

Southern Africa

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SRSA – NEW BUSINESS MODEL TO KEEP COMPANY AGILE AND FLEXIBLE INTRODUCED

– an exclusive with Lubin Ozoux, CEO of SRSA

SCRAP PILES MOUNT amid dwindling service levels

Carbon Tax &
the tyre
industry

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Editor's Corner

Don't toss out your masks just yet. This may be a new calendar year, but the issues we face remain the same. Health experts predict Covid-19 will be around for a long while to come, especially as South Africa's response to securing and bringing in vaccines, was slow at best. The prospect of government securing enough vaccines to inoculate the entire population by the end of this year, seems bleak. This means that the challenges surrounding the pandemic, continue from where we left off in 2020.

Thankfully, our industry has been less impacted than some. Nonetheless, it is responding to the 'new normal', with both manufacturers and retail stores, digging deep to come up with creative ways to trade and operate. Take the Supa Quick chain of fitment stores, for example, which is introducing a revolutionary mobile fitment centre that will now come to your doorstep. We bring you this story on page 14.

experienced by the tyre manufacturing segment, and describes how SRSA, in particular, is planning to approach the months ahead. This article on page 2.

We did say that not much has changed in 2021 by way of grave issues within the industry that needed to be addressed, and nowhere is this being felt more than with the collection, or should we say, inadequate collection and disposal of scrap tyres. It would appear, the situation has escalated over the last few months, with multiple dealers at a loss over what to do with the growing mounds of waste invading and polluting their stores, (this on page 8).

All this and much more in this, our first edition for 2021.

Enjoy folks, and stay safe!

Liana



Simultaneously, our exclusive interview with new man at the helm of Sumitomo Rubber SA, Lubin Ozoux, highlights the trials being

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SRSA —

**NEW BUSINESS MODEL TO
KEEP COMPANY AGILE AND
FLEXIBLE INTRODUCED**

ONE-ON-ONE WITH **LUBIN OZOUX**

As we usher in the new year, there have been several key appointments in the South African tyre manufacturing sector, among them, that of Lubin Ozoux, who takes over from Riaz Haffejee, as CEO of Sumitomo Rubber SA. Originally from the island of Reunion, Ozoux has amassed a wealth of business experience over the years, via a succession of assignments in the UK, the Middle East, and finally, South Africa. In an exclusive interview with SA TREADS, Ozoux tells us more about his personal journey and his future plans for the company.

Congratulations on your new appointment Lubin. Tell us what brought you to South Africa and how you came to be associated with Sumitomo Rubber.

My family and I moved to South Africa from Reunion in 1994. The move was prompted by my parents whose wish for us was to witness that important moment in history and to be a part of the South African transformation process. Here, I completed High School and University.

After graduating, I accepted a post in the UK as a management consultant, followed by a stint in the Middle East for a number of years.

As a South African, my wife has a natural affinity with the country, and so together with our two children, we returned to South Africa seven years ago – our favourite country in the world. We wanted our children to grow up here.

How did you become involved with the tyre sector? We believe this was your first introduction to the tyre industry.

True. My previous realm of experience lay within the construction and mining business. Four years ago, an opportunity arose for me to

join SRSA managing the company's export business to the African continent. SRSA is responsible for servicing the majority of African countries, with the exception of a few, such as the 'Maghreb' countries and Egypt.

My role was to develop the business on the African continent at large, which eventually led to my taking over domestic markets closer to home, such as Namibia, Botswana and other neighbouring countries.

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SRSA is responsible
for servicing the majority
of African countries.

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The Zone - Boksburg customer waiting area.

In 2019, my portfolio was further extended to assume responsibility for Marketing, Sales and Operations for SRSA.

When did your appointment to CEO become official?

Officially on 1 January 2021, although SRSA's former CEO, Riaz Haffeejee, stayed on until 31 January to initiate the handover.

What were your initial thoughts on the South African tyre manufacturing sector and the tyre business in general?

Having worked in several countries around the world, I would say that the fundamentals, as well as the challenges, are pretty much the same. Of course, nobody had bargained on a global pandemic and the unique complications this would bring to the business world. All industries have been affected. Not one has been spared.

But we are fortunate in that our industry has been less impacted than some others like tourism and entertainment.

Statistics for 2017-2019 clearly show that we were already operating in a challenging environment, amid a shrinking market. 2020 impacted us further, compelling us to rethink our operating model. We realised that we needed to come up with a more flexible business model so that as market changes happen, we would be able to secure the company and long-term outlook for our employees.

At this point, we are focusing heavily

on reacting positively to market demand changes so that we can bring the operation back to a seven-day week cycle, from our current 5.5-day cycle.

What about your stores? How are they weathering the storm brought about by Covid-19?

Most are reporting a level of recovery in the market. Some are doing really well, managing their stock levels and cash flow during the pandemic, while others are struggling, seemingly unable to adapt their business models accordingly, especially in the more impacted areas.

Are you providing them with assistance?

We have strived to take them through this difficult journey via our Campaign, 'How Can We Help You' which provides stores with support in the way of managing cash flow, cost structures and the like. In short, we are doing everything we can to help them navigate this challenging period.

Is your Campaign hitting the right notes? How is your distribution network responding?

Feedback from our distribution network show that the campaign has had a positive influence. Our primary goal was to ensure a better understanding of the current climate and to provide our customers with the right tools to succeed during an unprecedented period.

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Our campaign 'How Can We Help You', is providing our stores with support.

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Quite a few stores are beginning to thrive, with very few in the negative.

In addition, our campaign strategies ensure that we not only support our distribution network but hard-hitting local industries like the tourism sector.

What is the narrative from your stores with regard to consumer purchasing habits? How have they changed, if at all?

It would appear they are trading amid a fluid environment that is fast changing. Our initial conclusion was that income heavily challenged consumers would be looking for more economical products, however, this does not seem to be the case.

How would you explain this?

The drive to educate the consumer around safety and the risks associated with fitting inferior tyres to their vehicles, which began some years ago, is paying off. There is increasing awareness around tyre replacement, and for consumers who can afford it, greater emphasis on overall value by way of road hazard guarantees and mileage guarantees. Consumers are doing their homework and are basing their purchasing decisions on this, which is driving the manufacturers to back up their products so that the customer derives true value.

In short, it is less about the initial purchasing price, but rather the perceived value of the product, coupled with tyre life, road safety and so on.

That is encouraging to hear, especially as up until now, sales have mostly been driven by price.

It is up to us to make our sales people aware of the importance of selling on value, rather than price. His job is to provide the best solution. A lot of work is currently being done in this regard to equip our sales people with the right knowledge and tools, so that they can act as informed advisers to the customer.

SRSA has also embarked on a dedicated drive to support local, with one example being our Grandtrek/Google Streetview initiative which navigated previously uncharted territories in this beautiful country of ours. Hopefully, now people will feel safer to travel to some of these unspoilt regions in South Africa, something which

our stores are actively promoting.

How has the pandemic impacted local manufacture?

Sales figures would seem to indicate an even split between locally made tyres and imports. For the local manufacturers, the stop-start effect of the lockdown, has resulted in an increase cost of production.

However, the results from Quarter 1 and Quarter 2 in 2021 will be telling.

Which brands are you currently manufacturing at your Ladysmith plant?

SRSA is made up of three distinct brands – Dunlop, Falken and Sumitomo. All three are manufactured at our Ladysmith plant. Of course, we cannot produce the whole range locally. Scales of production simply do not allow it, which means that the balance of sizes not locally produced, are being imported.

For the truck tyre side of the business, our Dunlop and Sumitomo brands, which service the whole of Africa, are gaining good momentum which shows that the investment made into the plant is paying off. Tyre testing of these brands which are specifically developed for African conditions, reveals that this strategy is a big part of our success.

Criticism has been levelled at Dunlop

The drive to educate the consumer around tyre safety is paying off.



Sumitomo Rubber South Africa team.

“

Ups and downs are not helpful in achieving our long-term goals. Our pricing structure is now very disciplined.

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for under-cutting market prices. How would you respond to this?

There has been a massive switch over the last 18 months in terms of strategy and price positioning. We are focused on a fair price, fair value, quality and a package of services that surround tyre purchase.

To give our customers the confidence to take the road with us, SRSA launched Dunlop Sure at the end of 2020. Dunlop Sure is a value-added extra package of services intended to give dealers further benefits in selling our products and consumers peace of mind when purchasing our products.

Dunlop Sure is made up of three pillars that will promote sustainability. The first being a manufacturer's warranty against defects in material and/or workmanship for a duration of 8 years from the manufacture date.

We also have a mileage warranty for our Grandtrek AT3G (60 000km), Grandtrek AT25 (70 000km) and Grandtrek AT5 (100 000km), which gives our customers the assurance in the quality and safety of our products. Noteworthy is that we are the only tyre manufacturer in SA to give a warranty on our locally manufactured SUV products.

Finally, we have a free tyre insurance for 12 months on all road hazards claims on PCR 16-inch and above all SUV and all LTR (except 195/14C). Furthermore, SRSA has placed a huge focus in streamlining the

claims process and customer experience.

We have come to understand that transparency and stability on value and pricing is key for our network and anyone who buys product from us. Ups and downs are not helpful in achieving our long-term goals, and as such, our pricing structure is now very disciplined.

Are the manufacturers still lobbying for the introduction of suitable standards to govern the importation of tyres?

Although I have yet to attend a SATMC meeting in my capacity as CEO, I can confidently say that our relationship with government together with our education drive, is reaping pleasing results. Proactive steps are being taken, with both industry and government accepting the need for strict implementation of standards, managing foreign products and making sure the correct tariffs are being applied.

SRSA conducted a Used Tyre Survey in 2019, which revealed that more than 60% of the tyres inspected were below the legal limit. Worse still, many of these are currently being recycled and resold into the market as second hand tyres.

On that note, are the necessary measures being taken by your stores? Are they mutilating their waste tyres so that they do not find their way back to market?

I would like to say, yes. Unfortunately, we



The Zone - Boksburg.

do not have full transparency at that level. At our Dealer Conference last year, the issue was discussed at length with our store managers, as we pointed out that it was in their best interests to do this as they are facing stiff competition from the sale of second-hand tyres in the market. The message seems to have resonated with them, but of course, this is an ongoing drive.

The haphazard collection of scrap tyres from the stores does not help the situation. Getting this right requires the right leadership, the right processes and the right disciplines that make people accountable for their waste. No clear solutions are yet in sight, although we have been approached by various parties with interesting business plans to turn waste in viable alternatives, based on insight gained from other parts of the world.

Tell us about your Container Depot project. How is this progressing?

There are some really good stories to tell. One of our Container Depots in particular, has now become a small city of sorts, featuring multiple containers. Regrettably, others are not doing as well, but what we have learnt from this is the need to appoint the right people for the programme together with the right funding and incubation programme so as to bring them up and develop them as a small entrepreneur. We also need to provide them with the correct skills and equipment to be successful.

Our Container Depot initiative has now developed into a Business-in-a-Box concept that is set up complete with hardware, software and stock. It also now comes with more stringent evaluation criteria to enter the Programme.

What is more, we are seeing good support from the community and are working closely with municipalities to link them with the Container Depots.

This is an exciting journey for SRSA, one we are extremely proud of and committed to.

What is the short-term strategy for the company?

With safety as part of our DNA, this remains a priority in the short-term, particularly as Covid-19 will still be with us for some time. We have learnt important lessons from last year and are taking no risks. As I like to say, 'we have paid the fees to learn how to operate under the pandemic', without taking short cuts on safety.

We are keeping it simple. It is about a



'Customer First' philosophy. This includes direct customers and end consumers, focusing on bringing value to them at a fair price. The rest will take care of itself.

Next, the message is to resist looking too far ahead. These are unprecedented times and we need to remain agile and flexible in our approach, focusing only on key areas and achieving in those categories.

Later in the year, we will begin addressing our mid-term plans and goals for the next three to five years.

To sum up: maintain focus on where we are headed; work on what we can control; adapt swiftly at anything that is thrown our way.

I can safely say that our organisation is well aligned to realise these simple goals.

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Our Business-in-a-Box concept
is set up complete with
hardware, software
and stock.

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Lubin Ozoux is a family man. He is married with two children, aged 12 and 8 and believes in keeping his life simple in all respects. When he is not in the office, or voluntarily helping out small entrepreneurs to achieve success in their businesses, he likes to keep fit through mountain biking or trail running.



SCRAP PILES MOUNT AMID DWINDLING SERVICE LEVELS

Waste tyres and what to do with them was a key issue when I first entered the South African tyre business some 35 years ago. Fast forward to 2021 and not only has the matter not been resolved, it appears to be getting worse. Scrap tyres are piling up at stores and transport sites, with the Waste Bureau apparently unable to collect and dispose of them as most of their depots are full.

Some dealers are claiming there have been no collections since the second week of January. Dealer A, based in KZN said: "The situation is dire. The entire programme – which is supposed to ensure that scrap tyres do not get resold into the market – is being jeopardised. What are dealers expected to do? We cannot keep scrap casings for a month or more on site!"

"If anyone wants scrap tyres, they are welcome to remove them from our yard," said another frustrated retailer, Dealer B (also in KZN). "We need to alleviate the pressure on our store. Scrap tyres are piling up, which is not only a fire hazard but also attracts vermin to our premises. The collection system appears to have collapsed totally."

Gauteng based Dealer C added: "We are pleading for the manufacturers and importers to get involved now. They are the ones paying a levy per kg supplied for collection, so what are they essentially funding? It would be irresponsible of them to adopt the view that once their payment has been handed over to Treasury, their accountability ends there."

A scrap tyre collector based in KZN also voiced his concerns: "Our disposal sites are full. We cannot pick up anymore scrap tyres from tyre dealers. We were advised by the Waste Bureau that we could take 200x 4x4 scrap casings from our yard and transport them to the next depot, but to travel all that way with such a small cargo is not feasible. We would need to send an interlink truck at a time."

In turn, retailers across the country are coming under fire for not mutilating their tyres ahead of collection, but the situation is so grave that they are allowing anyone, whether officially appointed or not, to remove scrap heaps (many of these tyres are not mutilated), just to be rid of them. As a result, the second-hand tyre market is once again being flooded with dangerously worn

tyres and being sold to unsuspecting consumers of lower financial means, despite the dangers they pose.

In response, TEPA placed a call to the Minister in January, who requested the latest details to be sent to her for consideration. This resulted in TEPA putting out a Survey to some 1600 dealers at the end of January, urging them to highlight their immediate issues and concerns.

"We received a total 271 responses (of which some were duplicates), and despite this being a statistically good response, the further analysis showed a far less onerous result," stated Hedley Judd, National Director TEPA.

"This has been shared with the Minister already and the Waste Bureau have furnished a confidential works programme in this regard. I am expecting a further follow-up from the minister in the very near future."

The problem appears worse in some areas of the country than others, highlighting once again, the urgent need for a viable Waste Tyre Management solution that will address the issue once and for all.

But after all these years, and despite the global call for mankind to halt climate change and strive towards becoming environmentally friendly in the interests of the planet, in South Africa, very little has been done to address our growing scrap piles and industry is growing despondent.

While other nations appear to be well ahead in their drive to find economical environmentally feasible solutions to the problem, we appear to be taking two steps back.

Which begs the question, when do we begin taking the matter of disposing of our waste responsibly more seriously? And what will it take for government and industry to arrive at a workable solution that serves in the best interests of all parties concerned?

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The problem appears worse in some areas of the country than others.

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CARBON TAX & the TYRE INDUSTRY – All you need to know...

By Andrew Gilder, Director: Climate Legal, co-author of Concise Guide to Carbon Tax published by LexisNexis South Africa

Greenhouse gas (GHG) emissions associated with a tyre's entire lifecycle from production of raw materials to manufacturing into distribution, usage and end-of-life treatment are a significant contributor to South Africa's national carbon profile, and are among the targets of government's ambitious Post-2020 Mitigation System.

On 1 June 2019, the carbon tax joined the existing suite of environmental levies administered under the Customs and Excise Act (1964) including those on plastic bags, non-renewable-electricity generation, electric filament lamps, CO₂ emissions of motor vehicles and the environmental levy on tyres. Consequently, the tyre industry has at least three such levies with which to contend as it contemplates its post-

COVID business. Given that the carbon tax is the most recent addition to the trio this article briefly explores its background and comments on the re-emergence of a domestic carbon market now given impetus the Carbon Tax Act (2019).

Why price carbon emissions?

The objective of the carbon tax legal regime is to reduce the impact of climate change, pursuant to the international 'polluter pays' principle, by applying an in-country cost to industrial greenhouse gas (GHG) emissions in the form of a domestic carbon pricing mechanism, namely the carbon tax. A person becomes a carbon taxpayer by conducting an emitting activity listed in Schedule 2 to the Carbon Tax Act, and a brief perusal of Schedule 2 will reveal a range of activities that are nested within the tyre value-chain.

By the imposition of carbon tax South Africa becomes the first Africa jurisdiction, and one of only a very few developing countries, to introduce a domestic price on carbon emissions. Mexico and Colombia are other developing countries to have introduced carbon pricing legal regimes. This is important because carbon taxation must be understood in the context of the national climate change response, which is based on the scientifically demonstrated acceleration of changes to the global climate system that are being driven by anthropogenic GHG emissions. 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 a

function not only of international diplomacy, global realpolitik and macroeconomics but is also driven by the need to curtail the country's elevated emissions profile and geophysical vulnerability to climate change. South Africa has the highest GHG emissions on the African continent, is among the top 20 global per capita emitters and exhibits a carbon-intensity on par with those of highly industrialised countries such as Japan, the USA and China (carbon-intensity is a measure of GHG emissions per unit of GDP).

The Department of Environment Forestry and Fisheries (DEFF) administers the National Climate Change Response Policy (NCCRP) which describes a Peak, Plateau and Decline (PPD) GHG emissions trajectory intended to

peak such emissions between 2020 and 2025, to plateau them for approximately a decade and to achieve an absolute decline from 2035 and towards 2050. This national ambition resonates with the Paris Agreement's long-term temperature goal, namely to limit the average global temperature increase to well-below 2°C, and pursuing efforts to limit the increase to 1.5°C by peaking global GHG emissions as soon as possible to achieve net zero emissions, by 2050. Net zero is a balance between anthropogenic emissions by sources and removals by sinks of GHG emissions. The following table outlines the DEFF's Post-2020 Mitigation System which seeks to actualise the PPD through six simultaneously operational components.

SOUTH AFRICA'S POST-2020 MITIGATION SYSTEM

| COMPONENT | APPLIES TO / STATUS | LEGAL FOUNDATION |
|---|--|--|
| National GHG Emissions Trajectory | National GHG Emissions Trajectory | Future Climate Change Act (based on the Climate Change Bill, 2018), established and administered by the DEFF. Act anticipated by the end of quarter one, 2021 |
| Sectoral Emissions Targets | Government (sectoral) departments / pending | Future Climate Change Act, established and administered by the DEFF |
| Monitoring & Evaluation | Emitting installations conducting listed reportable activities / operational since 3 April 2017 | National Environmental Management: Air Quality Act 39 of 2004 (NEMAQA) and the National Greenhouses Gas Emissions Reporting Regulations (as amended), established and administered by the DEFF |
| Carbon Budgets | Emitting installations to which carbon budgets have been allocated / pending | Future Climate Change Act and anticipated Carbon Budget Regulations, established and administered by the DEFF |
| Declaration of GHGs as Priority Pollutants / Pollution Prevention Plans | Emitting installations subject to the Pollution Prevention Plan Regulations / operational since 3 April 2017 | NEMAQA, Declaration of GHGs as Priority Pollutants and the Pollution Prevention Plans Regulations (as amended), established and administered by the DEFF |
| Carbon Tax | Emitting installations conducting listed taxable activities / operational since 1 June 2019 | Carbon Tax Act and Regulations, Customs and Excise Act and Rules, established by the Treasury and administered by SARS |

There are concerns that concurrent carbon budget and carbon taxation legal regimes will overlap.

The DEFF and Treasury are considering simultaneous implementation of carbon budgets and carbon taxation, and of all the mitigation instruments currently proposed the marriage between budgets and tax is the most controversial. Specifically, there are concerns that concurrent carbon budget and carbon taxation legal regimes will overlap and require unprecedented levels of cooperative governance (between the DEFF, the Treasury and SARS) for their administration, and impose both a fiscal disincentive (in the form of the tax), and regulatory penalties (a fine and/or imprisonment for non-compliance with a budget) on the same GHG emissions. Whilst each instrument has its merits, economic theory suggests that there could be risks associated with applying both instruments simultaneously to the same emissions. At present the Carbon Tax Act gives a nod to the DEFF by providing that carbon taxpayers will receive a 5% allowance for participating in the DEFF-driven voluntary carbon budgeting process, as confirmed in writing by the DEFF.

Regarding the alignment of carbon budgets and taxation, it is the DEFF's and Treasury's currently understood intention that GHG emissions within a carbon budget will be subject to carbon tax, as follows:

- The carbon tax will apply to GHG emissions allocated within a carbon budget at the tax rate provided for in the Carbon Tax Act, and the permissible allowances and deductions will be utilisable in reducing carbon tax exposure.



Exceedances of allocated carbon budgets will attract higher levels of taxation.



- GHG emissions that exceed a carbon budget will be subject to a higher (punitive) rate of tax and none of the allowances and deductions will apply.

Effectively, this means that the regulatory intention is for carbon budgets to constitute emissions thresholds that determine base tax rate or additional tax rate liability. If implemented, this arrangement would apply only in the second phase of the carbon tax (2023 to 2030), and the DEFF has elaborated on this notion by indicating that the carbon tax and carbon budgets will formally be aligned in the second phase of the carbon tax, with effect from 2023, when carbon budgets become mandatory.

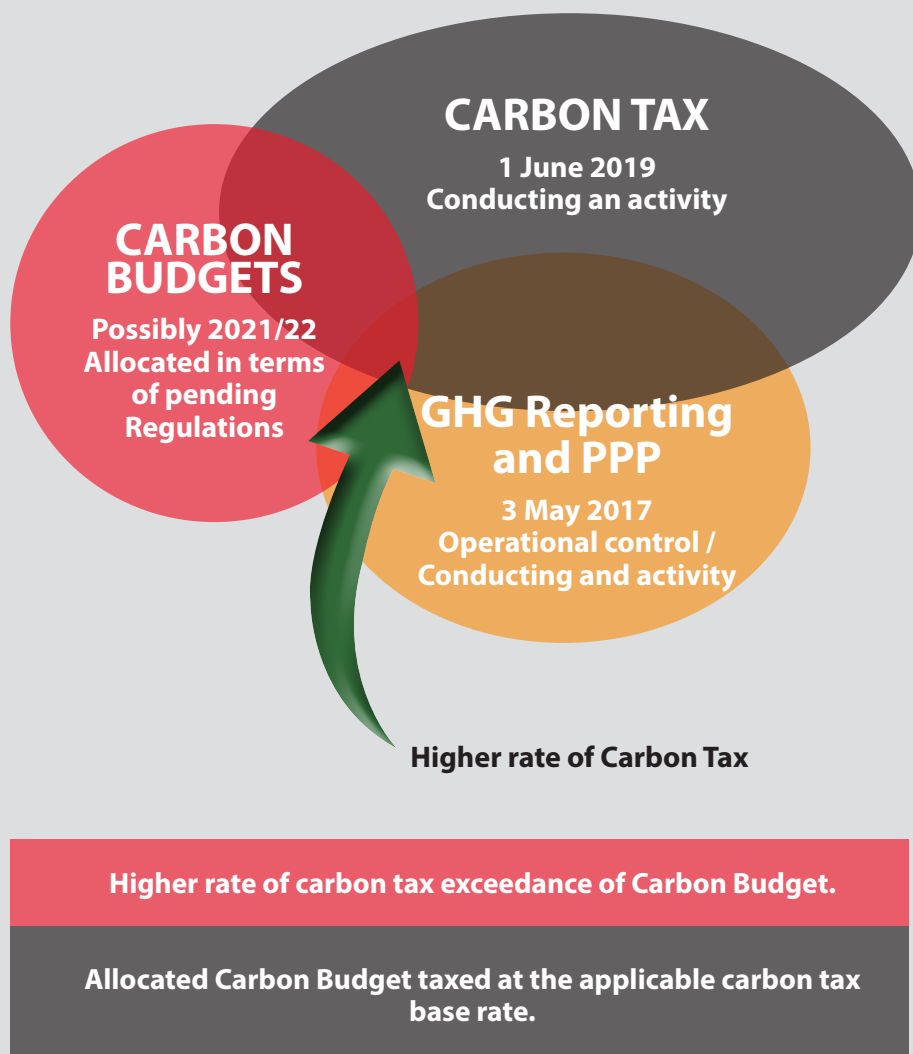
According to the DEFF 'alignment' means that carbon budgets will be expressed as an annual percentage per taxable/reportable emitting activity and GHG emissions within a carbon budget will attract the base rate of taxation and allowances and deductions will be permitted to reduce tax liability up to the extent of a carbon budget - with the exception of the carbon budget allowance which will fall away once carbon budget allocations commence.

Exceedances of allocated carbon budgets will attract higher levels of taxation, thus framing the carbon tax as the compliance mechanism for carbon budgets.

Self-evidently, the DEFF has no authority to regulate carbon taxation, and the Carbon Tax Act does not provide for various rates of carbon tax differentiated according to whether the amount of taxable emissions is above or below a (still notional) carbon budget. That the DEFF has expressed these views on alignment is inherently confusing because implementing the DEFF's apparent intentions on alignment can only be achieved through appropriate amendment (by Treasury) to the Carbon

Tax Act. The notion of aligning budgets and taxation remains fraught and is an area requiring regulatory clarification.

The Post-2020 Mitigation System's intended interrelationship between the reporting, budget and taxation components is of Byzantine complexity and makes these components' joint-and-several development directly and mutually consequential. The following graphic seeks to illustrate this intended interrelationship.



THE FUTURE OF CARBON PRICING IN SOUTH AFRICA

The first period for submission of carbon tax returns ran between 1 and 29 October 2020 and despite the difficulty of the regime's lengthy gestation appears to have been largely successful. This formal administrative commencement of reporting and payment of carbon tax also marked the re-emergence of a viable domestic carbon market in the form of the carbon offset allowance. In essence, the Carbon Tax Act permits the reduction of a carbon tax liability by the application of carbon offsets to taxable GHG emissions, and the Carbon Offsets Regulations (2019) provide for the online and analogue administrative functionality enabling the listing, transfer and retirement of carbon offsets by an immediately recognisable set of commodity market participants – buyers, sellers, aggregators, brokers and regulators. Trade in carbon commodities has been brisk.

The global trend towards future carbon-constraint means that economies which avoid taking mitigation action will become increasingly uncompetitive, and throughout the lengthy gestation of the carbon tax legal regime the Treasury was at pains to emphasise that its intention was not to disadvantage or penalise South African industry but, rather, to provide an impetus for the local economy to regain and retain its competitiveness in an increasingly carbon-constrained world. Consequently, the carbon tax impels emitters to consider the negative adverse costs (of GHG emissions) in their future investment decisions and seeks to incentivise a shift towards cleaner technology. Treasury maintains that it has softened the impact of the carbon tax measures, including use of the carbon offsets allowance. While the complexity of the administrative processes was not

without its challenges, carbon taxpayers seem on-the-whole to have complied with their legal obligations and to have adopted a robust and engaged approach. This is understandable given strident messaging from SARS that failure to comply would attract adverse attention of the regulator.

The dramatic increase in demand for locally generated carbon offsets is an early (although partial) indicator of success and proves that Treasury's inclusion of offsetting in the carbon taxation legal regime has invigorated a previously lack-lustre market-segment. Significantly, offset demand has outstripped supply in the market's first iteration and the next 24 months will be foundational for local project developers who must rapidly increase the generation of cost-effective and eligible offsets if they are to capitalise on

Economies which avoid taking mitigation action will become increasingly uncompetitive.

the opportunity offered by a reinvigorated domestic carbon market. Driven by Treasury's innovative approach to domestic carbon pricing and underpinned by our national contribution to the global climate change response, the development of mitigation project activities has a bright future in South Africa.

Need help with understanding your Carbon Tax obligations? The Concise Guide to Carbon Tax is now available to assist taxpayers navigate the complexities of

the carbon tax legal regime. Published by LexisNexis South Africa and released in print and eBook the title provides a single point-of-reference for the entire carbon tax legal regime, and equips taxpayers with managing their carbon tax compliance and payment obligations.

To purchase the title ISBN/ISSN: 9780639012650 - R488.75.

ANDREW GILDER BA LLB LLM

Andrew Gilder is a Director of Climate Legal, with 17 years' legal practice experience specialising in climate change (mitigation and adaptation), climate finance and development, carbon markets, carbon tax, environmental and energy law, policy, and governance.

Andrew is admitted as an attorney of the High Court of South Africa (Gauteng and Western Cape) and holds a BA LLB (University of Natal – now KwaZulu-Natal) and LLM (Marine and Environmental Law, University of Cape Town). He has practical experience which expands over a range of African jurisdictions and includes advice to public and private sectors on the development and implementation of climate change, climate finance, carbon markets, carbon tax, environmental and energy law, policy and governance as well as regulatory and transactional advice to industries, foreign embassies and municipalities on the implementation of infrastructure development projects.



SA TREADS requested comment from the SATMC as to how the Carbon Tax would impact the South African tyre sector. The SATMC was unwilling to comment at this time due to strategic reasons.



Supa Quick Mobile Vans

bring Fitment to your doorstep

Covid-19 has seen a growing number of consumers shopping online for safety reasons. Of course, there are some purchases, such as tyre replacement, that require you to bring your vehicle in for fitment, even if you are able to purchase the tyres online. But what if your tyres could be replaced at your convenience, at your own home? This might not be as far-fetched as it sounds.

While it has one of the largest footprints of auto fitment centres in South Africa, Supa Quick is moving even closer to its customers with the expansion of its Mobile Van project to Mpumalanga.

The mobile mini fitment centre has been deployed in Mpumalanga, operating from Secunda Supa Quick, located at the Secunda Value Centre.

This follows a pilot launch in November 2020, where customers in the East Rand (primarily around its Bedfordview and Greenstone centres) were given the ability to call in for tyres, wheel balancing, batteries, brakes and other minor services.

"The deployment of the first mobile van in Gauteng gave Supa Quick the inspiration to replicate the service in Mpumalanga, where our customers are dispersed allowing us to reach them directly and increasing our quality of service," says Supa Quick Secunda owner

Adrian Leahy. "The lower concentration of branches over a larger territory also means we anticipate seeing people calling in more often and from a wider area."

Even with the gradual reopening of the economy amidst the Covid-19 pandemic, many South Africans are still hesitant to fully resume public activities. Those who do, are limiting their exposure and many continue to work from home, requiring delivery of a wider variety of products and services.

The Mobile Van fitment centre, equipped with a card machine for payment, operates Monday to Friday, between from 08h00 to 17h00, and on Saturdays between 08h00 and 13h00, it also offers an afterhours emergency breakdown service.

The van has the capacity to serve between four to five customers a day, depending on the area covered. However, with growing popularity, this will be expanded across the country.

"Even beyond the pandemic, consumers are likely to continue to adapt their behaviour, from essentials to online and home activities," says Leahy. "Through mobile vans, we have an opportunity to explore a new customer experience and reach people we would never have in the past."

This exciting pilot project is set to expand, with five more mobile vans planned in the near future, to service all the major provinces.

CORRECTION

Our Dec/Jan edition incorrectly stated that Mr Morner Dreyer was Financial Director for the Supa Quick group of retail companies. Morne Dreyer is Franchise Director at Bridgestone South Africa. We apologise for this error.



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TIGER WHEEL & TYRE TEMBISA celebrates successful opening

Tiger Wheel & Tyre has announced the opening of their latest store in Gauteng, located in the East Rand suburb of Tembisa.

At the helm of the newly acquired fitment centre is Mahene Patrice Benzane – owner and businessman who has seen great success in the mining industry and is now using his experience and acumen to bring the Tiger Wheel & Tyre brand closer to the community of Tembisa.

Leading the way for women in the business is Tiger Wheel & Tyre Tembisa's HR Operations Director, Khutso Mabe, whose formidable stint in the aviation industry has provided her with a wealth of customer service knowledge and proficiency, so rest assured that you're in good hands.

Running the day-to-day operations is store manager and long-time Tiger Wheel & Tyre team member, Leslie Modikwe, who brings with him over a decade's worth experience in the auto-fitment trade.

"It's always exciting to open a new store so that we can bring the Tiger Wheel & Tyre brand closer to another community and we are very blessed that the people of Tembisa have supported us and welcomed us with delight", beamed Modikwe.

Continuing, "It is important for us to provide the same great service and fitment expertise that customers have become accustomed to, that's why our



staff have been hard at work to ensure healthy stock levels, quality inventory and unsurpassed product knowledge and service etiquette."

The store's fully equipped fitment centre features a number of fitment bays for customer convenience, as well as state-of-the-art machinery to correctly diagnose and rectify any mechanical issues that your vehicle may experience.

Tiger Wheel & Tyre Tembisa – providing leading tyre brands, wheels, batteries and superior fitment services. For more information log on to www.twt.to, visit the store at the corner of R562 Olifantsfontein Road and Aluminium Drive or contact the team on 010 054 6991.

Plus, don't miss out on the current

national promotion – "Leave it to the Pros" which teases not only the importance of getting your vehicle examined by a trained specialist, but also highlights premium brand tyres at pocket friendly prices. Additionally, in the spirit of giving, shoppers will receive a free set of earpods worth R300 with the purchase of any four qualifying tyres.

Due to the Covid-19 pandemic and for the safety of our customers and staff, Tiger Wheel & Tyre continues to implement strict hygiene protocols and social distancing across all stores.

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MICHELIN TYRE SA wins Best Tyre Brand

Michelin Tyre Company South Africa is proud to announce they have walked away with the Best Tyre Brand accolade at The Star 2020 Reader's Choice Best of Best awards hosted by Independent Newspapers.

The awards are the result of a voting process where consumers give real responses on their experiences with various brands, across numerous industries. The aim of the awards is to empower consumers by letting them have a say on their preferred provider of products and services. The voting process takes eight weeks, with this 2020 edition of the awards being done virtually due to COVID-19 constraints.

Speaking about the award win, Marcus Baffoe-Bonnie, MD at Michelin South Africa said, "Our products and services at Michelin are people centred and that consumers voted together to choose Michelin as the Best Tyre Brand is an important reminder that even while the world deals with COVID-19, we remain beloved and preferred by our consumers."



Michelin's product excellence is underpinned by a global commitment to innovation that includes over R12.8 billion in research and development initiatives, and an industry leading track-to-street approach to product development that incorporates

Motorsport as the brand's test lab. Over and above its products, the brand's most iconic signifier, the Bibendum, commonly referred to as the 'Michelin

Man' continues to be well loved, with Advertising Week naming the mascot as the Icon of the Millennium.

"We continue to develop and bring to market products and services that champion safe mobility, underpinned by innovation and sustainability principles. We appreciate that consumers realise this, and continue to reward us with brand love," concluded Baffoe-Bonnie.

BRIDGESTONE EMIA increases OE presence in 2020

Bridgestone EMIA's Original Equipment (OE) business achieved new successes in 2020, as the organisation continued to deliver on its standing as a sustainable solutions company. As a valued and trusted partner of the world's leading car manufacturers, Bridgestone has continuously grown its OE business in recent years thanks to its strengths in innovation, agility and expertise. With a commitment to always going the extra mile, Bridgestone EMIA's OE business has provided over 80 new original equipment fitments to 13 car manufacturers, including Mercedes, BMW and Audi, across more than 30 different vehicle models in 2020.

Shaping a sustainable future of mobility has been a focus for both Bridgestone EMIA and its OE business in 2020. With Bridgestone's proprietary Virtual Tyre

Modelling technology reducing the number of physical prototype tyres and overall volume of raw materials used in testing, the revolutionary lightweight ENLITEN Technology arriving on the roads for the first time on Volkswagen's all-electric ID.3, and around 30 per cent of Bridgestone EMIA's OE fitments throughout the year exclusively designed for electric vehicles, 2020 has seen Bridgestone pioneering sustainable innovation in both production and product.

AN EVOLVING MARKET

Chosen by the world's leading car manufacturers for its premium, custom-engineered tyres specifically developed to unlock their vehicles' performances, Bridgestone EMIA remained the number one choice for BMW, Audi, SEAT and Toyota, while continuing to serve as primary supplier for manufacturers including Volkswagen,



Skoda and Mercedes. Over 60 per cent of Bridgestone EMIA's new OE launches in 2020 were within the HRD+ (18" and above) segment, reflecting the growing consumer demand for larger tyre sizes. Showing a combination of the rapid recent rise in electric vehicle performance and adoption and Bridgestone's commitment to providing sustainable mobility and advanced solutions, around 30 per cent of all new OE fitments developed by Bridgestone EMIA in 2020 were created specifically for EVs. From its ologic Technology – created specifically for BMW's all-electric i3 – to the pioneering ENLITEN Technology, Bridgestone has always supported the development of EVs through ground-breaking tyre technologies.

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MICHELIN announces price increase in the Africa, India & Middle East regions

Michelin in the Africa India & Middle East region will increase its tyre prices by up to 8 percent across all segments.

This price revision addresses the increase of raw material cost, natural rubber in

particular, global transportation cost and other market factors.

This increase is effective March 2021 and is applicable to all MICHELIN Group brands.



GOODYEAR SA receives seal of affirmation as a top employer for sixth time

Goodyear South Africa has once again been counted among the certified Top Employers in the country as it receives the certification for the sixth time in 2021. The multinational company with over 67 years of existence in South Africa has been certified as a Top Employer South Africa by the independent Top Employers Institute.

The Top Employer certification affirms Goodyear's people strategy which aims to deliver the best Human Resources (HR) policies and procedures for their employees and to achieve this, Goodyear needs to implement, and put these into practice. It is the Goodyear employees who get to put these practices to the test. Goodyear South Africa completed the HR Best Practices Survey, Validation and Audit in order to qualify for this certification. Goodyear South Africa's performance score was rated against an international standard and to date, Goodyear South Africa continues to lead its counterparts as the only tyre manufacturer to have attained this accolade six times.

"Our mandate is to grow a people-centric organisation and we are fully conscious that our success comes from and belongs to all our employees. That is why we continue to invest in creating the best workplace for our employees to thrive in and to deliver best-in-class tyre brand services to our customers," said Piotr Czyzyk, Managing Director Goodyear South Africa. The HR Best Practices Survey conducted by the Top Employers Institute certifies organisations based on their participation and covers six human resources areas that consist of twenty topics such as People Strategy, Work Environment, Talent Acquisition, Learning, Well-being and



Diversity & Inclusion and more. Goodyear South Africa leadership aims to build and enable high achieving leaders who inspire teams and grow the business.

Goodyear employs approximately 2 300 employees in various locations around the country, in manufacturing, sales and support offices. Goodyear South Africa continues being known for its outstanding working conditions and the exceptional manner in which it cares for its employees. The Company places a significant emphasis on people with the aim of promoting collaboration and having energised teams. When speaking about successful teams in the wake of a global pandemic caused by COVID-19, Goodyear South Africa introduced work from home guidelines and a rotational programme to ensure the company does not exceed the 50% office occupancy. Switching from traditional office work to remote work is a fundamental change in how employees function. Hence Goodyear South Africa believes in a 50/50 balance between employees working from the office and

employees working from home. Czyzyk states that finding ways to energize the team is core to how the tyre manufacturer builds a talented and an engaged workforce.

"This is evident in our strong focus on development and rotation opportunities, nationally and globally. Our people are core in having an agile and innovative organisation that sets the technology and performance standard for the industry. The COVID-19 pandemic has necessitated that we find alternative ways to continue on our mission to develop our people and keep them engaged while working from home," Czyzyk adds. As a country we have faced a very challenging year in 2020, however, Goodyear South Africa has strived to make a positive impact to its workforce by avoiding job losses, retaining its employees and weathering storms of the pandemic together as one team. Goodyear South Africa is proud to be certified a Top Employer once again and is set to continue demonstrating leadership and its commitment of putting its employees and all its stakeholders first.

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By John Stone

For the past two decades Sapphire Media has supported the worldwide tyre and automotive industry as a unique Business Media Consultant delivering professional editorial and marketing/PR services to a global client base and as a regular columnist in leading publications.

TIRE COLOGNE postponed again until 2022

Koelnmesse the German based organisers of The Tire Cologne Show has reluctantly confirmed that the tyre trade show due to take place in May this year in Cologne has been postponed once again due to the ongoing impact of the COVID 19 pandemic.

The show has now been rescheduled to take place between the 24th and 26th May 2022 and it is the second time the event has needed to be postponed and rescheduled having originally been due to take place in June 2020.



Tire Cologne in 2018

It's TIRE COLOGNE versus AUTOPROMOTEC yet again in 2022



The announcement that Koelnmesse has once again rescheduled its next The Tire Cologne show in Germany to the 24th – 26th May 2022 has re-ignited the confrontation with the organisers of the Italian based Autopromotec Show in Bologna which is due to take place between 25th and 28th May next year.

So in these totally uncertain times due to COVID 19 Europe currently two major tyre and automotive accessory events taking place at the same time. It will now be interesting to see what happens next.



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MICHELIN further enhances its heavy truck tyre range



The Michelin 315/80 R22.5 Multi Energy tyre

Michelin has announced an addition to its regional truck tyre range with the recent launch of the 315/80 R22.5 size to its X Multi Energy 7 multi position tyre and X Multi Energy D Drive fitments.

This new tyre option targets regional and national haulage operations with a high priority on sustainability and joins the popular 315/70 R22.5 as the two most popular sizes in the UK, Ireland and Europe heavy truck market.



A change in sales and marketing strategy at NEXEN EUROPE

Nexen Tire Europe has announced it is rationalising its approach to sales and marketing which involves changes in its operations in Austria and Sweden.

Responsibility for both these markets sales organisations will be transferred to Nexen's European headquarters in Kelkheim, Germany by the end of March 2021.

GOODYEAR add new driving simulator at European innovation centre

Goodyear's Innovation Center in Colmar-Berg in Luxembourg has opened a new DiM 250 Dynamic Simulator which will provide the facility with even more tyre testing capabilities.

The simulator will also enhance technical collaboration between Goodyear's European operation and its headquarters in Akron, USA which is viewed by the company as a clear technological leadership advantage.



NOKIAN TYRES Tyres to produce recycled concept

Scandinavian tyre manufacturer Nokian Tyres has announced its ambitious intention to develop and produce a concept tyre entirely from renewable and recycled tyres by 2025. It has not yet been confirmed but it is likely this 100 per cent eco-friendly tyre project could well be in the form of a winter tyre.



VIPAL explores rice husk residue in its rubber compounds



Brazilian Vipal Rubber are researching the possibility of using rice husk residue as a raw material in the rubber industry through a three way partnership with the University of Caxias do Sul in Brazil and the Lodz Poland University of Technology.

This makes Vipal the very first retreading compound producer to announce the possible use of rice husks in compounding.

Vipal already has three distribution centres in Spain, , Slovenia and the UK to meet growth of their products in Europe.

PON TYRE GROUP become part of Automotive Investment Holdings in The Netherlands

The National Authority in Netherlands for Consumers and Markets (ACM) has confirmed that Global Automotive Investments Holding BV who are already the parent company for leading tyre wholesalers Inter-Sprint and Van den Ban is in the process of acquiring the business of Pon Tyre Group (PBG BV).

Pon Tyre currently distributes the Continental tyre brand in the Netherlands and operates four divisions – Mega Tire, Summa, PBG Wheels and PBG Industry.

Global Automotive Investments also own several other tyre wholesale/distribution operations in the Netherlands including Reedijk Banden Import BV, Banden Express BV and Inter Tire Holland.



Part of the Pon Tyre warehousing complex

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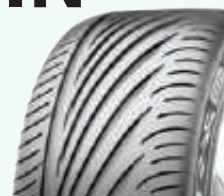
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VREDESTEIN roll out the new Ultrac passenger range



Netherlands based tyre manufacturer Vredestein has announced the launch of its new Ultrac passenger tyre range which presents sizes from 15 up to 18 inches for fitment to many of Europe's largest selling compact to medium sized cars.

This Ultrac range has been specifically developed with full life cycle sustainability along with a greatly improved performance on both wet and dry road surfaces and conditions. At the same time the implementation of a next generation tread compound has significantly increased braking capabilities through enhancing silica and resin compounds combined with multifunctional polymers.

VIMEXA AUTOMOTIVE expands its base in Helsinki



Leading International tyre wholesaler and Distributor Vimexa Scandinavia Oy in Helsinki has announced the expansion of their offices at Technopolis at Helsinki Vantaa Airport in Finland.

Vimexa Managing Director – Mr Rutger Veerman says, "Over the past three years there has been substantial growth within the Scandinavian and Baltic tyre regions and this latest extension of our business facilities has been created in line with our aim to further improve the company's customer service, logistics and general solutions this region requires.

At the same time Vimexa has recently revitalized its website to include a customized company introductory video which features an overall business model and tools which is available to Vimexa's partners to increase their volumes and margins."

DAVANTI launches its own Tyre Development Centre at IDIADA in Spain

Davanti Tyres has recently announced the opening of a special European Development Centre at the Applus+ IDIADA in Spain in order to 'spearhead' the brands next generation of tyre designs.

Davanti General Manager, Peter Cross says, "This new facility will allow our research and development team to experiment more with innovative new designs and materials and speed up new product development. It will also further enhance the ongoing testing of our existing tyre range and is the largest step forward Davanti has taken since introducing its very first

tyre – the DX390 into the market."

The European Development Centre has been equipped with tyre analysis and design equipment and becomes the brands first hub for all prototype engineering and testing. Peter adds, "The centre will also be open to Davanti customers allowing them to experience our research and development processes first hand.

"As a dynamic brand we are confident this exciting facility will provide us with the flexibility to become establish the brand at the very forefront tyre tyre innovation in the future."



BRIDGESTONE increases its prices in Europe

It has been announced that Bridgestone will increase its tyre prices in Europe from March 2021 by an average of 4 per cent on its truck and bus tyre products and by around 5 per cent on passenger car and van tyres.

Bridgestone says, These regrettable prices are due to the current market conditions and the present COVID 19 restrictions in normal European tyre sales performances.

MARANGONI increases its prices in Europe

Marangoni in Italy has stated that from the 1st March 2021 the price of the rubber materials that Marangoni Retreading Systems supplies for tyre retreading will increase by 0.30 Euros a kilogramme in all European markets.

The company points out that this unfortunate price rise has been directly instigated by price increases for raw materials.



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
- Girtelka 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)
- Dmitriy Psenichnikov (OOO Shina)
- Sudarsan Varadaraj (Elgi Rubber)

"We're 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 globe."

I'd 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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 - Bandag retreads cost less than new tyres
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While we started with an obvious question, you now have some additional information to make informed decisions. It really doesn't take a genius to understand the benefits of Bandag retread tyres.

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More sizes for the BKT AGRI range

An additional three sizes have been launched into the BKT V-Flexa agricultural range. The V-Flexa tyre is now available in sizes VF 600/65 R 26.5, VF 650/55 R 26.5 and VF 560/60 R 22.5.



BRIDGESTONE take Guayule Plant technology to next stage

Bridgestone Europe has confirmed the recent development of a totally new technology that significantly improves the rubber productivity of Guayule plants through a joint development project with Kirin Holdings in the beer and beverage market.

This partnership has helped the large scale breeding of Guayule plants from high quality seeds which effectively

increases the rubber output from Guayule farms to meet demand from the tyre industry in Europe and around the world.

Bridgestone intend to 'field test' this new innovative technology on Guayule seedlings as well as probably implementing the system to the eventual desired genotype for testing and production in the future.



Having announced in November 2020 the re-scheduling of the Tyrexpo Asia 2021 show to the 17th to 19th November this year due to the COVID 19 Pandemic, Tarsus Group has since been working hard to communicate with all confirmed exhibitors and rearrange the hall layout of the show which will still take place at the prestige Marina Bay Sands Expo and Convention Centre in Singapore.

Amidst the current pandemic, 96% of the current exhibitors who have already signed up for the event have maintained their

TYREXPO ASIA 2021 continues to gain momentum

booth bookings and at the same time new companies who have also confirmed their participation at the show at the start of 2021 includes Elden Recycling from Denmark, Xin Ji Da and Track Link International from Singapore.

Whilst more than 150 international buyers have shown interest in Tyrexpo Asia 2021's Hosted Buyers Scheme from which 120 top leading buyers will be hosted. Final details and matchmaking will be scheduled later in the year.

Alwin Seow, Tyrexpo Asia Events Director says, "We are pleased to work with Marina Bay Sands in securing these new dates plus a number changes have been made to the layout in Halls D, E & F, Basement 2 where the show will now take place. These new halls will prove to be more convenient

for exhibitors and visitors as they give easy access to everywhere in the hotel complex including the subways, hotel, shopping malls and conference rooms. The special Business Conferences during the three-day event are totally unaffected and will be staged in the same location (Marina Bay Sands Conference Hall facilities).

Alwin concludes, "Now that Tyrexpo Asia 2021 will be held towards the very end of this year, we are confident that with the COVID 19 vaccine program now starting to roll out on an international basis, the event will prove to be an overwhelming success and become Asia's leading tyre, wheel and automotive accessory show for the future."

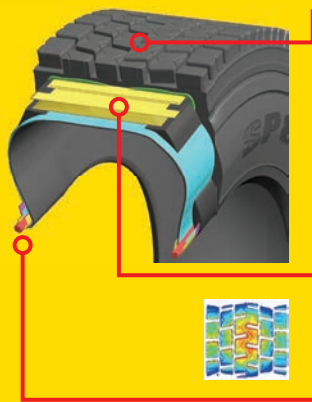
For additional information regarding the Tyrexpo Asia 2021 show please contact <http://tyrexpoasia.com/about/#contactus>

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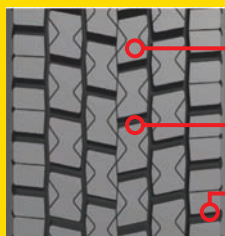
New cut and low rolling-resistant compound, developed for high mileage in long-haul highway applications, increases mileage and reduces fuel consumption.

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Revised breakers angle improves ground contact pressure distribution, enhancing uniform tread wear.

Steel filler reinforced bead gives even wear performance.

PATTERN



Reduces partial abrasion during block movement.

Different Lug Groove angle helps minimise stone retention.

New shoulder block tie-bar reduces heel & toe wear, increasing driver comfort.

* Subject to vehicle application and routes.



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