

Southern Africa

TREADS

DIGITAL

Oct / Nov 2020

www.satreads.com



**SA TYRE
MAKERS TO
FORK OUT FOR
CARBON TAX**

**COVID TO CHANGE
MANUFACTURE,
MARKET LANDSCAPE**

– an exclusive with
Riaz Haffejee

**Renewed call for dealers
to mutilate waste tyres**

**Climate change threatens
NR production**

**Nominations streaming in
for Recircle Awards**



bandag

BUILT FOR BETTER™

SUSTAINABILITY

RELIABILITY

PROFITABILITY

Ongoing investment in processes, rubber compounding, product performance and a global partnership is the blue print of Bandag's Application Specific Range of premium retread products.

Bandag Application Specific Retreads - Built For Better

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

SYNC / 15429



Editor's Corner

The end of a year unlike any other, is fast approaching. Sadly, we still find ourselves in the midst of a global deadly virus and a long way away from finding an effective vaccine or cure to a pandemic that's brought the world to its knees. Perhaps, nowhere is this being felt more than here. After all, Covid-19 and the subsequent lockdown only served to compound an already flagging economy, (bear in mind Moody's Agency downgraded South Africa to junk status before the virus hit).

To add fuel to the fire, a second wave of the virus is now being predicted (SA has seen a sharp rise in infections by 9% last week alone), which brings about the unwelcome possibility of another lockdown, one which business can ill afford. And neither can the hard-pressed consumer.

Amid this gloomy economic climate, there is grave concern from industry that motorists looking to replace their tyres could be seduced into buying second hand tyres, which by rights, should be relegated to the scrap heap. Our story on page 8 sheds some light on this.

Our exclusive interview with Riaz Haffjee, CEO of Sumitomo Rubber SA, (who incidentally, is passionate about the need to

eradicate the sale of second hand tyres from our roads), gives his view on this. He also provides insight into the effects of the pandemic on the tyre manufacturing segment and how it is changing business for SRSA and manufacturing as a whole.

In what we like to call, 'the green issue', we also bring you an update on the newly-implemented carbon tax (introduced on 1 October), alongside a story that highlights the detrimental effects of climate change on rubber production.

You might also want to check out our story on the Recircle Awards on page 15. If you are a retreader or tyre recycler or know of anyone who has achieved particular success in either of these market segments, please let us know! Nominations close on 13 November.

All this and much more! Stay safe everyone!

Liana

Southern Africa
TREADS
DIGITAL

contents

Interview

An exclusive with Riaz Haffjee,
CEO of SRSA 2

Feature

SA tyre makers to fork out for carbon tax 6

Feature

Renewed call for dealers to mutilate
waste tyres to protect Consumer 8

Feature

Climate change threatens natural
rubber production 10

Local Industry News

Technology and tyres to go places Google
has not been 14

Dunlop has once again won the Tyre
Brands Category for the 2020/21 Ask
Africa Icon Brands Survey 15
Environment department officials
suspended 15
Hi-Q voted SA's NO 1 for 10 out of the
last 11 years 16
Michelin MD reflects on company
successes 16

Awards

Lively interest reported in Recircle
Awards 15

World News

Bridgestone unveils 'A Layered Journey'
Sustainability Campaign 20
Continental a Founding partner and
Exclusive Tyre Supplier to 20

Nexen Tire develops A.I. Systems to
reduce tyre noise 22
Pirelli launches new P Zero Trofeo R 22
Tour de France 2020 a success for
Continental 24
New Vredestein Quattrac makes debut
on all-season winner's Podium 24
The Tire Cologne to adapt business model
due to pandemic 26

Retreading

Money Talks \$\$\$ 23

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: Riaz Haffjee pictured here with Lubin Ozoux

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





COVID TO CHANGE manufacture, market landscape

AN EXCLUSIVE WITH **RIAZ HAFJEJEE**

The lockdown, its impact on manufacturing, jobs, labour disputes and the ripple effects to the distribution trade and consumer. These are just some of the critical points of discussion that surfaced in our recent exclusive interview with CEO of Sumitomo Rubber SA (Dunlop), Riaz Haffejee, who talks us through the unfortunate consequences of a global pandemic, no one could have foreseen. But there is some light at the end of this dark tunnel.

Thank you for making the time to speak with us Riaz. We believe the Dunlop plant in Ladysmith is experiencing labour unrest. What prompted this?

Yes, unfortunately, a workers' strike became effective on Monday 12 October, due to multiple factors. The 12th marked the conclusion of the 60-day notice period for some of our staff, who had been informed of the company's need to reduce the headcount by 115.

Over the last four years, our plant has been running on a seven-day week cycle, however, a notable decline of 8 percent in the replacement market in 2018-19, coupled with an estimated 15-20 percent drop in 2020, necessitated the introduction of more flexible hours along a five-day week cycle, as well as some inevitable job casualties.

Whilst regrettable, this was inevitable. I am pleased to report, however, that in the end, only 32 members of staff were let go. 47 were recipients of severance packages, with the balance being absorbed into the company.

Are you confident that union demands will be swiftly resolved?

At present, the company is engaged in

continuous consultations with NUMSA and employee representatives to come to a consensus. We are confident that the issues, which have led to the current strike action, will be resolved soon.

On a positive note, the last three months of operation have performed better than expected, and we are confident that 2021/22 will see a pleasing recovery in the market.

How have your franchisees been impacted?

Dealers operating in metropolitan areas are recovering faster than our initial projections. Interestingly, those located in the rural areas were largely unaffected by the lockdown, likely due to the agricultural sector which remained strong.

Retailers focusing on ultra-high-performance passenger tyres were also fortunate to escape the ravages of the lockdown, as the high-end of the market was not as severely impacted.

What sort of assistance were you able to provide your franchisees during the lockdown period?

The main thrust of the message to

The last three months of operation have performed better than expected.

“We are finding that a good service offering is superseding concerns over price.”

our distribution network was, 'How can we help you?' We knew we needed to first understand their needs, before we could assist them, so chose to engage one-on-one and via webinars during the lockdown. Our goal was to gain an understanding of the current situation and introduce and provide resources that would support our dealers during this challenging time.

Once we established their primary needs, and where they felt most vulnerable, we supported our network via the introduction of payment plans, cash flow management webinars and increased online engagement.

We highlighted the tools dealers had at their disposal for better financial planning, as well as outlined key activities to prioritise in the digital space such as Google My Business, Facebook pages etc to create an online presence during the lockdown. Engaging with dealers on business fundamentals in the retail space, such as cashflow, debtors book management and checking in with current and old customers proved to be both informative and positive.

How are your franchisees finding the market in general at this time? Is the current market dynamic changing consumer behaviour?

With disposable income shrinking even further following the lockdown, price continues to play a big role in the purchasing decision, although interestingly, at the same time, we are finding that a good service offering is superseding concerns over price.

Of greater concern, is the growing number of unlawful tyres in the marketplace. The National Road Traffic Act clearly stipulates that tyre tread

should be greater than that of the tread indicator of 1.6mm. Sadly, this is not always being adhered to. Traditionally law enforcement has not been effective in stamping out this alarming trend.

The extent of the problem goes a lot deeper, often starting with the dealer chain.

Dealers are obliged, by law, to mutilate any illegally worn/waste tyres so that they cannot be reused, but unfortunately, we find that the trade does not always play its part. Instead, they are disposing of their scrap tyres via waste collectors who then resell these dangerously worn tyres to the second hand tyre market and onto the unsuspecting consumer.

Thankfully, the Department of Environment, Forestry and Fisheries (DEFF), is beginning to recognise the severity of these illicit practices in the marketplace. Last year in October, DEFF Enforcement Agency conducted an important operation, following discussions with key figures in the tyre sector, that involved identifying and clamping down on dealers who were not complying with their mutilation duties. Such was its success, that they are planning to conduct similar operations going forward. To quote department officials, 'Now that we have seen taking place in the market, we cannot unsee it'.

Speaking of waste tyres, what, if anything, is being done to finalise the long-standing issue of waste tyre disposal in SA?

As you know, having come to realise that the Section 28 process that required outsourcing a waste tyre management plan to an outside contractor was flawed, the newly implemented Section 29 process now returns the ownership to

government.

In the meantime, until such time as a new government-owned plan is agreed upon, the Waste Management Bureau is continuing to collect and dispose of scrap tyres.

How well is the Bureau executing its duties in this regard?

Overall, the Waste Management Bureau is managing the process quite well. The only concern, and going back to my earlier point, is that we seem to have created a 'monster' if the growing number of collectors who are illegally reselling these tyres into the market, is anything to go by. The Waste Bureau does not have the time or resources to police this.

Why is it taking so long for government to come up with a concrete plan?

As per the minister's request, the CSIR was tasked to come up with a viable plan. A number of proposals have been made, but thus far, all proposed plans had imminent flaws in that they did not represent the interests of all parties within the industry. More discussions and collaboration need to take place in order to get this right.

Riaz, Dunlop embarked on an exciting expedition that involved taking technology into places where Google has never been. Tell us more about this.

The Covid period has served to illustrate how things have changed in South Africa and the world at large. As a company, we identified three key areas of major change: the move towards greater awareness for all humanity; the growing need to source/buy local;

the digital push that will bring about a digital revolution that will influence buying habits and consumer behaviour forever.

This new digital world we are entering into needs to be embraced by all and has major relevance in a contracting economy.

Whether we like it or not, online buying is on the rise and will become even more popular in the future.

In a bid to address the second key area of change, that of promoting South African tourism and supporting the move towards 'buying' local, we embarked on an exciting journey that saw our Dunlop Grandtrek shod vehicles, navigate new and uncharted territory across the length and breadth of our beautiful country.

Our aim was to set out to capture some of the spirit, with a modern twist, of the adventurers who, in the old days, would map out the new places they discovered, and encourage South Africans to go places that until now, even Google had not yet been. By means of a 360-degree camera, we have showcased the proverbial road less travelled and made it safer for travellers planning their journeys.

Not only were we able to chart the uncharted, but we are playing a pivotal role in encouraging South Africans to get back out there after lockdown and explore from the mountains to the deserts and the coast, playing a part in reopening both the economy and the hard hit tourism sector.

A remarkable initiative Riaz, and one that bears testament to your slogan – Take the Road!

“

Online buying is on the rise and will become even more popular in the future.

”

SA TYRE MAKERS to fork out for new **CARBON TAX**



A new carbon tax has been introduced in South Africa, with the very first period for filing tax returns opening on 1 October and closing on 29 October at 15h00. During that limited timeframe, carbon taxpayers will be required to file their initial environmental levy (carbon tax) accounts and pay carbon tax on their greenhouse gas (GHG) emissions between 1 June and 31 December 2019, with late submissions being subject to penalties.

Submission of carbon tax returns and payment of carbon tax will become an annual event. What is behind this, and how will it affect the tyre business? SA TREADS investigate.

According to Andrew Gilder, co-author of *The Concise Guide to Carbon Tax*, it is important for South Africa to reduce its carbon emissions, and that the carbon tax is an important development in national climate change policy, on the way to achieving this.

"Accepted climate change science demonstrates that anthropogenic GHG emissions are driving and accelerating unprecedented changes to the global climate system and confirms the urgent need for concerted international mitigation action. South Africa is a participant in the multi-lateral climate change legal regime and has indicated its clear intention to contribute to the global climate response through urgent implementation of national measures. The importance of domestic action is not only a function of international climate diplomacy, global realpolitik and macroeconomics but also driven by the need to curtail the country's elevated emissions profile and geophysical vulnerability to climate change.

Mitigating South Africa's GHG emissions is essential because South Africa has the highest GHG emissions on

the African continent and is among the top 20 country emitters of GHG in the world, on an emissions per capita basis. The economy is also very carbon-intense and on par with the economies of industrialised countries such as Japan, the USA and China (carbon-intensity is a measure of GHG emissions per unit of GDP). The global trend towards future carbon-constraint means that economies which avoid taking mitigation action will become increasingly uncompetitive," claims Gilder.

**“Economies which avoid taking mitigation action will become increasingly uncompetitive –
Andrew Gilder”**

He went on to describe government's objectives in this regard, saying that South Africa's National Climate Change Response Policy describes a Peak, Plateau and Decline (PPD) GHG emissions trajectory range, intended to peak emissions between 2020 and 2025, to plateau them for approximately a decade, and to achieve an absolute emissions decline from 2035. The carbon tax is an essential element of the Post-2020 Mitigation System that government has crafted to achieve the PPD, and by its

imposition South Africa becomes the first Africa jurisdiction (and one of only very few developing countries) to introduce a domestic price on carbon emissions.

But those in the know maintain government's push to introduce carbon tax, especially given the current economic climate, may not be altogether noble. They insist that this is nothing more than another revenue-generating ploy that will place further pressure on already cash-strapped manufacturers grappling for survival in the Covid period.

Precisely how this is going to impact our industry remains unclear, however, under Phase 1 of the process, tyre makers will be obliged to report monthly on their greenhouse gases being emitted. Using a specific formula, they will then need to calculate the amount of carbon tax due for tax remission purposes.

Whether any other sector of industry is likely to be affected by the new carbon tax remains unclear.

We will report on developments surrounding the carbon tax in future issues.



RENEWED CALL FOR DEALERS

**TO MUTILATE WASTE TYRES
TO PROTECT CONSUMER**

The growing number of dangerously worn second-hand tyres being sold to the consumer by unscrupulous operators, is becoming a grave concern. Key industry players are, once again, calling on tyre dealers to 'do their duty' by ensuring that all scrap tyres leaving their premises have been mutilated, so they cannot be resold to the market. But why the resistance?

Although the law clearly states that mutilation is the dealers' responsibility, it would appear a vast number of retailers are simply refusing to undertake this task, with many attributing it to a lack of time and/or resources.

"For many years, particularly pre-the previous waste tyre management organisation, tyre dealers were obliged to dispose of their waste themselves, but this was seen as a chore and a cost-absorbing nuisance, so when the 'scrap' tyre dealers would make regular calls to collect and even pay for the re-usable casings, this was one less headache they had to contend with. In short, it was considered a massive help in the management of the business. That being said, no scrap tyre collector would want to collect a mutilated tyre that they could not resell, as this would be a violation of their business model. Regrettably this arrangement was never in favour of the environment, with scrap tyres ending up either in the solid waste sites (landfills), or merely discarded wherever, leading to the massive legacy stockpile in South Africa", explains Hedley Judd National Director TEPA.

Under the Waste Tyre Regulations and the apparent implementation of the then-designated waste management company, many of these scrap tyre collectors registered as transporters, while others believed this was not necessary,

based on the fact that they had their established client bases. Those that did register were quickly disillusioned by the poor level of remuneration for their efforts, not to mention the delayed payments to them, thereby reverting to their old ways. Those who never registered merely continued as they had always done, which was to clear away the scrap in place for a nominal rate used for casings.

According to Judd, another serious problem emerged at this time, with waste depots being noted on several occasions for selling second hand tyres directly to the public as well. The net effect of this unsavoury practice was that the transporters then refused to collect mutilated tyres from the dealers as they were deemed 'of no value' by the depots.

"People have long memories and change does not take place overnight, so the residual effects of all these factors combined, have led to a 'not my problem, or my interest' mentality," adds Judd.

To add to this, dealers say there has been no effort made to equip them with any form of a suitable tool with which to perform the mutilation, (given the inherent safety risks associated with the cutting of a tyre).

What's more, there has been no effort from the previous waste management company and now the Waste Bureau, to manage, regulate or control onboard the

"People have long memories and change does not take place overnight"

— Hedley Judd

transporters' vehicles, the implication being that transporters should not be allowed to convey any tyres that have not been mutilated. The effect of this would be to drive the need for mutilation into the industry, at the point where it is needed.

"It stands to reason," says Judd, "that if a dealer's scrap is not removed because it is not mutilated, then the dealer would certainly be compelled to implement mutilation procedures in their operation."

As if this were not enough, the prolific import volumes of second hand tyres, supposedly meant for 'retreading' has led to the birth of a whole new second hand tyre industry, one that is blatant and uncontrolled. At the same time, new tyre dealers are facing an unfair and unjust uneven playing field when it comes to costs, margins, turnovers and governance.

More important, the unsuspecting consumer who may be unaware of the dangers of driving on unlawful tyres, takes the full brunt of these illicit practices in the market.



CLIMATE CHANGE

THREATENS NATURAL RUBBER PRODUCTION

After Covid-19, climate change is the new buzz phrase of the 21st century. What are the long-term effects? How serious is it? What can we do to turn things around for future generations? The topic of many a political summit, it is clear that climate change is a serious issue, one that cannot be ignored. But what are the implications of climate change for the humble rubber tree, an important raw material for the tyre sector, by way of supply and price?

This was the topic for discussion at a recently-held three-day webinar that dealt with Climate Change and the Rubber Economy. Organised by the International Study Group (IRSG) in collaboration with the Center for International Forestry Research (CIFOR), the International Rubber Research and Development Board (IRRDB) and the French Agricultural Research Centre for International Development (CIRAD), the event hosted a number of prominent speakers, who presented their findings on how climate change was impacting rubber production.

According to James Jacob, Director of Research at the Rubber Research Institute of India, temperatures have been progressively warming, (by 0.04deg C per year), in traditional regions and around 0.024deg C per year in India's north eastern region. This, coupled with an unpredictable change in the rainfall pattern in the north eastern part of the country which houses the plantation belts, could see a decrease in field survival, slow growth, prolonged gestation periods, yield depression, increase in diseases and pests, as well as a shift to climatically more favourable areas of cultivation.

Relocation of rubber plantations an option

"As climate warming continues, more areas in north east India may become suitable for growing natural rubber, while traditional areas may become less suitable," claimed Jacob.

In the meantime, rubber producers are adopting various strategies to cope with climate change such as, partially shading to prevent excess light falling on leaves, mulching immature plants, allowing natural weed flora (dicots) to co-exist with rubber, efficient nutrient management, life saving irrigation in non-traditional areas or partial irrigation in water deficit areas home to mature plantations.

Speakers Eric Gohet, Philippe Thaler, Yann Nouvellon, Regis Lacote and Frederic Gay of CIRAD confirmed that an increase in air temperature will lead to higher vapour deficit and altered stomatal conductance, tree transpiration and water status. Too high temperatures will further increase the risks of water stress disorders (xylem embolism/cavitation creating disruption in water uptake) and may also have an impact on soil functioning and quality. Plus, higher temperatures will affect photosynthesis, respiration, carbon allocations and the physiology of the latex vessels.

"As the latex production totally depends on carbohydrate availability and tree water status, there are large uncertainties and knowledge gaps," said the speakers. "The behaviour of the rubber tree under annual mean Tdeg C above 28deg C is unknown and unpredictable. What would the impact on growth and yield be? Until now, the rubber tree has been planted only between 23 deg C and 28 deg C," they mused.

This group of speakers advised that multidisciplinary research programmes be set up (associating breeding, physiology, ecophysiology, technology, climatology, bioclimatology and socioeconomics), as a matter of priority so as to guarantee the sustainability of the natural rubber supply chain.

In addition, all other aspects linked to climate change (frequency of extreme events such as typhoons causing wind damage, increased risk of flooding, possible development of new diseases/pests, increase in atmospheric CO2 concentration and so on), should also be strongly considered, they claimed.

"As these factors may also strongly impact

“

Global warming coupled with a change in rainfall pattern could see a decrease in field survival.

”



CLF is becoming one of the most threatening rubber diseases in rubber growing regions.

latex production, they have to be anticipated by ad hoc research for adaptation.”

Stemming the tide of pests and diseases

According to Nguyen Anh Nghia, Liaison Officer for the IRRDB Plant Protection Specialist Group, weather conditions being affected by global climate change, favour the eruption of the disease *Corynespora* leaf fall (CLF). CLF was first detected in Vietnam in 1999, and has since broken out due to unfavourable weather conditions, with more than 20 000 ha being affected.

Nowadays, CLF has emerged in almost the entire rubber growing area in Vietnam, becoming one of the most threatening rubber diseases in the region.

Nguyen Anh Nghia further highlighted that rubber tree infections by pests was also on the rise due to rising temperatures.

“By the end of 2019, the total infected area was above 520 000 ha, with Indonesia accounting for 387 000 ha of infected area Malaysia at nearly 10 000 ha, Thailand at 122 530 ha and Sri Lanka at around 1 000 ha. The rising incidence of attacks by pests will severely affect the health of the rubber trees, causing significant reduction in latex yield,” he cautioned.

“Interdisciplinary approaches, preferably by international programmes, must be adopted to assess the effects of climate change on diseases and pests on the rubber tree. The complexity of the processes involved and their relationships require communication between professionals in the relative areas concerned, if we are to minimise the effects on productivity.”

Breeding clones could become reality

And as if out of a science fiction movie, speaker Ramli Othman, PhD, presented a fascinating set



Hevea brasiliensis.

of findings around breeding clones of the original *Hevea* species of the rubber tree that would not only generate high latex and timber yield, but would also demonstrate growth vigour, become resistant to major leaf diseases and wind damage, whilst exhibiting acceptable latex and rubber properties.

The Genus *Hevea* species grows wild in the Amazon basin in Brazil as well as in neighbouring Bolivia, Colombia, Ecuador, French Guiana, Guyana, Peru, Surinam and Venezuela.

Natural rubber shortage predicted

“What becomes clear to us when

examining longer term projections of natural rubber (NR), is the likelihood of a shortage in the future. One does not even need a forecasting model to foresee coming shortages in NR. Natural rubber production will become more and more capital intensive and yields will continue to increase while acreage declines, with globalisation being an important factor influencing rubber demand.

“Prices will continue to be subject to short-term fluctuations, by weather, currency movement, futures market activities, irregular demand and so on.” This, according to The Rubber Economist Ltd.

PURPOSE BUILT TIRES FOR DEMANDING APPLICATIONS

Galaxy offers purpose built high performance tires that provide superior performance, long life and exceptional value – qualities that are an absolute must for operating in demanding situations that come with the industrial and construction terrains.

GALAXY
APPLICATION SPECIFIC, PURPOSE BUILT.



CHOOSE FROM THE WIDEST RANGE OF AGRICULTURE TIRES

Galaxy brings the superior range of agricultural tires designed specially to improve productivity and drive your business ahead. Excellent traction, improved fuel efficiency and outstanding durability make them the perfect partner for your agricultural needs.

GALAXY
APPLICATION SPECIFIC, PURPOSE BUILT.



TOUGH TIRES FOR CHALLENGING FORESTRY APPLICATIONS

Primex range of forestry tires is designed with the highest degree of expertise to handle the most extreme challenging terrains with ease. Unique tread patterns with robust construction ensure high traction, excellent self-cleaning and low soil compaction. The presence of special compounds safeguards the tires against damages assuring superior durability and reduced downtime, making them the perfect choice for the most demanding forestry applications.

PRIMEX
EXPERT FOR THE EXTREME



A PROMISE OF STRENGTH AND SAFETY

Galaxy range of underground mining tires are specially constructed to withstand harsh mining conditions. Built with strong casing and specially formulated compounds to reduce downtime and lower the operating costs. Tread designs that ensure long life, excellent ground stability and safety making them the ideal solutions.

GALAXY
APPLICATION SPECIFIC, PURPOSE BUILT.



ATG | BETTER VALUE.
SMARTER CHOICE.

DRIVEN BY

REVOLUTION
TYRES - GO THE DISTANCE

BY MAZEPPA EXPORT CORPORATION (PTY) LTD

Harry Verhoog – 082 788 8767 - National Sales Manager
Luan Lotter – 060 849 7514 - Gauteng, Mpumalanga, Limpopo
Johan Lotter – 082 040 9871 - KZN, Free State, North West
Jason Paans – 066 584 2963 - Eastern Cape
Cameron Paans – 071 333 7501 - Western Cape, Northern Cape
Head Office – Cape Town - 021 4330558

www.revolutiontyres.com



TECHNOLOGY and tyres to go places where Google has not been

Roads off the beaten track in South Africa, especially dirt or gravel roads are often not mapped on Google Street View, leaving travelers and adventurers unprepared for the road conditions and terrain they will encounter. How do you safely prepare to explore places that are not on Google Street View?

Iconic tyre brand Dunlop took up the challenge and embarked on Grandtrek Uncharted, an ambitious project that would go where Google had not yet been, capture and map new roads to be added to the Google Street View functionality.

Riaz Haffeejee, CEO of Sumitomo Rubber South Africa, manufacturer of Dunlop tyres said, "With the help of technology, we are playing our part in opening up the economy and the tourism sector again – showcasing the

proverbial road less travelled and making it safer for travelers planning their journeys."

Google recently opened access to the Street View platforms, allowing for third party entities to publish street view footage and supporting user generated content. The raw Grandtrek Uncharted 360 footage, captured in nine destinations on the expedition, was done using the GoPro Max. Once extracted with the GPS co-ordinates embedded and saved out to Street Builder to create street view files, these files were uploaded for Google approval and published live. Over 1 terabyte of files were uploaded to Street View.

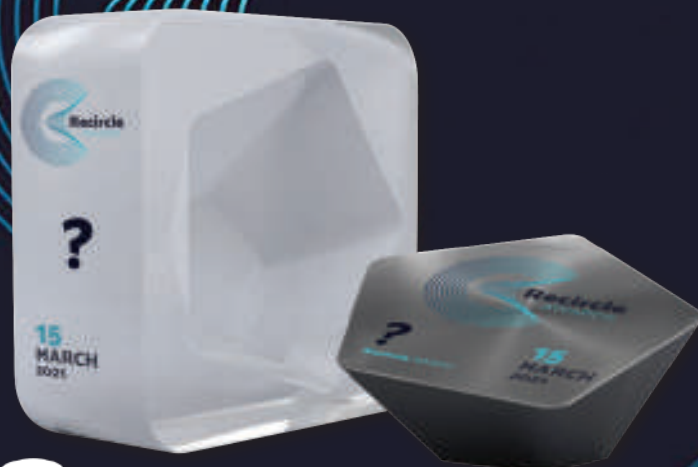
Working with a Google Trusted Business Verifier, the images captured at prescribed intervals, were meticulously stitched together to upload a full 360-degree view of the roads. "The vehicles on the venture were fitted with tyres from the Dunlop Grandtrek range to allow for the mix of roads from tar and gravel to rough terrain only the most adventurous explorer would consider tackling," said

Haffeejee. "Now anyone who wants to travel to these previously uncharted, beautiful destinations across our country can do so and ensure, by viewing the Google Street View visuals available online, that they are not caught short with ill-suited vehicles or tyres on their journey."

"We wanted to capture, with a modern twist, some of the spirit of the adventurers who, in the old days, would map out the new places they discovered. Our goal was to encourage South Africans to go places that until now, Google had not yet been. This has been a unique opportunity and something no other tyre manufacturer has ever done," Haffeejee said."

Ready to take to the road for your next adventure? Now you can prepare from the comfort of your home by viewing the Grandtrek Uncharted 360-degree footage uploaded to the Google Street View platform. To view the footage, as well as the destinations visited, visit www.grandtrek.co.za.

Lively Interest reported in Recircle AWARDS



An exciting initiative was introduced to the global tyre market this year by Valebridge Media Services. Designed to recognise and honour contributions made by the retreading and tyre recycling communities, the Recircle Awards are destined to become an annual event. Our very own Liana Shaw, is a member of the Nominations Committee.

With three weeks to go to the end of the Nominations process, Valebridge Media Services (VMS), the organisers of the inaugural Recircle Awards, are reporting brisk activity from the global tyre retreading and recycling industries in terms of submitting nominations for various award categories including a number of nominations for South African businesses.

The Awards, which have been launched to recognise sustainable innovation, production processes, management and services within the tyre retreading and recycling sectors, will be presented at key tyre industry events, both physical and virtual, during the early part of 2021. The winners will be announced on March 15 next year.

Covering a wide and balanced range of categories from across the tyre industry, the 14 awards open to the general public 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

According to David Wilson, the owner of VMS and publisher of Retreading Business, the global magazine for the tyre retreading sector interest in the Recircle Awards concept has been strong.

"Overall, we have received a good and growing number of nominations, with multiple nominations being made in several categories. The "Best Tread Rubber Supplier" and "Best Retread Equipment and Accessory

Supplier" categories have attracted particular interest. Despite the positive reaction from retreaders and suppliers from around the globe, we are keen to see more nominations, including from the African market."

Liana Shaw, Publisher of SA Treads, who is a member of the Nominations Committee for the Awards, commented "this is a wonderful platform through which to pay tribute to some of the unspoken heroes in the industry. Should you or someone you know possibly qualify for consideration, please send in your nominations as soon as possible."

The Recircle Awards allow retreaders and suppliers to the retread sector to nominate themselves, their suppliers or their customers for any of the awards. Nominations can be made via the Recircle Awards website at <https://recircleawards.com/nominees-page/>.

**The deadline for nominations
is November 13, 2020.**

DUNLOP has once again won the Tyre Brands Category for the 2020/2021 Ask Afrika Icon Brands Survey.

"This win, during such a difficult time is so encouraging to our team," said Riaz Haffeejee, CEO of Sumitomo Rubber South Africa (Sumitomo Dunlop), manufacturers of the Dunlop brand for Africa. "Consumers have again shown their loyalty and connection to the Dunlop brand, now for the eighth consecutive time. We are the brand that consumers trust to keep their families safe on the road and we want them to know that this trust is something we take very seriously."

The Ask Afrika Icon Brands Survey, powered by Target Group Index data, surveyed over 24 000 consumers representing nearly 25 million adult South African consumers during 2019. An icon brand is a brand that unites South African's as a nation, a brand that is used

regularly and chosen, again and again by South Africans across age, income, race, and language spectrums.

"Brands used on a daily basis are ones South Africans are committed to, and they put their money where their mouths are," said Maria Petousis, Industry Lead: TGI. "South Africans will even seek these brands in countries outside South Africa, and in the case of Dunlop, which has a 130-year global legacy, they are able to do so throughout Africa and anywhere in the world."

"At Dunlop we literally take every road to ensure that our tyres are safe and that consumers using Dunlop tyres have the best experience – from purchasing the most suitable tyre for their vehicle and road usage needs at a Dunlop Zone or Dunlop Express fitment centre, right through to the end of



their tyres lifespan," says Haffeejee. "We prioritise keeping our customers safe and happy."

Ongoing research and development ensure that the newest, most ground-breaking innovations are incorporated in product design, resulting in enhanced performance, safety, and longevity of Dunlop tyres. Sumitomo Dunlop is invested in not only meeting but exceeding global standards with stringent manufacturing processes in place.

ENVIRONMENT dept officials

The Department of Environment, Forestry and Fisheries has placed eight officials on precautionary suspension following a forensic investigation into contracts allegedly irregularly awarded by the Waste Management Bureau.

The Waste Management Bureau's mandate, among others, is to promote and facilitate minimisation, re-use, recycling and recovery of waste, and disburse of revenue collected from waste management charges.

According to the department, during the audit of the financial statements for the year ended 31 March 2019, the Auditor-General (AG) identified several tenders that were irregularly awarded.

"These included nine tenders awarded by the Waste Management Bureau, with a total multi-year contract value of R2 105 168 218.93 and expenditure for the 2018/19 financial year amounting to R337 006 699.80," the department said on Thursday.

Minister Barbara Creecy then mandated the then Director-General, Nosipho Ngcaba, to institute an investigation.

"The investigation needed to cover areas such as whether any losses were suffered by the department; whether the department received

value for money, and whether any officials or third parties had committed any acts of fraud and/or corruption," the department explained.

The probe also had to look into whether anyone can be held liable in law for the irregular expenditure.

An independent forensic investigation company was appointed and subsequently found that there was some wrongdoing on the part of the department's bureaucrats.

"With regard to six of the nine tenders, with a combined value of R1 282 850 820.61, the investigation found prima-facie evidence illustrating irregular appointments arose as a result of negligence, misconduct and/or possible fraud and corruption by certain officials of

the department," the department said.

The department is in the process of taking disciplinary steps in respect of the misconduct identified in the report.

It said all system recommendations outlined in the report will be implemented in due course.

With regards to the three remaining tenders valued at R822 317 398.32, the investigation found no evidence to indicate wrongdoing by officials or loss suffered by the department.

"It was found that the department received value for money. As such, the department will seek condonation from National Treasury for the irregular expenditure incurred in that regard," the department said. – SAnews.gov.za

SUSPENDED

MAXXIS®

INTRODUCING
RAZR AT



BORN TO CONQUER
ALL-TERRAIN

maxxis.co.za

HI-Q – voted South Africa's No.1 for 10 out of the last 11 years



'The one you can trust' has once again been voted the winner of the Tyre Retail Outlet Category in the 2020/2021 Ask Afrika Icon Brands Survey. For those keeping score, that would be the 10th year out of the last 11 that Hi-Q has received this title.

Since their start in 1999 with only 3 stores, Hi-Q has steadily built a brand that is trusted by their customers by consistently offering trusted quality products and services, being approachable in a space that can be very intimidating and continually innovating new offerings such as TyreSurance®, that

makes the lives of their customers easier.

Today Hi-Q has a network of over 130 stores and has built a retail brand that is loved by South Africans throughout the country.

"From a South African perspective, brands identified in the Ask Afrika Icon Brands Survey are brands that unite us as a nation; brands that are loved and used regularly by South Africans across age, income, race and language spectrums. They define a common experience, often on a daily basis to which South Africans are committed to," said Maria Petousis, Industry Lead: TGI.

The Ask Afrika Icon Brands Survey, powered by Target Group Index Data, is the largest of its kind in South Africa with 19 sectors, hundreds of product categories and thousands of brands included in the measurement. Over 25 000 consumers were interviewed representing nearly 27 million adult South African consumers. It is a robust and well-respected survey that gives a clear indication of which brands have retained customer loyalty not only through excellent service delivery, but through managing

to satisfy customers emotionally, through meaningful engagement, and by building up trust.

Managing Director of Hi-Q, Sean Harrison says, "I am honoured to accept this reward on behalf of our incredible Hi-Q teams around the country. Hi-Q has been around for over 20 years now, and in that time we have put everything into providing the best possible service and quality products to our customers – and by now they know that we can always be trusted to give our best. I believe that is why they keep choosing us as their No.1 tyre retailer year after year – because when you put your customers first, they'll do the same in return."

Hi-Q is also known for innovating industry firsts, such as their TyreSurance® offering. All tyre brands sold in their stores come with the addition of TyreSurance® at zero cost, which means that if a customer's tyres get irreparably damaged, they'll receive credit towards purchasing new ones.

Read more about it here: <https://hiq.co.za/tyresurance/>

MICHELIN MD reflects on company successes

Since taking over as Managing Director for Michelin South Africa, Marcus Baffoe-Bonnie, has led the business and its ten cluster of countries, including Angola, Zambia, Zimbabwe, Botswana and Namibia among others, through major shifts that have built on the work of his predecessors.

Baffoe-Bonnie's mandate is to build a strong brand rooted in community development, a diverse high-performing team and continue to run a profitable business. He has a passion for developing high functioning teams and is a champion for diversity and inclusion at all levels of the business.

"Being part of a global mobility business steeped in innovation gives our talent access to growth opportunities all over the world. Similarly, I want to expose the world to Africa's brilliance and leverage it to build the communities within which we exist," he said.

Michelin has been actively involved in making a meaningful difference in South

Africa. The team recently wrapped up phase two of its Youth Ambassador Road Safety Programme in Port Elizabeth. Baffoe-Bonnie acknowledged the importance of collaborating with the public sector saying, "We appreciate the partnership of the Red Cross Society, the Global Road Safety Partnership and the Road Traffic Management Corporation in mainstreaming a culture of safe driving".

Team Michelin will be kicking off a truck driver training programme like no other, with an advanced truck-driving training module for 30 drivers, giving them an opportunity to get employed within the industry.

Baffoe-Bonnie concluded, "The aim is to always be people-centered, build on a culture that places value on African communities while growing a profitable business."

Before taking on the role of Managing Director, Baffoe-Bonnie worked in sales and marketing leadership roles with multinationals such as Whirlpool Corporation, Tempur Sealy International and Ghana's



leading broadcasting group, the Multimedia Broadcasting Company. Before joining the Southern Africa team, he was Director of Consumer and Digital Marketing for Africa, India and the Middle East in Dubai.

He holds a Bachelor of Science Degree in Land Economy from the Kwame Nkrumah University of Science and Technology in Ghana, and a Master's in Business Administration from Duke University in North Carolina, USA.

BOTO *OTR* **RADIALS**



CHOOSE AFFORDABLE QUALITY

**THAT'S BETTER FOR
YOUR BUSINESS**

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**

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

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

BRIDGESTONE Unveils “A Layered Journey” Sustainability Campaign

BRIDGESTONE
Solutions for your journey

Bridgestone, a global leader in sustainable mobility and advanced solutions, has announced a new campaign inviting partners to participate in building a stronger society. In A Layered Journey, Bridgestone highlights ways the company is incorporating sustainability in its value chain with a focus on its commitment to sustainable procurement of natural rubber.

The campaign travels from the forest where rubber trees are tapped for latex, continuing through production where recycled materials are incorporated into new tyres, toward innovation that can extend product lifecycles and uncover circular uses for materials.

“At Bridgestone, we believe that sustainability is a journey and we are continually striving to improve year by year and layer by layer as we advance toward our goal of 100 percent sustainable

materials by 2050 and beyond. This journey is one we share with our stakeholders, including employees, suppliers, customers, partners and the communities we serve,” said Bridgestone Corporation Global Chief Business Strategic Officer, TJ Higgins.

“This new campaign highlights our approach to sustainable procurement of natural rubber, which includes environmental stewardship practices, respect for human rights, support of fair labour practices, and increased transparency. We are working to implement similar initiatives across our entire global supply chain,” Higgins said.

Natural rubber is a renewable resource that provides livelihood opportunities for millions of people around the world. Bridgestone is proud to support these farmers and communities, and the company is firmly committed to protecting both people and the environment in areas

where the company conducts procurement of natural rubber.

A Layered Journey offers a window into some of the many ways in which Bridgestone is implementing sustainable and responsible practices across the company's natural rubber value chain spanning procurement, product development, manufacturing and delivery. It is also a call to action for partners to work together with Bridgestone to implement sustainable solutions that have a positive impact for people and nature.

“From providing rubber trees to innovating circular economy solutions, Bridgestone serves society with superior quality each step of the way. We are engaging our partners to join us on the journey toward a sustainable future that delivers long-term environmental, social and economic value for stakeholders,” Higgins said.

CONTINENTAL a Founding Partner and Exclusive Tyre Supplier to the New Extreme E Series

Alejandro Agag, CEO of Extreme E, said: “All of us at Extreme E are delighted to have this seal of approval and be officially classified as an FIA International Series. We’ve been working hard towards this goal and the speed of recognition by the FIA gives us all a great confidence boost as we prepare to start our first season in 2021.”

The Extreme E series was founded by the same visionary team that established Formula E. From 2021, Continental will be equipping all the vehicles involved in the races with tyres for the diverse and extremely demanding conditions that they will encounter. In addition, Continental's digital tyre monitoring platform, ContiConnect, will ensure digital connectivity, with sensors inside the tyres enabling pressures and temperatures to be constantly monitored.

The inaugural season will be staged across five diverse environments in some of the most remote regions of the world, from the desert to the Arctic and the Amazon to utilise its sporting platform to promote



electrification, sustainability and equality. The first race is scheduled for March 2021.

Extreme E adopts a unique format, with each team comprising two drivers, which must include one male and one female, who both drive and share the co-driver's navigation duties for the two race laps that make up the event. There's a limit of up to five team members as mechanics or engineers. All of the Extreme E freight and logistics will travel by sea, using the repurposed and completely refurbished former Royal Mail Ship, the 7 000-ton St Helena, as a floating garage to reduce freight emissions by two thirds in comparison to air travel.



BEYOND THE ROAD

You've got a job to do, a deadline to meet, and a budget to stick to. So when it comes to your tyres, you want a no-nonsense brand that delivers quality and reliability at a reasonable price. Firestone not only understands your priorities, it exceeds them with the all-new range of robust tyres for ON/OFF applications. Built with the same vision, innovation, and passion that sparked the first Firestone tyre over a century ago, to help drive your business into the future and beyond the road.

FS 833 FD 833



Firestone

www.firestone.co.za

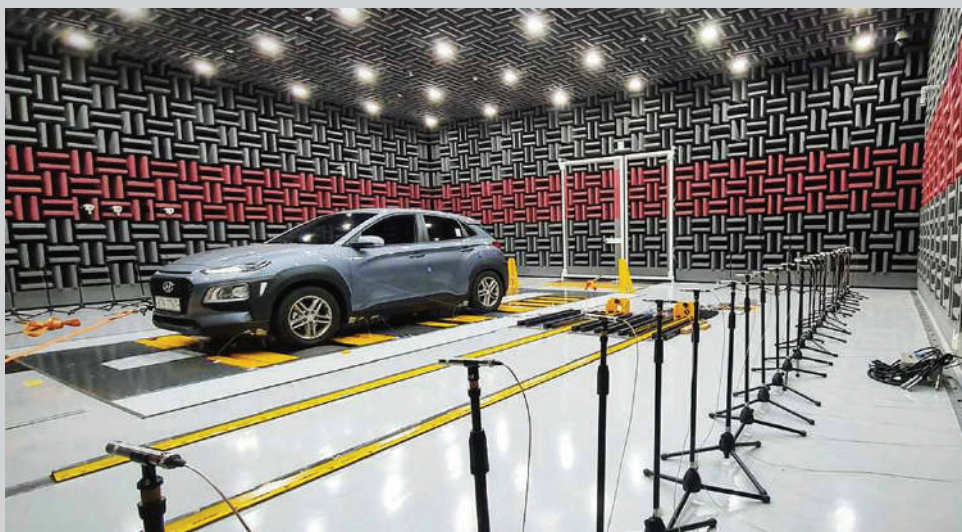
NEXEN TIRE Develops A.I. System to Reduce Tyre Noise

Nexen Tire America, Inc. says it has developed an artificial intelligence (A.I.) and big data-driven methodology aimed at reducing tyre noise.

The big data research for noise, vibration and harshness (NVH) was jointly conducted with Hyundai-Kia Automotive Group and Inha University in Korea.

Since 2018, Nexen Tire conducted the joint research with Hyundai-Kia Automotive Group to increase customer satisfaction and improve the environment by reducing noise levels, the company says, adding the research is set to make an impact that can help reduce research and development (R&D) time and costs.

The company says researchers from "The Nexen University," together with Hyundai-Kia and Inha University, were able to make use of data as well as deep-learning algorithms based on tyre patterns and noise design factors to create an A.I. system that both optimises the product and improves on the pass-by noise of automobiles and tyres. Based on these results, Nexen Tire was able to create new and exclusive designs for its tyres by



using its own image processing technology.

Due to worldwide regulations and the increasing trend on noise-reduction for electric vehicles, Nexen Tire says it designed an anechoic chamber containing dozens of microphone sensors to measure noise, analyse pass-by noise and detect causes of noise from vehicle powertrain. In addition, Nexen Tire says it created Korea's first four-drum

research equipment facility and is currently conducting tests with actual vehicles. The results of the braking test performance on snow, hydroplaning and wet surfaces were successful with the technology that utilises A.I. and big data. Moreover, internal and external noise generated by cars can be reduced to 1 dB (decibel) and 3 dB (decibel), respectively, says the company.

PIRELLI launches new P Zero Trofeo R for the fastest-ever McLaren Super Series car



Pirelli is to exclusively equip the new McLaren 765LT, having been set a mission to deliver as much performance as possible on dry-weather for the luxury British supercar company's fastest-ever Super Series car to lap a circuit. The P Zero Trofeo R tyre was chosen as the starting point for this latest collaboration: Pirelli's best-performing track day tyre that's

also entirely road legal. Now the Trofeo R has been further refined in a joint effort from Pirelli and McLaren to meet the high-performance requirements of this latest car, following some intense work from Pirelli's renowned research and development division. For drivers who are less inclined to use their cars on track, the Pirelli P Zero tyres are also available.

RAPID LAP TIMES IN PERFECT SAFETY

The new McLaren 765LT announces its sporting intentions with a 765-horsepower engine that puts out 800 Nm of torque to deliver the ultimate in performance, as well as aerodynamics that place plenty of load through the bespoke P Zero Trofeo R tyres. To meet McLaren's brief for a tyre that is bespoke to the 765LT, Pirelli's engineers have worked on the structure and profile of the tyres, increasing the contact patch to generate more mechanical grip and improve traction, particularly in dry weather. Another fundamental element in achieving McLaren's objectives was the tread pattern compound. The design of the tread pattern has been designed to guarantee the best possible roadholding both in a straight line and through corners, reducing braking distances and maximising lateral grip. All this extra performance from the tyres, allied with the innovative capabilities of the new 765LT itself, has allowed the car to go faster round a circuit than any other car ever produced in Woking.

Money talks \$\$\$\$

CPK is all that it boils down to! Your fleets' tyre cost per kilometre (CPK) is one cost that you may have some control over.



You don't control:

- Driving into potholes
- The price of diesel
- The cost of toll fees

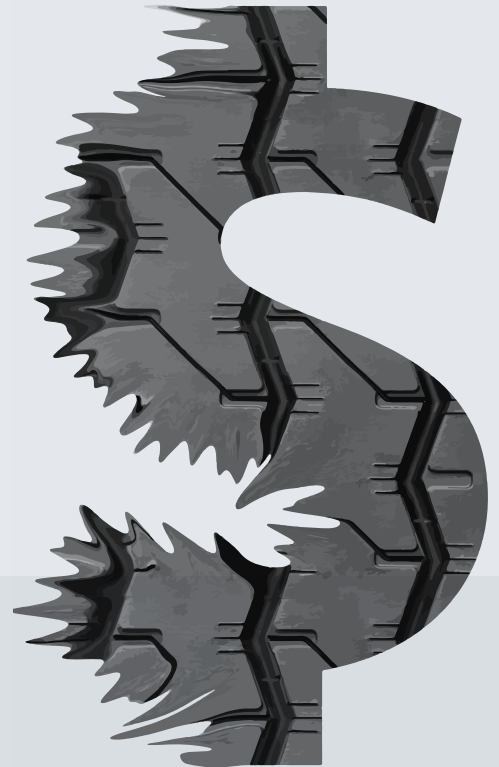
But you could control:

- The new tyre that you fit on your fleet
- Whether or not BANDAG retreads are used in your fleet
- How your tyre costs are managed
- If you are effectively managing your tyre assets

You've heard it over and over again...

Poor tyre management can cost you money!

Goedkoop is duurkoop!



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™

Tour de France 2020 a Success for CONTINENTAL

A common focus on both car tyres and bicycle tyres – at this year's Tour of France, the Continental brand, in its dual function as a supplier and one of the five main sponsors, attracted the highest media attention worldwide.

Tour de France 2020 involved 1 800 accredited journalists, 100 TV stations and 7 000 broadcast hours. Approximately 1.4-billion people followed this year's event on TV and, despite the coronavirus, up to 12-million viewers were watching live along the route – almost every single one of them wearing a mask. Between 29 August and 20 September, 176 professional cyclists battled for points, time credits and stage wins.

With Sunweb, Groupama-FDJ, Bahrain McLaren, Arkéa-Samsic as well as the INEOS team and with Movistar as the team that delivered the best team performance last year, six of the teams in the world's toughest bike race again benefited from the quality and reliability of the handmade tyres from Korbach in Hesse.

A total of three of the 10 best-placed riders took part in the race on Continental tyres. In

the end, after 3 470 kilometres through all five mountain ranges in the country, Slovenian rider Tadej Pogacar, from UAE Team Emirates, was victorious ahead of its compatriot Primož Roglič (Team Jumbo-Visma) and Richie Porte from Australia (Team Trek-Segafredo). As in the previous year, the team ranking was won by the Movistar team equipped by Continental. In total, four of the 21 stages were won on Continental tyres.

However, Continental doesn't only supply bicycle tyres for this prestigious event but is also the official tyre sponsor of the Tour de France. As the "Tour of Suffering" regularly pushes not only the athletes and their equipment to the limits of their endurance, but also the many assistants – from timekeepers to material suppliers and medical professionals, Continental fits the official service cars on the Tour as well as the support vehicles in individual teams (including FDJ) with its PremiumContact 6 tyre.

This high-tech product for mid-range and premium-class vehicles with speed ratings of up to 300 km/h combines the characteristics of a comfortable saloon tyre and a tyre for sports models of passenger cars. It provides comfort,



precise steering response, maximum safety and positive environmental qualities. This means that the PremiumContact 6 is equally ideal for the requirements of accompanying vehicles winding downhill on rain-soaked roads as it is on extended flat stages or in sweltering heat on the way up to mountain summits.

New VREDESTEIN QUATRAC makes debut on all-season winner's podium

An instant hit since its launch earlier this month, Apollo Vredestein's new all-season tyre, Vredestein Quatrac, has performed exceptionally well in the prestigious annual AutoBild test. The Quatrac came second out of 32 brands being reviewed. Highly recommended for its exemplary level of performance, the Vredestein Quatrac impressed with its stable driving on snowy slopes. The Quatrac also had the best safety reserves for aquaplaning and was among the leaders in terms of dynamic wet and dry handling, short braking distances and mileage.

Apollo Vredestein was one of the first companies to introduce all-season tyres, and has almost three decades of expertise in this specialist segment. It was named 'All-Season Manufacturer of the Year' by AutoBild in October 2019 and enjoyed considerable success with the Quatrac Pro for high-end performance cars. The recent introduction of the new Quatrac for the 15 to 16-inch market in Europe, was keenly anticipated and, as the latest AutoBild proves, for a good reason.





XCITING ADVENTURES AWAIT
Tyres for Life...



AdvanteX

Sportex

AdvanteXSUV

AgileXAT

GripXMT

EXCLUSIVELY DISTRIBUTED BY



☎ (011) 314 2428 • (010) 300 0172 • 082 738 3232 ✉ sales@treadalliance.group

THE TIRE COLOGNE to adapt business model due to pandemic

THE TIRE COLOGNE 2021 will be a transfer event on the way to a new future. Koelnmesse and the German Tyre Retail and Vulcanisation Trade Association (BRV) have grasped the current crisis as an opportunity to rethink the trade fair philosophy of THE TIRE COLOGNE and adapt to requirements that will certainly be different from those prior to the corona pandemic.

"One thing is certain: trade fairs will remain indispensable. Only here can direct personal encounters for the maintenance of existing contacts and the initiation of new business opportunities be assured with precision and certainty", according to Oliver Frese, Chief Operating Officer of Koelnmesse. "We are more than prepared to carry out trade fairs safely and successfully for all participants, and to thus provide the so urgently needed impulses for the further development of the industries.

THE TIRE COLOGNE 2021 will be a "hybrid trade fair" and thus differentiates itself from the previous, classic trade fair format. The compact presence trade fair will be supplemented by a digital element, the TTC@home. This format ensures that industry participants from around the world, whether exhibitors or trade visitors, can exchange ideas live in Cologne or digitally via a platform developed specifically for this purpose."

THE TIRE COLOGNE 2021 will be carried out in two strands taking place parallel with one another. As a presence trade fair that is more compact than usual, it takes place in halls 7 and 8 with an event programme focused on content. In order to adequately address the current challenges facing all industry participants, the stand areas are limited to a maximum of 150 m². Additional capacities are offered by the "Lead Café" – consultation rooms that can be used flexibly are available here. The compact event concept creates a secure communication platform, on which experts, enthusiasts and decision makers from the most varied segments can come together to explore new, sustainable avenues for the tire and wheel industry. In order to make the encounters of human beings and the networking as safe and successful as



possible, Koelnmesse has developed a host of measures in accordance with the provisions of the corona protection ordinance of the state of North Rhine-Westphalia and in close coordination with the authorities in Cologne. These measures work together seamlessly and regulate interaction at the trade fair. The #B-SAFE4BUSINESS hygiene and safety concept takes into account all measures required to protect the health of exhibitors and visitors under four thematic areas entitled SHOW SAFE, MEET SAFE, STAY SAFE and VISIT SAFE. These measures regulate safe interaction at the trade fair and ensure that exhibitors and visitors can once again meet in a relaxed manner.

Exhibitors and trade buyers from around the world who can't come to Cologne due to the sustained travel restrictions are nonetheless able to actively participate in THE TIRE COLOGNE. The digital platform developed by Koelnmesse, on which the TTC@home digital trade fair components are realised, is "state of the art" and is already currently being used successfully at DMEXCO, the largest trade fair for digital marketing & advertising in Europe. "Digital" exhibitors can in this way present their products as photo and text information within the exhibitor showrooms and increase the attention their company attracts by embedding video content. Content on products and companies can be presented in digital panels or conferences to a circle of interested parties and of course in greater depth via special networking functions in

chats or digital meetings. In addition to a large number of additional tools, TTC@home thus also provides support in addressing new visitor target groups and is at the same time the basis for a sustainable community platform that will continue to exist beyond THE TIRE COLOGNE 2021. This is because the content remains permanently available following the event. All presence exhibitors of THE TIRE COLOGNE 2021 of course receive a digital basic package at no charge, in order to also be able to communicate with international industry participants worldwide in addition to the physical encounter in Cologne. TTC@home thus also makes an important contribution to the digitalisation of the tire industry.

Koelnmesse – Global Competence in Digital Media, Entertainment and Mobility: Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, DMEXCO, gamescom, gamescom asia, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.



YOU MADE US SHINE IN 2020

Thank you for taking the road with us, through the rough and the smooth,
and voting us South Africa's Number One tyre brand for the eighth time.






CST[®] TYRES



SAHARA A/T II

SAHARA M/T II



 (011) 314 2428 • (010) 300 0172 • 082 738 3232  cs@maxxis.co.za  www.csttyres.co.za

WHERE PASSION MEETS THE GROUND