

Southern Africa

TREADS DIGITAL

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**HEIGHTENED
PRICE
SENSITIVITY
PREDICTED
AS SA ECONOMY
RESUMES**

**NEW BUSINESS
FOCUS FOR
BRIDGESTONE SA**

– an exclusive with
Jacques Fourie, CEO
Bridgestone SA

Recircle Awards – new global
initiative to honour retreaders
and recyclers

ContiPressureCheck – cost
saving tool extends tyre life,
improves road safety

Maxxis T Razr
wins design
award



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Editor's Corner

Level 2 lockdown. Free movement is finally permitted within our borders and if the traffic on our roads is anything to go by, the economy is slowly returning back to normal. But what is the 'new normal'? This question keeps me up at night as I ponder the future of my business and that of the country.

Shop closures – especially in the restaurant and entertainment business – are a daily reminder that life will never go back to the normal we once knew. And what of the automotive industry? Our feature story weighs in on our sector with excerpts from a flurry of reports on what the impact has been and what we can expect going forward. Turn to page 8 for this analysis.

In our second exclusive interview with Jacques Fourie, CEO Bridgestone SA, we delve deeper into how companies such as this multi-national tyre manufacturing giant, are responding to the Covid-19 crisis. But it's not all about the pandemic. Bridgestone have had to make some serious decisions surrounding the future of their company over the last 12 months, some of them, painful. Jacques Fourie explains on page 2.

A second interview, this time with a successful tyre distributor - Tonway Tyres - on page 16, also serves to remind us that it's not all gloom and doom. Resourceful players, such as Tonway, which has just celebrated its 20th anniversary in business, are managing to thrive and grow, even in these darkest times.

And if you are a transport operator, you might want to check out our story on page 10 on the ContiPressureCheck, an innovative device that could end up saving you thousands on monthly running costs.

There is plenty for all in this issue, as we bring you the latest news from SA and abroad.

Stay in touch with us. We love hearing from you.

Liana

Southern Africa
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contents

Interview

An exclusive with Bridgestone SA's, Jacques Fourie

2

Feature

Caution, heightened price sensitivity predicted as SA economy resumes

8

Product Innovation

ContiPressureCheck... cost-saving tool for commercial vehicles extends tyre life, improves road safety

10

Industry News

Locally produced tyre a game changer for trucking industry

13

Festival of Motoring 2021 new dates set

13

Bridgestone Southern Africa looks to first female CFO to navigate the volatile economy

13

Bridgestone to close tyre manufacturing plant in Port Elizabeth, South Africa
Recircle Awards to honour global retreaders and tyre recyclers

14

15

Interview

Tonway Tyres celebrates 20 years in business

16

Retreading

Leave it to the experts

19

World News

MAXXIS wins design award for

T Razr passenger tyre

20

Trump 'cancels' Goodyear Tyres as he campaigns against 'cancel culture'

20

CONTINENTAL accelerates AI development using Super computer

22

Covid-19 sees GOODYEAR Q2 sales drop 41%

24

Tyrexpo Asia 2021 attracting ongoing exhibitor interest in countdown to show

25

Goodyear unveils unique Eagle F1 SuperSport tyre for Pure ETCR

26

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A portrait of Jacques Fourie, a man with short dark hair, smiling. He is wearing a white button-down shirt. The background is a dark red with a faint, repeating pattern of the Bridgestone 'B' logo. The text 'Diversity, inclusion and new face of business, a focus for' is overlaid on the left side of the image in white.

Diversity,
inclusion
and new face
of business,
a focus for

BRIDGESTONE SA

AN EXCLUSIVE WITH **JACQUES FOURIE**





A year has passed since we were introduced to the new CEO of Bridgestone South Africa, Jacques Fourie. At the time, Bridgestone SA and SA Taxi had just signed a historic agreement that would see them working closely together in a bid to boost road safety and create safer travel for thousands of South African commuters who rely on the taxi industry to get to work. Since then, the company has undergone a transformation process in order to streamline production, improve market share and most of all, nurture and protect its valuable employees. All this, in the face of an unprecedented global pandemic that has brought the economy to its knees.

In an exclusive virtual session – fast becoming the ‘new normal’ for businesses across all industry segments - SA TREADS caught up with Fourie to get the lowdown.

Jacques, talk us through your 12-month tenure as CEO of Bridgestone SA.

The past few months have been a transformational journey for our business. We began by assessing the plan already in place. Was this the right business strategy for the company, and if so, did the business have the right structures in place to enable the strategy? Our findings were, that while the strategy was sound, we needed to change our tactics in order to achieve it and implement it.

31% of our
employees are female,
with 50% race diversity.

This required several changes to be made in order to bring focus to jobs, sales, operations and retail. In short, this exercise brought clear focus on what success looks like, as we asked those all-important questions: what does customer service in that context look like; who are our competitors and how do we compete in the market?

Next, we focused on company culture, and differentiating sub-culture for each business division. Clearly, the retail segment requires a different sub-culture to the commercial business, and that of the Brits plant.

Once structures were finalised, we were compelled to look at the workforce. In other words, did we have the appropriate players for these structures to realise the strategy? Which was when we embarked on a recruitment process that involved hiring people from outside the business together with promoting people with talent from within the ranks.

Our newly appointed CFO, Prinisha Khoosal, serves as a sterling example of the company's dedicated efforts to create diversity and inclusion in the workplace. Currently, 31% of our employees are female, with 50% race diversity. We have amassed a world-class, young leadership team here at Bridgestone, (average age is 40), which leads me to believe that we are on the right track, in terms of achieving our objectives in this regard.

The vast majority of transformational work is now behind us. The strategy is clear and fully implemented and the vast majority of company personnel are familiar with it.

Is the business strategy reaping rewards?

I am happy to say that it is. We have gained back three points in the low-rim diameter business as well as pleasing growth in the high-rim diameter category. Best of all, we gained three points in the TBR segment,

in only one month, alongside retaining positive market share in the OTR space, where we are particularly dominant.

Of course, the past few months required making some tough decisions too, not least of which, was the proposal to close our bias ply plant in Port Elizabeth. Considered a Legacy Plant, this was devastating for Bridgestone. We considered converting the plant to a radial plant but in the current economic context, we could not justify the investment.

The Nelson Mandela Bay Area is particularly affected by unemployment, especially manufacturing – a sad indictment of the times.

How many people are employed by the Port Elizabeth plant and how was the news received?

The PE factory employs 252 people, some of whom will be taking up vacancies elsewhere in the company. For those willing to relocate, the company will be covering their relocation fees. That said, most employees there are close to retirement. They have lived in Port Elizabeth most of their lives and they are unlikely to leave their homes to take up a work opportunity for a few years. For them, the company is proposing retrenchment packages once the consultation process is concluded.

As for the latter part of your question, suffice to say that this was the hardest thing I've ever had to do in my career. Seeing grown men and women sob, utterly distressed at the news, was very painful for me. As a company, in the absence of a better alternative, the least we can do is to execute this agonising task of dismantling the plant and workforce, with the greatest dignity and respect.

What kind of vacancies are available to them elsewhere in the country?

Limited opportunities are available in the Brits plant, retail network and shared service functions.

The past year has also seen us exiting from a small number of equity shops as well as from the OTR retreading market (now handled by Rema Tip Top on our behalf).

Unfortunately, all of these tough and painful changes were part of a clear strategy to repurpose and refocus the business to be the market leader.

Speaking of the Brits plant, is there investment being made?

Recent investment in our Brits plant is substantial, with close on R700million being spent over the last three years on new equipment, (mostly to cater for the OE market), to be fully commissioned by the end of this year.

Over the next two years, investment will shift to our retail network. Already, 45 new vehicles have been ordered, in a bid to upgrade customer service.

How has COVID-19 impacted your business?

We were quick to react to the public health crisis and do the right thing by sending our employees home, (except for those working in our plant), a week before the President announced the lockdown.

The arrival of COVID-19 led us to come up with three clear objectives, and later, a fourth one, chiefly, the health and safety of our employees and how to stand by them and support them at this critical point. Second, we looked at our customers and franchise partners, subsequently coming up with a suite of packages (as not all businesses are the same), that could potentially help them to weather the crisis.

Tell us more about these packages.

The assistance offered varied, based on their specific needs. Some businesses have strong balance sheets, and therefore require different types of relief programmes than those with cash flow issues. The assistance provided ranged from discounts and settlement programmes to consignment

stock programmes and delayed payment terms.

This dedicated approach made all the difference.

What was your third and fourth objective?

The third objective centered around how we protect our business past COVID-19. We employ 2 200 people, all with dependants. At least another 10 000 people live off this business as contractors, service providers and the like. It is vitally important that Bridgestone survives!

Fourth, as we navigated the lockdown, the focus shifted to: how do we get back to work and what does that look like?

Even now, at level 2, most of our employees have returned to the office on a rotational basis at 50% capacity. Our flexible working arrangements are still available to our employees because we recognise the importance of work-life integration and flexibility.

We have successfully transformed the company into a virtual space and in doing so, discovered that productivity went up, not down. The same can be said for performance and commitment to their various jobs, which also rose substantially. We also enabled our leaders and managers to lead virtually through development workshops in partnership with Dale Carnegie.

All our fears and misgivings around working from home have been dispelled. Our employees shone when the company needed them the most!

COVID-19 has taught us that what we thought was impossible, is possible. Who would have thought that multi-billion Rand companies can be run from home? And yet, they are. We are no longer required to fly in an aeroplane three times a week to attend meetings. All our collaborations are made possible with the click of a link via Microsoft Teams.

Suffice to say, the pandemic will change

Close on 700 million has been spent over the last three years on new equipment for the Brits plant.

the way we work, live, educate and worship, for good. These unintended changes are a key talking point at every EXCO meeting across all industries at this time.

In the coming weeks, we will begin examining the concept of returning to the workplace and what that will look like, but we will not be rushing back.

Did you identify any negatives to this new working environment?

A deep unintended consequence has become the extended working hours our people are putting in, with some now averaging a nine-hour day. Helping them to balance their time between work, family and leisure is the next wave of the challenge.

Plus, before COVID-19, Bridgestone was very much an in-person company, in the way of customer visits, national council meetings and the like. We were forced to make a transformational shift by transitioning to virtual, which for some, was a challenge, but now that we have, we are having focused, constructive conversations. We have even introduced team virtual socials, to keep us connected.

Can the consumer feel safe when coming into one of your Supa Quick retail stores?

Very much so. All baseline COVID-19 regulations have been implemented and are strictly being adhered to. This was evident by a mystery shopper exercise we recently conducted where our 'shoppers' went from store to store to check and observe.

And our service offering has expanded to include sending someone to fetch the car should they not wish to be exposed to any risk, and the option of staying in their car and driving it onto the ramp themselves. We are taking every precaution, with vehicles being thoroughly sanitised after service.

Interestingly, COVID-19 has also brought about other unintended changes. For example, we are seeing a rise in battery sales, now that vehicles are not running every day. There also seems to be growing awareness around vehicle maintenance, such as wiper blades, brakes and shocks. It's almost as if the current awareness around health is simultaneously transferring to vehicle safety.

We first met at the launch of Bridgestone's historic partnership with SA Taxi. How is the partnership working out so far?

Our relationship is growing, with stores located on major routes or close to the taxi ranks, reporting a rise in business.

Bridgestone wants to be known as a company that is deeply involved in society and in that context, the taxi tyre deal is a great way for us to translate our product and technology to the man on the street.

What is your vision for Bridgestone SA over the next five years?

Bridgestone is aiming to become even more involved in the broader South African economy, with major focus on corporate responsibility that spreads to the various communities.

We want to be known as a company that represents the southern African region in terms of diversity and inclusion, a company where my own daughters and sons could be proud to work at one day. We aim to give our employees a great employee experience with development and growth opportunities in an environment that allows them to innovate and bring their full selves with a strong sense of belonging.

I think I can safely say that we are pioneering in this area, in the hopes that our competitors will benefit from the example we are setting and that this will ultimately translate into us pulling more talent into the industry. This would be beneficial for all.

We also want to become far more active in the mobility solutions space, as was shown by our recent acquisition of Tom Tom Telematics. We are transitioning from being simply a tyre company. Instead, we are finding new and exciting ways of conducting traditional business, with tyres now regarded as a service offering, rather than an outright purchase.

And last but by no means least, we are becoming more headstrong in our approach to retail. We believe that strength in the retail chain strengthens our core, which is in line with our ultimate goal – to be recognised as the undisputable market leader.

The current awareness around health is simultaneously transferring to vehicle safety.



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HEIGHTENED PRICE SENSITIVITY PREDICTED AS SA ECONOMY RESUMES

Already under pressure pre-Covid-19, the South African economy is expected to shrink substantially this year. Nine in ten businesses reported reduced turnover during the first impact survey covering the period 30 March to 13 April, while a second survey covering the period 14 April to 30 April, showed that 90% responding businesses' turnover was lower than their normal expected range. Industries surveyed included: electricity; gas and water supply; mining; community; social and personal services; trade, transport, storage and communication and manufacturing. This, according to statssa.gov.

What's more, according to investec.com, the pandemic coupled with the hard lockdown, is going to result in much higher price pressure going forward across almost any category where the purchase item is relatively big for the consumer.

As for the automotive sector, another report, released by Deloitte in April, paints a grim picture for this important market segment which accounts for 6.8% of gross

domestic product (GDP) - (2018 figures). The auto industry - also considered a major manufacturer - employs around 110 000 people, with the broader automotive segment accounting for 457 000 jobs.

In order to ensure the continuity of this important market sector, government has allegedly created the Automotive Industry Transformation Fund (AITF) into which close on R6bn has allegedly been

allocated to support primarily, black participation in the automotive supply chain. In addition, according to Deloitte, the government is contemplating establishing a 'National Disaster Benefit' fund that could potentially draw from the R30bn capitalized Unemployment Insurance Fund (UIF).

In the meantime, the Deloitte report states that with the collapse in demand and an uncertain outlook, the automotive industry

will likely experience rapid consolidation, something that is evident in our own industry, if the number of casualties in the market are anything to go by.

Add to this a consumer that is more hard-pressed than ever before, and the prediction made in the aforementioned investec.com article rings true. The assumption that purchase items deemed 'big' for the consumer are likely to feel the pressure, is not all that far-fetched.

According to encanews, PayCurve has conducted a survey, which shows that a staggering 80% of people are relying on loans to survive month-to-month.

If motorists were previously running their tyres down to the wire (literally), the number of dangerously worn tyres on our roads is likely to multiply. After all, tyres are already considered a grudge purchase, an inconvenient, albeit necessary expense that seems to creep up on you at the most inopportune time, according to the man on the street.

On this subject Riaz Haffjee CEO of Sumitomo Dunlop had a word of caution for South African motorists: "Annually South Africa experiences around 14 000 road traffic deaths. In January 2020, Fikile Mbalula, the Minister of Transport, reported that this comes at a cost of R168 billion to the country. We are concerned that the increased economic pressure consumers and businesses are under, as a result of COVID-19, may result in the delay of the purchase of replacement tyres and may lead to road users considering purchasing second hand tyres, believing that these are a more cost-effective alternative to buying new.

The lack of regulation enforcement in the second hand tyre industry is of great concern and could lead to far greater cost, exposing consumers and road users to potential hazards."

Added Haffjee: "A tyre is considered waste and must be mutilated and disposed of by the Waste Agency if it does not conform to the Road Traffic Act which states that a second hand waste tyre is a tyre that is not safe-for-use (or resale) and should be mutilated by the tyre reseller, as described by Section 6 (2) of the Waste Tyre Regulations of 2017. A second hand tyre is not safe to use when the tread depth across any part of the tyre is below the level of the tread wear indicators (set at 1.6mm), has no tread wear indicator as this may be due to carving the rubber on tyres to create more tread depth (regrooving, has damaged rubber that exposes fabric or cord, or cuts, lumps or bulges in the sidewall of the tyre. This is the law.

"Tyre dealers are also required by law to mutilate waste tyres. This is to protect consumers to ensure that tyres cannot be re-used. Resale or use of a tyre that is considered a waste tyre is illegal. As part of Sumitomo

Dunlop's commitment to safer roads, Dunlop dealers are equipped and trained to identify a safe part-worn tyre and one that should be scrapped as waste.

As such it is important that consumers be made aware of what constitutes a waste tyre vs a safe to reuse tyre," he stated.

In terms of Regulation 1 of the Waste Tyre Regulation, a "part worn tyre" means a used tyre, which can be safely returned to its original intended use. This is a tyre that has the right tread depth and no damages, cuts, bumps or no regrooving. This is a safe to re-use tyre.

"We estimate that second-hand tyres account for between 1.5 million to 2 million passenger tyres in the market. Of these, according to our surveys, annually more than 1 million tyres are sold that are illegal (61% of all second hand tyres for sales currently) and should not be on the roads. As an industry we have a responsibility in ensuring that the practice of selling unsafe, ill-suited, and illicit second-hand tyres to unsuspecting and uninformed customers," continued Haffjee.

"The basics are that dealers have a duty to scrap tyres that are considered not safe for use on the road, by mutilating them and preventing them ending up back on the road, consumers should not buy second hand tyres from the side of the road and should buy from reputable tyre retail outlets that can advise appropriately. We also urge the Dept of Environment, Forestry and Fisheries to enforce the regulations vigorously for the protection of consumers."

Of course, such sobering statistics coupled with illicit practices in the market, not only affect the consumer, they also impact the retail trade. Several store owners we spoke with said they were under extreme pressure to stay afloat. Remarkable discounts and offers are doing the rounds in a bid to entice the consumer into their shops. So, while this might be a good time for motorists to visit their nearest tyre store for that long overdue tyre rotation or wheel alignment, store owners are growing concerned over their ability to meet their financial obligations.

"Obtaining credit coverage through the likes of Credit Guarantee Insurance Company (CGIC), is becoming increasingly difficult," said one store owner. "They have implemented another downgrade for the majority of stores which will not assist us going forward. Reducing credit ratings will further compound an already precarious situation."

The reduction of credit ratings is a hot topic at the moment, with both dealers and suppliers voicing their concerns over their insurers' decision, which they claim, does not take their needs into consideration during this difficult time.

“

CGIC has had to adopt a cautious approach to its business due to the growing number of business failures and insolvencies –

Gideon Bochedi

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What's more, according to our sources, CGIC have indicated they intend downgrading credit ratings further in the coming months, with some suppliers claiming insurance cover with them was becoming unsustainable, and that they were looking at doing their own in-house finance cover.

In response, Gideon Bochedi, General Manager Claims at CGIC said: "In the first half of 2020, many business failures and insolvencies have been recorded due to Covid-19. However, during this time, CGIC has paid a significant number of credit insurance claims in support of our small business clients. CGIC has therefore had to adopt a cautious approach in taking on new credit insurance business, especially in 'non-essential' sectors from where a large proportion of these claims have come. Government-sponsored relief measures have been put in place for these sectors, and we encourage small business to make use of this.' "CGIC tends to stereotype all businesses, and this shouldn't be the case," countered a second grieved store owner. Especially during this time, dealers should be assessed on their own merit and payment history. Financial institutions, in general, are unwilling to take any type of knock, even during this unprecedented time of the global pandemic which no one could have prepared for," he said.

"Be careful when it comes to offering specials at this time," warned a third tyre store owner. "Bear in mind that as the dealer, you are only eligible for a small GP or rand value per tyre. Expenses are not coming down, so reducing GP or rand value could end up as a loss that could find you opening yourself up to having to sell double the volume you would normally have to sell, to meet your monthly running costs."

As for whether any of the so-called available relief measures referenced by CGIC earlier, apply to, or can be capitalized upon by our industry, remains to be seen. In the meanwhile, the situation in the marketplace remains tense as traders scramble to survive.



CONTI PRESSURE CHECK...

**COST-SAVING TOOL FOR COMMERCIAL VEHICLES
EXTENDS TYRE LIFE, IMPROVES ROAD SAFETY**

The pandemic is leaving no industry or business untouched. For South African transport companies that were already reeling under the economic downturn, the effects of an extended lockdown impacting on an ailing economy, could prove catastrophic. With the sustainability of their businesses in question, transporters are looking for any means available to reduce overheads and lower running costs.

SA TREADS sheds light on a device that could save transporters thousands with respect to tyre breakdowns and blowouts, whilst also improving rolling resistance and enhancing road safety.

It is widely accepted that improper inflation and ambient temperature are the primary reasons why tyres fail. Plus, improper inflation of commercial vehicle tyres has a direct impact on the safety of the vehicle, the cost of operation and even the environment.

Improper tyre inflation also leads to poor vehicle handling. Stopping distances increase with underinflated tyres. What's more, there is an increased potential for skidding or loss of control in a curve or when changing lanes when driving on under inflated tyres.

And that's not all. Increased rolling resistance increases your fuel consumption and in turn, produces more CO2 emissions. Improperly inflated tyres are also more susceptible to blowouts, which causes more debris on the roads.

This explains why tyre companies are coming up with a variety of devices that ensure the correct inflation pressure is maintained throughout the journey, thereby preventing costly downtime and ensuring that the tyre's optimum lifespan and mileage is achieved.

One such example is Continental's ContiPressureCheck monitoring system for commercial vehicles. A direct tyre pressure monitoring system, mounted on the inside liner of the tyre, the device is used to measure inflation and temperature changes.

Designed with a multitude of capabilities, ContiPressureCheck sensors – fixed to the tyre using cyberbond - provide: ID storage, temperature and pressure monitoring, self-diagnosis, automatic single tyre exchange detection, under pressure warning, extreme under pressure warning, high temperature warning and fast pressure loss detection.

"Running costs have been a worry for transport companies in the people and goods segment for many years, as countless surveys show.

Cutting expenses has become the single-most important factor for success in the field. With its tyre pressure monitoring system, ContiPressureCheck, Continental is helping transportation companies get to grips with their costs – because incorrect tyre pressure is responsible for huge additional expenses," said Monica Ramsunder, Marketing Manager for Continental Tyre SA.

"ContiPressureCheck can help prevent unnecessary additional costs. The system provides precise data on tyre pressure and temperature, and is a valuable indicator for efficient fuel and tyre management in the fleet. It enables the driver to monitor tyre condition in real time, and to react quickly if there is a deviation from the defined value.

"If any changes in air pressure or temperature are detected, the sensor inside the tyre immediately sends the data wirelessly to the central control unit or CCU. This data is then processed and sent to the in-cab display every 2-4 minutes. If a pressure loss, or high temperature reading occurs, it is transmitted every 3-5 seconds to the in-cab display, thereby allowing the driver to take corrective action and avoid a breakdown before it happens," said Ramsunder.

The system is being dubbed as an inexpensive solution for measuring tyre inflation pressure and temperature and that it pays for itself the first time it prevents a tyre breakdown. Improper inflation not only increases fuel consumption, but also the chance of a breakdown due to blow outs and reduces tread life, all of which drive overall fleet costs up.

The ContiPressureCheck tyre monitoring system can be adapted to the demands of every fleet, with numerous combinations available such as: truck only, truck trailer, trailer only, or bus/coach.

“

The system enables
the driver to monitor
tyre condition in real time –

Monica Ramsunder

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The Conti Hybrid HD3 redefines regional: Its power-packed performance on winding, hilly roads coupled with its high adaptability to long-haul routes guarantees excellent mileage performance as well as minimum fuel consumption. Kilometre after kilometre.



The high mileage
performer



Locally produced tyre a game changer for trucking industry

Buying local is key to rebuilding the South African economy following the impact of the COVID-19 pandemic, so says Sumitomo Rubber SA. Produced in the state-of-the-art Ladysmith, KwaZulu-Natal Truck Bus Radial manufacturing plant to meet the needs of the “always on the road” trucking industry, Sumitomo Dunlop has launched a new premium Drive truck tyre. Locally researched, produced and tested, the SP835A ticks all of the boxes for the long haul, highway trucking fleet.

“The SP835A is a big deal for both the company and the trucking industry,” said Riaz Haffeejee, CEO of Sumitomo Dunlop. “The launch of the SP835A sees the beginning of a new era where we are now able to supply a full set of locally produced tyres for the entire truck, for all positions – from Steer, to Drive and Trailer.”

A premium Drive tyre, the SP835A was developed for improved Cost per Kilometre (CPK), high mileage in long-haul highway applications. Exhibiting even tread wear and low rolling resistance due to DECTES* technology (reducing fuel consumption), the tyre has been manufactured using a cut resistant compound and has a Heel and Toe resistant pattern. Better heat dissipation is achieved using base tread material in the tread construction which enhances re-treadability.

Key features include:

- **Reinforced bead:** Bead with nylon reinforcement for even wear performance
- **Optimised Breakers Angle:** Better distribution of ground contact pressure results in uniform tread wear improvement.
- **Pattern highlights:**
 - Lug groove with different angle aimed at minimizing retention of stones and keeping block stiffness.
 - Less partial abrasion during block movement for even wear and higher mileage.
 - Tie-bars on the shoulder blocks reduces Heel & Toe wear, increasing driver comfort.
 - Performance improvement between wear, cut/chipping and stone trapping.
- **Available sizes:** 315/80R22.5 and 295/80R22.5.

In house field application tests on 315/80R22.5 showed best performance in the Drive application for the SP835A versus 31 competitors and 19 Dunlop tyres in three different fleets, showing an up to 18% improvement on mileage.

Visit <https://www.dunloptyres.co.za/Tyre-Range/BusTruck> for more information.

* DECTES – Dunlop Energy Control Technologies

Festival of Motoring 2021, new dates set

The Festival of Motoring presented by WesBank will return to the iconic Kyalami Grand Prix Circuit from 26 – 29 August 2021.

Event organisers, Messe Frankfurt South Africa, are supercharged for the 5th edition of the annual motoring celebration. The festival remains the largest industry supported event. The 2021 Festival of Motoring will focus on the celebration and achievements of the industry whilst highlighting innovation & aspiration for the youth of SA. The content and marketing of the festival revolves around these three elements. The core of the event remains the experiential platform provided for OEMs to demonstrate products and services.

To view the new website visit: www.safestivalofmotoring.com

For more information or to book your space at the 2021 Festival of Motoring presented by WesBank, please contact judy.maharaj@za.messefrankfurt.com

BRIDGESTONE SOUTHERN AFRICA looks to first female CFO to navigate the volatile economy

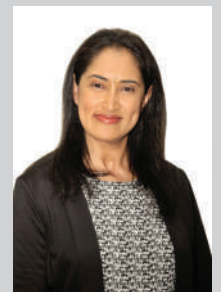
The 2018 Global Leadership Forecast found that gender-diverse organisations have higher quality leadership, are more agile, grow faster, and are more likely to experiment in pursuit of different and innovative approaches, and innovation is exactly what's up Prinisha Khoosal's sleeve as the first female Chief Financial Officer at Bridgestone South Africa.

Khoosal could not have come at a better time as South Africa and the global community are reeling at the hands of COVID-19, which

has negatively impacted businesses, requiring many companies, Bridgestone Southern Africa included, to carefully navigate through a recessive and unpredictable economy. “This is an unprecedented time and it calls for high agility and a mindset of change to embrace the challenges and respond appropriately. Cash preservation during these times is key for the sustainability of the business and needs strong financial governance and control to ensure it withstands the changes. I plan to drive and be part of the response plan for Bridgestone

while instilling a cost-conscious culture during this difficult time,” says Khoosal on settling into her new job.

Backed with over 21 years' experience in commercial finance, Khoosal is a seasoned executive who has held various leadership roles in high-profile companies such British Petroleum BP Southern Africa where she filled the role of Commercial Integration Manager from 2016 until joining Bridgestone South Africa in July 2020.



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In this role, she was responsible for providing financial and strategic partnership to and end-to-end financial performance management for the SA Fuels business.

At BlackBerry, she moved up the ranks swiftly becoming head of EMEA Regional Finance in 2014, where she played the role of finance support to the vice president of EMEA, driving business strategy and strategic business goals. Other companies she has worked for in a finance role include Motorola Sub Saharan Africa, Procter & Gamble South Africa and Universal Pictures in London, to mention but a few.

"We are delighted that an executive of Prinisha calibre and experience is now a part

of Bridgestone Southern Africa family. Her track record speaks for itself, and her expertise in financial management solutions, business partnering and customer focus orientation will be invaluable as the company prepares to optimise its operations and take advantage of new opportunities," says Jacques Fourie, CEO of Bridgestone South Africa. "Pleasing to see her break the tradition of male CFOs at our company and such is the diversity we are committed to harness and cultivate in our company and industry."

Khoosal comes armed with a Bachelor of Commerce degree in Business Finance and Economics from the University of KwaZulu-

Natal and is currently pursuing a managerial level certificate with the Chartered Institute of Management Accountants. Her immediate priority is to understand the key business drivers that underpin the strategy of the tyre manufacture's business and ensure that her finance department is fit for purpose to support that strategy for success. "Cash preservation is definitely high on my priority list to ensure we have business continuity and growth for the future," she concludes.

Khoosal brings into the C-suite her caring and supportive nature as well as her passion for coaching and mentoring, which will stand her in good stead to build a strong team.

BRIDGESTONE to close tyre manufacturing plant in Port Elizabeth, South Africa

Bridgestone Southern Africa (BSAF) has announced its proposal to close its bias tyre manufacturing plant in Port Elizabeth. This move is fully in line with the recently announced mid-long term business strategy laid out by Bridgestone Corporation which plans to strengthen its core tyre business through focus on premium profitable growth segments. The announcement confirms the company's dedication to implement this strategic framework. BSAF has as of today initiated a Section 189 notice and a consultative process in compliance with the South African Labour Relations Act.

BSAF has in recent years seen its financial performance come under pressure due to a variety of economic conditions and industry factors. In addition, Bridgestone's Port Elizabeth plant is specifically geared towards the production of older bias tyres, which are globally in decline and being phased out in South Africa as it is an unprofitable market. The effects of a shrinking economy and an influx of cheap imports compounded by rapid changes in the tyre industry has prompted

BSAF to restructure its operations.

The agricultural industry is shifting to radial tyres, which are longer lasting, and the production of which is modern and high-speed. To produce radial tyres an investment in a completely new multi-billion-rand plant would be needed, which is not feasible in the current economy.

"The bias industrial and off-the-road tyres manufactured at the Port Elizabeth plant which have since been trumped by a growing trend in the production of radial tyres globally, has meant a steady decline in market demand over the years, eroding profitability for BSAF," says Jacques Fourie, BSAF Chief Executive. "All these technical and economic factors combined have created an environment in which the PE factory is unable to continue running, despite all efforts to sustain the operation. To preserve the competitiveness of BSAF and a sustainable future for its employees, partners and stakeholders, the proposed closure of the PE plant is the only viable option," he adds.

The company says the proposal to close the PE plant has been reached following very serious consideration and has not been

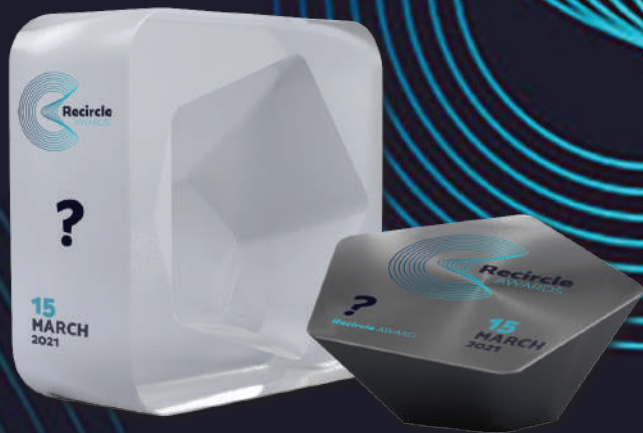
taken lightly. In recent years the company has considered many other alternatives, including cost containment measures, the sale of the plant to a suitable buyer, export opportunities, public funding and possibly relocating different product lines to PE. However, while some of these options have been explored thoroughly, the current market dynamics make it extremely challenging to find a longer-term sustainable solution.

BSAF made assurances that it would exercise due diligence to ensure compliance with all legal requirements and accepted practices, as well as to ensure that all 252 affected employees are treated fairly and supported through the transition.

"We realise the impact the project will have on the personal lives of PE employees and we are committed to mitigate the impact of the proposed closure. Fair severance packages will be provided and where possible, skills will be redeployed," Jacques Fourie concludes.

BSAF, employing over 2,000 people, remains fully committed to its business in Southern Africa and its Brits manufacturing facility which continues to produce radial tyres for OEMs and replacement customers.





Recircle AWARDS

to honour global retreaders and tyre recyclers

An exciting new initiative – the Recircle Awards – is being introduced in the global market in a bid to honour global retreaders and tyre recyclers.

The event was scheduled to showcase at a major gala dinner during next year's Bologna show, but the exhibition was subsequently cancelled due to Covid-19.

AWARD CATEGORIES REVEALED

At the same time, in the light of the decision by title sponsors Autopromotec to postpone their 2021 exhibition until May 2022, the organisers have announced a new multi-show concept for the Recircle Awards, which will see the Awards being presented at key tyre industry events during 2021. Autopromotec will remain title sponsors of the inaugural Recircle Awards.

The Recircle Awards 2021 will incorporate a total of 20 awards covering a wide and balanced range of categories from across the tyre industry. The nominating and voting process for the 14 awards being announced today will be open to the general public. These award categories are as follows:

- Best Tread Rubber Supplier
- Best Retreading Equipment & Accessory Supplier
- Best Tyre Recycling Industry Supplier
- Best Casing & Tyre Disposal Services Provider
- Best Tyre Derived Recycled Product
- Best Retreading Industry Innovation

- Best Tyre Recycling Innovation
- Retread Industry Fleet Award
- Best Publicity Campaign
- Employee of the Year
- Business Innovation Award
- Best Tyre Retreader
- Best Tyre Recycler
- Best Company Director

Details of the qualifying criteria for these awards can be viewed on the Recircle Awards website at www.recircleawards.com

The final six awards will include two Lifetime Achievement Awards for the tyre retreading and tyre recycling industries respectively, in addition to four further regional awards, details of which will be announced in the coming months.

Nominations Process Set to Commence on 24 July.

In addition to the announcement of the awards categories, VMS has also revealed details of how the nominations process for the Recircle Awards 2021 will work.

David Wilson, Managing Director of Valebridge Media Services, explains; "Anyone within the tyre retreading and recycling sectors is entitled to nominate a company, product or person for a Recircle Award, and if you feel your company deserves to be

recognised, we actively encourage you to invite your customers and associates to tell us why.

"Nominations can be made via the nominations form on the Recircle Awards website. You can make nominations in as many or as few of the award categories as you like, although the process allows for just one nomination per person/email address in each category.

When making a nomination you will be asked to give a reason for the nomination, and this will be analysed by the Nominations Committee as part of the process of selecting the Short List for the Awards."

Nominations for the Recircle Awards will close on November 13, 2020, and the Short List will be announced on November 30, 2020.

The short list of nominees will be selected by a specially constituted Nominations Committee consisting of the respective editors of Retreading Business and Tyre & Rubber Recycling plus a further eight individuals from the global tyre retreading and recycling industries selected according to their independent status and their acknowledged expertise within their respective fields.

The 2021 Nominations Committee is scheduled to be announced during the first week of September.

Renier Botha, pictured here with Tony Kalis.



TONWAY TYRES

celebrates 20 YEARS in business



AN EXCLUSIVE WITH TONWAY TYRES **RENIER BOTHA**

To describe trading in the current climate as a challenge would be an understatement. South African businesses are experiencing the worst possible times, scrambling for survival amidst a recession, job losses and salary cuts. No industry is exempt, including the tyre sector. The downgrade to Junk status by Moody's Agency in 2019, swiftly followed by the arrival of a global pandemic and subsequent lockdown at the end of March, exacerbated an already bleak marketplace to unprecedented levels. And yet, despite a growing mound of obstacles and challenges, one tyre company continues to thrive. Recently, Tonway Tyres celebrated an impressive milestone – 20 years in business! In an exclusive interview, Renier Botha tells SA TREADS what has led to this huge accomplishment.

Congratulations on your 20-year anniversary. What do you believe has contributed towards this impressive milestone? When is the exact date?

Having only joined the Tonway Team just over a year ago, I thought it best to pass this one on to Tony Kalis one of the founding members to give us his insights. The exact date was Monday, 2 July 2000.

Achieving 20 years in business is a milestone not easily achieved. There have been many partnerships in the supply chain which includes, banks, raw material suppliers (Bandag), casing suppliers, patch suppliers, accessory suppliers, IT, stationary and many others. Obviously, we have benefited from our loyal customers whom have become integral in achieving 20 years' sustainability. Both arms are imperative for the continuation of Tonway Tyres being a force in the market.

A very important factor has been the guiding arm of our external accountant Me. Pam Arthur. She has been associated with Tonway Tyres for more the whole 20 years and she has experienced the good and bad with us. An incredibly strong force who will be sorely missed as she enters retirement. A backbone of incredible moral and ethical strength.

How did the name TONWAY come about?

This is a combination of the first 3 letters in the first names of the 2 founding members- and shareholders, Tony Kalis and Wayne Sauvage.

Wayne Sauvage one of the founding members passed away in April 2019. Did this have an impact on the business in any way, and if so, how did you deal with that?

Wayne was a larger than life persona in Tonway and the industry, and his death, coupled with Tony's retirement from the business in 2016 left a management vacuum that had to be filled quickly.

The shareholders approached me in June 2019, and I was appointed as Managing Director in July 2019. Tony made a "comeback" from his retirement, now as a 80% shareholder in the business, to assist in steadying the ship. Unfortunately, we found a business in distress, disarray and on the verge of total collapse. Immediate action required us to address the completely unsustainable business model through an aggressive restructuring of the business which required retrenchments, cost-cutting and the implementation of strict controls and management principles.

We are happy to say that this yielded the required results and there has been a steady upward growth curve since the beginning of 2020. That is up and to the COVID-19 pandemic...

Do you think that your substantial restructuring of the business during the latter part of 2019 helped you in any way

to deal with the COVID-19 pandemic more effectively?

The saying: "hindsight is a perfect science" finds strong application here. Looking back now, this restructuring has in many ways been our saving grace during the pandemic. We are now a much leaner and focused business and it will stand us in good stead for the future.

Tell us a bit about the Tonway operations. Did the restructuring hamper or reduce your operations in any way?

No, the restructuring has helped us to be more focused and effective. The factory still operates 24 hours a day, 5 days a week and produces between 6200 to 6500 retreads per month. In this process we use in the region of 70 tons of premium Bandag rubber, that if one joins the tread end-to-end will measure a distance 21.3 kilometers! We have a fleet of 14 vehicles that collect, delivers and service our clients daily on dedicated routes. These vehicles cover on average an estimated 86 478 kilometres per month.

Did the COVID-19 pandemic have an effect on your business? How did you deal with this in particular with reference to your employees, your customers and your suppliers?

The pandemic has brought with it challenges and scenarios that no business could ever plan- or prepare for. Yes, it certainly had a very negative effect on us for the initial hard lockdown and our April figures are best forgotten as quickly as possible. But we did decide to open after 3 weeks as an essential service and that proved to be a good decision as it gave us an edge over our rivals and the market.

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The factory produces between 6200 and 6500 retreads per month, using around 70 tons of premium Bandag rubber.

”

Our employees are our most valuable asset and as a result we decided to pay them all full salaries and wages throughout the lockdown. The rationale being that when your business resumes after something like that you need a motivated and loyal team to pull you out of trouble.

The pandemic has affected everyone the same and this made communication with our customers and understanding for each other's predicament easier. We are all in this together and we need each other to get out of it again.

Are your sales staff able to service your commercial clients? And how are surveys, scrap tyre analyses and so on being conducted during the pandemic?

Yes, our sales team have been operating on full capacity ever since we have reopened. They are careful, and mindful of the health and safety protocols to keep themselves and our clients safe. With the necessary permits they have travelled across provincial borders without any difficulty to



John Laskarides (Bandag), Tony Kalis and Renier Botha.

attend to surveys and scrap analysis where needed.

What kind of assistance are your customers requesting from you during this pandemic?

The pandemic has obviously placed our customers under massive financial strain and their cash flow and available funds to buy stock and settle their accounts in terms have been a challenge. We are fortunate that we have longstanding relationships spanning over several years with most of our customers. We knew that supplying them in excess of their credit limits or extending additional terms and payment plans will not only help us and them but cement these relationships for the future. And I am happy to say that this has really been a good decision thus far.

Are transporters still able to settle their monthly accounts or are many struggling to survive?

Transporters in general are battle hardened businesses that have seen and experienced it all.

Once again, we find that almost all or our customers who are transporters have breached the worst of this pandemic, adapt as best they could, and are settling their accounts with us. It would seem that the bigger transporters find it more difficult to adapt to the challenges.

Do you run an in-house software system?

We are very excited about a barcode scanning system that we have developed specifically for our business and implemented in our factory. Our GM, Andrew Swanepoel has been the driving force behind this, and we believe that this will make us the industry leaders. In essence it provides us with a tool and a program whereby we can track and follow a client's casing from its arrival through every process in our factory- and warehouse until it is loaded and dispatched back to the client. The next phases of this will include a digital invoice- and proof of delivery e-mailed to the client upon delivery. But the most exciting part will be the cloud-based program that will allow a customer to

log in and follow the progress of his/her tyres live.

This will give our customers peace of mind that their casings and that of their clients are safe and in good hands.

What are your immediate concerns regarding the future of your business?

We are strangely not concerned, but rather quite positive about the future of the business. The pandemic has brought with it destruction that is true. But there are also many opportunities that have presented themselves especially in the retreading industry. We believe that there will be an increased demand for quality retreads such as the Bandag product with transporters looking at ways to reduce their CPK wherever possible. And we are ready to provide them the perfect solution.

What does Tonway do differently, i.e. what differentiates you from your competitors?

It is difficult to highlight a single thing that differentiates us from our competitors. We would like to think that it is rather a number of continuous conscious efforts by our team to focus on our people, that will in turn result in excellent service to our customers and finally in a world class, quality product. We don't believe in getting involved in price wars and in essence prostituting our product.

We are confident that our service and quality negates the need for that. But it is an ongoing process and you can never relax and think you have arrived!

Are your suppliers coming to the party by way of providing assistance to businesses such as yours, who may be facing hardship in light of the pandemic?

It is our policy that we will only align ourselves with likeminded business partners, suppliers and customers that share our values and integrity in business. We have had some support from a number of our suppliers. None more so than from our franchisor, Bandag who has been incredibly

“

We will only align ourselves with likeminded business partners, suppliers and customers that share our values and integrity.

”

supporting to us and other franchisees in the Bandag stable throughout these trying times.

Are there plans to expand your operation at some point?

Although we are always alert for opportunities to grow and expand, we are now more in a consolidation phase. At the moment we are looking at fine tuning all our internal processes, training and rebuilding our incredible Tonway Team. The restructuring process, as painful as it was at the time, has now placed us in the perfect position to grow from as and when the opportunity presents itself.

We see a new logo for Tonway Tyres. Tell us a bit more about that?

Yes, it was an exciting project in which we involved the entire Tonway Team to come up with a new logo design. This in turn had various benefits such as team building, inclusivity of the team in the decision process as well as their buy-in into the new brand identity. With technology playing an ever-increasing role in marketing and even sales we decided that after 20 years it was time for stronger corporate brand. We will roll out the next phases of the Tonway corporate brand over the remaining months of 2020.

How can retreaders and other related businesses in your industry ensure longevity and sustainability under current market conditions?

Our industry is very fortunate that we supply an essential/necessary commodity and not a luxury item which makes trading maybe a bit easier.

Relying on our own experience, and through communicating with our customers, we are of the opinion that the pandemic and current tough market conditions have forced every business owner to do some serious introspection into their businesses. The net result we believe for businesses to survive, is that they have to be “lean and mean” and able to adapt and adjust to sudden changes.



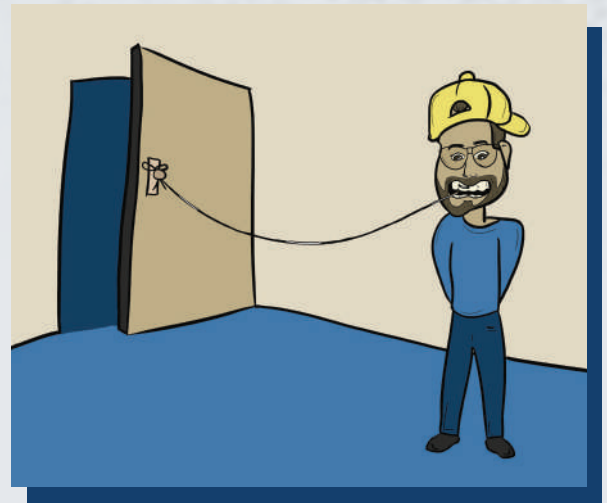
Tonway Tyres Factory.

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Jack of all trades, master of none.

Such an old phrase; one that you would have heard many, many times and possibly uttered as many times, if not more. Who would you consult for a tooth extraction? Your plumber, your neighbour or your mechanic? **Chances are, it's your dentist!**

Why then don't you consult **Bandag** for your tyre related needs? Our management team alone has nearly 250 years of combined experience in the commercial truck tyre environment, in varying capacities. Together with our franchise network this experience increases exponentially. From on-road tyre breakdowns to on-site management procedures and even electronic tyre inspections, **Bandag** has you covered.



Your truck tyres are not just round, black things that you burn or bury once you are done using them. At a minimum, the tyres in your fleet offer:

- Load carrying capacity.
- Comfort by absorbing shock from the road surface.
- Means to transmit driving and braking torque.
- Cornering force and steering response.
- Performance through adequate mileage and minimum use of power.
- Minimisation of noise and vibration created by the vehicle.
- Durability and safety to all road users.

In our evolving world we find these just as relevant:

- A reduced carbon footprint when you select a truck tyre that can be retreaded multiple times.
- Local employment when selecting a new or retread tyre that is manufactured in South Africa.



As your truck tyre expert, **Bandag** is here to ensure that you receive the best blend of world class products and local expertise to ensure you get the best performing **Bandag** retread! Let us help you select the right new tyre and best **Bandag** retread for your fleet!

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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MAXXIS TIRE wins design award for T Razr passenger tyre

A'DESIGN AWARD

SILVER

2020



The Maxxis T Razr passenger tyre has won a Silver in the international A' Design Award Competition.

According to A' Design Award, Silver awards go to 'a superior design providing ease of interaction or use, with high design value content, function, performance and

reliability'.

The T Razr was designed to actively detect driving conditions, and provides active signals to transform the contact area. Maxxis claim the T Razr not only provides extra control to cope with unexpected road conditions but also enhances traction, which guarantees more stable handling

while accelerating, decelerating, braking and cornering.

Winners are honoured at the annual A' Design Award Gala Night in Italy. Judged on criteria including design, engineering and presentation, A' Design winners are chosen by panels which include academics, industry experts, designers and journalists.

Trump 'cancels' GOODYEAR TYRES as he campaigns against 'cancel culture'

(CNN)President Donald Trump is calling on his followers to not buy Goodyear tyres and threatening to remove them from his custom presidential limousine, despite previously railing against "cancel culture," after an employee posted a viral photo of a company policy banning "Make America Great Again" and other political attire in the workplace. "Don't buy GOODYEAR TIRES – They announced a BAN ON MAGA HATS. Get better tyres for far less! (This is what the Radical Left Democrats do. Two can play the same game, and we have to start playing it now!)," he tweeted Wednesday morning.

The tweet came in response to an employee who posted a photo, obtained by CNN affiliate WIBW, from a Topeka, Kansas, Goodyear plant that showed a slide during a training that "Black Lives Matter" and LGBT pride apparel were "acceptable" and "Blue Lives Matter," "All Lives Matter," "MAGA Attire," and other political material were "unacceptable."

Goodyear issued a statement following the President's tweet stating "the visual in question was not created or distributed by Goodyear corporate," but that it asks its associates to "refrain from workplace expressions in support of

political campaigning for any candidate or political party, as well as similar forms of advocacy that fall outside the scope of racial justice and equity issues."The company also stated that it has "always wholeheartedly supported both equality and law enforcement and will continue to do so."

Coincidentally, the President's limousine, known as the "Beast," has custom Goodyear Tires. Goodyear said in a 2009 statement that it is "the exclusive tire for the presidential limo and the standard tyre of the US Secret Service."

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CONTINENTAL accelerates AI development using Super computer

Continental is accelerating the development of future technologies with a supercomputer that is unrivaled in the automotive industry. With the networking of an unusually high-performance computer system based on technology from NVIDIA (InfiniBand-connected DGX), Continental is setting an as yet unmatched new milestone for the development of artificial intelligence (AI). This is required for the development of pioneering future technologies in assisted, automated and autonomous driving, for example. And by doing so, the technology company is underlining its core competencies in software and networking as well as in the architecture of systems.

The new supercomputer consists of more than 50 networked "NVIDIA DGX" units – with each one worth just as much as a luxury sports car. These

have been working together in a data center in Frankfurt am Main since early 2020. From this new computer cluster, the developers at Continental's locations around the world get the computing power and storage that they need for highly complex and data-intensive developments – including, in particular, those relating to AI. The new supercomputer from Continental is ranked according to the current list of TOP500 supercomputers as the top system in the automotive industry.

"The supercomputer accelerates our development, which leads in terms of technology," said Christian Schumacher, head of Program Management Systems in Continental's Advanced Driver Assistance Systems business unit. "The high-end computer will be used in particular for innovative software disciplines such as deep learning and AI-driven simulations," he explained. "With the computing power we have now gained, we can develop the modern systems we need for assisted,

automated and autonomous vehicles in a much quicker, more effective and more cost-efficient way. We use these to simulate real-life, physical test drives – and need fewer journeys actually on the road as a result. By doing so, we are significantly reducing the time required for programming, including the training of artificial neural networks."

Continental's developers are thus strengthening their expertise in what is known as "deep learning" – in which an artificial neural network enables machines to learn by experience and connect new information with existing knowledge, essentially imitating the learning process within the human brain. Without supercomputers, several thousand hours of training involving millions of images and therefore enormous amounts of data are necessary to train a neural network. The high-performance computer now reduces the time needed for this process, taking it down from weeks to hours.



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Covid-19 sees **GOODYEAR** Q2 sales drop 41%



The Goodyear Tire & Rubber Co. reported a 41% drop in sales and 45% decrease in tyre unit volumes compared to a year ago in its Q2 2020 financial results, released Friday.

According to the company, the decline was driven by lower industry volume and reduced sales from other tyre-related businesses. These factors were partially offset by improvements in price/mix, Goodyear says.

The company reported \$2.1 billion in sales for the second quarter and its tyre volumes totaled 20.4 million. Goodyear said industry demand during the second quarter was significantly affected by the actions governments, businesses and consumers took to slow the spread of COVID-19, with the greatest impact occurring in April and May. Replacement tyre shipments declined 39%, due to low consumer demand, temporary store closings and wholesale and retail customers reducing inventory levels, the company said.

OE unit volume decreased 62%, driven by reduced vehicle production,

including the effects of global auto manufacturers temporarily suspending vehicle production.

"Although our first half results were greatly affected by difficult industry conditions as a result of the ongoing COVID-19 pandemic, the decisive actions we took to safeguard our business helped mitigate the impact on our results," said Richard J. Kramer, chairman, chief executive officer and president.

"While we are encouraged to see industry demand gradually recovering in most major markets, our plans for the second half consider the challenges and uncertainties that remain. We continue to focus on the wellbeing of our associates, servicing our customers and supporting our brands while appropriately managing our costs and working capital.

"We are also committed to supporting the strong growth we are seeing in our e-commerce and mobile installation businesses. These investments in distribution will strengthen our leadership position and support

our long-term growth prospects as consumer buying behavior continues to evolve within the tyre industry," Kramer said.

Goodyear's second quarter 2020 net loss was \$696 million (\$2.97 per share) compared to net income of \$54 million (23 cents per share) a year ago. According to Goodyear, the decrease was driven by a decline in segment operating income, a non-cash asset impairment charge and higher rationalisation charges.

Second quarter 2020 adjusted net loss was \$437 million (\$1.87 per share), compared to adjusted net income of \$58 million (25 cents per share) in 2019, the company reported. Per share amounts are diluted.

Goodyear also reported a segment operating loss of \$431 million in the second quarter of 2020, down \$650 million from a year ago. The decline primarily reflects lower volume and reduced factory utilisation. These factors were partially offset by lower SAG, driven by reductions in payroll and advertising expenses relating to actions taken as a result of the COVID-19 pandemic.

Tyrexpo Asia 2021 attracting ongoing exhibitor interest in countdown to Show

With the worldwide pandemic and businesses actively looking for a platform for recovery, Tyrexpo Asia 2021 is due to open in almost seven months' time next March 2021 and so far this specific event for the international tyre market has attracted over a hundred confirmed exhibitors' positive interest and support.

Stands of varying sizes have been taken by many leading business around the world including Stamford Tyres International (Singapore), Deestone Corporation (Thailand), Goodtire Rubber Industrial (Taiwan), GB Tyres (UK), Sun Rubber Industry (Malaysia), Service Industries (Pakistan) and Middle East Tyre Center (UAE), which incorporates a mixture of both returning customers, showing a trust in the show series and new exhibitors wishing to expand their marketing image globally and anticipating a rebound in business activities.

This latest announcement of the special business conferences at the show follows close on the heels of the recent launch of the Hosted Special Buyers Scheme as the Tyrexpo Asia 2021 Show and further illustrates the continual marketing momentum that Tarsus are determined to maintain on a regular basis right through to the commencement of the show.

High on this list of proposed attractions will be this innovative

series of open business conferences throughout the three-day event which will encompass a variety of topical issues by a series of experienced professionals in their specific aspect of the tyre market. The Marina Bay Sands Conference facility has two high standard conference halls so there will be two conferences on each day and the first day at the show will present two distinctive summits on international Tyre retreading and recycling and a 'unique' Fleet management summit with the remaining conference topics to be confirmed in due course.

This event is now managed by Tarsus Group, one of the largest and most successful exhibition management specialists in the world and definitely on course to take the international tyre industry to the next professional level of presentation which will incorporate a series of new features and facilities.

Alwin adds, "We have put a lot of thought into the presentation of the conferences we are presenting and are very confident they will provide good coverage of what is happening in today's market both at the moment and in the future. In due course we will be announcing the schedule of each individual conference during the event which will be more expansive and cover more market sectors than ever before."

For further information regarding the Tyrexpo Asia 2021 show please contact: jane.customer@tyrexpoasia.com and Buyer enquires john.buyer@tyrexpoasia.com



Interest and bookings for Tyrexpo Asia 2021 are gathering momentum.

GOODYEAR unveils unique Eagle F1 SuperSport tyre for Pure ETCR



Goodyear has revealed the bespoke Eagle F1 SuperSport race tyre that will be equipped to all cars in Pure ETCR, the world's first all-electric multi-brand touring car series. Goodyear is the exclusive tyre supplier and founding partner of this exciting new racing championship.

The unique treaded race tyre for Pure ETCR is the latest in Goodyear's performance Eagle F1 SuperSport range. It shares a great deal of technology with the Eagle F1 SuperSport road tyre but is optimised to maximise performance from Pure ETCR's radical electric touring cars, which will compete in their first races later this year.

ROAD TYRE TECHNOLOGY USED AS BASIS FOR RACE TYRE

The bespoke Goodyear Eagle F1 SuperSport ETCR tyre has a very similar appearance to the road tyre, shares the same philosophy, and much of the same technology. These shared

technologies include the Power Shoulder and High Force Construction features, which are key for maximising performance on both road cars and in the 500 kW (670 hp) Pure ETCR race cars. The entire Eagle F1 SuperSport range draws on Goodyear's extensive and wide-ranging motorsport experience to improve performance on the road, but these benefits work both ways. The innovative technologies in the road tyre are now being used as the basis for the race-only Pure ETCR tyre.

On the road tyre, the Power Shoulder improves cornering performance through its massive closed outside pattern, while the super stiff sidewall design of the High Force Construction technology results in better handling and driving stability. Both technologies are integral to the Pure ETCR version of the Eagle F1 SuperSport but optimised for race use by strengthening the outer shoulder even more. The result is a unique tyre that provides stability and impressive cornering performance to the

world's most powerful touring cars.

The use of treaded tyres is unusual at this level of motorsport but it allows Pure ETCR teams to use the same tyre for wet and dry conditions, rather than the usual split between slick tyres for dry and treaded tyres for wet running. Using a single tyre specification avoids the need to ship three or four specifications around the world, aiding Goodyear and Pure ETCR's sustainability plans.

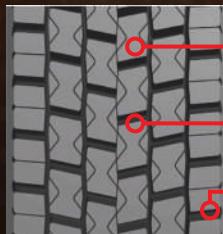
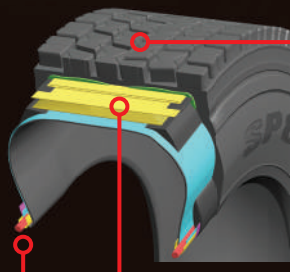
Pure ETCR poses several unique technical challenges due to its unique race format and the sheer power of its cars, which are based on manufacturers' road cars and look very similar to their mid-size four-door hatchbacks and saloons. Electric vehicles are heavier than their petrol or diesel equivalents but also produce an incredible amount of torque and, with up to 500 kW, Pure ETCR cars are some of the most powerful EVs on the racetrack.

These unique characteristics mean that Pure ETCR cars need a tyre that can withstand immense forces and instant power delivery, while ensuring high grip and traction.

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