliable and on-time deliveries and improved knock-on effects throughout the industry.

Crucially too, the environment stands to benefit, as the reduction in tyres being scrapped means higher efficiency of tyre use and less raw materials being required to service the same number of vehicles.

All well and good but changing over to airless tyres could be a slow process, according to engineerlive.com. Production costs are much higher compared to pumped tyres, thereby increasing initial purchasing costs; costs that are most likely to be passed onto the consumer, making it difficult for the new tyres to establish themselves in the market.

Nonetheless, the higher purchasing cost is unlikely to hinder their eventual entry into the market, due to their economic and environmental benefits. Michelin estimates that close on 20 percent of tyres are discarded due to either, flats and rapid pressure loss, along with irregular wear and tear caused by poor tyre pressure. This number adds up to 200 million tyres per year, and two million tonnes of discarded resources.

Airless tyres could massively reduce this number, benefiting the environment as less raw materials will be required to process the same quantity of tyres, and benefiting operators as less tyres will need to be purchased.

Data-driven design

As far as data-driven design is concerned, the industry is making use of advanced computational tools, including AI and simulation, to allow for more efficient design and testing of new tyre technologies, which they claim, enables rapid prototyping and refinement of structures and compounds to meet specific performance requirements.

Run-flat tyre technology

Though they do not qualify as new technology as such, run flat tyres (RFT) are becoming ever more popular, with some vehicle manufacturers making them standard in new vehicles.

Their main benefit is that you can continue driving after a puncture, until you get to a tyre store, or find a safe area to change your tyre. However, they do have their limits, with most allowing you to travel approximately 80 kilometers at a maximum speed of up to 80km/h.

Whilst RFT has been heralded as ground-breaking technology, it does have its drawbacks. The tyres are stiffer and deliver a less comfortable ride due to reinforced sidewalls. They are also more expensive. Added to that, limited reparability means a flat often requires full replacement. Many vehicles designed with run-flats also lack a spare tyre, leaving drivers without backup if they switch to conventional tyres.



What are your thoughts on run-flat tyres? As a South African motorist/tyre dealer, would you prefer them as original fitment, or not?

Take our poll on page 9 to have your say! >>>

Have YOUR SAY...

What are your thoughts on **RUN-FLAT TYRES?**

As a South African motorist/tyre dealer, would you prefer them as original fitment, or not?

[CLICK HERE TO VOTE](#)



YES



NO



Results will be published in our next edition. *NB - Your identity will remain confidential.



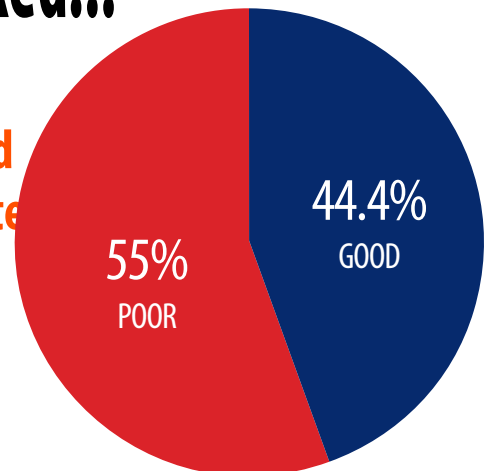
Congratulations to Lauren Lawrence and Blane Wium! They each win an exciting, fun day of motorsport for four people, courtesy of Dunlop Tyres!



In our previous issue, we asked...

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

HERE ARE THE RESULTS...



Beyond the Workshop:

Why TEPA Matters in the New South Africa

Written By: Dylan Petzer (National Vice-Chairman for Tyre Equipment Parts Association (TEPA), a constituent association of the Retail Motor Industry Organisation (RMI))

TEPA acts as the vital voice for South Africa's automotive aftermarket, engaging with the new Government of National Unity (GNU) to ensure fair play and safety for both businesses and consumers.

Beyond the workshop, TEPA actively advocates for policies like the Revised Automotive Aftermarket Guidelines, which has liberated car owners from restrictive warranties, and works closely with law enforcement to combat the sale of counterfeit parts, a serious threat to road safety. By providing a unified front against corruption and championing a legitimate, ethical marketplace, TEPA protects the interests of its members and builds a culture of trust within the industry, ensuring that a well-maintained car is a safer car for all South Africans.

Let's be honest, talking about policy and governance can feel as exciting as watching paint dry. It's filled with jargon, endless meetings, and more acronyms than a military briefing. But for the average South African motorist, the stuffy halls of government are where some of the biggest battles for their wallets and safety are fought. That's where TEPA (the Tyre, Equipment, Parts Association) comes in.

With our new Government of National Unity (GNU) and promises to tackle corruption and get the economy moving, there's a fresh focus on making sure all

players, from the smallest spaza shop mechanic to the biggest multinational corporation, are playing by the rules. TEPA isn't just a club for tyre guys; it's the Tyre, Equipment & Part's industry mandated voice, and its job is to make sure our industry's interests are heard, understood, and protected.

The GNU: A New Dawn or Just a Different Shade of Grey?

The formation of the GNU has been without its challenges. Following the 2024 elections, political parties came together in an unprecedented act of unity, with a core mission to "drive inclusive growth and job creation" and "build a capable, ethical and developmental state". It's a bit like when you and your siblings, who can't agree on a radio station, have to pool your cash to fix the geyser. Suddenly, a common goal makes a truce possible.

For the automotive aftermarket, this shift is a huge opportunity. The GNU's commitment to tackling corruption and building a more ethical state isn't just good for the country; it's a direct hit on the shady dealers and fly-by-night operators that plague our industry. These are the guys who

sell counterfeit parts, cut corners on repairs, and ultimately put consumers' lives at risk.

TEPA's Role: TEPA acts as a watchdog and an advocate. By engaging with key government departments, we highlight the dangers of the informal, unregulated trade of parts and equipment. We provide evidence-based arguments for stricter enforcement and clearer regulations, ensuring that the government's good intentions translate into practical action on the ground. For example, TEPA has a dedicated hotline for reporting fraudulent activities, a proactive step that empowers consumers and helps curb these nefarious practices.

Fair Play on the Road: The Competition Commission

The Competition Commission's Revised Automotive Aftermarket Guidelines for Competition, first introduced in 2021, are a massive win for consumers and independent workshops. The Guidelines promote a more competitive and inclusive automotive aftermarket by:

- Allowing consumers to use an Independent Service Provider (ISP) for maintenance and repairs without affecting their warranty, as long as



TEPA

Proud Association of 

the work doesn't cause damage to the vehicle.

- Unbundling the sale of vehicles from maintenance and service plans, gives you the choice of where to get these products.

TEPA's Role: As part of the R2R Steering Committee Member with other industry stakeholders, we provided the technical expertise and market insights to show the government that a more open market would benefit everyone. It was important to ensure the guidelines were practical and fair for both established businesses and the many small, independent businesses who are the backbone of our economy. It's a great example of how organised industry bodies can push for policy that directly improves the lives of everyday South Africans.

The Battle Against the Bad Guys

Let's face it, the automotive aftermarket is a tempting target for unscrupulous characters. From counterfeit brake pads that look like the real deal to shoddy workshop equipment that's an accident waiting to happen, the risks are real. The sad truth is that a cheap, fake part can cost you more than just money - it can cost you your life.

TEPA's mission is to stamp out this corruption. We believe in the power of a legitimate, ethical marketplace. Our members adhere to a strict Code of Conduct and Ethics, ensuring consumers have peace of mind and recourse if something goes wrong. This self-regulation is our first line of defence, but it's not enough on its own.

TEPA's Role: We work closely with law enforcement and government agencies to expose and combat the trade of counterfeit goods. By serving as an intermediary between government, businesses, and consumers, we provide a unified front against corruption. We're essentially the "neighbourhood watch" of the TEPA Specific

automotive sectors, working to keep our streets - and our garages - safe and honest. It's about building a culture of trust, where you know that a TEPA member's work and products are something you can rely on.

So next time you're getting your tyres fitted or windscreen wipers replaced, remember that a lot of work goes on behind the scenes, far from the grease and grime of the fitment centre. TEPA is in those government meetings, advocating for a fair, competitive, and honest industry that protects both the businesses that serve you and the cars that get you home safely. Because in the end, it's not just about providing parts; it's about building a better South Africa.

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TEPA CALLS ON TYRE DEALERS TO STEP UP COMPLIANCE ON WASTE TYRE MANAGEMENT

The Tyre, Equipment, Parts Association (TEPA), a proud association of the Retail Motor Industry Organisation (RMI), has welcomed the recent reminder letter from the Waste Bureau to all tyre dealers, reinforcing their legal responsibilities in handling and disposing of waste tyres.

Vishal Premllal, National Director of TEPA and a member of the Waste Tyre Management Industry Advisory Committee, says the directive comes at a critical time. "The complexity of waste tyre management requires the full support of the entire tyre industry value chain.

Dealers, in particular, play a crucial role in ensuring waste tyres are stored, mutilated, transported, and disposed of responsibly. Recycling remains the key to reducing the negative environmental impacts of waste tyres by finding ways to repurpose them into usable materials."

Under the Waste Tyre Regulations of 2017, tyre dealers are required to:

- Segregate and store waste tyres safely until collection.
- Mutilate end-of-life tyres to prevent reuse, except through approved recycling streams.
- Use only registered transporters and processors for collections.
- Prohibit public resale of waste tyres, which is a serious violation that can result in fines and prosecution.

Consequence of Non-Compliance

The Department of Forestry, Fisheries and the Environment, through the Waste Bureau, continues to monitor and audit tyre dealers for compliance. Any dealer found to be selling, distributing, or disposing of waste tyres unlawfully will

face enforcement action as per the Waste Act and its regulations.

"We urge all dealers to urgently review their current waste tyre disposal practices and ensure full compliance. For assistance, or to verify registered waste tyre transporters in your area, dealers can contact the Waste Bureau or their local environmental authority. It is in all our interests to keep South Africa clean, safe, and legally compliant," says Premllal.

He emphasises that non-compliance will not only attract penalties but also exacerbate the environmental crisis. "Stockpiled and illegally dumped tyres create fire hazards, leach harmful toxins into soil and water, and increase the risk of diseases.

In 2023, TEPA launched its own whistleblower hotline to report illicit trading and stockpiling, and continues to lobby for the establishment of an industry compliance forum to deal decisively with malpractice.

"Dealers have a responsibility to comply with the law, and consumers too can play their part by ensuring that their used tyres are handed in at registered TEPA dealers for proper disposal. TEPA remains committed to working with all industry stakeholders to find sustainable solutions and a practical implementation plan for waste tyre disposal," concludes Premllal. 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-



Vishal Premllal

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.

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AUTOMECHANIKA JOHANNESBURG FORGES VITAL CONNECTIONS AT ZIMBABWE AND ZAMBIA ROADSHOWS

The recent Automechanika Buyers and Visitors Sub-Saharan Africa (SSA) Roadshows in Zimbabwe and Zambia, under the theme “Forging the African Connection”, have set the stage for what promises to be the most important gathering for the region’s automotive professionals later this year.

Building on Past Success

Following the highly successful Automechanika roadshows in Gaborone, Botswana and Nairobi, Kenya, the Information Sessions once again brought together key figures from the automotive and logistics sectors to collaborate and share crucial business insights.

Dr Tapiwa Mujakachi, President of CILT Zimbabwe, delivered a presentation on the subject of logistics and transport in SSA during the Zimbabwe leg of the roadshow, held at the Ezulwini Villa Hotel. Dr Mujakachi emphasised the need for greater integration and efficiency to support the growth of the automotive aftermarket, before Dr Zebediah Chitanha, MILT member of CILT, offered insightful perspectives on transport policy, logistics, and regional integration.

During the engaging discussion amongst participants that followed the presentations, one of the key themes highlighted by the participants was the opportunities following the creation of an African Supply Chain, a topic that is driven by the African Association of Automotive Manufacturers (AAAM). Another important prospect remains the full implementation of the AfCFTA, and participants saw this as an important next step to increase trade relations inter Africa.

The Zambia event, hosted at the Radisson Blu Hotel in Lusaka, built on the success of previous events. Duane Newman, Climate Change and Sustainability Services Africa Leader at EY, provided the keynote address and offered a timely analysis of the global automotive landscape.

New Realities Laid Bare

In the wake of the global response to the news of a second Trump administration in the United States, Newman’s presentation outlined the new realities facing the automotive sector. From the imposition



of tariffs and protectionist policies to the reorganisation of global supply chains, his message was clear: the rules of the game are changing, and Africa must be ready to respond. “For those in the aftermarket sector, the impact is already being felt,” said Newman. “The US is moving towards an ‘America First’ doctrine, with higher tariffs on imports, a push for local content, and a likely rollback of incentives for electric vehicles. This is causing ripples across Europe, China and Japan, with each region implementing measures to adjust its own policies and supply chains.”

While the direct effects of US tariffs on the African continent may be limited, the broader instability in global trade is likely to slow economic growth and disrupt established business models.

Opportunities Beckon

However, as Newman noted, there are also opportunities to be explored. “In light of global manufacturers seeking to diversify their production bases and reduce exposure to trade wars, emerging markets such as South Africa, Zambia, and Zimbabwe are becoming increasingly attractive,” he added. “The challenge for African businesses is to position themselves as reliable partners in this new landscape, ready to supply not only raw materials but also components and finished products.”

This is where Automechanika Johannesburg 2025, taking place at Gallagher Convention Centre in Johannesburg from 28 to 30 October, comes in. This event is more than just an exhibition; it is the region’s premier platform

for networking, business development and strategic planning.

The event will bring together industry leaders, policymakers, and innovators from across the continent and beyond. It will provide a unique space to share insights, forge partnerships, and develop action plans in response to the shifting global environment.

Delegates can expect to engage with the latest trends in technology, supply chain management, and regulatory compliance. There will be opportunities to learn from international experts, explore new business models, and discover how to build resilience in the face of uncertainty.

Michael Dehn, Managing Director of Messe Frankfurt South Africa, captured the essence of the event: “Automechanika Johannesburg is more than just a trade show; it is where the African automotive aftermarket community comes together to shape the future, build relationships, and find solutions to the challenges we all face.

“The trade fair provides a valuable opportunity to network with colleagues who are dealing with similar issues, and to collaborate on strategies that will propel the African automotive aftermarket forward,” he added.

As the Roadshow’s theme suggests, it is time to forge the African connection. If you are a manufacturer, distributor, service provider or policymaker, Automechanika Johannesburg 2025 is the event where you can influence the future of the industry. We cordially invite you to join us in shaping a prosperous future in these challenging times.

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By John Stone

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

ASHES OF RISOTTO RICE HUSK IN TYRES: CONTINENTAL FOCUSES ON MORE SUSTAINABLE FILLERS



Continental is increasingly focusing on renewable and recycled materials in its tyre production. While the share of these materials averaged 26 percent in 2024, the tyre manufacturer expects an increase of two to three percentage points in 2025.

By 2030, the share of renewable and recycled materials in Continental's tyre production is set to rise to over 40 percent – while maintaining consistently high safety and performance standards. Carbon black and silica play a crucial role in this transformation because, alongside rubber, they make up a large proportion of the raw materials in tyre production. Both are fillers that make the rubber, for example in the tyre tread, resistant and are also responsible for essential tyre quality characteristics such as grip and braking performance.

Continental obtains both materials in proportion from recycled or renewable sources in order to reduce resource consumption. Silica, a filler required to achieve optimal grip and reduced rolling resistance, can be obtained from rice husks instead of quartz sand.

The husks are an agricultural by-product from the production of risotto rice, for example. For the raw material carbon black, Continental relies on three innovative processes.

Firstly, carbon black can be produced from bio-based alternatives such as tall oil, a waste product from the paper industry, instead of

crude oil. Secondly, it can be produced from recycled raw materials such as pyrolysis oil from end-of-life tyres. Thirdly, a particularly efficient pyrolysis process enables the recovery of carbon black directly from end-of-life tyres.

"Innovation and sustainability go hand in hand at Continental. Using silica from the ashes of rice husks in our tyres shows that we are breaking completely new ground – without compromising on safety, quality or performance," says Jorge Almeida, head of Sustainability at Continental Tires.

Continental is increasingly using silica variants derived from the ashes of rice husks across its whole tyre portfolio. Rice husks are an agricultural by-product of the Asian agricultural industry and Italian risotto rice production.

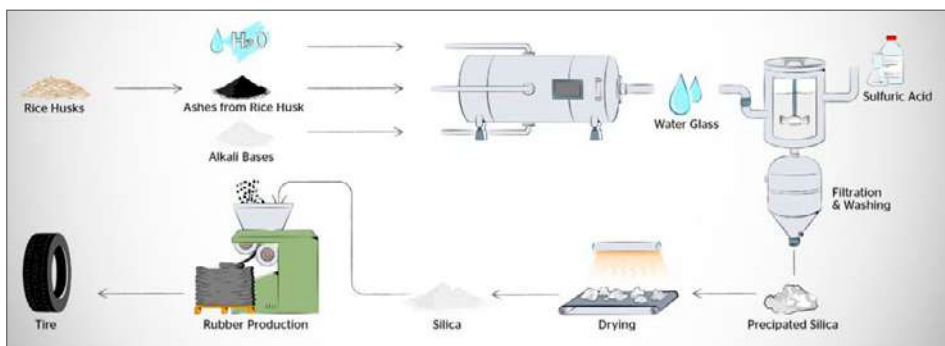
This type of silica is manufactured by Solvay in Italy, among others. Innovative processing methods are used to turn this agricultural by-product into silica. The method of production

from biomass is more energy-efficient than conventional production processes. Silica from rice husk ash thus supports the circular economy and contributes to a more sustainable value chain.

Traditionally, the raw material is obtained from quartz sand. Silica has been an important complement to carbon black as a filler in many tyre rubber components for around 30 years – Continental was an early pioneer of this innovative technology. Silica has revolutionised the safety and energy efficiency of tyres and played a crucial role in reducing braking distances by almost 50 percent.

Just as importantly, using silica in tread compounds helps to reduce rolling resistance and therefore energy consumption and CO2 emissions. This highlights how the use of a more sustainable material such as silica in Continental's tyre production can have a positive effect along the value chain.

Sustainable Materials: Silicate from the Ash of Rice Husks



PIRELLI P ZERO IS REBORN AFTER 40 YEARS!

Pirelli has 'stepped back in time' and recreated its famous P Zero brand, now in its fifth generation after being initially launched 40 years ago.

The latest version of this iconic tyre is being fitted to the classic Lancia Delta S4 Stradale which is also celebrating its 40th anniversary with a limited edition for 40 sets

It is available in 205/55 R16 size, the only one originally developed of the Pirelli Collezione line, dedicated to iconic vehicles built between 1930 and 2000.

Like every tyre in this range, it is distinguished by its appearance, the same as that of the era, but has been produced with modern materials and technologies that combine the original sportiness of the car with greater safety.

The re-edition of the tyre also features the innovative elements that characterized its debut. Such as a single tread that combines the three souls of the racing tyre: the inner shoulder, with grooves like wet-weather tyres, ensured grip on wet roads.

The outer shoulder, inspired by slick tyres, provided traction in dry conditions. Whilst the central part of the tread adopted some of the hallmarks of intermediate tyres, balancing the two extremes.



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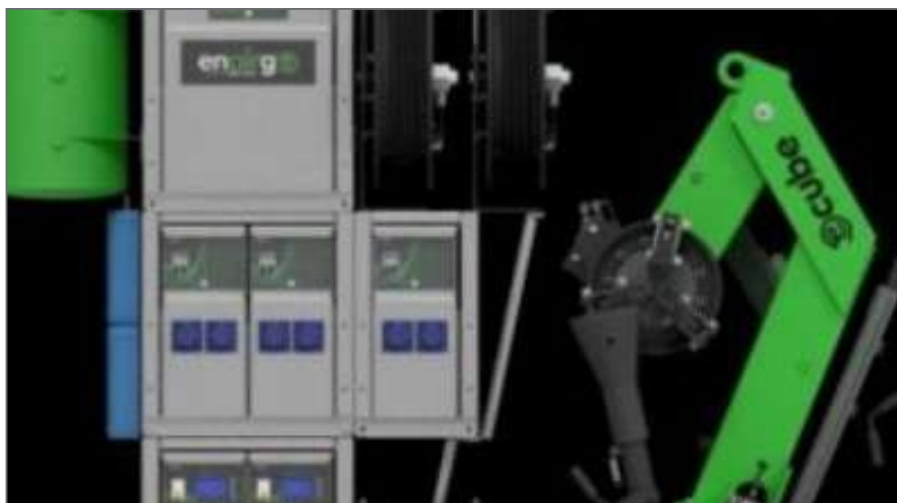
TMG'S MOBILE COMMERCIAL TYRE FITMENT IS REACHING NEW HEIGHTS IN EFFICIENCY AND SAFETY

Netherlands based Techno Marketing Group (TMG), global product manufacturer and development specialist are currently taking the automotive industry by storm with ongoing innovations and bold solutions. The company has a growing global reputation of not only meeting and exceeding expectations but also redefining the future as market leaders in mobile vehicle service in commercial vehicles with their renowned brands Winntec, Gaither Tool and Ecube.

TMG's latest innovative solution for the commercial vehicle market sector – eTruck is aimed at service trucks that still rely on noisy diesel generators and fuel powered equipment. With eTruck now providing a fully electric, zero emission solution for mobile truck tyre service. eTruck has been specifically designed and produced for complete sustainability and performance and comes equipped with the eTower, our proven silent power system which integrates with an electric tyre changer, compressor and all essential tools.

Providing quiet, battery powered energy to all systems and eliminating noise, fumes and fuel cost eTower has been expertly built around a modular system of high-performance components including the Vault Battery, a robust lithium-based (LiFePO₄) battery module with up to 14.4 kWh capacity per unit. Up to 15 units can be connected in parallel, providing scalable energy storage up to more than 200 kWh.

Built for harsh environments, the Vault includes integrated heating for winter use, advanced safety features (overload, short circuit, deep discharge protection), and



remote monitoring via 4G, Wi-Fi, and GPS.

The Commander Inverter transforms stored battery power into usable AC electricity. Fully stackable and scalable, it comes in multiple versions (Core, Eco, Prime & Elite) and supports both single-phase (up to 30 kW) and three-phase output (up to 90 kW). Whilst the Ecube compressor presents various solutions up to 990 L/min and 12 Bar.

Plus, Winntec has launched its new +Series of heavy-duty bottle jacks, which further elevates the brand to the next level of efficiency. Complete with a new 5-year warranty and a series of premium upgrades engineered for longevity, safety, and strength. The +Series is available in regular and telescopic versions. Also, the new JTM101224 Start Booster provides a new level of performance with 10,000A at 12V and 5,000A at 24V.

What sets this unit apart is the advanced technologies that makes it safer and more user-friendly. As an intelligent sensor-checked connection ensures that power is only delivered when the clamps detect a proper connection, reducing the risk

of sparks or damage. Powered by a high-capacity LiFePO₄ battery, it offers excellent thermal stability, extended service life, and consistent performance.

Another impressive addition to TMG's mobile toolkit is the Gaither GT4220E, a completely self-contained 42T electro-hydraulic jack that is powered by an 18V power tool battery which eliminates the need for external power sources. With no hoses and compressors this jack is ideal for roadside assistance and mobile tyre service.

Whilst the Gaither 14 Litre Bead Bazooka® is a compact yet powerful tool that redefines tyre inflation by delivering a rapid controlled air burst to fit even the most stubborn beads. Featuring a 3 Rapid Air Release (RAR) valve and aluminium tank, the BB14L³ weighs just 7 kg and its patented recoil-reducing barrel design enhances control and safety.

Finally for roadside service and workshop use, the hydraulic truck wheel dolly SAFERGO offers precise control in a compact, foldable and portable design with an integrated hydraulic unit allowing accurate wheel positioning while working close to the vehicle, reducing strain and saving time.

NEXEN TIRE INTRODUCES N'FERA SUPREME EV ROOT



NEXEN TIRE, a leading global tire manufacturer, today announced the launch of the 'N'FERA Supreme EV ROOT', an advanced high-performance tire engineered to deliver optimal performance for both electric vehicles (EVs) and internal combustion engine (ICE) vehicles.

This next-generation tire further enhances the success of NEXEN's premium comfort model, the 'N'FERA Supreme', and introduces key enhancements tailored to the unique demands of modern mobility.

Designed with a High Load (HL) rating to support the heavier weight of EV batteries, particularly in electric SUVs. The tire also features sound-absorbing materials for a quieter ride along with a newly optimized square-shaped contact patch. Whilst NEXEN's proprietary 3D kerf technology further improve grip

and stability across all seasons.

In real-world testing with the KIA EV6, the 'N'FERA Supreme EV ROOT' demonstrated measurable gains in key performance categories including wet and dry handling and comfort improved by 13%, while rolling resistance was reduced by approximately 20%, contributing to improved efficiency and road feel. These enhancements reflect NEXEN TIRE's commitment to offering a single, high-performance solution suitable for both EVs and ICE vehicles.

The recently introduced 'EV ROOT' mark, will serve as NEXEN TIRE's official designation for products that meet stringent performance criteria across both vehicle types. The 'N'FERA Supreme EV ROOT' is currently available in the Korean market, but the product line will expand globally across its product portfolio, aiming to establish a unified standard for performance, regardless of drivetrain or

powertrain.

As part of this initiative, NEXEN TIRE is also accelerating product innovation through cutting-edge technology. With the development, of an AI-powered performance prediction system to precisely simulate tire characteristics such as fuel efficiency, noise, grip, handling and stiffness speeding up development and enhancing accuracy. In addition, NEXEN has also introduced Korea's first VR-based 'High Dynamic Driving Simulator' in the automotive industry, enabling real-time virtual testing to optimize tire performance during the design phase.

John Boscoe (Hyeon Suk) Kim states "EV ROOT is more than just a mark—it represents our vision for the future of mobility, where one tire can deliver top-tier performance across all vehicle types.

"We will continue to push boundaries to create innovative products that meet the evolving needs of today's drivers."

TYRE SAFETY SET TO IMPROVE THROUGH LATEST TECHNOLOGIES

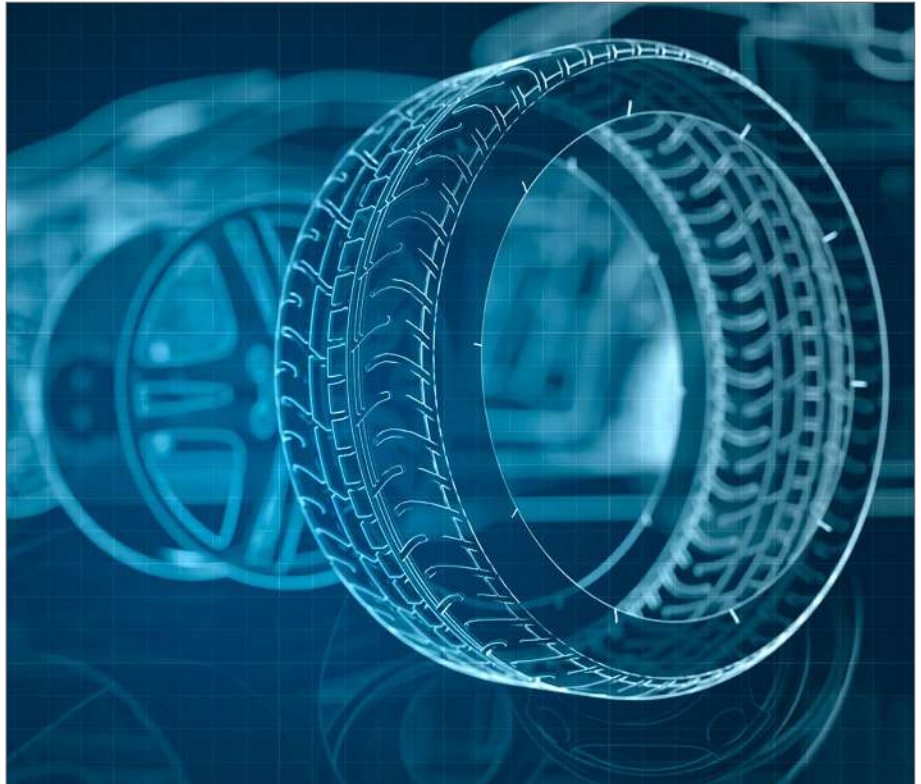
When Liverpool footballer Diogo Jota and his brother Andre Silva tragically died in a car crash in Spain in early July. Tyre safety once again became a prominent subject discussed in the automotive industry. As the official investigation confirmed the cause of the accident was a tyre blowout.

There is no doubt that tyre safety is taken very seriously throughout the European and global tyre industry. However, it is universally considered that responsibility for the safe condition of tyres is the direct responsibility of drivers. Bearing this fact in mind, Tyre.Media has recently researched why tyres fail and what are the latest technological advancements taking place to further improve tyre safety.

Blown tyres are usually caused by a combination of wear, pressure issues and road conditions, with one of the most common reasons being under-inflation. Low pressure results in excessive flexing and heat build-up that weakens the tyre's structure. Also, over-inflated tyres cause too much pressure that stresses the outer rubber, exposing the tyre to the risk of bursting.

Other common causes include excessive tyre wear leading to cracks and bulges, which significantly reduces durability and incorrect wheel alignment causing uneven wear. Whilst overloading and exceeding the tyre's load rating also puts additional stress on the rubber and increases heat, it's worth remembering that tyres also have speed limits and ignoring them can lead to overheating and failure.

When it comes to future technological advancements in tyre safety, Tyre.Media discovered a series of encouraging



proposed developments such as a new era of Smart tyres incorporating embedded sensors to monitor pressure, temperature and tread depth in real time, integration with vehicle systems enabling predictive maintenance and alerts for wear and damage.

Also, 3D-printed tyres and customised tread patterns are currently being investigated and trialled to create on-demand tyre manufacturing that adapts to different road conditions and driving styles.

Whilst innovative self-healing materials and nano-compounds are currently being researched to increase tyre lifespan and reduce failure risks. Plus, tyre manufacturers are also changing production methods and using bio-based materials including guayule and dandelion rubber, recycled

plastics and plant-based oils to further reduce environmental impact.

Looking further into the future of tyre safety, research is already being considered into the possibility of 'self-inflating tyres' which would automatically maintain a level of optimal pressure through onboard compressors, therefore virtually eliminating the risk of under and over inflation. Also, the production of Airless (non-pneumatic) tyres is also being seriously considered, which would eliminate blowouts.

Airless tyres would consist of a rigid internal structure, possibly a honeycomb or spoke-like design that would support a vehicle's weight. There is no doubt that if the above technological developments become an everyday reality, then tyres will be a lot safer in the future.

BRIDGESTONE SELLS SHENYANG, CHINA TBR PLANT TO SAILUN FOR \$37 MILLION



Bridgestone Corporation is officially exiting the commercial tyre manufacturing business in China, finalising a deal to transfer all shares of its previously shuttered truck and bus radial (TBR) tyre plant in Shenyang to Sailun Group for 265 million CNY (approx. \$37 million).

The Bridgestone Shenyang plant sale signals a continued strategic retreat by Bridgestone from China's commercial vehicle sector and a ramp-up by Sailun, which has aggressively pursued growth both domestically and globally.

What Sailun Gets

Sailun (Shenyang) Tire Co., Ltd., a Shenyang-based subsidiary of Qingdao-headquartered Sailun Group Co. Ltd., will acquire 100% ownership of the Bridgestone (Shenyang) Tire Co., Ltd. (BSSY) shares.

The subsidiary is engaged in tyre production, rubber R&D, mold development, and related services. Sailun expects to close the deal by July 31, 2025, pending final approvals.

Bridgestone said in its filing of the sale that this will have a "minor" impact on its 2025 financial results.

Why The Bridgestone Shenyang Plant Sale Matters

For tyre dealers watching the balance of

global production power, this sale may have long-term implications:

Bridgestone's withdrawal from Chinese TBR production may reduce competitiveness in Asia's largest commercial tyre market. It may also increase Bridgestone's reliance on global supply chains.

Sailun's acquisition boosts its capacity and footprint. It may expand the company's ability to produce and export TBR products domestically and internationally, including to the U.S.

Sailun's growing presence in global OE and replacement channels may lead to more competitive pricing. It could also improve product availability in the markets where Sailun is distributed.

APOLLO TYRES TO OPEN DEDICATED OUTDOOR TYRE TESTING FACILITY



In a move to redefine its development capabilities, Apollo Tyres Ltd today announced the upcoming opening of a cutting-edge outdoor tyre testing facility at Ivalo, Finland, specifically engineered for winter and all-season tyre evaluation. This strategic move marks a significant milestone in the company's long-term commitment to innovation, testing excellence and customer-centric product development.

Being developed under a long-term agreement with UTAC, a globally recognised automotive testing and certification group, the facility will feature exclusive, tailor-made infrastructure and dedicated test tracks, purpose-built for winter and all-season tyre

testing in real-world conditions.

Daniele Lorenzetti, Chief Technology Officer, Apollo Tyres Ltd said, "This is a strategic investment in autonomy, efficiency and agility. With this test track fully dedicated to us in UTAC proving grounds, we eliminate bottlenecks, increase our cost-effectiveness, gain full control of test schedules, and empower our teams to iterate and validate products, both Apollo and Vredestein brand, on their terms — especially during the critical winter season."

The facility is designed to meet and exceed all current and anticipated technical and legal standards for winter and all-season tyre development. It allows for extended-season testing windows, helping to compress development timelines and

accelerate go-to-market cycles. For the Tyre Industry, this signals a shift toward greater vertical integration in performance validation.

By consolidating key testing functions in a single, dedicated location, Apollo Tyres Ltd aims to enhance test accuracy, repeatability and efficiency to assess snow and ice performance of Apollo and Vredestein tyres — while also building resilience into its development programmes amid increasing regulatory scrutiny and climate variability.

The new outdoor testing facility is expected to be fully operational by December 2025 and will immediately begin supporting ongoing product development initiatives for both existing and future tyre lines.

YOKOHAMA ACQUIRES ROMANIAN PLANT FOR OHT PRODUCTION



Yokohama Rubber has just announced their latest acquisition of the fixed assets including land, building production machinery of a closed production plant in Romania. Through the company's off-highway tyre (OHT) subsidiary Yokohama TWS Romania S.R.L.

The acquisition follows the recent

acquisition of Goodyear Tire & Rubber's OTR business to achieve 'Hockey Stick Growth' as part of Yokohama's medium-term management plan for the fiscal years from 2024 to 2026. Which will significantly increase the Group's manufacturing capacity in mining and construction machinery tyres in Europe.

It also represents a key part of

Yokohama's future ambition to expand its current OHT product portfolio and production and supply capabilities in all categories including tyres for mining and construction machinery. In a concerted effort to further strengthen the company's market status and competitiveness in OHT business and enhance its corporate value.

GOODYEAR NETS \$254 MILLION IN Q2 2025



This triples net income year-over-year. Goodyear said the increase stemmed largely from one-time gains, such as from the sale of the Dunlop brand.

The Goodyear Tire & Rubber Company reported its second quarter 2025 results. Goodyear Q2 2025 results included net sales of \$4.5 billion and tire unit volumes of 37.9 million. The company posted net income of \$254 million (87 cents per share), up from \$79 million (28 cents per share) a year ago.

Goodyear said the increase stemmed largely from one-time gains, such as a \$385 million pre-tax gain from the sale of the Dunlop brand. Q2 2025 also included \$59 million

in rationalization charges and \$5 million in Goodyear Forward costs. By contrast, Q2 2024 included \$19 million in rationalization charges and \$40 million in Goodyear Forward costs.

"The second quarter proved challenging in both our consumer and commercial businesses, driven by industry disruption stemming from shifts in global trade – including a surge in low-cost imports across our key markets," said Mark Stewart, Goodyear's chief executive officer and president. "We expect conditions to stabilize in the coming quarters. We see clear opportunity ahead as we capitalize on our strong U.S. manufacturing footprint. Goodyear continues to expect to exceed the original goals for Goodyear Forward."

On an adjusted basis, Goodyear reported a net loss of \$48 million, compared to adjusted net income of \$48 million a year earlier. Adjusted earnings per share showed a loss of \$0.17, down from earnings of \$0.17 in the prior year's quarter.

Goodyear Q2 2025 Results: Segment Operating Income Falls

The company's segment operating income dropped to \$159 million, from \$334 million in Q2 2024. Excluding the sale of its Off-the-Road (OTR) tire business completed in February, Goodyear said segment income fell \$152 million due to higher raw material costs.

TIA ADVOCATES FOR TYRE-DERIVED AGGREGATE IN INFRASTRUCTURE PROJECTS



TIA said TDA use provides a critical market for end-of-life tyres, diverting millions from landfills each year.

The Tire Industry Association (TIA) has issued a Statement of Work on Tyre-Derived Aggregate (TDA), emphasising its performance, applications, and environmental advantages.

TIA said Tyre-Derived Aggregate use provides a lightweight, free-draining solution. It's made from recycled tyres and is meant to enhance infrastructure projects,

including roads, retaining structures, and stormwater systems.

TIA's initiative encourages engineers, public agencies, and private-sector stakeholders to adopt TDA as a sustainable alternative for geotechnical challenges.

"All TDA applications identified in the Statement of Work meet ASTM D6270-B standards," said Dick Gust, CEO of TIA. "This document serves as both a technical resource and a call to action for wider adoption of TDA in infrastructure projects across the country."

TIA said TDA improves subgrade drainage and prevents frost heave in road construction while extending pavement life. As a lightweight backfill for retaining walls and bridge abutments, TDA reduces lateral earth pressure and enhances thermal insulation. For stormwater management, TDA offers high water storage capacity and contaminant filtration, reducing urban runoff and flood risks, TIA said.

TIA said TDA use provides a critical market for end-of-life tyres, diverting millions from landfills each year.

SCIENTISTS CALL FOR STANDARDISATION OF TYRE WEAR EMISSIONS METHODOLOGIES



Researchers found that potential decisions about tire emissions could be based on incomplete science.

A new series of scientific papers calls for stronger research and harmonised methods to measure and assess tire wear emissions. The series, "State of Knowledge: Tire Wear Emissions During the Use Phase," analyzes more than 850 peer-reviewed papers published in the last 40 years.

It reveals that the current knowledge base on tire wear emissions remains

scattered, inconsistent, and inconclusive. Researchers said that's due to varying approaches and assumptions.

Supported by the Tire Industry Project (TIP), the series consists of three papers. The first two cover the characterisation of tire wear emissions and their environmental impacts. A third paper, expected in late 2025, will focus on potential health impacts.

"The topic of tyre wear emissions is extremely complex, multi-dimensional, and unfortunately only partially

understood," said Dr. Stephan Wagner. "While notable progress has been made over the years in analysing such emissions, significant knowledge gaps and inconsistencies prevent a full understanding of their behaviour and impact. There is a growing concern that decisions about tyre emissions could be based on incomplete science."

He added that resolving these challenges requires academia, industry, and policymakers to collaborate on shared research and models.

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