

Southern Africa

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FROM ENTERTAINER TO TYRE MOGUL – THE JOURNEY OF A FEARLESS ENTREPRENEUR MEET THE TYRE MAN, THABISO MPHORE!

**REVIEWING THE
POLLS – WHAT
YOU HAD TO SAY!**

Tyre Wear Emissions
pose a
Massive Threat

G20 Summit opens
doors for SA's aftermarket
tyre retailers

EEC opens dunning probe
into Thai and Vietnamese
truck tyres



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Editor's Corner

During this year, we've profiled several independent successful retailers whose drive, determination and entrepreneurial spirit have led to incredible achievements. Inspiring stories, that remind us that anything is possible, if you put your mind to it.

We end 2025 with another uplifting interview, this time, with Thabiso Mphore of Kgethogolo Trading and Projects, who went from struggling entrepreneur to prosperous retailer, reaping the benefits of his hard work during the Covid lockdown period - which for his operation - spelt a financial windfall. You can read all about his journey on page 2.

2025 also marked another significant milestone, with SA TREADS Digital becoming interactive, so that our readers in the industry can engage with us and voice their opinions on important issues that might be affecting

their businesses. We wrap up the year, by dissecting the polls in which you participated and what they signify. And there's another opportunity for you to share your thoughts in our latest poll, stemming from our feature story on tyre wear emissions, on page 9.

It's nearly time for South Africa's annual shutdown. If you're travelling take care on the roads, and do not neglect those tyre checks!

Happy holidays everyone!

Yours in tyres



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FROM ENTERTAINER TO TYRE MOGUL – THE JOURNEY OF A FEARLESS ENTREPRENEUR

MEET THE TYRE MAN, THABISO MPHORE!

From a young age, Thabiso Mphore's mission was clear and simple: To succeed in life, and to do it on his terms. The corporate world was not for him. Unlike many of his peers, he did not aspire to occupying the 'corner office' with the sizeable window. Instead, Thabiso embarked on a fascinating entrepreneurial journey, one that ultimately combined the ideal location with a niche business opportunity. The perfect mix for a successful business. Starting out, he went about trying his hand at several ambitious pursuits, first in entertainment, next in transport, and eventually, investing in a risky, but finally, successful venture - a tyre shop.

Talk us through your career path and what led to you becoming entrenched in the tyre business.

My philosophy has always been 'never put all your eggs in one basket' With that in mind, I dabbled in several businesses, among them – entertainment - which served me well for a few years, enabling me to gather funds which I used to invest in other businesses.

At the age of 25 (2008) Kgethogolo Trading and Projects (PTY) Ltd was conceptualized, to which at 30 (2013) it was brought to life and registered legally with CIPC. At this point, I thought I would give the transport business a shot and purchased a truck to deliver bread to the various supermarkets on behalf of Tiger Brands – a decision, which in hindsight, proved foolhardy, leaving me in debt and unable to secure finance for other projects.

Simultaneously, I began supplying tyres to the owner of the store in Virginia that I finally acquired.

What drew you to the tyre business?

Believe it or not, it was the roadside breakdowns that convinced me this was the business I wanted to be in. Determined

to put in an offer to purchase, I approached several financial houses, to no avail. The debt accrued with the truck did not hold me in good stead. Luckily, I was still involved in entertainment and managed to save enough to raise a deposit.

The Department of Economy and Development in the Free State then finally agreed to assist with a loan, but by that time, the store owner was not keen to sell the building. He was, however, prepared to lease it to me for a period of six months with the understanding that if I made a success of the business, he would consider selling to me.

Despite my best efforts, six months was not enough time, so he granted me a further six months, and after that, an additional twelve months to prove I was serious. Bear in mind, during this time, the rent kept on increasing, but somehow, I kept on going.

Were you trading in tyres at the time?

No. I did not have sufficient funds to invest in stock or equipment, but I used

My philosophy has always been 'never put all your eggs in one basket'.



the space as a base to conduct all my other business interests.

It was only at the end of the two-year period that I eventually bought the building and put my mind on running it as an official tyre store.

During the first few months, I still had no equipment, no wheel alignment facility, or staff, but fortunately for me, I kept being approached by former staff of the outlet who once worked there, looking for work. Without hesitation or having to think too long or too hard, I told them all that they were hired, and we got to work.

They were instrumental in guiding me on sourcing the right equipment by way of wheel balancing, wheel alignment and so on, and I sent them to Gauteng to pick up the machines.

What about stock?

With the original store being a Dunlop

Zone, I approached Dunlop who were understandably skeptical, given my track record with the truck, so I used my own cash to buy the first consignment of stock.

That was in 2019. Suffice to say, we grew from there, with Dunlop eventually agreeing to taking me on. In 2020, the store was branded a Dunlop Express. Moreover, in 2022, I was awarded Best Dealer of the Year.

What an incredible achievement! Well done, and during Covid. How did you survive this period?

ronically, I made a killing during the lockdown period. Being a member of the RMI and MITCO, I was deemed an essential services provider in my area, and received a permit to continue trading, servicing the SAPS, ambulance services and other government departments.

Obviously, there were very few walk-

“
 In 2022, I was awarded Best Dealer of the Year.
 ”

ins during this time, with movement being restricted, but thankfully, mining and agriculture (both of which are strong in my region), continued to operate.

During that time, I often worked until 7pm in the evenings, but I was grateful for the work, especially as the entertainment side of my business had come to an abrupt halt.

Subsequently, we continued to grow from a staff of five to 12, concentrating not only on tyres, but on underbody and suspension work, and of course, breakdowns, which keep us busy on the weekends.

What are some of the challenges you must overcome?

Being a mining town, any activity or inactivity from the mines, such as strikes, impacts on the business.

June and July are typically very quiet months too, but this is where our contracts and accounts with the transport companies keep us going.

My personal strength is going out to look for business. I am seldom in the office, choosing to spend my time pursuing opportunities and contracts with municipalities, mining houses and construction, to demonstrate our services.

Is the competition strong in your area?

We are not threatened by the competition. It keeps us on our toes. Plus, we all target different market segments. For us, this is industrial tyres and suspension work. I strongly believe in focusing on what you're good at and what works for you, instead of being all things to all people. Have your own signature. Don't try to be someone else.

I make a point of telling my staff to ensure they represent what we believe in and to take responsibility for their mistakes. The important thing is to ensure they keep the customer.

It sounds like you are surrounded by a strong staff complement.

I am. I listen to my staff and take their suggestions on board, as they know better than me. My team runs the operation while I am the deal maker. That's my role.

We are not only a team, but we are also a family, and we are currently working on introducing staff incentives, especially as we are planning to open another two branches during 2026, outside of the province.

How exciting. Tell us more.

I cannot disclose the locations for the time being but suffice to say there are some exciting developments ahead. Watch this space.

Would it be correct to name the RMI and Dunlop as your mentors?

Absolutely. Without their legitimacy and support, I would not be where I am today. Being a member of the RMI provided the business with the credibility to grow by allowing me to target fleets and other prominent market sectors.

How would you like to be remembered?

I would like to be remembered as someone that thinks beyond possibilities, an astute entrepreneur who sees an opportunity from an accurate angle, perhaps where others don't. A go-getter

“

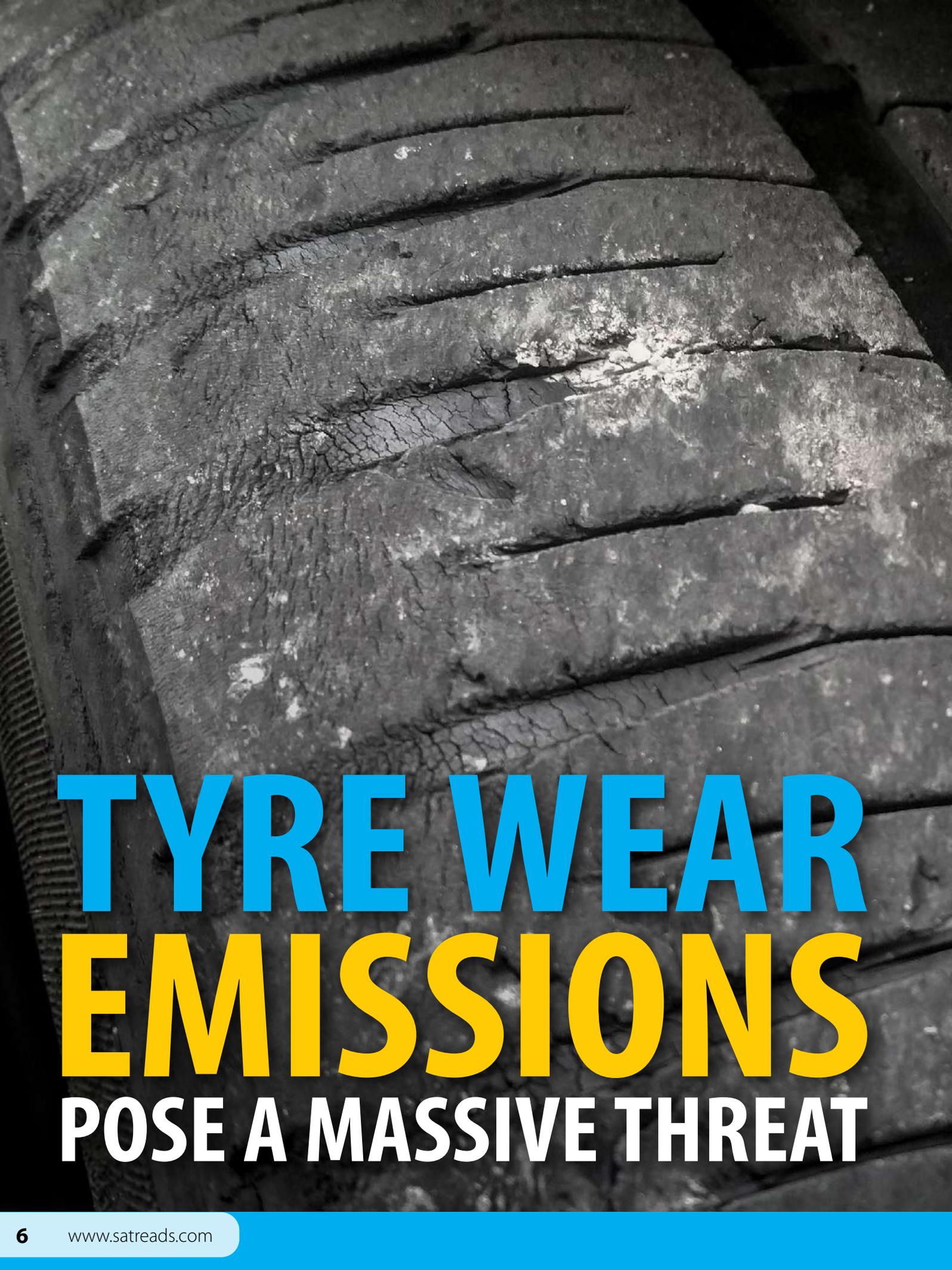
My personal strength is going out to look for business.

”

of note, once I set my mind to something, I make it happen.

At this point in my life, my primary focus in my tyre business and I'm proud to say that around these parts, I'm known as 'The Tyre Man'.

Thabiso Mphore is currently Chairman of TEPA RMI Transformation Committee and member of Rmi Nec Member President of men in Ministry (Sons of Allen) in the Ame Church Stewards Board Member of Ame Church. He is married to Palesa, and the couple is blessed with three children, Lethabo, Khanya and Rearabetswe. Palesa joined Kgethogolo in 2022, where she occupies the position of Director. She comes from the hospitality industry and has been a strong partner for Thabiso in his business ventures.



TYRE WEAR EMISSIONS POSE A MASSIVE THREAT

The devastating effects of man-made pollution to our planet have prompted an urgent global response to reduce CO2 emissions and develop alternative environmentally friendly power solutions. Ironically, when we think about pollution, tyre emissions do not spring to mind. Is there such a thing? Sadly, yes. Tyre wear emissions pose considerable risk, not only to the environment, but also to our health.

Shockingly, tyre wear is such a major environmental issue, with scientists now claiming that particle pollution from tyres can be thousands of times higher by mass than from modern vehicle exhaust pipes, which are now highly regulated. More alarming still, globally, an estimated six million tonnes of tyre material are shed into the environment annually.

HOW DOES THIS HAPPEN?

Quite simply, these emissions are generated by the friction between tyres and the road surface during normal driving.

WHY THE DANGER?

Notably, tyres are a complex combination of natural and synthetic rubber, reinforced with materials like carbon black, silica and various chemical additives, including heavy metals (such as zinc) and polycyclic aromatic hydrocarbons.

Tyre wear particles (microscopic in size) are classified as a major source of microplastic pollution and can enter the environment in a variety of ways:

- **Airborne Dispersion:** Smaller, fine and ultrafine particles can become airborne, travel long distances, and be inhaled deep into the human respiratory system, posing health risks.

- **Waterways and Soil:** Particles deposited on roads are washed into urban runoff by rain and snow, contaminating rivers, lakes and oceans. This runoff can also contaminate the soil when sewage sludge (containing concentrated tyre particles), is used for as agricultural fertiliser.

And it is not only humans that are affected. Microplastic pollution severely impacts marine creatures. Researchers were, for instance, able to establish a link between the death of salmon in urban



Tyre wear particles are classified as a major source of microplastic pollution.





There are currently no specific regulations that limit the rate of tyre abrasion or the chemicals they contain.

rivers and high levels of chemicals used in tyres. This, according to ecostandard.org

Worryingly, unlike exhaust systems, currently, there are no specific regulations that limit the rate of tyre abrasion or the chemicals they contain.

Encouragingly, nations and tyre makers alike are beginning to pay attention to the issue.

In its Zero Pollution Action Plan, the EU has set a target for a 30% reduction in microplastics released into the environment by 2030, but accompanying policies are needed to ensure enforcement.

In November 2022, the European Commission published the long-awaited proposal to reduce air pollution from vehicles, suggesting tightening exhaust emission standard for cars and vans and setting limits on particles shed from tyres.

Across the Atlantic, in the USA, at September's Tire Emissions Research Conference in Boston 2025, the Tire Industry Project (TIP) approved funding to five awardees selected with total funding of nearly USD 2 million to accelerate the understanding of tyre wear emissions and mitigation.

First launched in 2024, the Open Call for Projects (OCP) is a global initiative to expand the scientific evidence base of tyre emissions.

"The topic of tyre wear emissions is extremely complex – one that requires deep, evidence-based investigation and cross-stakeholder collaboration. Recognising this, we decided to complement our own research and mitigation initiatives by launching the Open Call for Projects, inviting stakeholders across the world to join us in the quest to uncover this multi-dimensional subject," said Larisa Kryachkova, Executive Director, TIP.

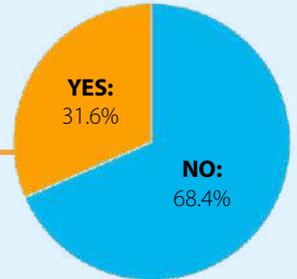
TIP's OCP is a global initiative designed to foster innovation and collaboration, with the objective of understanding and addressing the evolving environmental issues relevant to the tyre industry.

Dr. John Bucher, part of TIP's Assurace Group and a member of the OCP evaluation committee added: "Sound science and robust evidence are essential to assessing the environmental challenges we face and to identifying the most effective solutions. Initiatives such as the OCP can act as a tremendous catalyst in this regard, opening a new world of possibilities."

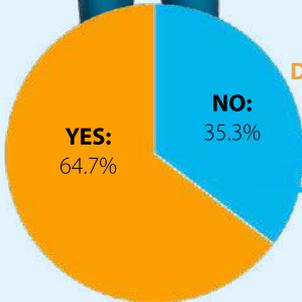


This year, SA TREADS Digital became an interactive publication, allowing industry players to voice their thoughts on a range of topics. Here is a review of the polls we featured and their outcome:

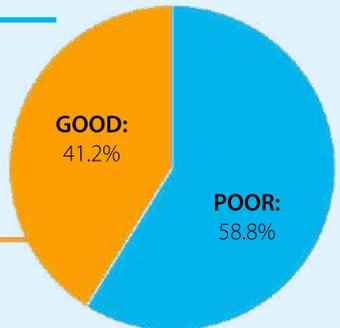
Can the South African retailer afford not to be an active player in the e-commerce online tyre space, given the evolution of the global market?
 Predictably, a whopping 68.4% of respondents answered 'No', (with only 31.6% disagreeing), thereby recognising the evolution of the trading space in tyre purchase.



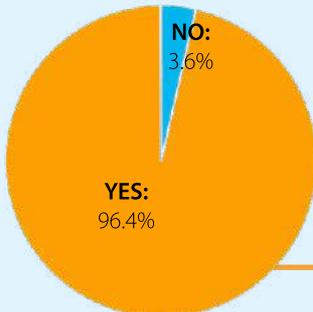
Do independent retailers compete effectively without international backing?
 Interestingly, 64.7% of respondents believe they can compete in the marketplace effectively, without the backing of an international manufacturer, while 35.3% still see the value in the distributor/manufacturing alliance.



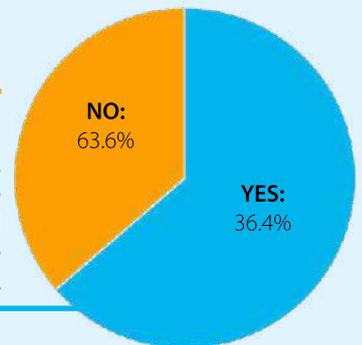
Rating of Waste Bureau Collection Services (Good vs Poor)
 The results of this poll were much in line with the Waste Bureau's servicing estimates, showing that only 41.4% of respondents are satisfied with the current service levels, while the majority (58.8%), rated their collection service as poor.



Does retreading remain an important cost solution for the TBR market?
 This one was a no-brainer! A staggering 96.4% of respondents still recognise the cost saving benefits of providing the customer with a retreading solution. Only a mere 3.6% did not agree.



Preference for Run-Flat Tyres as Original Fitment.
 We were not surprised by this one, either. Only 36.4% of you believe run-flats are a viable product for the South African market, while 63.6% do not. Given the high cost of RFTs, and South Africa's vast distances to be travelled (RFTs will only safely carry you for 80km), for the dealer, carrying regular stock of these items does not make economic sense.



Have YOUR SAY...

Are tyre wear emissions of concern to you?

CLICK HERE TO VOTE

YES NO



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

AFRICA'S NEW PROMISE: HOW THE G20 SUMMIT OPENS DOORS FOR SOUTH AFRICA'S AFTERMARKET TYRE RETAILERS

South Africa's aftermarket tyre and parts retailers stand at the center of major changes following the G20 Summit in Johannesburg, gaining new business opportunities through local supply chain strengthening, increased investment in electric vehicle production, and a unified continental market. Backed by international funding and government incentives, retailers will benefit from lower costs, advanced vocational training, expansion across Africa, and the rise of sustainable practices, positioning them as vital drivers of Africa's economic transformation.

Written By: Dylan Petzer (TEPA National Vice-Chairman)

The champagne has settled after the G20 Summit concluded in Johannesburg, and while international delegates have departed, they've left behind something precious: a blueprint for Africa's economic transformation - and a golden opportunity for South Africa's aftermarket tyre and parts retailers.

TEPA has embraced and welcomed with open arms the developments and achievements of this year's G20 Summit. For years, the conversation around automotive has centered on manufacturers and multinationals. But the real backbone of vehicle ownership, the lifeblood that keeps millions of cars, trucks, and buses operational

across Africa, has been overlooked. That backbone is you - the independent retailers, the tyre shops on Main Street, the fitment centers that have kept this sector alive through every economic cycle.

The G20 outcomes change that narrative fundamentally and now we need to start collectively testing the relevance and efficacy of existing processes and policies.

From Raw Materials to Ready Retailers

South Africa's role in the global critical minerals economy has just been elevated. The G20's new Critical Minerals Framework ensures that mineral wealth remains in the hands of producing nations, driving local

processing and value addition. For retailers, this means something beautifully simple: a strengthened local supply chain that keeps tyre and parts prices competitive and accessible.

When rubber and materials are processed locally rather than exported raw, South African manufacturers benefit from lower input costs and better economies of scale. These savings flow downstream to retailers and, crucially, to customers. You'll be able to stock quality products at margins that make business sustainable.

The Electric Vehicle Wave: Your New Customer Base

The G20 summit shone a spotlight on

electric vehicle production in South Africa, backed by €750 million in European investment and government tax incentives extending to 2036. For aftermarket retailers, this isn't a distant threat. It's a wave of new customers arriving at your door.

Every EV produced locally needs tyres—specialized tyres designed for electric vehicles. These require different compounds, different tread patterns, different expertise. Independent retailers who invest in training their staff and stocking EV-appropriate products will capture a growing, high-value market segment before the big chains even notice the opportunity.

And it's not just tyres. EVs need different brake components, suspension parts adapted for battery weight distribution, and specialized diagnostic equipment. The aftermarket is becoming more sophisticated, more specialized, and this favors retailers with strong customer relationships and specialized expertise over generic discount chains.

A Continental Market Opens Up

Imagine if your best customers weren't just in Johannesburg, but across Nairobi, Lagos, Accra, and Cairo. The African Continental Free Trade Area (AfCFTA), now with G20 backing, is turning this imagination into reality. Automotive rules of origin—the rulebook for what counts as “African-made”—are being finalized. South Africa is leading the charge to establish an African Auto Pact with Egypt and Algeria.

For retailers, this means continental supply chains. It means your supplier relationships extend across borders. It means business opportunities in adjacent markets. A tyre retailer in South Africa could become a regional distributor. A parts shop could establish franchises across Southern Africa. The regulatory framework is being set up specifically to support this kind of expansion.

Skills, Jobs, and Community Value

The G20 committed member states to investing in vocational training and apprenticeships, targeting the green and digital economy specifically. Here's where retailers become community pillars. Your businesses are the perfect incubators for TVET training. A young person learning tyre fitting, brake servicing, or EV diagnostics at your shop isn't just gaining employment—they're building a career in a sector that's actively growing.

Government funding streams are flowing toward exactly this kind of training. TEPA members can access these funds to formalize

apprenticeships, upskill existing staff, and build employment pathways in their communities. You're not just running a business; you're creating jobs and building skills at scale.

Circular Economy: Profit from Sustainability

South Africa's waste tyre management plan - This creates a legitimate business opportunity that wasn't viable before: tyre retreading and responsible waste management. Retailers who engage with collection, processing, and retreading can diversify revenue streams while serving the sustainability agenda that global customers increasingly demand.

Fleet operators want documentation of their environmental responsibility. Offering retreaded tyres as a premium, sustainable option—alongside original equipment—opens conversations with corporate customers you might not otherwise reach.

The Real Opportunity

The G20 summit's significance isn't measured in ceremonial speeches or

diplomatic language. It's measured in something far more concrete: the moment when international frameworks begin flowing down into local action. When European investment meets South African manufacturing, when continental trade rules create market access, when government incentives unlock local capability.

For the aftermarket retail sector, that moment is now.

You've always been essential. The G20 summit simply made that truth visible to capital, policy, and international markets. The question isn't whether opportunities exist—they're everywhere. The question is whether your business is positioned to seize them.

The time to invest in training, to prepare for EV market share, to think regionally, and to integrate with TEPA's collective advocacy is not next year. It's today.

Africa's moment has arrived. South Africa's tyre and parts retailers aren't spectators to this transformation—you're the driving force.



TEPA

Proud Association of 

CONTINENTAL JOINS FORCES WITH MERCEDES-AMG EXPERIENCE AS OFFICIAL TYRE PARTNER

Continental Tyre South Africa has joined forces with Mercedes-Benz South Africa as its tyre partner for the AMG Experience, which is based at Zwartkops Raceway near Pretoria. This partnership sees Continental's SportContact 7 ultra high-performance (UHP) tyre fitted across the fleet of Mercedes-AMG models that are used for driver training, delivering exceptional driving precision and confidence on track.

"We are delighted to join forces with Mercedes-Benz South Africa as its official tyre partner for the AMG Experience, equipping its high-performance vehicles with our Continental SportContact 7 tyres in a variety of 19 and 20-inch sizes," says Dustine Gascoyne, Market Manager, Continental Tyre South Africa. "The SportContact 7 is our range-topping ultra high-performance tyre, preferred by many vehicle manufacturers and fitted as original equipment on the Mercedes-AMG C63 S E Performance. It is also a multiple winner in independent UHP tyre tests around the world." The AMG Experience offers a variety of high-performance driving courses that focus on car control and safety. It features a thrilling line-up of the most powerful and dynamic vehicles in the Mercedes-AMG stable. This includes the A45, C43, C63 S E Performance, and the AMG GT 63 S E Performance – the fastest accelerating car tested by numerous local publications.

"Mercedes-Benz South Africa is proud to announce its partnership with Continental Tyre South Africa as the official tyre partner of the AMG Experience. This collaboration brings together two brands renowned for precision



engineering, innovation, and performance excellence. The partnership ensures that every participant in the AMG Experience benefits from the superior grip, handling, and safety of Continental's latest ultra high-performance tyre, the SportContact 7," says Alexandra Boavida, VP Sales and Marketing, Mercedes-Benz South Africa. Clint Weston, AMG Experience Head Instructor, says: "This partnership highlights Mercedes-Benz South Africa's dedication to providing drivers with the very best in performance and control, while demonstrating the harmony between advanced automotive engineering and state-of-the-art tyre technology. Together, Mercedes-Benz and Continental are reshaping what it means to experience pure driving performance at its most exhilarating."

Continental SportContact 7

The SportContact 7 is renowned for its exceptional grip and poise. It delivers ultimate precision on the race track, sure-footed control and predictable grip on the extremely slippery skidpan, and outstanding safety in real-world driving scenarios where unpredictable conditions test tyres and advanced driver assistance systems to the limit. Continental introduced

several revolutionary new technologies on the SportContact 7 that work together to give this multiple award-winning tyre its impressive performance and grip, matched to precise control and accurate feedback. A unique Macro Block tread design with connected block structure on the outside shoulder of the tyre enhances lateral force transmission when cornering.

This is complemented by an Adaptive Pattern that provides consistent and safe driving characteristics on wet and dry surfaces, even at higher speeds. The SportContact 7 features Continental's advanced Harmonised BlackChili compound that is designed to achieve the optimal balance between the tread pattern and compound. Combining this with a low-void tread pattern design that places more rubber on the road surface ensures that the SportContact 7 achieves outstanding performance in all conditions. The SportContact 7 was the first tyre Continental developed in tailored sizes to suit different vehicle classes and weights. Its Force Clustering technology accounts for differing requirements in sidewall stability, grip generated under load, high-speed driving and handling-optimised tread.

Debunking Retreading Myths with Bandag



At Bandag, we're committed to delivering high-quality retreaded tyres that meet the highest performance standards. Let's debunk some common myths:

Myth

Retreaded tyres are inferior.

Retreaded tyres are prone to blowouts.

Retreading damages the environment.

Retreading is outdated technology.

Fact

Bandag's retreaded tyres undergo rigorous testing and meet strict safety standards, including ISO certification.

Bandag's retreaded tyres are designed for reliability and safety, with warranties to match.

Retreading reduces waste and conserves resources, making it an eco-friendly option.

Bandag's advanced retreading technologies ensure high-quality, reliable tyres that meet modern standards.

The Bandag Advantage:

- Cost savings up to 50%
- Environmental benefits through reduced waste
- Consistent, peak product performance

Choose **Bandag** for your retreading needs and experience the difference.

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

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AUTOMECHANIKA JOHANNESBURG CATALYSES INDUSTRY TRANSFORMATION



The milestone 10th edition of Automechanika Johannesburg, held from 28 to 30 October, brought together industry leaders, innovators, and automotive specialists to its new venue, Gallagher Convention Centre, to explore the future of South Africa's automotive aftermarket sector.

Connecting the market, driving export opportunities

The event attracted 307 exhibitors and facilitated 2,959 business matchmaking meetings, connecting buyers and

suppliers from across the continent and beyond.

International visitors attended from 34 countries, including key African markets such as Zimbabwe, Zambia, Botswana, Namibia, Kenya, and Nigeria, as well as global markets including Germany, the United Kingdom, China, India, and the United Arab Emirates.

CEO Breakfast Sets Strategic Tone

The event opened with the Q4 CEO Breakfast on day one, where sustainability, compliance, and global competitiveness emerged as critical themes. Sponsored

by SKF, Nedbank, The Gauteng Growth and Development Agency (GGDA), and the Automotive Industry Development Centre (AIDC), the breakfast set the tone for three days of collaboration and innovation.

Expertly facilitated by programme director Victor Radebe, Chief Director of Programme Management Office at the Gauteng Provincial Government, the breakfast featured keynote addresses from Sthembiso Dlamini (Acting CEO, Gauteng Growth and Development Agency – GGDA), Andile Africa (Chief Executive Officer, AIDC), Andrew Marsh (Technical Director, AutoBody Bible), Kudzayi

Mazukana (Head of Sustainability Business and Commercial Banking, Nedbank), and Duncan Mutengwa (Acting CEO, NRCS).

Dlamini positioned the automotive aftermarket as a cornerstone of inclusive economic growth, emphasising programmes such as Township Economic Revitalisation that help small businesses formalise, scale, and connect to industrial networks.

Africa addressed the intersection of geopolitical disruption and technological transformation, urging the industry to focus on electrification of public transport, last-mile delivery, and circular production.

Marsh provided a global perspective on regulatory challenges and the critical skills gap facing the independent aftermarket, stressing that education and training must become a massive focal point on electrification. According to Marsh, incoming NEVs are increasingly designed with completely new technology, including additional high-voltage circuits in EVs which mechanics must be made aware of.

Mazukana presented the business case for sustainability, highlighting that energy efficiency projects in the sector already show three to four-year paybacks and 10 to 15% profit savings. Mutengwa outlined the evolving regulatory landscape, positioning compliance as a strategic competitive

advantage rather than a burden.

Michael Dehn, Managing Director of Messe Frankfurt South Africa, noted that the Automechanika brand has served as a navigation system for the aftermarket industry around the world for 54 years, providing an essential platform where stakeholders can determine which roads to avoid and which to take in an increasingly complex economic and business landscape. Automechanika Johannesburg provides orientation in particular at times of uncertainty, when established trade routes are being disrupted and new markets need to be accessed.

Three Days of Knowledge-Sharing and Innovation

Beyond the CEO Breakfast, day one featured an insightful Township Development Panel Discussion hosted by the City of Johannesburg, and an RMI car door wrapping competition.

Day two included the Chartered Institute of Logistics and Transport (CILT) Conference, Right to Repair Talk, the MasterDrive Fleet Safety Awards, the Bearings International Rotake Competition, and a live spray painting demonstration. The event concluded on day three with the Collision Repairers Association (CRA) Conference.

The diverse programme addressed

emerging trends including electrification and digitalisation, circular economy models such as remanufacturing and recycling, regional integration through the Africa Continental Free Trade Area (AfCFTA) framework, and innovation ecosystems driven by public-private partnerships.



Confirmed return

"This milestone event has demonstrated the vital role Automechanika Johannesburg plays as Africa's leading automotive aftermarket platform," said Dehn as he reflected on the trade fair's success.

"The energy, innovation, and collaboration we witnessed over these three days reinforces our commitment to connecting the industry and driving it forward. We invite all stakeholders to join us next year as we continue to navigate the future of mobility together."

Automechanika Johannesburg 2026 will take place from 27-29 October 2026, once again at the Gallagher Convention Centre in Midrand.



DUNLOP TYRES SA WELCOMES MARCIA NOXOLO VERONICA MAYABA AS NEW COMMERCIAL DIRECTOR

Dunlop Tyres SA is proud to announce the appointment of Marcia Noxolo Veronica Mayaba as its Commercial Director, effective November 2025. Her portfolio encompasses, Sales, Retail, Marketing and Technical Services. A respected and purpose-driven leader, Mayaba brings decades of experience across the automotive value chain and a proven track record of building high-performance, people-centred teams.

Mayaba, recognised for achieving several milestones and firsts in the automotive industry, brings with her extensive experience from the sector, supporting Dunlop's growth strategy in the medium to long term future.

Mayaba was the first black female CEO in Automotive Retail in South Africa. Her impressive career includes leadership positions at Eqstra Fleet Management, Isuzu Motors South Africa, Lindsay Saker VW & AUDI, Barloworld GM Bruma, Barloworld Isuzu, Barloworld Ford & Mazda.

Lubin Ozoux, CEO of Dunlop Tyres South Africa said: "Marcia brings a distinctive blend of empathy, strategic insight, and commercial acumen. Her passion for developing people, her deep understanding of the automotive ecosystem, and her commitment to ethical leadership align perfectly with



Dunlop's purpose-driven culture. We're so excited to welcome her to the leadership team and look forward to the impact she will make in driving our business and dealer partnerships forward."

Mayaba's passion for the automotive industry stems from a personal journey of perseverance and purpose. "The automotive industry has been the canvas for my life's work. It's where innovation meets people's daily realities – and for me, it represents progress and empowerment, especially for women and young people. It is my purpose to contribute to a sustainable and thriving business where

people and the organisation grow together."

Speaking on her decision to join Dunlop, Mayaba said: "Dunlop embodies heritage, integrity, and resilience – values that deeply resonate with me. My first meeting with Lubin and the Exco immediately felt like a fit – a culture anchored in people, continuous improvement, and long-term sustainability. Joining Dunlop is not just a career move; it's a continuation of my purpose to build stronger, values-based ecosystems within the automotive landscape."

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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.

EEC OPENS DUMPING

PROBE INTO THAI AND VIETNAMESE TRUCK TYRES AND STARTS REVIEW OF CHINESE DUTIES

Story courtesy of Retreading Business.

The Eurasian Economic Commission (EEC) has launched two actions covering truck tyre imports into the region. In November 2025, it opened an anti-dumping investigation into tyres from Thailand and Vietnam. It has now begun a review ahead of the expiry of the anti-dumping duties on Chinese tyres to decide whether they should remain in place.

China, Thailand and Vietnam Imports Under Continued Scrutiny

Both cases cover new truck tyres sized 17.5 to 24.5 inches with heavy-duty load ratings. Tyres shipped as complete wheel assemblies may also be included. In the Thailand and Vietnam case, the Commission says exporters sold to the EAEU below normal value between 1 April 2024 and 31 March 2025. The normal value was sourced from domestic online prices and adjusted for taxes, mark-ups, and transport costs. Export prices were based on customs data.



On this basis, the Commission calculated dumping margins of 24.17% for Thailand and 19.59% for Vietnam.

The application points to clear pressure on the EAEU market. From 2022 to 2024, the overall market grew by 6%, while imports from Thailand and Vietnam more than

doubled, and their share of the market also increased. Over the same period, EAEU producers' sales edged up, but their market share slipped. From April 2024 to March 2025, the market fell by 15%, yet imports from the two countries still rose slightly, and their share grew. The filing



cites weaker output, lower capacity utilisation, rising inventories, and sharp drops in profits and profitability for EAEU producers in both periods.

The Commission notes the wider context that could amplify the impact. Thailand and Vietnam have export-oriented tyre industries and combined capacity well above EAEU demand. Vietnam plans to add 1.4 million units of capacity. Several other countries already apply trade measures to tyres from these origins. The United States has also levied additional duties on vehicle and component imports, including truck tyres, since May 2025 under Section 232. The Commission considers there is a real risk that more low-priced imports could further undermine the domestic industry and has therefore opened the investigation.

The action on China is an expiry review of measures first imposed in 2015, which currently set duties between 14.79% and 35.35% depending on the producer and are scheduled to run until 28 June 2026. In 2023, the Commission extended the duty to running wheels when imported as complete assemblies with truck tyres. The new review follows an application from EAEU manufacturers who argue that ending the duties would likely lead to continued dumping and renewed injury. Using data from April 2024 to March 2025, the Commission cites a dumping margin of 29.64%, continued price undercutting by Chinese tyres, and weak results for EAEU producers. It also points to substantial spare capacity in China and trade measures in other markets.

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KIMI RÄIKKÖNEN JOINS NOKIAN TYRES' TEAM AS BRAND AMBASSADOR



Nokian Tyres, allegedly, is the global expert in extreme driving conditions – born and tested in the North. And if anyone understands what it means to master snow, ice, tough conditions and pressure, it's the Iceman himself.

Nokian Tyres and Kimi Räikkönen have joined forces to elevate the Finnish brand's global presence and amplify its international recognition.

"Some collaborations just make sense, and this is one of them. Kimi Räikkönen and Nokian Tyres share the same DNA: Finnish roots, uncompromising performance, and the ability to thrive under pressure. Both are built for extremes – whether it's conquering the racetrack or navigating roads in changing conditions and harsh weather," says Tiina Frazer, Nokian Tyres VP for Brand, Marketing and Communications.

"Perfect match, great to start working with Nokian Tyres, a brand I remember from the days when my parents drove me to karting tracks, before I even had a driver's license. In my opinion Nokian Tyres is an iconic Finnish brand, I'm excited to start spreading the good news about the great tires to the world," says Kimi Räikkönen.

About Kimi Räikkönen

Kimi Räikkönen, known worldwide as "The Iceman," is a Finnish former Formula 1 driver and 2007 World Champion with Ferrari. Career spanning over two decades, he competed in 349 Grands Prix, securing 21 wins and 103 podiums. Renowned for his calm, straight-forward style and exceptional racing skill, Räikkönen remains one of the most iconic figures in motorsport history.

FUTURE TIRE CONFERENCE BRINGS NEW FORUM TO THE TIRE COLOGNE

At THE TIRE COLOGNE 2026, European Rubber Journal (ERJ) will present two special Future Tire discussion forums – each structured as a one-hour session held on two separate days of the show. These focused forums will explore how the global tire industry is adapting to leading-edge advances in manufacturing, materials technology, quality management and product stewardship.

Discussion topics will include AI-based and automated production processes, emissions control and reduction, sustainable materials, and the tracking of inputs and performance throughout the tyre life cycle. Each session will be complemented by networking opportunities that encourage dialogue between industry, research and political stakeholders.

“The fact that this extension of the Future Tire Conference will come to THE TIRE COLOGNE in future is a strong signal of the relevance of our trade fair,” says Ingo Riedeberger, Director of THE TIRE COLOGNE. “Together with our conference partners, we are creating a stage on which the key issues in tire production – from materials and performance to recycling –



will be highlighted.

At the same time, THE TIRE COLOGNE is embracing the concept of a closed cycle and showing how tire manufacturers are taking responsibility across the entire value chain and actively shaping change.”

Sean Marshall, publisher of European Rubber Journal, also emphasises the international significance of the cooperation: “The Future Tire Conference is regarded worldwide as the leading forum dedicated to the crucial issues influencing the future of the global tire industry. With our expert forums

and networking sessions at THE TIRE COLOGNE 2026, we are engaging representatives from all parts of the international value chain in this important dialogue.”

Through its cooperation with the Future Tire Conference, THE TIRE COLOGNE reinforces its role as an international platform that brings together the global tire industry, manufacturers and suppliers, fosters knowledge sharing and supports the development of sustainable strategies for the future.

TYREXPO ASIA RETURNS TO BANGKOK IN 2026 ALONGSIDE THE DEBUT OF AutoMROtive

The 15th edition of TyreXpo Asia Bangkok will take place from 13 – 15 May 2026 in Bangkok, Thailand. This highly anticipated edition not only marks the return of TyreXpo Asia to Bangkok but also introduces the debut of AutoMROtive, a trade exhibition dedicated to the automotive maintenance, repair, and operations (MRO) sector.

“The synergy between TyreXpo Asia Bangkok and AutoMROtive is both strategic and intentional. Together, these events will offer the industry a comprehensive platform to source products and services, connect with new and existing business partners, and drive growth across the entire automotive value chain,” said Mr. Sukumar Verma, Managing Director, Informa Markets.

Driving Growth in Asia’s Tyre and Aftermarket Market Alternating between Singapore and Thailand, TyreXpo Asia plays a key role in shaping the tyre industry’s future. It brings together global manufacturers, distributors, and professionals to exchange knowledge, forge partnerships, and drive business forward.

Designed as a forward-looking marketplace, the inaugural AutoMROtive 2026 will showcase the latest innovations in automotive tools, equipment, and technology. AutoMROtive 2026 will connect workshop professionals, solution providers, and technology innovators to explore advancements shaping the future of automotive maintenance and repair.

Mr. Threepol Boonyamarn, Executive Vice



President, Thailand Automotive Institute, said, “Thailand’s automotive industry continues to evolve rapidly, driven by advancements in electric vehicles, smart manufacturing, and sustainable technologies. TyreXpo Asia Bangkok and AutoMROtive 2026 provide an important platform for local and international players to do business.”

One Unified Platform for the Automotive Industry

The co-location of TyreXpo Asia Bangkok and AutoMROtive 2026 creates a unified platform for collaboration across the tyre and aftermarket industries. Beyond the exhibition, attendees can expect expert-led seminars on trends and technologies shaping the industry.

“We are thrilled to bring TyreXpo Asia back

to Bangkok. The launch of AutoMROtive is timely and aligns with Thailand’s position as an automotive hub in Asia. We look forward to welcoming industry professionals from across the region to discover new business opportunities, explore innovations, and collaborate – all under one roof,” said Mr. Alwin Seow, Deputy Event Director, Automotive Portfolio, Informa Markets.

Interested exhibitors with related products may send their enquiries via the TyreXpo Asia and AutoMROtive website. Visitor registration for TyreXpo Asia and AutoMROtive 2026 will open in the first quarter of 2026. For more information, please visit <https://www.tyrexpoasia.com/> and <https://www.automrotive.com/>.

TOYO TIRES MAINTAINS STEADY SALES MOMENTUM IN Q3 2025 AS TIRE UNIT DRIVES GROWTH

In Q3 2025, Toyo Tire posted higher revenue and reduced debt.

In the Toyo Tire Q3 2025 results, Toyo Tire Corporation reported net sales of ¥435.3 billion (≈\$2.9 billion USD) for the first nine months of fiscal 2025, an increase of 3.5% from the same period last year. While sales grew, operating income declined 5.5% to ¥72.1 billion (≈\$480 million USD). Profit attributable to owners of parent fell 3.9% to ¥53.1 billion (≈\$350 million USD). Ordinary income totaled ¥70.7 billion (≈\$470 million USD), down 9.1% from FY2024.



AUSTRALIAN EMBASSY AND BRIDGESTONE HOST THE 2025 BRIDGESTONE WORLD SOLAR CHALLENGE PARTNERS RECEPTION

The Australian Embassy in Japan (Minato-ku, Tokyo) and Bridgestone Corporation (hereafter “Bridgestone”) co-hosted the “2025 Bridgestone World Solar Challenge (BWSC) Partners Reception” on Thursday, November 20, 2025.

This event celebrated the success of the world’s premier solar car race, the 2025 BWSC1, held in Australia from August 24th to August 31st, 2025, and shared initiatives aimed at realizing a sustainable society with BWSC as a starting point, together with participating teams and co-creation partners.

Bridgestone is accelerating efforts toward a sustainable society through global motorsports activities, working hand in hand with partners. At the BWSC 2025, Bridgestone advanced sustainability across its entire value chain—from developing and supplying tires, featuring ENLITEN® technology² with a recycled and renewable material^{*3} ratio of over 65%, to enabling low-carbon transportation and implementing post-use recycling.

The event also featured co-creation



partners—Nippon Steel Corporation, Teijin Limited, and DHL Global Forwarding Japan K.K.—highlighting each company’s sustainability initiatives. In addition, next-generation engineers from Japanese teams that participated in the 2025 BWSC—Kogakuin University, Osaka Institute of Technology, Tokai University and Wakayama

University—shared their technical challenges and sustainability efforts during the competition.

Bridgestone’s mining business partners—BHP Japan Inc. and Rio Tinto Japan—who play a vital role in the Australian industry where the BWSC is held, also attended the event.

SUMITOMO Q3 RESULTS HIGHLIGHT RISING PROFITS, DUNLOP EXPANSION

Sumitomo Rubber Industries closed the third quarter of 2025 with a solid return to profit growth, driven by stronger premium tire sales, improving raw material costs and the early benefits of its North American restructuring. In the Sumitomo Q3 results, the company reported volumes are soft, but margins and mix are trending in the right direction. The company also reported a ramping up of its DUNLOP expansion strategy in North America, Europe and Australia.



From July through September, Sumitomo reported ¥289.4 billion (approximately \$1.96 billion USD) in sales revenue, slightly above last year's level. Business profit rose to ¥20.2 billion (approximately \$136 million USD), a 5% increase year-over-year. Operating profit reached ¥19.1 billion (approximately \$129 million USD), compared to a large loss in the same quarter last year. Profit attributable to owners of parent totaled ¥11.6 billion (approximately \$78.4 million USD) after a ¥34.7 billion loss a year ago.

Across the first nine months of the year, cumulative sales revenue reached ¥861.6 billion (approximately \$5.82 billion USD), down 1.5%. But operating profit climbed to ¥46.1 billion (approximately \$312 million USD), more than tripling year-over-year due to the absence of last year's North American restructuring charges. Profit attributable to owners of parent totaled ¥26.0 billion (approximately \$176 million USD), up more than fivefold from 2024.

Tire Unit Volume Soft, Premium Mix Improving

The tire segment delivered ¥740.2 billion (approximately \$5.00 billion USD) in sales revenue for the nine-month period, down

slightly year-over-year. Business profit fell to ¥40.9 billion (approximately \$276 million USD), reflecting lower OE and replacement volumes in Asia and North America, ongoing weakness in China, and a strategic reduction in low-margin products.

Still, the July-September quarter marked a turning point for Sumitomo. The company said its premium tire sales performed well in Japan, North America, and Europe. In Europe, stronger winter and all-season demand, plus successful price increases, helped the region return to profitability in Q3. In North America, structural reforms, including the closure of a high-cost U.S. plant, improved profitability even as tariff-related price hikes dampened volume.

Overall, July-September tire volume totaled 24.21 million tires, or 93% of last year's level. For the full year, Sumitomo expects worldwide tire sales of 97.77 million units, about 5% lower than last year. Regional expectations include 88% of prior-year volume in North America and 99% in Europe.

Tariffs: Impact Easing, Strategy Adjusting

Sumitomo now expects the U.S. tariff impact for 2025 to total ¥13 billion (approximately \$87.8 million USD), an improvement from the previously expected ¥14.5 billion

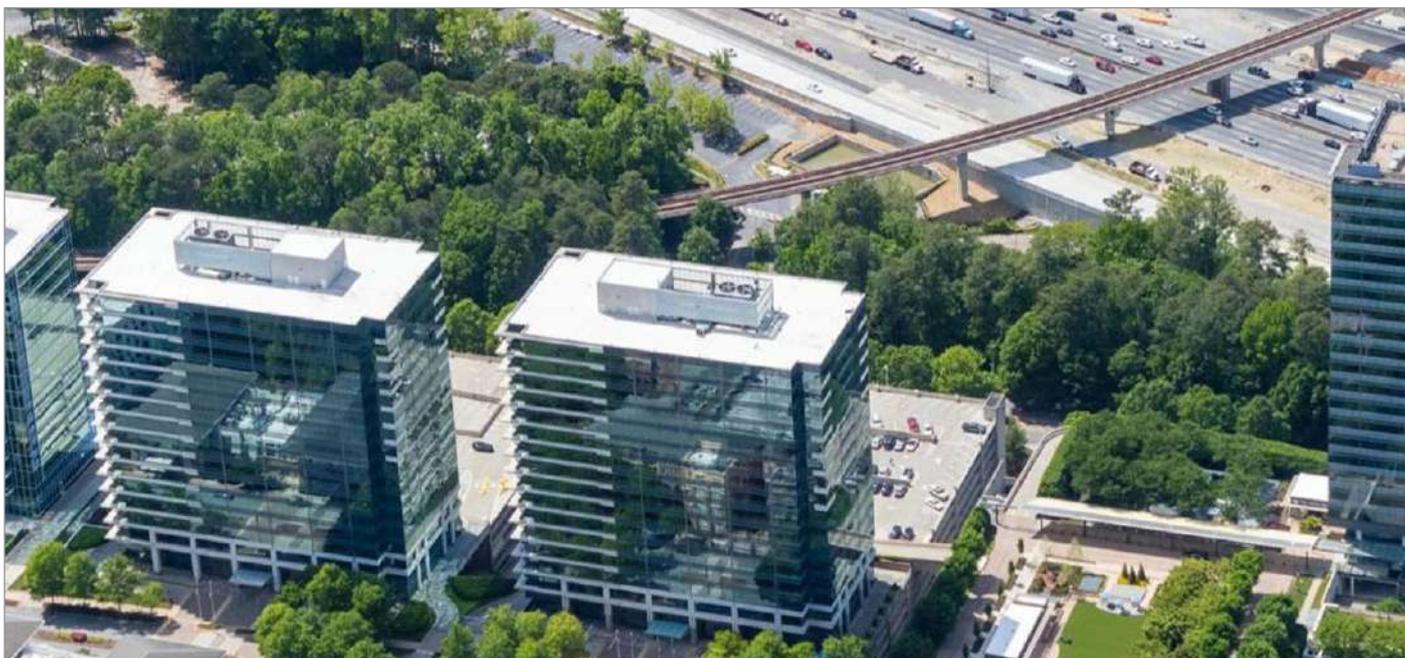
(approximately \$98.0 million USD). Price increases and ongoing cost-reduction programs (particularly "Project ARK," a cost-reduction project designed to offset major headwinds like U.S. tariff impacts, weaker volumes, and rising operating costs by systematically cutting costs across the business) continue to soften the blow. ARK has already delivered ¥2.4 billion (approximately \$16.2 million USD) in savings toward a ¥3.0 billion (approximately \$20.3 million USD) 2025 target.

DUNLOP Expansion Takes Center Stage

One of the biggest developments for tire dealers in the Sumitomo Q3 results is the global expansion of the DUNLOP brand.

After acquiring DUNLOP trademark rights for Europe, North America, and Oceania earlier this year, Sumitomo began launching new DUNLOP products in the U.S. and Australia and will begin European sales in January 2026. The company plans to expand the North American lineup next year and says it is positioning DUNLOP as a global premium brand supported by expanded R&D in Europe and a product strategy centered on all-season and all-weather performance.

KUMHO TIRE STAYS HOT WITH EIGHTH STRAIGHT \$760M+ QUARTER



Kumho Tire reported Q3 2025 sales of \$760 million and an operating profit of \$74 million, maintaining its streak of eight straight quarters above the \$760 million mark since Q4 2023. The company's operating margin stood at 9.7%. The company said this is supported by continued demand for premium and high-inch products across major markets.

Although total sales slipped 0.1% year-over-year and operating profit fell 22.6% following a May fire at its Gwangju plant, Kumho described the quarter as a strong showing in a challenging environment marked by U.S. tariffs and a global automotive slowdown.

Regional Growth

Kumho said growth in key regions helped stabilize its overall performance. Year-to-date sales in North America were up 19.9%, while Europe rose 9.3% and China increased 2.1%. The company attributed that progress to launches of high-inch and region-specific tire models, along with a broader push in OE supply to automakers.

Innovation and Design Recognition

In 2025, Kumho said it earned "four of the world's major design awards." These achievements underscore its focus on technology and product development, Kumho said. The company said it continues to advance next-generation tire solutions using digital twin systems. Its research includes smart tires, airless

tires, airborne tires for urban air mobility (UAM), and AGT rail vehicle tires.

Partnerships and Future Plans

Kumho also expanded its role in the autonomous vehicle sector through a September partnership with Autonomous A2Z to co-develop and supply tires for next-generation vehicles. Those tires appeared on the autonomous vehicle Rои, showcased at the APEC 2025 Summit in South Korea.

Looking ahead, Kumho Tire said it will continue to strengthen its management structure and solidify its global position reflected in its Q3 2025 financial results. It said it will do this by focusing on premium product supply, global distribution growth, and brand recognition.

GOODYEAR POSTS \$2.2B Q3 LOSS, POINTS TO PROGRESS UNDER GOODYEAR FORWARD PLAN

Goodyear's third-quarter results show continued softness in replacement demand but progress in cost control and portfolio realignment.

The Goodyear Tire & Rubber Company reported in its Q3 2025 earnings report a net loss of \$2.2 billion (\$7.62 per share), driven by non-cash charges related to a \$1.4 billion deferred tax valuation allowance and a \$674 million goodwill impairment. Despite the steep loss, Goodyear leadership said the company is seeing benefits from its ongoing Goodyear Forward transformation plan, which focuses on cost savings, portfolio restructuring, and debt reduction.

Net sales for the quarter totaled \$4.6 billion on 40 million tire units, while adjusted net income came in at \$82 million (\$0.28 per share), down from \$102 million (\$0.36 per share) a year ago. Segment operating income was \$287 million, compared to \$346 million in the same period last year.

"We delivered a meaningful increase in segment operating income relative to the second quarter in an industry environment that continued to be marked by global trade disruption," said Mark Stewart, Goodyear's CEO and president. "This growth underscores our strong product portfolio and the consistency of our execution under the Goodyear Forward plan."

Tire Volumes and Regional Trends from Goodyear Q3 2025 Earnings

In the Americas, Goodyear reported net sales of \$2.7 billion, down 4.2% year over year, with tire volume declining 6.5%. Replacement volume fell 8.1%, reflecting high inventories of imported tires in U.S. distribution channels. OE tire volume increased 4.1%, but the company noted that the commercial business saw a sharp contraction in demand. Segment operating



income for the region totaled \$206 million, down from \$251 million last year.

In EMEA (Europe, the Middle East, and Africa), net sales rose 4.4% to \$1.4 billion, supported by currency gains and favorable price/mix, though replacement volume dropped 8.6%. OE volume climbed 18.7%, signaling share growth in key consumer segments. The region posted segment operating income of \$30 million, up from \$23 million last year.

In the Asia Pacific region, net sales declined 18.9% to \$501 million, reflecting the sale of Goodyear's Off-the-Road (OTR) tire business earlier in the year and lower replacement demand in Japan and Australia. Segment operating income fell to \$51 million from \$72 million a year ago.

Portfolio Restructuring Continues

The company's Goodyear Forward initiative delivered \$185 million in benefits during the quarter, and Goodyear says it expects to reach \$1.5 billion in annualized run-rate savings by year-end. As part of that effort, Goodyear completed the sale of its Chemical business on Oct. 31 for \$650 million, generating about \$580 million in cash proceeds after adjustments.

That sale follows the earlier divestitures of

the OTR tire business and Dunlop brand, bringing total proceeds from the three transactions to roughly \$2.2 billion, which Goodyear says will be used to reduce debt.

Year-to-Date Overview

For the first nine months of 2025, Goodyear reported net sales of \$13.4 billion on 116.4 million tires, with a net loss of \$1.8 billion (\$6.35 per share). Adjusted net income totaled \$23 million (\$0.08 per share), compared to \$168 million (\$0.58 per share) in the same period last year. Segment operating income was \$641 million, down from \$920 million a year ago.

What Goodyear Q3 2025 Earnings Means for Dealers

Goodyear continues to face softness in replacement demand, particularly in North America, where inventory overhang from imports remains a challenge. Still, OE share gains and ongoing cost reductions are helping stabilize margins. With its portfolio now streamlined and debt reduction underway, Goodyear's leadership is signaling optimism for improved earnings in the final quarter of 2025. However, volume recovery remains uncertain heading into 2026.

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