

Southern Africa

TREADS DIGITAL

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SUPA QUICK, SA'S LARGEST FITMENT CHAIN, SET TO EXPAND

– an exclusive with
Morne Dreyer

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POTHOLE!**

**New leadership at Goodyear SA
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Editor's Corner

It's the rainy season folks, and while the rains may have arrived a little late this year, Gauteng in particular, is encountering rainfall almost every other day. The inevitable outcome of this of course, is a rising number of potholes on our roads. Not only are they treacherous, they can prove costly, should they cause damage to your tyre or rim. Insurers across the country have been quick to recognise this, and are coming up with various products and policies that cover accidental damage to either rim or tyre. In this edition, we examine one such policy – Tyre Angel - from Bidvest Insurance. Turn to page 12 for this story.

Of course, taking out insurance cover is not always necessary, as some products on the market come with Road Hazard Guarantees. One such brand, is the iconic Firestone brand. On page 2, our exclusive interview with Morne Dreyer of the Supa Quick retail chain, (which also happens to represent the Bridgestone and Firestone brands in South Africa), sheds light on the current market dynamic in the Covid era that is driving the consumer towards making more circumspect purchasing decisions.

Behind such decisions is the economy, whose bleak outlook is being predicted by market experts for many months to come, with neither the domestic or global markets showing any notable signs of recovery (more on this story on page 6). So, while we wait for a viable vaccine, incomes are steadily shrinking, with people

continuing to lose their jobs and companies compelled to close their doors. Businesses are feeling the pinch, with casualties being reported across all industry segments, including the tyre sector.

Speaking of the tyre business, our story in the Nov/Oct issue calling upon tyre dealers to mutilate their tyres in the interests of greater road safety, provoked a deluge of response from the dealer trade, some of it, heated. Our follow-up story on this contentious issue on page 10.

Sumitomo Rubber SA (Dunlop) and Goodyear SA, have both announced new heads at the helm of their operations, (this story on page 19), and the global Recircle Awards Committee has announced its short-list of prospective winners for each category. Take a look on page 30.

For those of you taking to the road, please drive carefully. If you are staying put, enjoy this quiet time. Keep safe everyone. Covid-19 is still very much with us.

Please mask up! A second wave would result in even greater detriment to an already ailing economy.

Liana

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Editor: Liana Shaw
European contributor: John Stone
Design & Layout: Simone Anderson
Advertising SA: Liana Shaw – satreads@mweb.co.za
Advertising EU: Sapphire Media
ON THE COVER: 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
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SUPA QUICK

SA'S LARGEST FITMENT CHAIN, SET TO EXPAND

AN EXCLUSIVE WITH **MORNE DREYER**

With the effects of the pandemic still lingering, many businesses across the country are feeling the pinch. Sadly, some have shut their doors, never to re-open. To find out how Covid-19 is impacting the retail fitment sector, we sat down for an exclusive interview with Morne Dreyer, Franchise Director of the Supa Quick group of retail stores, who also let us in on the Franchise's plans for the future.

Supa Quick is the longest-established fitment chain in South Africa, founded in 1986. This success story also boasts over 200 retail stores around the country, positioning it among its opposition, as the franchise with the biggest footprint.

Morne, thank you for spending this time with us. How has the pandemic and the lockdown that ensued impacted your operations?

Suffice to say that April was a complete write-off, with most of our stores, (aside from a handful that were deemed essential services providers), closed for the month. This meant that several stores found themselves in financial stress. As the Franchisor, we immediately stepped in to see how we could assist, coming up with specific payment packages, extended payment terms and a two-month franchise fee waiver.

Thankfully, by early July, most stores were trading at 70% capacity, with stores in the rural areas back to 100% trading capacity, due to the Agri sector being part of essential service providers.

Were there any casualties, along the line?

Yes. Unfortunately, for some stores that were already struggling pre-Covid-19, the pandemic was the last nail in the coffin. They were not able to recover. Around 31 stores found themselves in dire financial straits, six of which were unable to reopen.

Were any of these casualties area-specific?

To give you an idea, our Melville store, which traditionally relied heavily on university students from Wits and UJ for its business, was unable to weather the storm, with its clientele disappearing virtually overnight.

Equally, stores located in previously buoyant motor vehicle dealership strongholds, suffered a major blow with many motor dealerships either closing or consolidating their operations into one.

These closures are very sad of course, with huge implications for their staff and families. But, unfortunately, those with pre-existing issues, or insufficient financial backing, were forced to shut their doors forever.

What is the feedback from your franchisees a few months down the line?

Thankfully, from a sales point of view, the majority experienced record months between July and September, with October also showing pleasing figures. It would appear the lockdown did not affect our consumers all that much, with not many cutting back on replacing their tyres.

However, consumers are exploring their choice of product more carefully, which has led to a boost in sales of our Firestone product, which comes with a free Tyre Damage Guarantee.

At the same time, although some are gravitating towards cheaper brands in order to save some money, our Bridgestone and Firestone brands exceed expectations with positive sell-out growth over the last 6 months.

There is a bigger focus
on price and promotions
by all the
retail chains

Who looks after your many franchisees?

We recently doubled up on the number of Area Managers, enabling them to spend more time with each of the stores under their care, in a bid to add value. The demographic of our franchisees, is such that they still enjoy an in-person experience with our managers, rather than a virtual one.

How are you finding the retail sector as a whole?

There is a bigger focus on price and promotions by all the retail chains, especially those aligned to the manufacturing companies. We are seeing aggressive

marketing coupled with price-cutting, as everyone struggles to compete in the hopes of arriving at pre-Covid trading levels.

What would you say are the biggest challenges facing the Supa Quick franchise group at this point in time?

Undoubtedly, the growing number of cheap imports filtering into the country. These are not only having a disastrous effect on road safety, they are compelling us to source our own price-competitive products, that deliver on both price and quality.

The consumer is often unaware that cheap imports are not only a hazard, but that there is no recourse, in the event of a claim. Our sales force is working hard to educate the consumer on the merits of fitting a trusted brand that is linked to a guarantee, over an unknown 'cheapie' from another part of the world.

Notwithstanding, we do not want to get into a price war. Instead, we are focusing on remaining unique. With the backing of a global giant such as Bridgestone, as well as a tyre damage guarantee, we believe that we can fight imports successfully. Bear in mind, that for cash-strapped individuals that fall into the mid-to-low tier of the market, price is everything. For them, our ability to provide a solution by way of an imported tyre with the right quality and price, offers them peace of mind, especially now during the summer months when there is a lot of rain and more potholes to contend with on the roads.

What is being done, from an industry perspective, to clamp down on sub-standard cheapies coming into South Africa?

Together with the RMI, we are trying to understand exactly what is coming into the country and what the legislation is around that product. The monitoring of sub-standard tyres is a matter for the authorities, but unfortunately, this is not being policed as well as it should be.

What about Bridgestone's historic partnership with the SA Taxi Industry? Is this alliance being used to educate taxi

“

It is critical to focus on ratios of sales between tyres and underbody components

”

drivers on the importance of fitting reputable makes of tyres to their vehicles?

We are currently in discussions with them to launch a safety initiative, details of which will be announced in the near future.

Is Supa Quick still supplying the full range of underbody components, in addition to tyres?

Very much so. It is critical to focus on ratios of sales between the two at every store. We have reassessed our preferred supplier list and are currently negotiating marketing opportunities with them.

We are further encouraging our stores to expand on their underbody offering by adding other essential components, such as nitrogen in tyres, wiper blades and oil changes, to their mix.

A better split between tyre and underbody sales does not only benefit our customers, it allows our franchisees to tap into higher margin opportunities.

Speaking of opportunities, are you planning to open any new stores in the foreseeable future?

The Covid era has seen declining property development and fewer development opportunities to open new stores, this, despite all the new mall developments in Gauteng. So, for us, this has also meant total reliance on organic growth, as opposed to new business.

Although we have opened three new stores this year, this is far from where we want to be. We are about to launch an aggressive expansion programme during 2021-22, and are busy meeting with property developers to identify key trading areas that will continue to position Supa Quick top of mind to the consumer.

We are planning to open 10 new stores during the course of 2021, with plans for further expansion in 2022. With business radically changing in the era of the pandemic, we need to be where the action is. We enjoy the largest footprint of all the retail chains, and we are planning to maintain this advantage.

Moreover, we are currently looking at the business from a retail operations standpoint, rather than a sales/market share standpoint. This will allow us to add value to our franchisees' businesses, which are presently being assessed via a newly-implemented growth plan to identify key success factors within their respective operations. In short, we are taking a holistic view, essentially asking: how can we add value from a financial/customer experience/look and feel standpoint?

From a store perspective, we want to be able to give our customers what they want. We want to provide the ultimate customer experience that keeps them coming back.

How are you doing your 'homework' in this regard?

For one, by focusing heavily on our female clientele in terms of what they would like their customer experience to be. For instance, what should the waiting area look like? Should we install a coffee station or would they prefer a full-fledged coffee shop

instead? Would they prefer to sit on leather sofas or chairs? All this, plus much more, is part of the research process, so that in the end, we can combine a quality product and service with a pleasant shopping experience.

Are Covid protocols in place at all your stores?

Much like every other business, all Supa Quick stores have the necessary PPE and protocols in place. Customers are obliged to sanitise and have their temperature taken, while store employees are under strict instruction to sanitise the vehicle internally, before and upon completion of the job. So, yes, I am confident that our stores are fully compliant with Covid-19 prevention measures.

In conclusion, what message do you have for the consumer? Why Supa Quick?

That's an easy one. Supa Quick is Bridgestone's family channel and preferred distributor of Bridgestone and Firestone tyres. Bridgestone has been in existence for over 80 years and is the number one tyre manufacturer in the world. The consumer can have faith in knowing that they are buying a trusted brand. The Firestone brand in particular, enjoys iconic status in South Africa, one that stands for heritage, service and reliability.





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BLEAK OUTLOOK FOR SA ECONOMY PREDICTED

The outlook for the South African economy is bleak and a post COVID-19 recovery will take as long as five years and by that time the local economy will be 8% smaller than it was pre-pandemic. This according to Jeff Gable, the head of Fixed Income Currency (FIC) research at ABSA. He was one of the keynote speakers at the recent Hypermobility 2020 virtual conference organised by Messe Frankfurt and naamsa, in association with AutoTrader who released the 2020 #MobilityUnusual Special Report for free.

Gable said the global economic downturn, which from a predicted 3.3% growth in 2020 to a decline of 4.4% was the biggest fall since the Great Depression of the 1930's. He added that Sub-Saharan Africa was also in dire straits, with a switch from 3.5% economic growth for the region to a decline of 3% and the rate of recovery

is not easy to predict, making medium- and long-term planning very difficult.

The ABSA executive said that the South African economy was not in a good situation even before it was hit by the global pandemic, with the economy growing by barely 0.5% in 2019.

"The impact of COVID-19 is substantial

and its effects are going to be long lasting and it will probably be five years before we get back to where we were at the end of last year," explained Gable.

Reserve Bank interest cuts have given consumers approximately R50-billion in spending power, but there will be far less money in circulation at the end of this year,

due to the ongoing loss of jobs, very few bonuses being given, as well as low wage increases if any at all and the reality that it seems the public service wage bill is to be reining in by Treasury.

Gable added that although the prime lending rate was at its lowest level since the 1960's, but the rates for longer term loans are much higher and this is placing huge strain on the government, with lower tax collection and huge debts that need to be serviced. A growing share of taxes collected is going to paying interest on loans, which is impacting on government spending in most sectors of the economy.

The ABSA executive went on to say that the lack of business confidence was of great concern, as there had only been two quarters in the last 10 years when the indicator had been in favourable territory and that was in 2011 and 2015. Consumer confidence is also very weak, and that extends to the high-income earners too, with little appetite to buy durables, which includes motor vehicles.

Gable concluded by saying that the economic environment, both globally and locally, would remain uncertain and volatile until thoroughly tested and proven vaccines are rolled out globally. The recovery that follows will be led by the private sector as the world's governments all have depleted finances.

However, there was some good news on the financial front, arising from the establishment of the African Continental Free Trade Area (FTA) Secretariat, where the recently appointed Secretary General is a South African, Wamkele Mene, who addressed delegates at Hypermobility 2020. The FTA is due to become operational on January 1, 2021.

Mene stressed how imperative it is for an integrated African market to be established saying that Africa had been, basically, an exporter of raw material and an importer of most manufactured goods.

Speaking from Ghana, Mene said that in 2019 seven of the 10 fastest growing economies in the world were in Africa, but this is no longer the case and the outlook for Africa post-COVID-19 is bleak.

"This may seem the worst time to launch the FTA, but although this could be true,

I believe it may be challenging, but it will bring creativity to the fore in terms of finding ways to grow the African economy," said the enthusiastic Secretary-General.

"Most African countries have poor infrastructures with small markets and a shallow industrial base. This must change. We must accelerate beneficiation programmes for our raw materials to add value. Here we must look to government/private partnerships as well as the private sector to lead the changes," he added.

He explained that the use of American dollars for most trade in Africa was time-consuming and expensive, so a priority for cross-border trade is going to be electronic payments and settlements, facilitated by the African Export-Import Bank (Afreximbank). The aim is to have digital cross-border trading operational by the beginning of 2021. In addition, digital platforms will be integrated into systems used to find markets for products made in Africa by linking seller and buyer.

"What we will need is strict adherence to customs governance, particularly regarding the rule of origin. We must ensure that the system is not used to facilitate the passage of products from a third country through the customs posts as we know that preventing customs fraud will be a big challenge. Our objective is to increase inter-Africa by 81% by 2035," Mene concluded.

To make matters worse, South Africa's important built-up vehicle export programme is under threat from two major fronts. This is one of the strong messages also coming out of the recent Hypermobility virtual conference and it was mentioned by several speakers at this annual conference.

Hypermobility was fully supported by the National Association of Automobile Manufacturers of South Africa (naamsa) and had AutoTrader as its headline sponsor. The event was also supported by the Retail Motor Industry organisation (RMI) and the South African Motor Body Repairers Association (SAMBRA).

The first speaker to highlight the threat to South Africa's vehicle exports was Neale Hill, the Managing Director of the Ford Motor Company of Southern and Sub-Saharan Africa and Vice President of naamsa.

Most African countries have poor infrastructure with small markets and a shallow industrial base. This must change.

Wamkele Mene

“So far there have been no announcements of specific stimulus packages for the local automotive industry.”

Neale Hill

Hill said the immediate threat was the second wave of the virus which had resulted in further lockdowns in several European countries. Hill said that last year's record vehicle exports of 387 125 units to 151 countries in the world accounted for 64% of South Africa's vehicle production of 632 000 units and 74% of these exports went to European countries.

This is where the first problem lies for SA vehicle exporters. Not only have these countries been hit by the pandemic, but the United Kingdom also faces the tough challenges of Brexit, which will see the UK leave the European Union at the end of December, while there are ongoing shifts in global trade patterns as well as a move towards regionalisation.

Hill said that the latest estimate for the future of SA's vehicle exports was a drop of almost 40% in 2021, compared to 2019, with forecasts for a full recovery to 2019 levels varying between two and five years.

This is a sad picture when one considers that automotive exports from SA in 2019 were at a new high and 10.2% above the 2018 figure. The automotive industry was the fifth largest exporting sector in the South African economy last year, contributing 6.4% to the nation's Gross Domestic Product (GDP).

So far there have been no announcements of specific stimulus packages for the local automotive industry. In fact, Hill said that an international survey had shown only six countries had, so far, provided specific help to their motor industries to alleviate some of the effects of COVID-19.

The second threat to the local manufacturing industry is the swing to electric vehicles and upcoming bans on the sale of cars and vans with internal combustion engines (ICE) in many European countries.

The United Kingdom, a major destination for SA vehicle exports, has just seen the ban on the sale of cars and vans with ICE brought forward by five years from 2035 to 2030. The ban

on petrol-electric hybrids will remain at 2035. This kind of decision could have a big impact on the SA automotive industry if it is unable to replace ICE vehicles with electric vehicles for the export markets.

Mikel Mabasa, the CEO of naamsa, speaking at Hypermobility on the subject of the naamsa roadmap for the future, said the organisation's major thrust going forward was to ensure the production of EVs came to South Africa so local manufacturers could continue to service their export customers.

Mabasa explained that without EVs the value of SA's automotive exports would drop from a figure such as 2019's R201.7-billion to only R40.3-billion, and the contribution to GDP would fall from 6.9% to 4.6%, while employment would shrink from 110 000 jobs at the OEMs to only 55 000.

The naamsa CEO stressed that a healthy and growing domestic EV market would be required to make local EV manufacture viable for the OEMs. To this end naamsa is making a proposal to the government that import duty on vehicles with engines larger than 1 000 cm³ be increased to a starting point of 18%, while import duty on EVs after the three-year no duty period be set at 18% instead of the current 25%.

In addition, there is a plea to government to exclude the cost of EV battery packs from ad valorem duty while the OEMs are also looking for further financial support from the various assistance programmes such as the Automotive Investment Scheme (AIS), Volume Assembly Localisation allowance (VAI) and Production Incentive (PI).

This is certainly a burning topic for the local motor industry and its importance and the need for a quick resolution was highlighted at Hypermobility 2020.

The repercussions of the pandemic are far-reaching and are being felt across multiple sectors, not least of all the motor vehicle industry and its component manufacturers, the tyre segment, being one example.

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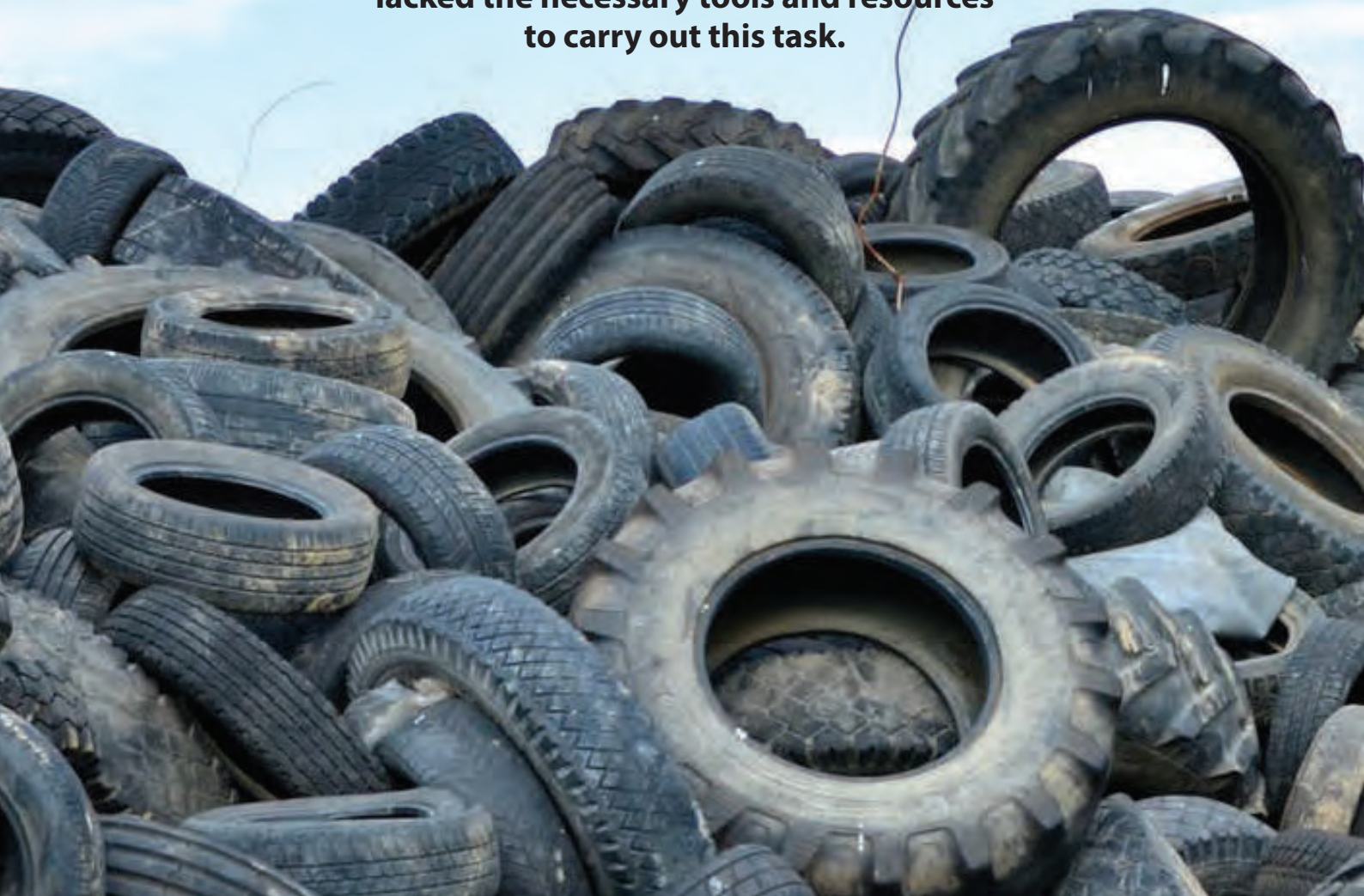
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TO MUTILATE OR NOT...

THAT IS THE QUESTION

Our story in the Oct/Nov issue calling upon tyre dealers to mutilate their tyres, was met with mixed response. Some of the feedback was positive, with a handful lending their support behind the need for industry to step up this practice, and others voicing their dissatisfaction, claiming they lacked the necessary tools and resources to carry out this task.



One owner of multiple stores, explained that mutilating each and every scrap tyre coming in from his various stores, would require appointing a full-time person for the job, further claiming that a regular metal shear was inadequate for the task, particularly when it comes to run-flat tyres. And while mutilation equipment is available on the market, dealers say it is too expensive.

"Following the national lockdown, we are having to downsize our business, even letting some staff go," said Dealer A. "This is not the time for us to consider hiring dedicated staff or investing in machinery for this purpose."

Notwithstanding, the law – under Waste Tyre Regulations 2009 – explicitly states that all tyres are to be sorted and that waste tyres are to be mutilated. As such, representative bodies such as Tyre, Equipment, Parts Association (TEPA), say that while they can empathise with the plight of the dealer network, they are obliged, by law, to abide by these regulations. TEPA suggest that dealers use a metal shear mounted at 360 degrees, which could be used to cut the bead in two places, with no fuss.

TEPA further advises dealers to tackle this task at times when business is slower than normal, so that it does not detract from their everyday responsibilities.

The perils of allowing tyres that should ideally, be relegated to the scrap heap to circulate back into the market are clear. First, they pose grave danger to the unsuspecting motorist. Second, they create greater problems for dealers themselves who continue to bemoan the

growing incidence of second hand tyres being sold on the side of the road, which, they rightfully claim, are destroying the market.

The Waste Bureau (currently in charge of waste tyre collections from the trade), will not collect un-mutilated tyres, which means that instead of being scrapped, these dangerously worn tyres find their way back to market.

And with disposable income shrinking due to the economy and Covid-19 and its repercussions, the number of unsuspecting consumers that are prepared to settle for a sub-standard product is rising, thereby creating the scenario of 'an accident waiting to happen'.

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By law, we are obliged to abide by the regulations stating that all waste tyres are to be mutilated.

TEPA

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**MIND THE
POTHOLE!**

Ever driven on one of South Africa's secondary roads in a typical Highveld storm, amid gale force winds, with the rain pelting down marring visibility, only to hit a flooded pothole you may have ordinarily attempted to dodge? I have, with extensive damage caused to both the affected rim and tyre, and unexpected expenses I had not budgeted for. But what if there was a way to soften the blow (literally and figuratively), of an unexpected expense due to accidental damage? By Liana Shaw

Arguably, the average quality of road surfaces around the country has dropped significantly over the past two decades. From 1998 to 2008, the portion of the national road network older than its original year design life grew from 36% to 78%. This, according to www.khplant.co.za.

There are several reasons for this, chief among them, inadequate road maintenance, without which roads eventually lose thickness and become prone to surface damage, stated the article. And while the number of cars on South Africa's roads increases, the massive cost of road maintenance backlogs continues to spiral.

Also, according to www.khplant.co.za, one economist estimates that South Africa would need to spend around R138 billion per year to fund road maintenance, while another suggests the spend should be closer to R200 billion.

"60% of roads in South Africa are in poor condition," explained Matthew Reardon, Bidvest Insurance, who have introduced an insurance policy to cover accidental tyre and rim damage, "and the rainy season causes an increase in potholes, (in Johannesburg alone, an average of 1 000 potholes are reported to authorities every week), with the

average cost of tyre replacement in excess of R2 000.00."

He claimed that their Tyre Angel policy was launched with this in mind, to offer the motorist some peace of mind that should they suffer accidental damage to their rim and/or tyre, the unexpected expense is automatically covered.

Under this particular cover, where the tyre can be repaired, insurance will cover the cost. Should the damage be irreparable, insurance cover from Tyre Angel will pay for the replacement tyre plus for wheel balancing and alignment.

And in the event of damage to the rim, insurance cover will pay up to R750.00 towards the repair or replacement.

Moreover, after six months, insurance will pay for a Tyre Maintenance Inspection to assess the tyres on the vehicle.

After 12 months, Tyre Angel will pay for the balancing and alignment of all four wheels, regardless of whether a claim has been submitted.

The policy offers four levels of cover to choose from, covering all tyres and rims fitted to the vehicle, including the spare:

COVER OPTION (Price per Month)	
Up to R1 000.00 (per tyre)	R 79
Up to R2 000.00 (per tyre)	R 99
Up to R3 000.00 (per tyre)	R179
Up to R4 000.00 (per tyre)	R239

60% of our roads in South Africa are in poor condition

Matthew Reardon

"All brands of tyres are covered, including Runflats and All Terrain tyres," added Reardon, "and customers can register a claim with our administrator, while tyre stores then register the claim with the customer.

"We pay the tyre retailers directly, thereby ensuring the customer is assisted the same day."

Tyre Angel is marketed and sold exclusively via the Bidvest Insurance contact centre.

***NB: Some products on the market (such as the Firestone brand, for example), offer their own road hazard guarantee, which covers the motorist in the event of accidental damage. When purchasing tyres, be sure to enquire whether your product choice carries a guarantee. If not, you might want to consider taking out an insurance policy such as this.**

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MAXXIS MAKES A STIR IN 2020 TESTS

Maxxis Tyres have been making the headlines after the results of some recent tyre tests, in which the Maxxis products excelled, were published.

All-Season Tyre Test

The all-new Premitra All-Season AP3 – which the tyre maker describes as the perfect, affordable solution for drivers looking to get from A to B, all-year round, whatever the weather – took 4th place in the 2020 SportAuto All-Season Tyre Test, achieving the best results for aquaplaning, both along and across, the best result for subjective wet handling and for dry braking. What's more, the new tyre proved itself as one of the quietest all-season tyres on the test.

Summer Tyre Tests

Similarly, Maxxis' high-performance summer tyre, the Premitra 5, performed exceptionally well in the summer tyre tests of 2020, winning the 2020 ACE Mid-Range tyre test thanks to an incredible performance in all areas. It was also voted as the most affordable mid-range tyre within the test.

Ranking 4th, among premium competitors such as Continental, Bridgestone and Michelin, the Premitra 5 managed to outperform every other tyre in the test in dry safety and handling. And in the 2020 ADAC SUV Summer Tyre Test, the Premitra 5 tyre tied with the Pirelli Cinturato P& for joint-third place.

Ultra-High-Performance Summer Tyre Tests

Much like the Premitra 5, the Victra Sport 5 – Maxxis' ultra-high-performance summer tyre, has continued to prove itself against

premium competitors in test after test. In the 2020 ADAC Summer Tyre Test, this tyre tied with the Goodyear Eagle F1 Asymmetric 5 for joint-third place, with the Michelin Pilot Sport 4 and Continental PremiumContact 6 tying for first-place position with just a 2% lead. Likewise, in the 2020 AMS 18" Summer Tyre Test, the Victra Sport 5 achieved 5th place after the premium competitor tyre makes from Goodyear, Michelin, Continental and Pirelli, and featuring the lowest price on the test.

In the Finnish magazine, TM Vertailu Kesärenkaat, the 2020 Summer Tyre Test demonstrated incredible performance from the Victra Sport 5 in wet and dry handling and straight-line aquaplaning resistance. The 2020 Auto Bild Summer Tyre Test recorded the fourth-best results of all 20 tyres in wet and dry handling against the Victra Sport 5, and the same test repeated for the benefit of SUV drivers, proved that the Victra Sport 5 SUV tyre had the best mud traction of any other summer SUV tyre on the test, as well as having the third-lowest price and scoring second-best in resistance to aquaplaning.

A company spokesman for Maxxis said: "Maxxis passenger tyres are continuing to prove themselves, even when compared to the market-leading premium tyres. Maintaining their low prices, Maxxis tyres remain an excellent choice for dealers and drivers worldwide."

(Test results were published in www.tyretradenews.co.uk)

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GOODYEAR finalises PURE ETCR tyre specification

Following several months of testing and high-profile launch events, Goodyear has finalised the specification of the unique treaded tyre that will be used in the exciting new PURE ETCR electric touring car championship when it gets underway next year.

A valuable testing programme with teams, series promoter Eurosport Events and the technical department at WSC Group has provided valuable feedback for Goodyear after revealing the specially developed Goodyear Eagle F1 SuperSport race tyre in August. Featuring a treaded design, the single tyre specification will be used at every track in all weather conditions – rain or shine, and on a calendar comprising permanent and street circuits.

Goodyear, the Founding Partner of PURE ETCR, has completed several test sessions to gather data not only for its own development work, but also to provide teams and manufacturers with a reliable and stable platform for their own preparation with the world's most powerful electric touring cars.

Goodyear's PURE ETCR and WTCR – FIA World Touring Car Cup projects are led by event leader Sebastian Trinks: "We have another test at Vallelunga this week, and then the testing programme will continue early next year, when there will be more cars and manufacturers on track, to give us more data and information. The tyre itself is finalised. We haven't changed anything since its reveal in August, because it has performed exactly as expected. We've had very positive feedback from the teams' test drivers, too.

"When the R&D team in Luxembourg and Germany was working on the tyre earlier in the year, they had a good window to do indoor testing and simulations while we couldn't go out on track due to lockdown. We managed to complete a lot of the testing work in this period, to minimise the amount of work that needed to be carried out on a racetrack. It was a good example of



adapting to the situation and making the most of the circumstances while we couldn't travel, so an excellent job from the R&D team."

SUSPENSE BUILDS WITH HIGH-PROFILE LAUNCH EVENTS

Additional details about PURE ETCR have been showcased at two events in recent months; a launch in Copenhagen in October, and an on-track debut at MotorLand Aragón in November. The series' unique starting gates and Energy Station were revealed for the first time at these launch events, building excitement for next year's debut season. Goodyear's partnership has taken centre stage, including through interviews with Ben Crawley, Goodyear Director Motorsport EMEA.

Goodyear enjoys a close working relationship with Eurosport Events, which not only promotes PURE ETCR but several other top-class championships, including WTCR, for which Goodyear became the exclusive tyre supplier this year. Because of this familiarity and collaboration in a number of championships, Goodyear's team is able to support the progression of PURE ETCR very closely.

Trinks adds: "It certainly helps that we work with the same team for PURE ETCR as in WTCR. It's good for both sides – for the championship and for us – to have that same point of contact and to build close relationships. We've been delighted with the results in our first season as WTCR tyre supplier this year, and the feedback from Eurosport, teams and drivers has been overwhelmingly positive."

ITALIAN RACER REVEALED

Another exciting development from the Aragón launch event was the reveal of another ETCR car, the Alfa Romeo Giulia ETCR developed by Italian outfit Romeo Ferraris. The Alfa Romeo is the second completed ETCR car, following the Hyundai Veloster N ETCR which has so far carried out all the PURE ETCR testing work this year.

Trinks adds: "We know the Romeo Ferraris team already because they run Alfa Romeos in WTCR, so we have worked with them this year and got on very well. I'm happy to welcome the second car to be unveiled, and I'm looking forward to a good collaboration. We've been working closely with Hyundai so far throughout the testing programme and look forward to working more closely with CUPRA as they continue their development work. It's great that all of these teams and manufacturers are positive about PURE ETCR and we're enjoying working with every one of them."

Michela Cerruti is Romeo Ferraris' Operations Manager and the project leader for the Alfa Romeo Giulia ETCR programme. After a season working closely with Trinks' team in WTCR, she is excited to continue this collaboration as PURE ETCR development progresses.

"Goodyear is a reliable partner and they have a great experience in motorsports with almost every kind of car," Cerruti says. "Their return in the TCR world with WTCR will be a good base for the ETCR development and, for road tyre development, ETCR is a nice test for tyre manufacturers. For sure, having them in this adventure will be a motivating challenge to reach good performance and develop the car during the upcoming tests."

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New leadership at **GOODYEAR SA and SUMITOMO RUBBER SA**

No stranger to the tyre manufacturing industry, Piotr Czyzyk was recently appointed as managing director for Goodyear South Africa, where he has served in a number of roles and markets for the past 17 years. While in his erstwhile role as PBU Commercial Director in Europe, Czyzyk was responsible for overseeing the Central Europe operation, garnering keen insights into the global market, consumer behavior, as well as the shifting dynamics of demand and supply.

"I have had the good fortune of forging a career, gaining a wealth of experience and growing an international stakeholder network at a company which is one of the world's leading tyre manufacturers. My skills and passion have been harnessed for nearly 20 years, in a place where, quite literally, the rubber hits the road," says Czyzyk.

He continues: "As a gateway into the rest of the continent, South Africa is a key market for Goodyear, not only in terms of strengthening our geographic footprint and regional ties, but also in proving our ability to innovate local solutions which draws on our global insights."

Czyzyk says, "This new economy is a challenge for every business, so new ideas and perhaps, unconventional thinking is what is needed for companies such as ours to thrive under new conditions." He adds that Goodyear has built its reputation in the market by remaining a customer-centric business, remaining relentless in its pursuit of cutting-edge innovation, and he believes he has the right team to lead the business into the new year.



Piotr Czyzyk



Lubin Ozoux

Goodyear South Africa made two additional strategic appointments in 2020 in its bid to remain the country's preferred supplier: With a tenure at the company that spans little over a decade, Commercial Product Business Unit Director Wayne Nicholson was given the charge of commercial business in June earlier this year.

And in November 2020, seasoned executive with a flair for strategy development and refinement, Yugan Moodley joined Goodyear South Africa in November 2020 as Consumer Product Business Unit Director. Over the past 25 years, Moodley has distinguished himself across a number of industries, often times redefining the business models of companies in transition.

Sumitomo Rubber South Africa (Pty) Ltd (SRSA), manufacturer of the Dunlop, Sumitomo and Falken tyre brands for the African continent, has also announced the appointment of Lubin Ozoux as the new Chief Executive Officer and Executive Director of SRSA, effective 01 January 2021. Ozoux will take over the role from the outgoing CEO, Riaz Haffjee, who has led the company for the past eight years.

Ozoux is the current Group Director: Sales, Marketing and Operation at SRSA and has been a key member of the Executive Committee, contributing to the overall direction of the company. He joined SRSA in 2017 as Director: Export (Africa) successfully leading the expansion into key African markets, later taking on the responsibility of leading the company's sales effort throughout territories in Africa including South Africa.

Prior to joining SRSA, Ozoux spent 11 years with the Hilti Corporation, working across multiple countries and continents. He has extensive Sales, Marketing, Engineering and General Management experience and is well positioned to lead SRSA forward.

The Board of Sumitomo Rubber Industries, SRSA's parent company based in Japan, has extended its thanks to outgoing CEO Riaz Haffjee for his dedicated service to the company, wishing him well in his future position. He will remain with the company until the 31st of January 2021 to ensure a smooth transition.



REVOLUTION TYRES

EXPANDS PRODUCT PORTFOLIO

That not all foreign-made tyres are created equal, we are rapidly coming to learn. Imported brands, especially those made in China, are subject to much criticism in the market, with many claiming they are inferior to locally produced makes. And, yes, some are. But, tyre producers in China, India, Brazil and other emerging markets are catching up very quickly, something multiple South African distributors of their brands have come to rely on. One such distributor is Cape Town based, Revolution Tyres. Appointed official distributors of The Alliance Tire Group, (ATG) in 2017, this dynamic company has established a loyal customer base that can attest to the integrity of the company's service offering.



Stocking only renowned global brands, the company offers an extensive product line to cater for all market segments.

"We probably have one of the lowest claim rates among all wholesalers," stated Harry Verhoog, Sales Manager. "This is because we only align ourselves to quality products with a sound reputation in the market."

He added: "Revolution Tyres is heading into a new era of brand-building the array of premium brands and products we carry. We are proud to say that our company only stocks the 'cream of the crop' coming out of the East. Our mission over the next five years, is to establish and build our brands, cement our partnerships with our suppliers and secure our distribution channels."

ALLIANCE TIRE GROUP:

For one, (part of the Yokohama Group), boasts nearly 60 years of experience, specializing in the design, development, manufacturing and marketing of Agriculture, Forestry, Construction, Industrial and Earthmoving tyres. The company serves customers in 120 countries, across six continents, offering a full spectrum of products – under the brands, Alliance, Galaxy and Primex – from basic entry-level tyres, to a broader range of superior quality value-added products. What's more, all of their tyres are designed, developed and tested at the company's advanced R&D centers around the world.

On September 20, 2019, ATG became the proud recipient of the Agritechnica Innovation Silver Medal Award for its 398 MPT tyre, the

world's first agricultural tyre to develop a speed of up to 100km/h on the road - an achievement that dispels any doubt over the quality and performance of its product line. Better yet, this coveted accolade demonstrates the ability of tyre producers in emerging markets to not only compete with more established brands, but to be innovators in their field.

DYNAMAXX:

Another new addition to their product portfolio, is a growing global Specialty Tyre Brand, produced by premium manufacturing giant, The Sailun Group, based in Qingdao, China, using the most modern building equipment in their Chinese and Vietnamese manufacturing facilities.

“

We probably have one of the lowest claim rates among all wholesalers.

Harry Verhoog

”



ETERNITY OTR PRODUCTS:

Revolution Tyres was also appointed as a distributor by the Al Dobowi Group for the Eternity range of specialty products.

The Al Dobowi Group was formed in 1976 to address the needs of a growing tyre management industry in the Middle East. Today, Al Dobowi employs in excess of 2000 people made up of thirty nationalities across five continents. It has grown beyond tyre management into providing clients with all the solutions they need with regards to motion. This includes motive batteries,

technical rubber products, conveyor belt systems, lubricants and industrial hoses. From research and design, manufacturing and distribution, to retailing and servicing, Al Dobowi is involved in every aspect of tyre solutions making it an eminent player in the tyre industry, with global sales of over three million units per annum.

"In the mining industry, Al Dobowi has always focused on purpose built, high quality products to fulfil the requirements of original equipment manufacturers such as Sandvik Mining and Joy Global. South Africa is a key market to expand our footprint from predominantly OEM to aftermarket business. The mining industry in South Africa is a mature market and Eternity Tyres offer a very good match in terms of providing quality, performance and service in addition to reducing overall cost per ton.

TRIANGLE TYRE:

Established in 1976 and is known as the initiator and pioneer of low-carbon and green development in the Chinese tyre industry. The tyre maker has a distribution

network in over 180 countries, specializing in high quality premium products across all tyre industry segments. It also enjoys a large OTR Original Equipment Manufacturer presence, including the likes of Caterpillar, Komatsu and BELL Equipment, to name a few, with manufacturing facilities in China and the USA.

TORQUE TBR and HIFLY PCR:

Both leading UK Brands have been distributed by Revolution Tyres for the past 12 years. The growth and market stability of these reliable brands is Testimony "that our Customers and Consumers alike are more than satisfied with the product value and performance".

That Revolution Tyres – a relatively small player by comparison – is growing and expanding amid a volatile economic climate, is testament to the company's quality products and passion for customer service.

The success of our TBR/PCR range is testament that our customers and consumers alike are more than satisfied with the product value and performance.

Harry Verhoog

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.

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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.

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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.

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www.revolutiontyres.com

BRIDGESTONE donates R500 000 to Pink Drive to fight cancer

By the end of Cancer Month in October, tyre manufacturer Bridgestone South Africa (BSAF) had successfully raised R500 000 through its #PinkValveCaps Project over the course of the year. BSAF handed over the cheque to PinkDrive, a public benefit organisation dedicated to fighting breast cancer, at its head office in Midrand on 19 November 2020.

The project is a nationwide cancer initiative aimed at raising funds to educate South Africans about cancer through Bridgestone's national network. To raise funds, the #PinkValveCaps were sold at R50 (per set of four) through Supa Quick fitment centres, which form part Bridgestone's franchise network. "This initiative is especially close to our hearts, as it reflects our value of Serving Society with Superior Quality," says Bridgestone Senior Communications Manager, Vuyokazi Xapa. "In the same way that our products create safer roads,

increased breast cancer awareness and early detection help to preserve the health and welfare of millions of South Africans."

Within the first year of partnering with PinkDrive in 2013, BSAF was able to donate towards the organisation's first mobile mammography unit, which would offer free screening services. A complete mammographic radiographic system, including an x-ray generator, an x-ray tube and framework, and a recording medium is housed in the Pink Drive Screening Truck, with a trained medical team to accurately process and record results. To date, the #PinkValveCaps project has contributed to the acquisition of more mammography unit units, which travel to urban and semi-urban areas to ensure that medically uninsured people have access to cancer screening services.

These services include free education on women's health, free mammograms, pap smears, clinical examinations, and information on how to do breast self-



examinations. Additionally, BSAF assists in maintaining the PinkDrive mobile units with regular tyre donations when needed – these are used on the vehicles as they travel to remote areas. "These contributions will go a long way in assisting PinkDrive to increase early detection through a variety of screening services, such as mammograms, pap smears and clinical examinations," says PinkDrive founder and CEO, Nolene Kotshan. "The premium Bridgestone tyres, which experience much lower failure rates than other tyres on the market, ensure more reliable delivery of these vital health services to people who would otherwise not be able to receive them.

New BRIDGESTONE SA director ready for 2021 Challenge

New commercial sales director at Bridgestone South Africa (BSAF) Anton Wessels' excitement is palpable as he prepares to climb a daunting mountain in 2021, strengthening market share against competitors.

Despite the Pretoria High Court ruling against the dumping of cheap imported tyres in 2010, they have continued to make their way into the country, wreaking havoc in the local industry. In a recent announcement by the National Association of Automotive Component and Allied Manufacturers, an estimated 60% of tyres on South African roads are illegal, shrinking the already competitive legitimate market.

This, along with an already strained South African economy and the devastating impact of the Covid-19 pandemic, is the environment into which Wessels begins his tenure as commercial sales director. Wessels was appointed into the new role from 1 November 2020.



"The reality is that there isn't much I can do about the economy, so my focus is on our people, business processes and finding ways of assisting our customers through these challenging times," he says. "Being part of a global organisation definitely helps in better understanding what to expect and improve planning based on prior learning, executing on what has worked in similar markets that went into this crisis before us."

Wessels isn't entirely new to the business and had already joined BSAF in February 2020, in the role of Cross-Border Executive, where he has

BRIDGESTONE closes PE plant

Bridgestone South Africa (BSAF) has finalised the process to close down its tyre manufacturing plant in Port Elizabeth, Eastern Cape. The plant's last day of operation will be 15 November. This follows a consultation with workers and unions. In August, the company announced its proposal to close the Port Elizabeth facility and initiated a Section 189 notice, along with a 60-day consultative process with its 252 affected workers in compliance with Labour Relations Act.

"The proposal to close the plant was not taken lightly and the impact on employees has been taken into account from the outset," says Jacques Fourie, BSAF chief executive. "We endeavoured to treat employees with the utmost compassion and fairness to support them through the change, while adhering to all legal requirements and due diligence." BSAF has in recent years seen its financial performance come under pressure, hard-hit by a variety of economic conditions and industry factors. Chief among these industry changes was the bias industrial



and off-the-road tyres manufactured at the Port Elizabeth plant being phased out in the market, as a result of a growing trend in the production and use of radial tyres globally.

"The unfortunate reality is that the plant is simply unable to produce the radial tyre that industry is rapidly moving towards," says Fourie. "Upgrading the factory to produce radial tyres would have necessitated an investment in a completely new multibillion-rand plant, which is not feasible or justifiable under any circumstances, especially in the current

economy." Despite concerted efforts to keep the plant going, including the sale of the factory to investors, all these were unsuccessful and the plant was unable to continue running, a decision that company directors say they only took after exhausting all alternative options. BSAF is still committed to serving society with superior quality in Southern Africa and its Brits manufacturing facility will continue to fully operate. The company will ensure all the necessary support is provided to workers as the operation comes to an end this month."

achieved significant sales growth and led the profitable turnaround of the company's cross border operations under tough economic circumstances.

"As I have been getting to know the business before taking up my new role, my top priority during the pandemic was protecting our staff and improving communication channels, while establishing the most effective ways of serving customers," he says. "By focusing intently on key business principles and disciplines, we've been able to deliver sustained results, even in the worst of the lockdowns."

Wessels says that even during the pandemic, the unregulated entry of cheap imports into the market has put a strain on the local industry, as financially strained consumers are enticed to buy poor quality tyres. However, he believes this can be overcome by providing holistic solutions and leveraging the superior strength of premium tyres, addressing the safety risks of using sub-standard products.

"While many other brands will focus on price, our approach has been on offering our customers a total solutions package and focusing on total cost of ownership that often results in long-term savings," he says. "As road transport and travel becomes increasingly dangerous, safety is a growing concern and premium products have proven themselves beyond the capability of many of the cheap imports and other competitor products."

"We also believe we are at the forefront of introducing more technologically advanced product offerings, such as the AI-powered

Webfleet fleet management solution, which supports transporters to better manage their vehicles and reduce costs through navigation, digital data, and live analytics," he says.

Wessels holds over 25 years' experience in the automotive tyre industry and has served in various senior leadership roles, most notably as the Group Commercial Director at TiAuto Investments. He brings a wealth of experience in leading sales teams and has a solid track record of delivering results.

In his new role, he will oversee all commercial sales activities in the Truck and Bus Radial (TBR), Off-the-road (OTR) and Agri markets within Bridgestone Southern Africa. His key focus will be maximising all opportunities for sales and market share growth, channel expansion, developing BSAF's brand promise with customers and championing employee engagement and development across the commercial business unit.

"Wessels is a highly motivated and driven individual," says BSAF CEO Jacques Fourie. "He is passionate about everything to do with wheels and is a strong leadership addition to our team. We look forward to working with him to achieve our business strategy over the coming years."

Outside of work, Wessels enjoys long motorcycle rides, mountain biking and motor car racing. He is a strong believer in living a healthy and balance life. Relaxation time is enjoyed at his Pretoria home with his wife Hayley and 13-year-old daughter Kayley.

GOODYEAR launches new OTR tyre for Long Haul Fleets



The Goodyear Tire & Rubber Company announces its newest addition to its off-highway large haulage product line, the RH-4A+, engineered to deliver a lower operating cost per hour and higher productivity in hard rock underfoot conditions. This tyre features an extra-deep E-4+ tread depth with a high net-to-gross tread pattern and optimized footprint pressure to help provide long hours to removal.

Available now, the Goodyear RH-4A+ tyre is an important addition to Goodyear's Total Solution of trusted products, reliable services and fleet management tools – all delivered by a global network.

The new Goodyear RH-4A+ large haulage tyre helps operators be more productive and operate at a lower cost by providing the following benefits and features:

Enhanced sidewall durability and lateral stability with Goodyear's new Durawall Technology®, wider bead design, and wider

molded rim width

Increased hours to removal and cut protection with its high net-to-gross tread pattern and deep, E-4+ tread depth

Cool operating temperatures from the tread's centerline blading, shoulder lug pockets, and shoulder lug side notches

Field results from global mining customers have shown that the RH-4A+ delivers up to 12% better hours to removal than RM-4B+*.

"Low operating cost per hour is an important requirement for mine operators," said Eric Matson, Global OTR Field Engineering Manager. "Customers also require other performance benefits, such as a tread and casing that together deliver long hours to removal, resistance to cutting, and excellent traction in severe, hard rock underfoot conditions. The new RH-4A+ provides these benefits to help mining fleets optimize productivity and lower their operating costs."

The RH-4A+ is currently available in sizes 59/80R63, 46/90R57 and 27.00R49 through

customized casing constructions and with Goodyear's proprietary tread compounds to meet hauling conditions.

"Complimenting the RH-4A+ is Goodyear's EMTrack tyre performance tracking software, giving operators the ability to track the tyre's properties to reduce operational costs," said Matson. "With EMTrack, mining operators can track the performance of their tyres, including the new RH-4A+, in order to project timing of rotation, replacement and help to manage their inventory."

For more information on the Goodyear RH-4A+, visit www.goodyearotr.com or contact us at <https://www.goodyearotr.com/contact/contact-us> to request a consultation.

TYRE INDUSTRY LEADER focuses on positive change for the industry

It is with great pleasure that the South African Tyre Manufacturers Conference (SATMC) appoints Mr Nduduzo Chala as its new Managing Executive. Chala succeeds Mr Carlo Baldocchi who has filled the role for the past three years.

The SATMC is the nation's tyre manufacturing industry body and represents the four local tyre manufacturers. As an industry body, the SATMC represents the interests of its members and is the voice to all stakeholders, including government, other automotive industry associations, and the public.

The automotive industry is a significant contributor to the economy of the country, and the tyre industry is a vital player. "Creating an investment-friendly environment that will ensure the local tyre manufacturers remain competitive is important to me," says Chala. "I'm excited to lead the change and look forward to engaging with all our stakeholders

in making a meaningful impact to our industry, the lives of our consumers, and the South African economy," he adds.

Chala has held various positions in senior management at Sumitomo Rubber South Africa (Pty) Ltd, where he recently held the position of Divisional Head of Corporate Services. Prior to this he was the GM: Strategic Planning for the same organisation.

Chala holds a Post Graduate Diploma in Business Management, and a Bachelor's degree in Accounting. He is currently completing his Masters' in Business Administration through the Gordon Institute of Business Sciences (GIBS), with his research thesis focusing on transformation of the automotive industry.

"It is great to have Ndu Chala as a part of the SATMC family," says Martin Buday, Chairperson of the SATMC. "We know that he will take us to new heights in the coming years," he concludes.



OUR COMBINED EFFORTS = RECIPE FOR SUCCESS!

All too often, transporters look at their tyre supplier and think... If I appoint Company A or Company B or Company X, all my tyre headaches will disappear.

Well, after decades of directly servicing fleet customers, **Bandag** can confirm that this is a false belief. We work **WITH** our customers, to customise tailor-made solutions and foster business partnerships that yield best results for all involved.

Key components of these partnerships are the management and operational teams within the fleet. By taking ownership and accountability for tyre management and tyre reporting, we have found that our customers get the greatest results.

Bandag have the following tools available to all its fleet customers:

- **ProTurbo** – Fleet Tyre Inspections
 - Digital tread and pressure readings for greater accuracy and reporting speed
- **ProOosta** – Scrap Tyre Analysis
 - Digital tread readings for greater accuracy and reporting speed
 - Two digital images per tyre scrapped
 - Up to five electronic signatures
- **ProWheel** – Tyre Asset Tracking
 - Tyre location and movement reports

These are powerful reporting tools that are hosted online and available to the fleet customer at the click of a button. Contact **Bandag** or your closest Bandag/BTS franchisee for more information.

Together we can manage your fleet at an optimum level and greatly reduce your tyre operating costs!

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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RECIRCLE AWARDS 2021: Nominations Shortlist Announced

Valebridge Media Services (VMS), the Crewe, UK and Madrid, Spain-based media services agency, has announced the shortlist of nominees for the inaugural Recircle Awards 2021, the recently launched awards event recognising sustainable innovation, production processes, management and services within the tyre retreading and recycling industries.

The shortlist, selected from a preliminary list of candidates nominated by members of the public, was chosen by a specially constituted Nominations Committee, consisting of the respective editors of industry journals 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 shortlist of nominees for the 14 award categories which are open to the public vote is as follows:

Best Tread Rubber Supplier

- Goodway Integrated Industries Berhad (GIIB)
- Kraiburg Austria
- Marangoni
- Maxrubber Industries Sdn Bhd
- Vipal Rubber

Best Retreading Equipment & Accessory Supplier

- Central Marketing
- Tech Europe
- TRM
- Vipal Machinery
- VMI

Best Tyre Recycling Industry Supplier

- Eco Green Equipment
- E-Cova srl
- Eldan
- Molinari
- Salvadori

Best Casing & Tyre Disposal Services Provider

- Kargro Banden
- Kurz Karkassenhandel
- North West Casing Company
- Tire Core Intl Ltd
- Vellco Tyre Control

Best Tyre Derived Recycled Product

- Alprogetti: Climbing Gym
- CEVE-CINTEMAC: Roof Tiles
- COMSA SAU: Neoballast
- Shredded Tire: Echo Roof Blocks
- Tyromer – Upgraded TDP-B

Best Retreading Industry Innovation

- Insa Turbo / Grupo Soledad
- Kal Tire: Carbon Calculator/Maple Programme
- Neroforce: Densolit Carbide Tools
- Rigdon: Robotic Cell Black Constrictor Twin
- Vipal: Eye Control Technology

Best Tyre Recycling Innovation

- Eldan: Foreign Object Detection System
- ENEA: Silicon Carbide from ELT and Plasma Torch
- Pyrum: Pyrolysis Process
- Rubberjet Valley srl: Recycled Rubber for New OTR Tyre Production
- Hypertym: Mobile OTR Tyre Recycling System

Retread Industry Fleet Award

- Berliner Stadtreinigung
- Girtaka Logistics
- JHL Transportes
- Volanbusz
- Vy Bus

Best Publicity Campaign

- AIRP: Safety is in Your Hands
- Ecopneus: The Greatest Invention Since the Wheel
- Grupo Soledad: Corporate Video
- Kraiburg: Animal Tracks Campaign
- Signus Ecovalor: Social Media Campaign

Employee of the Year

- Ankita Saikia (Tyromer)
- Beatrice Stedile (Marangoni)
- Leo Linkesch (Marangoni)
- Mafi Palu (Tyrecycle)
- Saverio Musto (Corgom)

Business Innovation Award

- CERUB
- Klean Industries
- Grupo Soledad
- Kal Tire
- SEGINUS

Best Tyre Retreader

- Insa Turbo
- Kal Tire
- Marangoni SpA
- Michelin
- Vaculug

Best Tyre Recycler

- Liberty Tire Recycling
- Murfitts Industries
- Rubber Resources BV
- Tyrecycle
- XTyre Global

Best Company Director

- Dario Andreani (INSAMAR)
- Jorge Crespo (Vaculug)
- Pascal Klein (Pyrum Innovations)
- Dmitry Psenichnikov (OOO Shina)
- Sudarsan Varadaraj (Elgi Rubber)

"We are proud to be able to reveal our Short List of nominees for the inaugural Recircle Awards," commented David Wilson, Chairman of the Nominations Committee and Publisher of Retreading Business and Tyre & Rubber Recycling.

"We were delighted to experience exceptional levels of engagement from the global tyre retreading and recycling industry, which has enabled us to put together what we believe to be a strong and balanced Short List with representation from across the whole of the world. I would like to express my thanks to the Nominations Committee for their commitment to this project and for their valued judgement in helping select such a high-quality list of nominees.

VMS has also announced that the Voting process for the Recircle Awards is now open. Members of the public can vote for their preferred nominees by casting their vote via the Recircle Awards website at www.recircleawards.com/voting/.

Voting is restricted to one vote per person per award category.

The voting process will close at the end of March 5, 2021, and the winners of the Recircle Awards will be announced on March 15th, 2021.

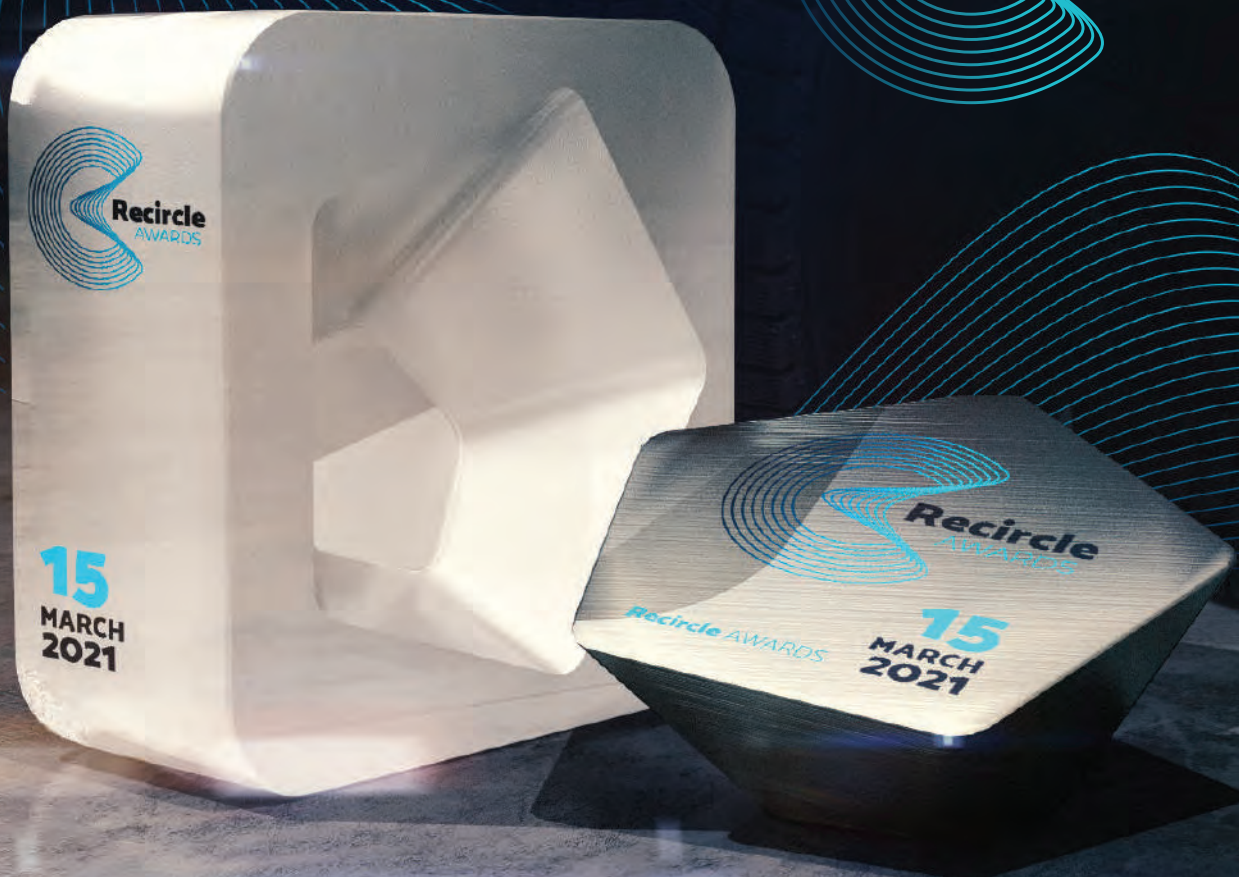
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recircleawards@valebridgemediaservices.com

www.recircleawards.com

+44 1270 668 718

Recircle
AWARDS



VOTING IS NOW OPEN

VOTING HAS BEGUN FOR
THE INAUGURAL RECIRCLE AWARDS!

DON'T MISS YOUR CHANCE TO VOTE FOR THE LEADING LIGHTS
IN THE TYRE RETREADING AND RECYCLING INDUSTRIES.

Patrocinadores y Colaboradores:

 **autopromotec**
Homo faber fortunae suae

**Retreading
Business**

**Tyre & Rubber
Recycling**

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TARSUS postpones TYREXPO ASIA SHOW to November 2021

Since acquiring Tyrexpo Asia last year, Tarsus Group has worked hard to revamp this prestigious event in the global tyre market and also continually looked towards keeping both exhibitors and visitors updated on the ongoing developments leading up to the next show in Singapore in March 2021 at The Marina Bay Sands Expo and Convention Centre.

Unfortunately with COVID-19 still continuing to affect all promotional business events around the world for the foreseeable future and taking all necessary precaution measures into account regarding the health and safety of the attendees. It has been necessary to reschedule the Tyrexpo Asia show in Singapore to 17 – 19 November 2021.

Tyrexpo Asia Events Director, Alwin Seow says, "Our ultimate priority is the safety of all exhibitors and visitors attending the event, and this decision has been made after communicating with all stakeholders involved, as our international buyers consist of 96 percent overseas. Our exhibitors have also supported the move."

Neumáticos Andrés, the largest tire supplier in Spain and Portugal



representative, International Department – Ms Liudmyla Ivakhnova says "Due to the growing impact of COVID-19 in the world, we stand by the organiser's decision on the postponement, as the move will boost higher number of visitors"

Tyres Planet SIA, CEO – Mr Kasper Tilcens says "We are ready to participate in TyreXpo Asia with the new dates in 2021 and believe that this is the best decision for now and will still benefit all attendees in regard to safety"

FM Tyres Director – Mr Frank Van Leeuwen says, "We would like to thank the Tarsus Group for their wise decision to move on the TEA to the fourth

quarter of 2021, FM Tyres will be there."

Alwin concludes, "In effect this decision has been driven by the industry's reaction to COVID 19 and by switching to November 2021 Tyrexpo Asia is ensuring that high quality international buyers and sellers of tyres will be able to close lucrative deals and form new business partnerships at the event after an unprecedented trading year in 2020. We would like to express to all attendees our sincere gratitude for your patience, cooperation and commitment to the event. We look forward to see you on 17 – 19 November 2021 in Singapore."

RECIRCLE AWARDS 2021: Marangoni Group Named as Official Trophy Sponsor

Valebridge Media Services (VMS), the Crewe, UK and Madrid, Spain-based media services agency, are pleased to announce that the Marangoni Group has been named as the Official Trophy Sponsor for the inaugural Recircle Awards 2021, the globally-facing awards event recognising sustainable innovation, production processes, management and services within the tyre retreading and recycling industries.

In announcing his company's decision to support the Recircle Awards, Marangoni Group Chairman Vittorio Marangoni commented; "The Recircle Awards is an initiative focused on our core business and is perfectly in line with the values and mission of our group. It is an international project proposed with an innovative formula and with a good mix of online and offline activities and visibility. The active involvement of the entire supply chain is also a positive factor, not only thanks to the nomination and voting mechanism but also due to the presence of various prizes dedicated to all the main market players including the fleets."





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.



