Southern Africa
TREADS DIGITAL
Vol 27 • Apr/May 2020 .satreads.com

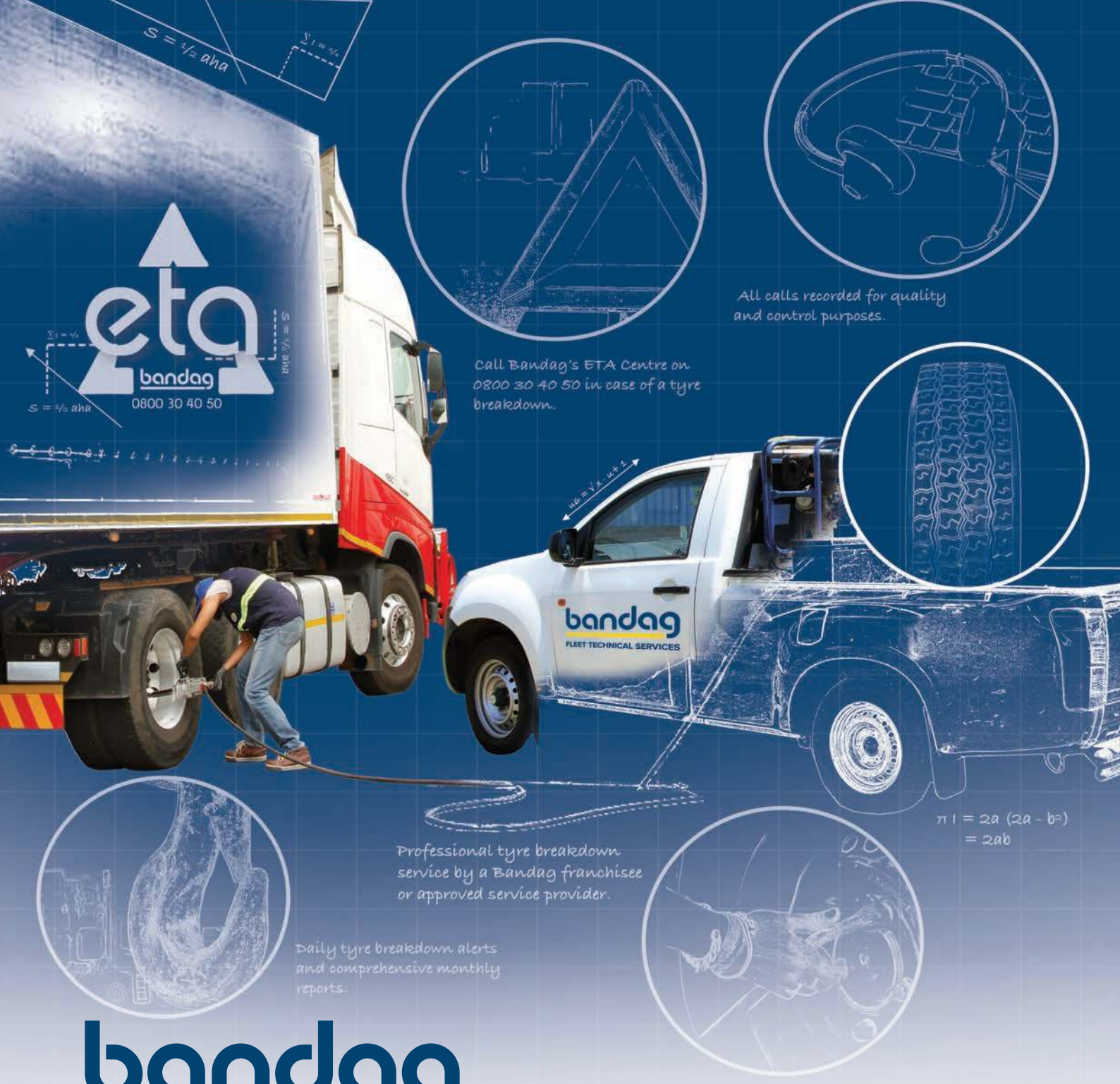
BUSINESS UNUSUAL

- an exclusive with Alex Taplin

Covid-19 could see massive casualties

Bridgestone SA teams up with SA Olympians

Will dealer trade survive Covid-19?



bandag

BUILT FOR BETTER™

SUSTAINABILITY **RELIABILITY** **PROFITABILITY**

More than 180 Bandag ETA service providers across South Africa help to ensure your fleet has the minimum tyre related downtime. A national dedicated call centre, benchmark responsiveness and comprehensive reporting form part of Bandag's ETA blue print.

Bandag ETA - Built For Better

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

SYNC / 15429

Editor's Corner

2020 started off on an optimistic note. The economic reforms we were hoping to see being implemented, were hopefully going to propel South African businesses forward into the new decade while simultaneously inspiring investor confidence. Instead, Moody's Agency downgraded us to junk status, the Rand depreciated against all major currencies and if that weren't enough, we now find ourselves in lockdown in the face of the biggest pandemic the world has experienced in more than one hundred years.

The economic impact of the lockdown is already being felt, particularly by small to medium sized businesses, (bear in mind, many of our own retailers in the fitment sector fall into this category). In the words of industry personality – Alex Taplin – 'if you thought business was tough before, watch this space!' In our exclusive interview, he speaks about the economic impact of Covid-19 to industry and tells us about the social media distancing measures the TiAuto group (Tiger Wheel & Tyre and Tyres & More), is taking to ensure sustainability and protect staff and consumers.

Our interview further focuses on what drives the success of the TiAuto group, which continues to grow and prosper despite the economic downturn. What is their recipe for success? Turn to page 2 to find out.

With Covid-19 top of mind, Hedley Judd, Director TEPA, also shares his views on the New Face of Retail, as he calls it, and what we can expect following the lockdown. Is the dealer trade likely to survive the onslaught? Consumers were hard-pressed before this. Going forward, will they be able, or willing to fork out for what was already considered a grudge purchase, or are we likely to see a growing number of motorists driving on dangerously worn tyres and thereby posing grave danger to themselves and to the trade.

Our Feature story on page 8 suggests we could see massive casualties as a result of Covid-19 and an extended lockdown. So, should the lockdown be lifted with immediate effect? Many seem to think so, as our story explores. We will leave you to draw your own conclusions.

Stay strong and stay safe!

Liana

Southern Africa TREADS DIGITAL

contents

Interview
With TiAuto Group of Companies CEO, Alex Taplin 2

Feature
Covid-19 could see massive casualites 8

Feature
Bridgestone chase your dreams, no matter what 10

Opinion
Will dealers survive effect of Covid-19 14

Industry News
Automotive Aftermarket Industry appeal for constructive funding alternative 18

Retreading
Take care of the Contamination Effect 19

World News
Michelin and Enviro partner develop an innovative technology to transform used tyres into raw material 20

Bridgestone will close down 8 tyre plants during late April - early May 21

Coronavirus hits tyre makers hard 21

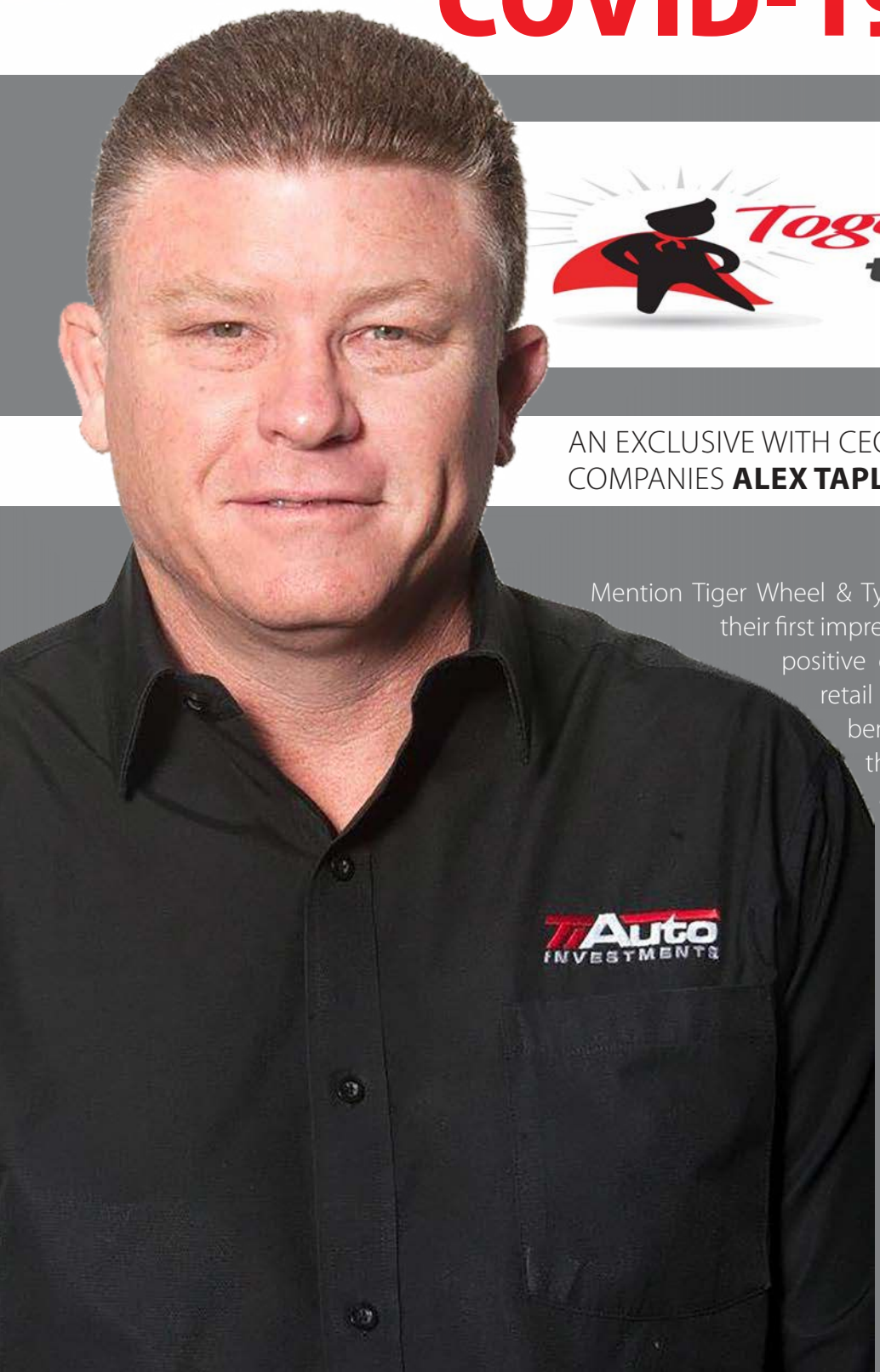
Editor: Liana Shaw
European contributor: John Stone
Design & Layout: Simone Anderson
Advertising SA: Liana Shaw – satreads@mweb.co.za
Advertising EU: Sapphire Media
ON THE COVER: Alex Taplin, CEO of TiAuto Group of Companies

Publishers Sky Publications cc • PO Box 702, Douglasdale, 2165
Tel: 011 658 0011 • Fax: 011 658 0010 • Cell: 082 851 6777 • Email: satreads@mweb.co.za
www.satreads.com

Visit www.satreads.com to see our past issues

BUSINESS UNUSUAL

the new face of retail following COVID-19



AN EXCLUSIVE WITH CEO OF TiAuto GROUP OF COMPANIES **ALEX TAPLIN**

Mention Tiger Wheel & Tyre to the average consumer and their first impression of the retail chain is generally positive one. Suffice to say this premium retail brand has long been considered a benchmark in the market. But with the lockdown threatening to cripple an already ailing economy, will the fine reputation they have worked so hard to build help to ensure the Group's survival?

We pinned down Alex Taplin CEO of the TiAuto Group of companies for an exclusive interview.

Alex, thank you for making the time. How would you respond to the perception that Tiger Wheel & Tyre, in particular, has essentially set the benchmark in the tyre and fitme nt sector?

If this is the common perception by customers and peers, then I am humbled and obviously pleased. We certainly never set out trying to build an industry benchmark, but what we have been relentless and ruthless in, is perpetual improvement and an insatiable desire to deliver the best in everything we do. And because entrepreneurship is embedded in our culture, we challenge ourselves daily to find new and better ways to do things. 'Status Quo' people rarely feel comfortable in our organisation as we thrive in an environment of discomfort and disquiet. We believe inherently in the ability of people to improve themselves and their organisation and I drive everyone quite hard to ensure they achieve this.

"To make a mistake is human, but to never try is inexcusable".

Would you say this perpetual driving force is what differentiates you?

Perpetual innovation runs in our blood and I suppose it is this characteristic that has enabled us to bring many firsts to the industry. Not all of them have worked I might add, but that is the nature of innovation. Some of the achievements that I consider noteworthy, although there are too many to go through, are: First Industry Tyre Insurance inhouse, First Credit Facility inhouse, fully integrated cloud based ERP system, First National Employee Education Support Programme for employees' children, our Young Learners Education Trust which began onboarding learners and apprentices way before our president made the call to society to do so, our TiAuto Training Academy – which has been running for 20 years and was entrusted with writing the wheel alignment unit standards for our Seta - amongst others. We believe in taking calculated risks and then delivering solutions through a network of inspired people.

What do you believe are the biggest challenges facing fitment centres at this time, and here we are referring to pre-Covid-19?

This is such a complex and varied question that it is impossible for me to portend to understand the granular difficulties across the industry. The typical difficulties that I assume we all grapple with are a combination of factors, including deflation, tier degradation across the premium sector, product parity and this is largely driven by imported brands that have little or no infrastructural dependencies which maintain a price depression environment on prolonged terms. There is a constant debate around whether the industry is consolidating or fracturing, and on any given day there are

Tiger Wheel & Tyre, Meadowdale Mall in Gauteng.

examples of both scenarios. I find that access to well trained and appropriate skills remains an internal priority in an industry that is perhaps not as glamorous as it once was.

From a deeper embedded structural perspective, consideration would need to be given to the changing patterns of population, demographics, affordability, mobility developments and the evolution of e-mobility, vehicle ownership patterns and the like, to ensure that one's business is adaptable through these inevitable changes.
Auto dealers will continue to expand into the arena historically reserved for fitment centres, but similarly, the Right to Repair initiative and others of its ilk will continue to forge different opportunities.

I think the most significant near-term risks and challenges will revolve around liquidity post the Covid-19 Pandemic and the State of Disaster. The entire industry will feel the impact of this recent disaster in some form or another be it via depressed sales as a much more radical rate, credit extension issues, cash collection issues and so on.

Hopefully the country can rally together like never before, and that includes re-arranging our businesses to seriously address the 'Local is Lekker' approach like never before. The world will not assist in any great measure – we will have to do this on our own with our collective shareholders. South Africans are renowned for being resilient and 'making a plan'. I am sure this will be no different, but in the words of our President, His Excellency the Honourable Mr Cyril Ramaphosa – "We dare not fail."

> The world will not assist in any great measure – we will have to do this on our own with our collective shareholders.

How is the lockdown likely to impact your business and the tyre industry in general?

In short, dramatically. In the short term, we can expect virtually zero revenue for an extended period, and of course, we have to manage our cash reserves and human capital reserves in ways that were historically unimaginable. We are lucky to have a fantastic team, very sound shareholders, financial institutional support as well as a proud history of being an exemplary social citizen to fall back on. In these uncertain times it is important to have customers, debtors and reputation to fall back on.

Tyres & More, Grasfontein branch in Gauteng.

It will certainly be Business Unusual for an extended period across the industry. I am sure there will be many casualties along the way which is desperately sad for a country that has a dire unemployment situation, but with the right level of adjustment and sacrifice, I am sure we will continue to navigate these tumultuous seas and identify opportunities therein.
I think simply put – If you thought it was tough before – watch this space.

Over the last few weeks both prior to, during and in contemplation of life after lockdown, the team and I have been very active in formulating an answer to how the lockdown will impact us. In truth, I don't think anyone truly knows for sure, which I am sure is a deeply unsatisfying answer.

That said, I suspect that life will be littered with very tough and ruthless OPEX conversations. Industry contraction is a certainty, and companies will be executing expenditure reductions at every level.

The work-from-home protocol that we have become accustomed to, is likely to extend across many industries and general travel is likely to remain muted for many months or even years. It is a racing certainty that the old norms will vanish but what the new norms will be, is hard to say.

Inflation is inevitable, and I am sure that South Africa's inflation will accelerate until a new normal is found. This means that customers will continue to deepen their search for value. I like to think of value as 'Value = Price + Experience". The sum of the experience will be more important than ever before.

Those that are resilient with strong balance sheets will likely gain some advantage, but in general, I think 'cautious' is the new norm for now.

Were any of your stores allowed to operate during stage 5 of the lockdown?

We have taken the call from the President very

Tiger Wheel & Tyre, Carltonville Mall branch in Gauteng.

seriously, and we believe that it is vital to heed this call in the spirit that was intended during the level 5 national lockdown. We maintained a specialised call center to field calls from our customers that are accredited as essential services providers and ensured that we were able to assist them in their time of need in order to remain mobile and able to execute the fantastic work that they are doing on the frontline for the benefit of all South Africans.

We chose a select few stores and franchisees across the country that had obtained the necessary certification. This service was only made available to those defined as essential services, as we did not want to profit out of a situation by 'dodging' the sentiment as demanded by our government and population at large at this time. Of course, this was executed with the highest standards of hygiene protocol to ensure safety to our people and our customers, and we have received many wonderful compliments as a result, and ironically also made new friends and customers along the way. All our stores under level 4 lockdown are open to all customers for emergency repairs only.

The unavoidable revenue contraction has been dramatic despite these support efforts, as can be expected.

Once lockdown is lifted, will your stores continue to observe social distancing practices, and if so, how?

Definitely. In fact, we expect social distancing to evolve our industry for a long while to come. We are ready though, and we look forward to being able to help our customers again. Customers will seek out those companies that are good corporate citizens that make arrangements for their care and those of their employees.

Do you foresee casualties in the market due to Covid-19?

Absolutely, it's unavoidable. There were many businesses that were just hanging in there prior to this pandemic, and the resultant economic contraction will certainly not help. Covid-19 will be looked on in future years as the ultimate leveler.

What should retailers need to be focusing on in order to ensure their survival?

Cash flow, cash flow, cash flow…… and in case I wasn't clear, cash flow! Seriously though, that old adage that goes something like 'a sale is not a sale until the money is in the bank' is truer now than ever before. There is no such thing as cheap money, and retailers will need to think ruthlessly about this. We certainly are. Not forgetting excellent customer service too!

> Customers will seek out those companies that make arrangements for their care and those of their employees.

Do you believe the retail sector has become saturated?

I have noticed that this has become somewhat of a popular theme in various industry media. To the extent that we can add any value to this debate is unclear in my mind. The economic reality and lack of growth in the country together with a severely depleted Government and SOE capacity, had certainly taken its toll on the country incrementally for near on nine years now. Up until recently, the vehicle manufacturing sector has been fairly bullish thanks to expanded export programs, which to a certain extent would have provided some comfort to local OEM manufacturers, but SA vehicle sales have been on a steady contraction for some time now. This, coupled with the fact that fuel consumption on a real time basis has continued to contract and a consumer under ever increasing pressure, has undermined consumer confidence. In a consumer led economy this is akin to a confidence meltdown nexus and a general economy contraction / recession.

It will place pressure on all retailers across

all industries, which will inevitably lead to competitive tension at an increased rate. I have heard many say that perhaps we have one or two local manufacturers too many, as well this contraction and sustained pressure from cheap foreign importers, but I suppose only they could answer whether or not they are able to sustain shareholder and stakeholder interests at a reasonable return level.

We still believe that there is growth opportunity, and we will continue to target the niches where we operate optimally. I will add however, that the environment is going to change significantly in the next few years, and retailers and the industry should be ready to adapt and evolve continuously as historic models are unlikely to be those of the future.

How many Tiger Wheel & Tyre and Tyres & More outlets make up the TiAuto Group?

The group has grown from 23 company owned stores and 6 franchise stores in 1998 when I joined the Group, to 159 today. We have 144 stores in South Africa and 15 stores in sub-Sahara Africa. This is a combination of equity and franchise stores across both retail channels.

We understand that Tyres & More is considered as the 'more affordable brand' within the group. Is this a correct perception?

Tyres & More is certainly our newest addition to our retail channel expansion programme. The intention of expansion of the retail channel was to address a fuller service offering than what the Tiger Wheel & Tyre chain has become known for. They enjoy the full support of our centralised commercial department but are also free to explore their own entrepreneurial flair when the individual store technical prowess allows insofar as service offerings are concerned.

I recently attended one of the bi-annual dealer meetings and what I can attest to is that the owners are a wonderful mix of the most enthusiastic operators in the industry today. There is rarely a problem that is not solvable nor an opportunity that is ignored. One would imagine that having been involved in the Retail fitment arena for 22 years that there is little left to learn, but the contrary is true. This elite bunch of operators teaches me so much every day and I constantly remain inspired by their creativity.

> The environment is going to change significantly in the next few years and retailers and the industry should be ready to adapt and evolve.

From a price positioning perspective, it would be dangerous and incorrect to bucket these stores into a 'budget' category, as they serve varied markets at varying product positioning price points in a plethora of product categories. Due to the product categories which they participate in, they provide a full service offering which lends itself to more mature vehicles and by virtue of this they tend to be more agile in the Tier 2 and Tier 3 tyre segments, although they compete with great alacrity in the Tier 1 segments too. I am regularly being sent pictures of Ferraris, Porsches and other luxury marques in their stores.

I think they are best described as your 'Neighbourhood partner in the Auto Fitment segment'. We only operate four equity stores in the Tyres & More stable as this is primarily a franchise operation and each store's character is as unique and lively as its owner.

Are you planning to open any more stores in the near future? If so, where?

We certainly are. There are many opportunities available to us, but I do think that Covid-19 and the resultant economic inevitabilities will make everyone a little more careful. Africa is squarely on our radar, and we have made great partnerships who are chomping at the bit to continue execution.

We have more stores planned for Zambia and a new flagship store that recently opened in Malawi. We have been truly blessed that the investment in our brands continues to deliver and illuminate opportunities, and win favour with franchisees in SA and beyond. My son recently moved to Australia…. So, you never know right?

Tyres & More, Bronkhorst branch in Gauteng.

What advice would you give the consumer looking to purchase tyres or wheels at this point in time?

Customers still consider their purchases on the basis of "The best tyres I can afford". This is unlikely to change, and I would encourage customers to focus on quality like never before. I am not sure how many people can afford to gamble with quality right now. Those tyres have got to be able to "stay the journey". I would also urge the consumer to ensure the tyres are insured against the risks of the road out there and to choose a fitment Partner carefully, one who allows you to get your life back on the road safely and reliably.

Are there any marketing incentives being planned to boost business after lockdown, bearing in mind a hard-pressed consumer?

That's like asking for the KFC secret spice recipe (chuckles). This is an industry publication after all. You are going to have to watch this space……

Alex Taplin started out in the hospitality industry where he ran a private group of hotels in the Garden route in his hometown of George. He claims this provided some good insight into customer management and customer centricity.

Being a petrol head at heart, he then transitioned into the Automotive industry through a 4-year stint with BMW at a dealership level involved with sales and sales management and this is where he realised that his career would certainly swivel to the auto industry for the longer term.

On the 1st April 2020 Alex celebrated 22 years with the TiAuto Group, which incidentally, also marked his 25th wedding anniversary to his wife Mandy. He says he been blessed to have transitioned through and experienced various iterations of the Group over the years from a listed environment, an unbundling, and subsequently two consecutive private iterations too.

Alex knew that he had found his long-term home at his very first interview with founders - the late Eddie Keizan and Keith Rivers who, he claims, were two of the most impressive people he has had the pleasure of knowing. It became clear to him that this business had a culture of entrepreneurship and a warmth for its people and its customers. This really struck a chord with him. One of the cornerstones of the organsational culture was that every new person spend six months learning the ropes and this involved "getting stuck in" at every level of the business - learning to fit, strip and balance – alignment – driving – running cashier – packing stock and everything in between.

> I would urge customers to insure their tyres against the risks of the road.

According to Alex, this was a fantastic learning experience, one that truly humbled him to understand and appreciate the work that everyone in the customer value chain is responsible for. It is a process that the group still maintains today.

He further adds that he was fortunate enough to be considered useful to the organisation from a management perspective which saw him evolving from a variety of store and regional management roles to culminating in a Group Retail MD role by the age of 30. Along the way, he was fortunate enough to work alongside the likes of Brian Joffe and other significant mentors who, together with an amazing team, helped mentor and develop his business acumen.

"It has been a wonderful journey (with the notable exception of the recent Covid 19 Pandemic Lockdown which has certainly tested the mettle)," says Alex. "I cannot take any individual credit for the organsational success. We have many inspired people in our team that have and continue to contribute extensively to the family that is TiAuto as well as literally millions of satisfied customers that have and continue to support us through our journey."

TiAuto, as an organisation, has always favoured the multi-brand approach to serving its customers, with their product line up tailored to address these changing demands. Their imports business, TiAuto Brands, manages wholesale distribution services across the channels and the retail industry at large for premium brands such as Hankook, Yokohama, MRF, GITI, GT Radial, and more recently, Rovelli in the PCR, LTR and 4x4 segments.

The Group prides itself on establishing and maintaining sound business partnerships, with their longest relationship in place for nearly 40 years. In addition, they utilise outsourced manufacturing in the alloy Wheel space for brands such as TSW, Black Rhino as well as Automotive Battery ranges such as ATLAS BX, Morelli and Duracell Automotive batteries.

Other significant partners include the likes of B.F. Goodridge, Bridgestone, Continental, Goodyear, Michelin and Pirelli, as well as striking good relationships with Cooper, Apollo, Sumitomo and the likes, not forgetting the Group's very own home-grown brand, Velocity.

COVID-19
COULD SEE MASSIVE CASUALTIES

http://www.freepik.com">Designed by starline / Freepik

Virtually the entire world is in full or partial lockdown. So many lives lost. So many businesses facing possible economic collapse. Notwithstanding, we continue to heed the call of politicians telling us to stay at home. The consequences of an extended lockdown, especially for a country like South Africa, are dire. As for the South African tyre sector, industry is warning of massive casualties ahead should trading doors remain closed for much longer. So, is lockdown the only way to save lives, or did we get it wrong?

There are currently two schools of thought doing the rounds. One strongly argues in support of a lockdown in order to contain the spread of the virus, while the other suggests that all we are doing is delaying the inevitable. With a vaccine not expected before 2021, the second school of thought argues that most of us will likely be exposed to the virus anyhow, perhaps even more than once. Supporters of this group further state that influenza claims thousands of lives every year without governments taking such drastic action as they have with Covid-19. Whichever side of the fence you find yourself on, the economic damage to business, and in particular, small to medium-sized enterprises, could be irreparable.

"This unprecedented lockdown period has caused extreme concern for industry at large and entrepreneurial businesses that are hugely affected by the lack of income," agreed Hedley Judd, National Director TEPA. "From the start of the period, the queries that the

Retail Motor Industry Organisation (RMI) and the Tyres, Equipment, Parts Association (TEPA) have fielded telephonically and via other mediums, has been monumental. For all of us, the regulations have been thrown at us and we have had to decipher them and interpret them into the best possible working solution for the industry. In a nutshell, the regulations allowed solely for the supply of components and parts to essential services in the event of a critical emergency repair being required.

"Dealers were required to register with CIPC for the certificate to be allowed to provide the support to the essential services. Furthermore, the list of essential products that could legally be sold to the public did not include any of the traditional parts we supply, either in Tyre or Spare dealerships," said Hedley.

He added, "how all of this will eventually affect the market is still conjecture and crystal ball gazing. The fact that it won't be the same old, same old again, is definite."

Financial assistance available – but how to access?

According to Judd, in terms of financial assistance packages that have been offered, there are numerous, ranging from interest cuts, UIF support, financial offers and tax breaks to name but a few. That being said, accessing any of these schemes is not straightforward, nor are there guarantees of any benefits being paid out from any of these schemes should your application be submitted.

Currently, TERS National Disaster Application Fund has, to date, settled only a mere 33% of claims lodged by employers, that is if they are patient or lucky enough to register and submit their application. With thousands of people trying to gain access, the site is continuously crashing when trying to register/login.

According to Mike Anderson: NSBC Founder and CEO, Covid19 and the economic downturn has and will continue to have a devastating impact on small business throughout South Africa. He urged Big Business SA and government to release these all-important payments now, saying that small businesses need to pay their workers, their rent, suppliers and other key operating expenses, and survive as a family.

"For any business, the amount of money flowing in or out is critical to its success. When money is tight, paying basic bills can get challenging. But when cash is plentiful, a business can invest in its future by expanding, buying new equipment, hiring key staff or retaining key staff by rewarding them further," he said.

> We need to generate cash flow into the economy as soon as possible. Businesses are at risk, as is job security.
>
> *Charl de Villiers*

Unfortunately, the findings of the recent Covid-19 National Small Business Survey clearly indicate that late payments are at an all-time high as small businesses are waiting too long to get paid. The average amount owed to each small business is now at its highest level.

"One of the most interesting things to emerge from the queries," said Judd, "is how unprepared the entrepreneurial sector was for an event of this nature. The overwhelming question was, "I can't pay for leave due, what do I do?" Now this is a revelation that the entrepreneur, who usually would rely on the advice of accountants, auditors or financial advisers has not provided for the contingent liabilities of the business, such Leave Pay and Sick Leave Pay.

"Moreover, there has been little evidence of entrepreneurial businesses carrying any kind of operating capital reserves," he continued. "Cash is King and every cent has to make another cent, but reserves are as much of the business operating requirements as a positive cash flow is. All this leaves is for the business to find reserves wherever it can, even if via the extension of directors' loan account from personal savings, if available.

"The alternate undesirable option is to close the business down. Regrettably, it is expected there will be a number of business closures which will cause a ripple effect all the way through to the suppliers in the supply chain. The ripple effect will, in many instances, lead to equipment and stock available through non-traditional supply chain channels as well."

Added Charl de Villiers, chairman TIASA: "We need to generate cash flow into the economy as soon as possible. Businesses are at risk, as is job security. Now, more than ever before, it is vital for businesses to settle their creditors, so that they don't earn a negative credit rating.

"Our dealers need to understand the importance of staying in regular contact with us during this challenging time," said de Villiers, in a recent webinar, organised by TEPA.

The webinar also focused on tyre manufacture, with Riaz Haffejee of Sumitomo Rubber SA, highlighting the need to fire up the engines that were sitting cold at the moment.

"There is still uncertainty as to the lockdown and its implications. We need more clarity in order to make those all-important decisions around resuming business and providing the government with the surety they need by way of implementing social distancing practices," said Haffejee.

Our request to the SATMC for a more comprehensive timeline as to when the tyre manufacturing sector would be fully operational again, went unanswered.

BRIDGESTONE

CHASE YOUR DREAM, NO MATTER WHAT

The 2020 Olympics in Tokyo may have had to be postponed due to Covid-19, but this in no way diminishes Bridgestone's significant role as a Worldwide Olympic and Paralympic partner. For Bridgestone South Africa, this historic sponsorship with the world's largest and greatest sporting event, provided the ideal platform to team up with some of the country's most iconic Olympians, by way of their 'Chase your Dream, No Matter What' campaign.

Driven by three of the most inspirational Olympians to emerge from South Africa, Caster Semenya, Josia Thugwane and Lawrence Brittain, the motivational campaign aims to encourage people of all ages, abilities and passions to find the strength to chase their dream and overcome the obstacles they face on life's journey. The Chase Your Dream, No Matter What campaign coincides with Bridgestone's goal of keeping you safe and on track on life's journey – just as Bridgestone's tyres do on the road, they claim – whatever the conditions.

Bridgestone, the world's largest tyre and rubber company, proudly became a Worldwide Olympic Partner in 2014 and a Worldwide Paralympic Partner in 2018. The company is an official Partner to the Olympic Movement and Paralympic Movement through to 2024, a period that includes the Olympic and Paralympic Games Tokyo 2020 – now only taking place in Bridgestone's hometown in 2021 - Beijing 2022 and Paris 2024.

Bridgestone has stated that the company is dedicated to delivering products, services and solutions that improve the way people move, live, work and play, and its commitment to the Olympic Movement and Paralympic Movement continues a history of sport and innovation dating back more than 100 years. Their aptly named "Chase your Dream, No Matter What" campaign, they say, serves to inspire both Olympians and Para-Olympians to follow their dreams, goals and aspirations against all odds.

At a prestigious event held in Johannesburg on 4th March - at which each of the selected Olympians shared their unique and personal stories of how they overcame adversity – Bridgestone announced its new campaign to media and the business community alike,

Two-time Olympic gold medalist middle-distance runner Caster Semenya shared the stage with, Olympic silver medalist Lawrence Brittain and marathon legend and the first black South African to win gold at the Olympic Games, Josia Thugwane.

> I want to keep making history, to be the strongest and the greatest. But, I also want to show the next generation that anything is achievable.
>
> *Caster Semenya*

Caster Semenya dreamed of being one of the greatest runners. With the resilience instilled in her by her family and community, she powered her way through criticism, turning the negativity she experienced into positivity, and has gone on to win Olympic Gold medals and more: "I want to keep making history, to be the strongest and the greatest. But I also want to show the next generation that anything is achievable. If you believe in yourself and work hard, you can conquer the world," Semenya says. Since she first watched the Olympic Games on television in 2008, 29-year-old Semenya has won numerous gold medals at the Olympics, the Commonwealth Games and the World

Josia Thugwane, Caster Semenya & Lawrence Brittain

> Life is very tough when you grow up like I did, but your background doesn't have to hold you back. It's possible to overcome it.
>
> *Josia Thugwane*

Championships. "Partnering with Bridgestone offers us Olympians an opportunity to tell our story on a much wider stage and to inspire people to persevere against all odds," Semenya adds.

Josia Thugwane came out of a life of poverty to become the first black South African to win an individual gold medal for South Africa, motivated by the dream of supporting his family. Hailing from the town of Bethal, Mpumalanga, and without a matric certificate, Thugwane's chances of success were slim. It was by pure chance that he joined a local running club and was offered a job when he was spotted for his athletic talent. Josia Thugwane not only became the first black South African to win an Olympic medal in 1996, two years after the first democratic elections, he also conquered some of the most challenging marathons in the world with impressive times. "Life is very tough when you grow up like I did, but your background doesn't have to hold you back. It's possible to overcome it."

South African rower, Lawrence Brittain, defied incredible odds to take silver at the Rio Olympic Games in 2016 after beating cancer just two years before the event. Raised in a family of rowing fanatics, he naturally took to the water himself and soon revealed an amazing gift for rowing himself. In 2014, he was diagnosed with Hodgkin's disease, a form of lymph-node cancer and immediately began chemotherapy.

Afterwards, he fought back mentally and physically, harder than ever before, and realized his lifelong dream to stand on the Olympic Games podium. "I've always loved winning, even from way back when I was a little child. My journey revealed the true strength of the human spirit to overcome obstacles for a dream," he says. Bridgestone South Africa CEO, Jacques Fourie, commented: "Our 'Chase Your Dream, No Matter What' campaign aims to inspire people everywhere, whatever their background to find the strength to chase their dreams and overcome any obstacles they face on life's journey. Whatever challenges you face, we believe our role is to keep everyone safe and on track until you safely reach your destination. Our ambassadors are sharing their stories to help everyday people chase their dreams, no matter what."

A series of events will make up the 2021 Chase Your Dream, No Matter What calendar and will be announced in due course.

BRIDGESTONE

INCREASED FUEL SAVINGS. REDUCED ENVIRONMENTAL IMPACT.

DISCOVER BRIDGESTONE'S FLAGSHIP RANGE OF PREMIUM, FUEL-EFFICIENT TYRES.

ECOPIA **H-STEER** 002

ECOPIA **H-DRIVE** 002

ECOPIA **H-TRAILER** 002

ECOPIA

Bridgestone South Africa
www.bridgestone.co.za

WILL DEALERS SURVIVE EFFECTS OF COVID-19?

Will dealers survive the effects of the lockdown due to Covid-19, and if so, how will the face of retail look in South Africa? Hedley Judd, National Director TEPA shares his thoughts.

There is evidence to suggest that dealers that survive this period intact, will find their management styles requiring a major revamp, especially where Marketing is concerned, and this will be true marketing, not just selling that will have to take place. Moreover, E-commerce will play a much bigger role than ever before and the prepared dealer will benefit from a social media presence and product offering of the correct value proposition for the target market.

Prior to the announcement of the extension of the lockdown period a variety of discussions were held in the hope of a timely return to work. The following questions were being asked:

It is no secret business will be different from here on out:

- What will be different?
- How will the entrepreneur manage it?
- What do we as the Tyre Equipment Parts Association try and do to assist?
- What could the Franchisors do to assist?
- When do we all start with our efforts ?

It was fortuitous that during early January the RMI embarked on an aggressive campaign to facilitate the rollout of a digitalisation programme. The one thing that has come crashing through the front door for everyone is without a doubt the "World Digitalisation" which has been moved from a "nice to have" into the "HAVE TO HAVE" space.

A factor that will also become a reality is that businesses will need to be run far more efficiently than ever before. Productivity and throughput will be the deciding factor in the successful resurrection of any business going forward. Productivity measurements will need to be rolled out and staff trained in the meaning of productivity. Optimised staff deployment and work scheduling will be important in the value recovery process. Shift work may become more apparent now than ever before to facilitate potentially longer or more optimal trading hours. One dealer has already said they will trade from 07:00 to 19:00 every day to accommodate as broad a spectrum of the consumer's movements as possible.

> Dealers that survive this period intact, will find their management styles requiring a major revamp

It is also expected that the sales processes will now more than ever before become output dependent where poor performance will not survive, and extra effort from the sales floors will be critical. The caveat in the provision of sales performance is that it must be balanced correctly between, Sales, Margin and Overheads.

A sale is a sale will need to be avoided and businesses will need to be prepared to walk away from transactions that do not make the required margins. The concept of 'do not do bad business' has to be the focus at all times. Sales quotes follow-ups and CRM systems should be the norms for all businesses. It has been all too easy to let a quote slip and or do a bad business deal.

The consumer will be better informed than ever before due to the "forced" digitalisation and the wealth of material available on the internet on all subjects. The expectation is that the consumer who used to rely on the "technical" experience of a salesperson, will not easily have the wool pulled over their eyes any more, whether in terms of products or processes. This brings the focus back to the training of the sales teams to know their products and not just "wing it" anymore. The training in the handling of a consumer will need to be highlighted, especially where a salesperson has to say "NO" to a consumer.

Finally, in this context, the technical staff on the floors will need to be trained and coached on how to keep the customer experience at the highest level. A hidden benefit that will emerge from the lockdown is the clean hands principle, less options for dirty finger prints on or inside cars as well. However, the major expectation is that there will be a different appreciation for the jobs that are held onto and how important these jobs are to the employee. This especially in the face of the potential increase in the unemployment levels in the country.

In summary, the business needs to look into all the various areas of its business from training; to modernisation; digitalisation; coaching; productivity; control; marketing; sales, margin and overheads. Once viewed with a critical eye it may be more cost effective to outsource these areas and seek outside help from professionals in those specific areas the business is not confident in.

A poll conducted during the recent TEPA webinar revealed that 68% of attendees believe that once normal trading resumes, turnover would be down by 25% while 26% said they expected turnover to shrink by 20%.

Game changer SUV and 4x4 tyre soon to be released in SA

Launching in April 2020, the Dunlop Grandtrek AT5, with a new formula compound that increases tread block rigidity, promises to give consumers the best of both worlds from improved performance and lifespan to affordability.

"This tyre literally takes the road, any road," says Riaz Haffejee, CEO of Sumitomo Dunlop. "Part of our extensive and impressive Dunlop Grandtrek range, the AT5 is an all-round performer that we are confident will be a game changer for drivers."

Developed with versatility in mind, the Dunlop Grandtrek AT5 is said offer a 50% improvement in mileage, is 25% more effective at braking and along with a quieter ride (8% noise reduction against the benchmark), can transition with ease from tar to rugged off-road terrain. Everyday can be an adventure with the AT5 offering drivers the capability to go wherever they want – through mud, sand or on the straight and narrow of the highway states the company.

"When it comes to wet handling, mileage and noise reduction, the AT5 brings it all – a premium tyre with an affordable price ticket," says Haffejee. "The tread pattern on this tyre is more aggressive for better traction off road. We developed stone ejectors closer to the sidewall of the tyre to prevent stone entrapment and drilling, improving mileage and harmonics on the tyre."

The Dunlop Grandtrek AT5 will be launched with 47 sizes and expanded further by the Quarter 1 2021, with white and black lettering options available. Local manufacture of two sizes will be increased to 14 by 2021, available for local and export markets.

Following extensive research, development and testing, both internationally and in South Africa, and utilising a new tyre compound that improves mileage expectancy, the AT5 claims to be able to do more in terms of quality and economics and will be launched with a new lifetime mileage warranty.

The Mileage Warranty, free on the AT5 to consumers who register their purchase on the Dunlop MyTyres app, provides a 100 000 km mileage warranty. Should the tyre tread reach its limit prior to the tyre lifespan being reached, a qualifying dealer will offer the consumer a discount on their next purchase, delivering complete consumer confidence in their tyre purchase.

An impressive addition to Dunlop's already remarkable SUV/4×4 range, from Original Equipment specified highway terrain patterns to serious off-road adventure tyres, SRSA/ Dunlop says the AT5 is set to lead a game revolution in the SUV and 4X4 tyre market.

Firestone to partner with agricultural co-operatives to deliver fuel savings

Bridgestone, through its flagship tyre brand Firestone, is partnering with agricultural co-operatives across South Africa to deliver massive fuels savings from improved commercial vehicle tyre usage, particularly tractors, through its first National Education Campaign and Ballasting Clinics throughout the 2020 summer planting season.

Ballasting of industrial vehicle tyres involves increasing a machine's load by adding weight to the tyre, so that it is more stable in tipping and hauling. With the tyre manufacturer's consent, operators add physical weights or ballast tyres by injecting them with a mixture of water and a non-corrosive antifreeze. "We have always taken on the responsibility to inform and teach customers about the correct usage of our products," says Stephan van Staden, National Agri Specialist at Bridgestone South Africa. "This, however, is the first time we are providing formal training and education as we realised that incorrect ballasting of these industrial tyres is a huge problem in the industry where farmers will either ballast too heavily or inflate tyres using incorrect pressure, which erodes the tyres and places strain on vehicles. "With both tyre costs and the fuel price on a consistently upward trend, correcting this one element in operations can save farmers as much as 25% of their fuel costs. If a farmer works a 1000-hectare farm, a 20% fuel saving is a lot of money relative to other costs," he says.

Ballasting Clinics will kick off in the Highveld region in Mpumalanga where owners and operators of surrounding farms are invited to audio-visual presentations and demonstrations on the correct ballasting technique and science. Firestone partners with machinery manufacturer John Deere, AFRGRI and other co-operatives local to each area. The training will also stress the importance of tread patterns and how using the correct tyre for the specific application ensures the tyre can carry the intended load. Also, audiences are warned against mixing different types of tyres such as cross-ply and radial tyres on the same vehicles. "During the demonstrations, we start by weighing the tractors, which allows us to measure the static load radius of each tyre,

which determines the ballasting and tyre pressure we would need to use," van Staden, says. "Tyres aren't cheap and by employing the correction practices, they can go further while maintaining fuel efficiency and smooth operation of vehicles, which further controls maintenance and other operational costs."

Farmers will have the opportunity to call a ballasting team from Firestone to conduct onsite ballasting consultation specific to their equipment and tyres. Clinics have already been successfully completed in Bethlehem and Bloemfontein in the Free State, as well as Bethal in Mpumalanga. An upcoming clinic is scheduled for the Grootvlei region in Mpumalanga during the first quarter of 2020, followed by clinics in Western Cape and Limpopo.

BOTO OTR RADIALS

CHOOSE AFFORDABLE QUALITY

THAT'S BETTER FOR YOUR BUSINESS

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

GET THE BOTO ADVANTAGE FOR YOUR MACHINERY:

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

It all adds up to a lower cost per operating hour

FOR ORDERS AND INFORMATION:

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

ONLY AVAILABLE FROM

Transafrica Tyre & Wheel

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

AUTOMOTIVE AFTERMARKET INDUSTRY appeal for constructive funding alternative

As the economic impact of the lockdown continues to be felt by many sectors of the economy, the automotive aftermarket industry is looking to constructively engage with government to find an alternative funding solution to sustain businesses and employees in this critical sector.

Jakkie Olivier, CEO of the Retail Motor Industry Organisation (RMI), says he is deeply concerned about the sustainability of a sector which is so necessary in providing products and services to the consumer and business sectors, as well as to essential services like the transport and emergency services sector. "Not only is it one of the largest generators of employment, it also provides the underbelly lifeblood of our economy. Without the ability to maintain or fix the vehicle car parc from passenger and commercial vehicles, to taxi's and busses, to food trucks and transport and emergency service vehicles, our economy could grind to a halt," he says. The economy in SA, and globally as well, is heavily dependent on an effective automotive repair and maintenance sector covering each and every town or city across the country's wide geographical areas.

Olivier says there are literally thousands of cars which are now locked down unfinished in workshops and repair shops across the country. This could seriously impact the mobility of many South Africans out of lockdown. He also cautions that even when the lockdown is lifted, there is no guarantee when these businesses will be able to trade effectively due to uncertainty over the availability and accessibility of parts and components, many of which are imported.

"The impact is being felt across all our businesses from the micro and small enterprises through to the medium and larger businesses. There is an urgent need to protect this 'essential' sector and ensure it not only continues to function, but also maintains its significant apprenticeship and trainee programmes," he says.

Olivier says approximately 80% of tyre, parts and accessory retailers, repair and maintenance servicing outlets for motor vehicles and motorcycles are small to medium sized businesses. "In the current economic slowdown, these are the businesses that have the greatest potential to generate employment post lockdown," he says.

Findings from the pre-lockdown COVID -19 National Small Business Survey, released by the National Small Business Chamber (NSBC), illustrate the deep economic challenges facing small businesses during these unpredictable times.

Mike Anderson, National Small Business Chamber Founder and CEO, confirms one of the most significant challenges facing small businesses is insufficient cash-flow due to a poor flow of customers and a significant drop in sales. This was before the lockdown, so it goes without saying that this number would

increase due to the COVID-19 crisis.

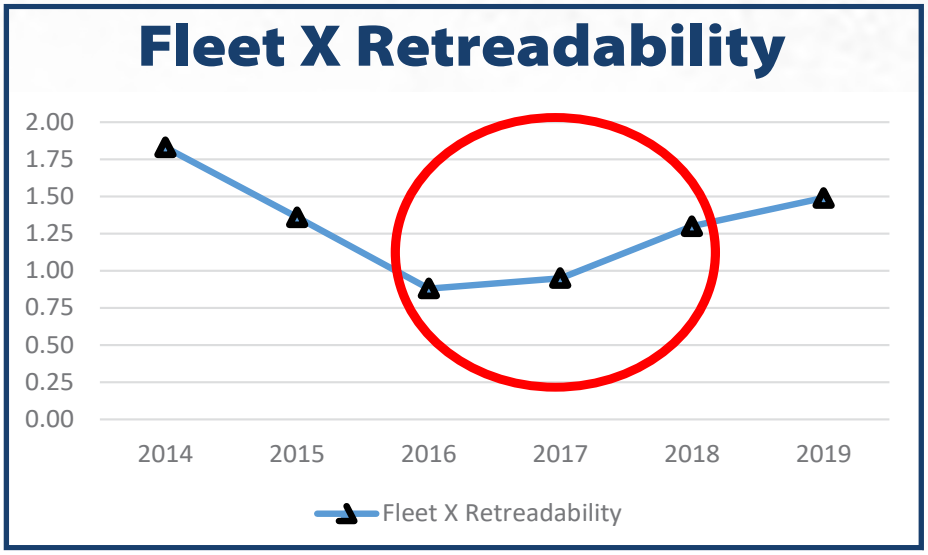
Olivier concurs with these findings. The automotive industry is no exception with a significant number of retail automotive businesses already being, and continuing to be, under severe pressure in terms of cash flow and the ability to pay their creditors and their employees.

"We support and applaud all initiatives to date by Government and private companies across the various active economic sectors and the critically urgent need to safeguard the health and safety of all South Africans. We nevertheless still appeal to Government to recognise the critical role the automotive aftermarket retailing, repair and maintenance industry is playing in keeping the economy ticking and the need to prioritise the urgent requirement for an alternate funding mechanism/ capital injection before it is too late and businesses close their doors," he concludes.

Take care of the CONTAMINATION EFFECT

The damaging effect of inferior quality tyres will leave your fleet 'plagued' for a considerable amount of time.

Based on a recent fleet analysis, Bandag SA found that a minimum period of three years was needed to 'clean' and restore a fleet to an optimum level in terms of its tyre performance.



Tyre performance is measured on a number of key performance criteria throughout the lifecycle of the casing (new + retreads):

- Total Km's achieved
- Cost per km
- Reduction in scrap tyres
- Retreadability of new tyres
- Benchmark tyre pressure maintenance

Most of these key performance criteria can only be achieved through the proper selection and use of quality new tyres, followed by using a premium retread like Bandag. Underperforming, inferior tyres cannot deliver optimum tyre performance, and if they are allowed to infest your fleet, the long term effect could be disastrous.

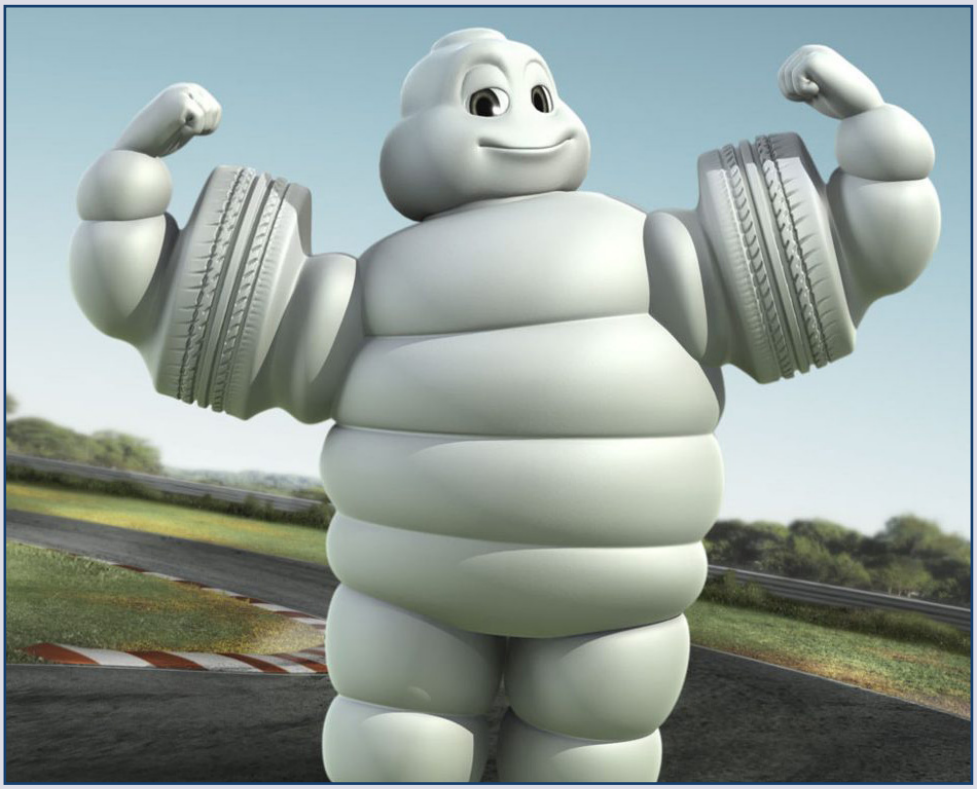
Tyres that are cheap to buy generally turn out to be expensive to run. Get ahead of the curve and take care of the contamination effect by choosing quality tyres that offer superior performance and higher retreadability.

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

bandag
BUILT FOR BETTER

MICHELIN and ENVIRO partner to develop an innovative technology to transform used tyres into raw materials

Michelin is partnering with Enviro to develop and industrialise on a large scale an innovative pyrolysis technology to recycle tyres at the end of their life.



The envisioned partnership between Michelin and Enviro is based on four axes: For the tyre industry and its customers, recycling is a major issue. Each year, about 1 billion tyres reach the end of their life. Thanks to this recycling technology, tyres considered as used give birth to new quality raw materials.

Swedish start-up of 20 employees founded in 2001, Enviro developed a technology to modify the chemical composition and physical phase of the pneumatic material during the pyrolysis process, while ensuring minimal energy consumption.

This highly innovative technology enables to produce high-quality products such as recovered carbon black, pyrolysis oil, steel or gas, products that can then be re-incorporated into the production circuit of different industrial sectors. Thanks to this recycling technology, tyres that are now considered as waste will be recycled into raw materials.

The envisioned partnership between Michelin and Enviro is based on four axes:

- A Development Agreement to deploy Enviro's pyrolysis technology on a larger scale
- Michelin's stake of +20% of Enviro's capital, amounting to 32,526,262 SEK (around 3 million €), or the equivalent of 116,165,223 shares, making Michelin the largest shareholder. The Group will support developing Enviro by its board representation expected to be proposed to the shareholder vote. The shareholding subscription has been signed on April 15th.
- The common project to build a factory to industrialise the technology. The location of the plant will be confirmed at a later date.
- A joint Supply Agreement between Michelin and Enviro.

This partnership will allow the complementary know-how of the two companies to be pooled in order to accelerate progress in tyre recycling.

Michelin will bring its industrial know-how to the plant's construction project and its know-how in terms of research and development and production. Enviro will bring its patented pyrolysis technology, which will produce high-quality products. The partnership we have just signed with Enviro fits perfectly with Michelin's "All Sustainable" vision. After the acquisition of Lehigh Technologies in 2017, a specialist in high-tech micro-powders derived from recycled tyres, this is a further proof of Michelin's long-term commitment to recycling and sustainable mobility.

Sonia Artinian-Fredou, Services and Solutions, High Technology Materials Business Director

Discussions are ongoing between the two companies with the objective to conclude a final agreement by mid-2020.

This technology consists of a chemical decomposition of an organic compound by a sharp increase in its temperature. It allows the extraction of new products not initially contained in the organic compound.

BRIDGESTONE will close down 8 tyre plants during late April - early May

Japanese tyremaker Bridgestone said on Monday it will suspend operations at its 11 domestic plants, including 8 tyre factories, from late April to early May to cope with dwindling demand due to the coronavirus pandemic.

The world's biggest tyremaker will shut down the 8 tyre plants between April 29 and May 8, including its main passenger vehicle tyre factory in Hikone, western Japan and its main truck and bus tyre manufacturing plant in Amagi, southern Japan.

Bridgestone has a total of 15 plants in Japan, most of which make tyres or other rubber products. The company had planned to close the plants between May 3 and 6 for Japan's Golden Week holiday but decided to extend the period for the tyre factories by 6 days as tyre demand for new vehicles, retail shops and exports has been slowing, a spokesman said. The closure period for 3 other plants will be extended by 2-4 days.

As of April 16, Bridgestone had suspended operations at 19 of its 51 overseas tyre factories to reflect weaker demand, the spokesman said.

CORONAVIRUS hits tyre makers hard

As the coronavirus pandemic continues to worsen across the globe, sickening at least 336,000 people and prompting business closures in an attempt to protect employees and stop the spread of the outbreak, which has claimed more than 15,000 lives as of March 23, the effects on global tyre makers is significant.

The impact is being felt by tyre makers everywhere as they take recommended health and safety precautions while adjusting to disruptions in their manufacturing operations and the entire supply chain.

GOODYEAR CLOSES PLANTS

Goodyear on March 17 took steps to close its tyre manufacturing facilities in Europe. The next day it disclosed that it would phase out production at its North and South American facilities.

Goodyear operates 13 tire plants throughout the Americas, employing roughly 17,000 workers.

The European initiative includes 11 tire plants in France, Germany, Luxembourg, Netherlands, Poland and Slovenia, which collectively employ nearly 12,000 workers, according to data published in Rubber & Plastics News' ITEC Data Package. Goodyear said the global closures will continue through April 3.

MICHELIN FOLLOWS SUIT

Michelin on March 19 said that it temporarily would close facilities in European countries that have been most affected by the coronavirus pandemic. Two days later, the tyre maker said it would move toward a "phased" suspension of production throughout the U.S. and Canada.

When detailing its plans for North America,

the tire maker noted the suspension of production would exclude "vital and critical tyres for the country's economic continuity." It didn't specify which tyre types or lines meet that criteria. Michelin is considered a key U.S. military supplier.

The Greenville, S.C.-based subsidiary of the French tyre giant operates a dozen tyre factories in the U.S. and Canada, employing more than 13,500 hourly workers.

BRIDGESTONE MAKES MOVES OF ITS OWN

After taking steps to close plants in North America and Latin America, Bridgestone Corp. said March 23 that it would take similar steps in Europe. The company will halt production at two tyre plants and decrease production at six others in response to the COVID-19 pandemic.

The Brussels-based company said its plants in Bethune, France, and Bari, Italy, will be closed until April 6.

In the meantime, tyre plants in Bilbao, Puente San Miguel and Burgos, Spain; Stargard and Poznan, Poland; and Tatabanya, Hungary, will operate with reduced capacity.

A retread materials factory in Lanklaar, Belgium, also will reduce operations.

In all, the plants employ about 1,000 people, including roughly 1,750 in France and Italy, and 6,500 at the other European factories.

The changes align tyre supply with predicted demand, according to Bridgestone, which says it has sufficient product on hand to meet customer needs and will keep its distribution centers, plant warehouses and logistics facilities open to fill orders.

COOPER TIRE TAKES STEPS TO CLOSE PLANTS

On March 23, Findlay, Ohio-based Cooper Tire began the process of phasing down production at two plants in Melksham, England, and Krusevac, Serbia. The tyre maker expects the facilities to be closed for three weeks, saying it will continue to monitor the situation and adjust timelines "as necessary."

Two days prior, Cooper had disclosed plans to suspend production temporarily at its tyre plants in the U.S. and Mexico.

Production will be phased down "on a rolling schedule" throughout the coming week.

Cooper said that its plants in China reopened several weeks ago and continue to increase production.

PIRELLI PHASES OUT PRODUCTION IN U.S., EUROPE

Pirelli Tire North America Inc. said March 20 that it would begin phasing out operations at its Rome, Ga., tire plant. The production scale-back was scheduled to begin March 22 with a full suspension of manufacturing for one week starting March 29.

The factory will be cleaned and sanitized while closed.

On March 23, Pirelli disclosed plans to halt production at plants in England, Italy and Romania in response to the global outbreak of COVID-19.

APOLLO EXECS TAKE PAY CUTS, SUSPEND OPERATIONS

Apollo Tyres Ltd. will stop production of passenger car tyres at its plant in Enschede, Netherlands, on March 27, and switch gears to focus on specific "critical" agriculture tyre sizes in response to "a strong need across Europe."

The Gurgaon, India-based company also will stop production in Gyongyoshalasz, Hungary, starting March 28 for at least two weeks.

In addition, last week, Apollo executives offered to take a pay cut in light of the pandemic's impact on the automotive industry. Chairman and Managing Director Onkar S. Kanwar and Vice Chairman and Managing Director Neeraj Kanwar are taking a 25 percent reduction in their salary. Other senior management have taken a voluntary 15 percent reduction in their salary in a show of solidarity.

SOME TYRE MAKERS MAINTAIN OPERATIONS

Continental Tire The Americas L.L.C. is among the tyre makers continuing to operate normally despite the COVID-19 crisis with company officials saying the situation "remains highly dynamic."

Toyo Tire Holdings of Americas Inc., Titan International Inc. and Nokian Tyres North America also are maintaining normal operations during the pandemic.

Continental operates four plants in North America, including three in the U.S. and one in Mexico.

Toyo is keeping a plant in White, Ga., open as well as a distribution center in Ontario, Calif., where the yire maker said its business operation qualifies for exemption from the state of California's stay-at-home order issued March 19.

Toyo's manufacturing facility in Malaysia, which supplies tyres to the U.S. market, was shut down last week under orders of the government there. It is the only Toyo plant that has been idled, according to the company.

At Des Moines, Iowa-based Titan, primary facilities across North America, which includes three U.S. factories, remain open, and sales and customer service employees are available for customers.

Meanwhile, Nokian said its plant in Dayton, Tenn., continues to operate, and the company is "taking significant precautions to protect our workers' health." The precautions include social distancing, travel and visitor restrictions; and enhanced cleaning protocols; rotating lunches and modified employee entrances and exits to minimise the volume of people in shared spaces.

In addition, Trelleborg Wheel Systems USA has reported that its agricultural tire plant in Spartanburg, S.C., remains in operation.

TRIANGLE RESUMES PRODUCTION IN CHINA

Triangle Tyre Co. Ltd.'s four manufacturing plants in China are operating at above 90 percent capacity following a three-week shutdown due to the Chinese New Year followed by precautions taken for the virus outbreak in China.

Company officials said almost all employees are back at work and numerous shipping containers of Triangle tires are headed to the U.S. as the Triangle logistics department attempts to navigate obstacles created by the worldwide pandemic.

www.dunloptyres.co.za/tbr

IN IT FOR THE LONG HAUL.

"14 000 plus road deaths annually in South Africa" – don't become a statistic.*

Dunlop offers a wide range of products designed for on and off road operations to limit the number of accidents caused by the incorrect use of tyres and worn tyres.

#SaferThanSafe

BROUGHT TO YOU BY SUMITOMO RUBBER SOUTH AFRICA (PTY) LTD.

*Source: Automobile Association of South Africa.

DUNLOP SP 281 ALL POSITION

NEW DUNLOP SP 320A PREMIUM STEER

DUNLOP SP 431W DRIVE

DUNLOP SP 925A OFF ROAD

Dunlop Tyres SA

DUNLOP TAKE THE ROAD

AVAILABLE AT DUNLOP COMMERCIAL OUTLETS AND OTHER LEADING STORES:

Roadmaster Tyre Services 70 Kelly Road, Jet Park, Gauteng. Tel: 011 974 4078
Tonway Tyres Services 414 Skilder Street, Silvertondale, Pretoria. Tel: 012 804 8718
South Bay 26 Paterson Street, North End, Port Elizabeth. Tel: 041 484 1178
Tyres & Treads 22 Pioneer Street, George, Port Elizabeth. Tel: 044 878 0222
Stoney's Wheel & Tyre 50 Frikkie van Kraayenburg Street, East End, Free State. Tel: 051 432 1054
Auto Tyre 1 Transvaal Road, Barkley West, Nothern Cape. Tel: 053 531 0681
Tonnesens Parow 394 Voortrekker Road, Parow, Western Cape. Tel: 0219 308 250
Commercial Retreaders 74 Willow Road Unit5 Stikland, Bellville, Cape Town. Tel: 021-948 5320
Protea Tyres Middelburg 84+86 Zuid Street, Middelburg, Mpumulanga. Tel: 013-2822200
Tirepoint COJ (Pty) Ltd Cnr Main Reef & Spencer Roads, Robertville, Ext 12, Booysens, Gauteng. Tel: 011-4745664
Richards Bay Tyres 80 Alumina Allee, Alton, Richardsbay, Richards Bay, KZN. Tel: 035 797 4598
Indlela Tyres 20 Alexander Road, Westmead, Durban, Westmead, KZN. Tel: 031 700 1145
IC Steel and Tyre - Millpark Cl, Montreal Dr, Airport Industria, Cape Town, Tel: 021 386 4471

MY TYRES DOWNLOAD THE APP TODAY TO REQUEST A QUOTE

Download on the App Store

GET IT ON Google Play

SCAN ME

ODA S871

MRL®

taking you further

Powered by treadzone

Tel: +27 (0) 21 905 1111 • Fax: 086 443 2916 • www.treadzone.co.za