


Southern Africa

# TREADS

## DIGITAL

Vol 28 • Apr / May 2021

[www.satreads.com](http://www.satreads.com)



### MARTIN BUDAY – NEW CTSA MD MAPS OUT ROAD AHEAD

## No Time to Waste

temporary measures to  
be introduced to address  
growing scrap heaps

**LET'S TYRE THAT ROOF!**  
Inventive recycled tyre product  
wins Award

**TYRE TEST:**  
Maxxis Premittra HP5 wins  
Best Price Value Category

**RECIRCLE  
AWARDS 2021:**  
Winners announced





# bandag

## BUILT FOR BETTER™

**SUSTAINABILITY**

**RELIABILITY**

**PROFITABILITY**

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

**Bandag Application Specific Retreads - Built For Better**

[www.bandag.co.za](http://www.bandag.co.za) | +27 11 439 6000

SYNC / 15429



## Editor's Corner

**As a member of the judging panel at the global Recircle Awards, it was my privilege getting to know so many successful retreaders and recyclers from every corner of the world, some of whom started from humble beginnings. Considering that they are often the 'unsung heroes' in the industry, recognising them for their contributions to the tyre sector, was an honour. There were so many success stories to choose from. Suffice to say, selecting a winner for each of the categories, was no easy task.**

Given the status of South Africa's waste tyre collection and disposal process - currently in hiatus (see page 8 for an update) - there are lessons to be learnt for us here in South Africa, who are grappling to find a final home for our growing mounds of scraps. What can we learn from these companies? Can any of their ingenious inventions work over here? Over the coming months, we will unpack some of the winners of their respective categories, beginning with the winners of the Best Tyre Derived Recycled Product, which was awarded to Argentinian-based Ceve/Cintemac for their ingenious solution of converting end-of-life-tyres into roof tiles. Turn to page 12 for this story.

Speaking of winners, in this issue, we feature a recent Tyre Test that generated some interesting findings, with Taiwan-based Maxxis Tyres claiming the podium in various categories. This story, which originally appeared in ViBillagare magazine, claims that not all tyres emanating from the East are created equal and that some products being produced can easily compete with their Western counterparts. Read all about it on page 14.

Gracing our cover, is Martin Buday, newly appointed MD for CTSA, who brings with him a wealth of experience and expertise, gleaned from European world markets. In an exclusive interview on page 2, he shares some of this knowledge, and tells us his plans and ambitions for South Africa's fourth tyre manufacturer.

I hope you enjoy this jam-packed issue.

Stay safe

*Liana*

**TREADS**  
DIGITAL

## contents

### Interview

Differentiation Equals Sustainability – An exclusive with new CTSA MD, Martin Buday 2

### Feature

No Time To Waste – Temporary measures to be introduced to address growing scrap heaps 8

### Awards

Recircle Awards 2021 – Debut Winners Revealed for the Inaugural Awards 10

### Recycling

Let's Tyre that Roof! 12

### Tyre Test

Maxxis Primera HP 5 Wins Best Price Value Category 14

### Industry News

Michelin presents its 'All Sustainable' strategy for 2030 24  
International Tyre and Wheel Industry is counting on THE TIRE COLOGNE 2022 for fresh momentum 26  
Pirelli to remain exclusive tyre partner to F1 until 2024 26  
Magna Tyres Portal now available in SA 28  
New tyre safety technology from Falken 28

### Retreading

Built for better with Bandag 29

### World News USA

Goodyear and Voyomotive collaborate on Tyre Intelligence for vehicle efficiency 30  
Point S celebrates 50 years 30

Apollo Tyres introduced into North American truck/bus tyre market 31  
Goodyear Tire acquires Cooper Tire for USD 2.5 billion 28

### World News Asia

Countdown to Tyrexpo Asia 2021 continues 32  
Citexpo launches online Expo 32

**Editor:** Liana Shaw  
**European contributor:** John Stone  
**Design & Layout:** Simone Anderson  
**Advertising SA:** Liana Shaw – [satreads@mweb.co.za](mailto:satreads@mweb.co.za)  
**Advertising EU:** Sapphire Media  
**ON THE COVER:** Martin Buday, CTSA MD

Visit [www.satreads.com](http://www.satreads.com) to see our past issues



**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](mailto:satreads@mweb.co.za)  
[www.satreads.com](http://www.satreads.com)



A man with short brown hair, wearing a white long-sleeved button-down shirt and dark trousers, is leaning forward with his hands on a large black Continental tire. He is looking directly at the camera with a serious expression. The background is a blurred industrial setting with yellow metal railings and structures.

# DIFFERENTIATION EQUALS SUSTAINABILITY

AN EXCLUSIVE WITH **NEW CTSA MD, MARTIN BUDAY**



## Change is the only constant. This is true of life in general and the business world at large, where business models and strategies constantly change, as do the leaders managing these concerns.

In August 2020, Martin Buday succeeded Shaun Uys, former MD of Continental Tyre SA, when he was appointed, (virtually at the time), to steer the ship of the local manufacturer. Buday brings with him a wealth of knowledge and experience, courtesy of a life-long career with Continental across various positions and geographical locations. He physically arrived in South Africa to take on his role on January 16th. Interested to find out what he has in store for the South-African based operation, SA TREADS caught up with him for an exclusive interview.

**Talk us through your earlier career and what led up to your current assignment as MD of CTSA.**

I entered the tyre business fresh from University, (I studied Economics and International Marketing and Trade Trading), in 2002 when I joined a small mid-size private tyre manufacturing company in Slovakia which was later acquired by Continental in 2006. Later, and now as part of Continental, I progressed into the specialised areas of marketing and international trade.

**What are some of the highlights of your career thus far?**

I can name three off the top of my head. In 2005, I was stationed in Ethiopia for some time. Later, in 2009, I assumed responsibility for Continental's MENA (Middle East and North Africa) operations in the capacity of Regional Manager. Next, in 2014, I was offered a position in the Czech Republic to head up Sales and Marketing for the Czech Republic and Slovakia for Continental, alongside assuming the Directorship for one of the biggest tyre plants in that region.

These different assignments enhanced my knowledge and experience base,

while also exposing me to international markets.

**What appealed to you about the South African position?**

On a personal level, and following my stint in Ethiopia, I somehow felt like Africa was my destiny. There is no other way to explain it. From a professional standpoint, the opportunity to oversee marketing and sales in tandem with manufacturing, was somewhat of an exciting challenge I could not turn down.

**What are your impressions of the South African tyre market so far?**

Overall, I am getting a positive feeling of the country and its unique market dynamic, despite not being able to physically travel the country due to Covid-19.

The market is heavily retail driven and highly competitive which intensifies competitive pressure to a higher level than some of the other markets I have been exposed to. While this presents numerous challenges – both to local manufacture and imports – it also creates a host of opportunities for us to have direct access to the customer.

Another perception I have formed, is that although the South African tyre market is largely a traditional one, transformation is becoming more evident, with several dealers directing their attention to other affiliated services such as brakes, shocks and other similar vehicle and mobility services. Tyre margins are shrinking so it is important that they try to open another revenue opportunity and services towards the customers.

Which is why we are encouraging our Best Drive stores to look at developing other business opportunities, in short, non-rubber activities so as to be able to offer the full spectrum of services. This is the way of the future.

“

The SA market is heavily retail driven and highly competitive, intensifying competitive pressure.

”



“

Today's consumer is doing their research ahead of tyre replacement and we need to be prepared for this.

”

**What are some of the problems they are encountering in their quest to diversify their product offering?**

I would say that sourcing and training suitable staff that can carry out highly technical services is a big hurdle for many. In addition, stores need to invest in suitable machinery and equipment in order to be able to execute these additional services professionally and to the customer's satisfaction, but cash flow does not always permit this.

**How do you believe the pandemic has changed the store/customer experience?**

Covid-19 has illustrated that customer purchasing decisions are changing, everything from how you communicate with the customer, to the way appointments are made, ordering tyres and the like. Personal interaction is not always possible in the era of a pandemic, and we are not used to this. Traditionally, the customer would come into a store where he would interact with a salesman at the counter. Going forward, traditional trading models will need to change and adapt accordingly, in order to remain relevant and up to date.

Then there is the issue of long-term sustainability. Although not yet prevalent in South Africa, in Europe, consumers are growing ever more aware of the need to change their buying habits in the interests of lowering CO2 emissions and are starting to move away from standard vehicles, in favour of electric ones.

So, how does this influence our business and how do we adapt in order to provide service to the customer? Tyres are unfortunately becoming a commodity, nothing more. We, therefore, need to find a way to serve customers in a manner they are prepared to pay for.

**How do you see the industry evolving to cater for these new consumer needs?**

There are no clear answers, unfortunately, especially given contrasting market realities. What works in some countries, does not work in others. Transformation

requires thorough investigation of each specific market, in order to arrive at a viable solution.

This is a big challenge, but every company around the world is looking into new initiatives in this regard.

**Would you say the tyre business is evolving towards online purchasing?**

While I don't see this trend being a strong one for the immediate future here in South Africa, it will certainly rise. It took several years for the online business to grow in Europe, but now, for example, online sales account for around 30% of total sales in the Czech Republic.

As far as the South African market is concerned, change will not happen overnight, but the onset of Covid-19 is certain to speed up the process – not necessarily purchasing online but definitely searching and interacting online. Consumers are ready to reevaluate their previous purchasing habits, especially as the new generation relies solely on their mobile devices for all their interactions.

**What will the tyre business have to do in order to adapt to this mind shift?**

We need to ask ourselves a series of important questions, namely: how do we drive customers to our points of sale and how do we influence the customer's purchasing decision in favor of our product offering?

Today's consumer is doing their research and we need to be prepared for this. A totally different approach is required in order to trade successfully and compete effectively.

**Speaking of competing, is CTSA still importing all its truck tyre sizes, and if so, how are you able to compete against locally produced makes?**

Locally produced truck tyres have a certain advantage, as they are not as affected by time delays, however, our premium truck tyres are specifically aimed at the more sophisticated operator who is looking at achieving overall cpk. While our premium brand



of tyres might cost a little more at the original point of purchase, they deliver better mileage, less downtime due to fewer roadside breakdowns and better retreadability.

There is mounting pressure on logistics companies with respect to the routes they travel and the cargo they carry and these companies are looking for long-term cost benefits. This is where we can compete effectively.

**Would you say your sales force is suitably equipped to service these fleets?**

Last year, we began implementing our 'customer centricity' strategy in order to be able to better respond to our customers. This led to combining all aspects and segments of the business into one.

That being said, for sophisticated fleets, we created a separate sales force as this market segment requires a different skills' set.

The truck tyre market is much more challenging and we are working tirelessly to train and equip them appropriately. We are also focusing on being able to identify those 'cluster customers' and their needs, and respond in an adequate manner.

**So, would you say that becoming 'customer centric' is a key focus area?**

Definitely! Customer needs will differ and while we do not know exactly how transformation in the market will play out, we need to be agile and flexible enough to meet that change.

Margins on actual products are shrinking. We cannot focus on products alone. Today, it's all about providing a quality product and service, along with logistics and communication with the customer. In short, it's all about the overall execution of the customer journey.

**Are you planning to invest further in your plant?**

We have never stopped. Even last year, we invested tens of millions. A manufacturer cannot keep a plant unmaintained as this will ultimately reflect in the quality

of your output. Quality remains crucially important, particularly given the export markets we service. Every region comes with its own unique requirements, so we need to keep investing heavily, if we are to meet all these different international standards and requirements.

The export business is vital to long-term sustainability because when one market collapses, you have others to rely on.

**Where does CTSA export to?**

We export worldwide, with our two biggest territories being Europe and the USA. Of course, the majority of our production is for South Africa and the African market.

**Are you planning to launch any new products during 2021?**

Not as such. However, we are preparing for the arrival of the new ContiSportContact 7 which will complement our current passenger tyre offering. This should arrive towards the second half of 2021 or early 2022.

**Given your knowledge of other world markets, what are some of the lessons we can learn from them with respect to the collection and disposal of waste tyres?**

“

During 2020, we invested tens of millions into our manufacturing plant.

”





“

SA is in desperate need of waste  
tyre legislation

”

Suffice to say this is a global topic, not only in South Africa. But I must admit that in the last two months, the current lack of services around waste tyres is very much being talked about, both by our dealers and our own manufacturing facilities.

Your question is not easy to answer. There is not one system that is working better than others.

Without being too critical, where South Africa is concerned, we desperately need for legislation to be introduced and enforced. The legislation should be far reaching and must define in a direct and precise manner the responsibilities of each and every party within the value chain, including those of state-owned departments.

The responsibility cannot fall solely on the tyre manufacturers.

**Has such legislation been introduced in the markets with which you are familiar?**

Yes, legislation does exist in other markets. In the Czech Republic for example, state inspections take place randomly to ensure that everyone is complying with the legislation. This is essential for long-term success. That being said, no system, anywhere in the world is perfect. There is room for improvement.

Complying with legislation should not be seen as an inconvenience. We all want to contribute towards a sustainable environment. If end-of-life tyres are not properly treated, collected and recycled, this has huge implications for our planet.

Waste tyre collection and disposal is one of our top points of discussion at the SATMC. A final draft of this debate is currently under preparation. Without that there can be no workable solution.

We are hoping that government, together with industry, will take the matter seriously. \*see story on page ??? for more detail.

**How does CTSA plan to differentiate themselves from their competitors?**

There is no magic formula. We need to ensure that we position ourselves ahead of our competitors with respect to

product, services, customer interaction and providing customer solutions.

The internal company slogan is simple but self-explanatory: Continental Tyre Business is a People Business.

One can have a great product, but if you are not being perceived by your customers as reliable, likeable, agile and respectful, this will not be enough. The people representing your company will make the difference in the end.

**Are you currently recruiting new blood into CTSA?**

Sourcing new people is expensive and not always that successful. We would rather invest in proper training and retention of staff, by growing and developing them into new competencies that will be required going forward.

**To sum up, how would you describe your vision for CTSA?**

My hope is that we not only sustain, but also grow the business. This is not easy. Bear in mind the market declined in Jan/Feb, making it even more critical that our vision encompasses something we can successfully implement into the market. Our ‘customer centricity’ strategy, coupled with a quality product and service will drive us forward with the aim of positioning CTSA as the most reliable partner inside of the tyre industry.

By understanding the realities of our particular market, we can take our advantages and make them even stronger. In short, we will focus on the part of the market where we can utilise our strengths.

In tandem with this, we also need to prove to the customer that we are working on our weaknesses, so as to change any negative perceptions that might exist. My stint with the Middle East market proved this can be done, even though it took up to five years for effective changes we implemented to be realised by the market.

# We think about tyres in all their detail. So you're free to think about anything else.

German engineered safety that allows you to focus on what matters.







**NO TIME TO  
WASTE**

## Temporary measures to be introduced to address growing scrap heaps

The recent Recircle Awards 2021 that recognised the global efforts of the retreading and recycling community, introduced us to some highly creative initiatives and products derived from end-of-life tyres. Sadly, South Africa did not feature, for one simple reason. The collection process around waste tyres is all but inadequate at this time, which in turn, adversely hinders the ability for recyclers to come up with inventive means of re-purposing them.

Worse still, with no legitimate waste plan in sight, scrap tyre heaps continue to mount, as the Waste Bureau struggles to perform the task to which they were temporarily assigned, with grave consequences for the environment and industry at large.

"The efficient collection of tyres is important, in order to ensure operations for manufacturers and the tyre retail sector are not impacted," claimed Nduduzo Chala, Managing Executive for the South African Tyre Manufacturers Conference (SATMC).

"This is not only critical for the environment, but also for the tyre sector, in that it creates a further challenge, with these waste tyres finding their way back into the market and being sold as second hand/part-worn tyres," he said.

Recently the SATMC and its members conducted an industry wide survey that revealed that 63% of the part-worn tyres were in fact, waste tyres and therefore illegal to be sold or to be on the road as per the National Road Traffic Act.

As a result, the SATMC is currently engaging with the Department of Environment, Forestry and Fisheries (DEFF), which is the custodian of the Waste Tyre Plan, to implement urgent actions to address these tyre stockpiles, (this, also in conjunction with the Waste Bureau (WB)), who are administering the Waste Tyre Plan.

Chala claimed that an operational roll out plan is being discussed by the

parties, which will look at addressing the immediate and medium-term actions required, in the absence of an approved Waste Tyre Management Plan.

### ROLL OUT PLAN EXPLAINED

*The proposed roll out plan encompasses four distinct plans of action:*

#### Temporary usage of landfills

In the interim, the WB is allegedly facilitating temporary sites to store waste tyres, with primary focus on regions experiencing capacity constraints.

“

An operational roll out plan to address the immediate and medium-term actions required, in under discussion.

*Nduduzo Chala*

”

#### Procurement of depot sites and equipment

Infrastructure management and budget requirements remain an important aspect to ensuring adequate service levels to the tyre sector (which pays the Waste Tyre Levy to Treasury), and so industry is urgently appealing for those funds to service the requirements of the sector and to ensure that environmental impact is managed.

"Impact to the environment coupled with the troubling trend of part-worn tyres finding their way back to market, poses serious challenges for the tyre business," cautioned Chala.

"Which is why the SATMC is urgently calling for an approved Waste Tyre Management Plan, to address the operational issues for the sector.

***We will continue to keep you up to date on this highly charged issue.***

#### Interim storage facilities

The WB is also in discussion with other industries, such as cement companies and industrial development zones for the storage and utilisation of waste tyres.

#### Municipal unused or development sites

In the mid-to-long term, the WB is apparently also in discussions with certain municipalities to facilitate the identification and opening of additional sites for waste tyre storage.



# Recircle 2021 AWARDS

Debut Winners Revealed for the Inaugural Awards

## THE WINNERS

### BUSINESS INNOVATION AWARD



**SEGINUS**  
Ecuadorian System  
of Used Tyre  
Management

### SPIRIT OF RETRADING AWARD



**KAYEL** Kayel  
Tyre Retread

### LIFETIME ACHIEVEMENT AWARD IN THE TYRE RETRADING SECTOR



Hans-Jürgen Dreschler

### LIFETIME ACHIEVEMENT AWARD IN THE TYRE RECYCLING SECTOR



Valerie Shulman

### BEST TYRE RECYCLER



Tyrecycle

### BEST COMPANY DIRECTOR



Dario Andreani

### TYRE REPAIR AWARD



Tech Europe

Valebridge Media Services (VMS), the Crewe, UK and Madrid, Spain-based media services agency, has announced the winners of the inaugural Recircle Awards 2021, the globally-facing industry awards event recognising sustainable innovation, production processes, management and services within the tyre retreading and recycling sectors.

In total, over 9,000 votes were cast across the 18 awards categories that were open to the public vote, with significant engagement in the voting process being received from all corners of the globe.

David Wilson, Managing Director of Valebridge Media Services, commented; "We were delighted to see such a high level of international participation in this first edition of the Recircle Awards, and we'd like to thank the readers of Retreading Business and Tyre & Rubber Recycling for helping to make this project into a such a globally inclusive event."

**The winners of the 2021 Recircle Awards were as follows;**

- **Best Tread Rubber Supplier:**  
VIPAL RUBBER
- **Best Tyre Recycling Industry Supplier:**  
ECO GREEN EQUIPMENT
- **Best Retreading Equipment & Accessory Supplier:**  
VIPAL MACHINERY
- **Best Casing & Tyre Disposal Services Provider:**  
TIRE CORE INTL
- **Best Tyre Derived Recycled Product:** CEVE CINTEMAC
- **Best Retreading Industry Innovation:**  
VIPAL RUBBER
- **Best Tyre Recycling Innovation:**  
PYRUM INNOVATIONS
- **Retread Industry Fleet Award:**  
GIRTEKA LOGISTICS

- **Best Publicity Campaign:**  
SIGNUS ECOVALOR
- **Employee of the Year:**  
LEO LINKESCH (Marangoni)
- **Business Innovation Award:**  
SEGINUS
- **Best Tyre Retreader:**  
MARANGONI
- **Best Tyre Recycler:**  
TYRECYCLE
- **Best Company Director:**  
DARIO ANDREANI (Insamar)
- **Spirit of Retreading Award:**  
KAYEL TYRE RETREAD
- **Tyre Pyrolysis Award:**  
SCANDINAVIAN ENVIRO SYSTEMS
- **Tyre Repair Award:**  
TECH
- **Business Breakthrough Award:**  
FORNAX

Additionally, VMS has announced the winners of two Lifetime Achievement Awards for the tyre retreading and tyre recycling industries respectively, selected by a voting committee managed by the respective editors of Retreading Business and Tyre & Rubber Recycling.

Winner of the Lifetime Achievement Award for the Tyre Retreading Sector was Hans-Jürgen Drechsler, the former Technical Director of BIPAVAR, whilst the equivalent award for the Tyre Recycling Sector was awarded to Valerie Shulman, General Secretary of ETRA.

"We would like to offer our heartfelt congratulations to all our winners and nominees," said David Wilson. "We were particularly pleased to note that the twenty award winners hail from five different continents, thereby emphasising and validating the global nature of the Recircle Awards. The excellence of all our award nominees has helped illustrate the vital and significant way in which the tyre retreading and recycling industries



We were delighted to see such a high level of international participation in the first edition of the Recircle Awards.

*David Wilson*

contribute towards the Circular Economy.

"We would also like to express our gratitude to our main sponsors Autopromotec, Trophy Sponsors Marangoni, Silver Collaborators Kal Tire and Bronze Collaborators Kraiburg, Tech, Salvadori and Vival for their generous support of this event," he added. "We look forward to engaging with the market once again later this year, when we launch the Second Edition of the annual Recircle Awards for 2022."





# LET'S TYRE THAT ROOF!

**Who would have thought that a recycled product like worn tyres could be recycled and used successfully as a roof tile! A unique and highly inventive product has come to light, courtesy of the recent Recircle Awards 2021, that served to recognise and applaud the efforts of the retreading and recycling industries globally.**





**This somewhat unusual component, has gained great visibility after winning the Best Tyre Derived Recycled Product category.**

Developed by the New Materials Department at Argentinian-based Ceve company, in conjunction with the Experimental Centre for Economic Housing, the technical properties of waste that are found in abundance, in this case, rubber and polyethylene, were duly analysed with the aim of possibly transforming a problematic waste product into a solution that meets a need, such as housing.

In charge of developing innovative materials and energy-efficient construction components that reduce environmental impact, using urban and industrial waste as raw material, The Experimental Centre for Economic Housing has lauded the technical aspects of this new roofing material. Key advantages of the construction component against traditional ones, (such as ceramic and concrete tiles), are said to be its excellent resistance to hail and bending, lower specific weight and lower water absorption and ease of assembly on a traditional wooden structure. And from a cost perspective, the price of these tiles was determined to be similar to that of an enameled ceramic tile. For all of this, the product has been awarded the Certificate of Technical Aptitude.

Thus far, the tiles are manufactured only a laboratory scale, but should the technology be adopted locally (such as, by a Municipality for example), Ceve would considering broadening manufacture, provided they could secure a guaranteed steady stream of end-of-life-tyres. Currently only available in Argentina, its creators have high hopes for their unique innovation which already holds an invention patent, and are now exploring the possibility of transferring the technology, with global expansion in mind.

“

These easy to assemble roof tiles boast excellent resistance to hail and bending, lower specific weight and lower water absorption.

”





# CONVINCING BUDGET TYRES

**Should cheaper tyres always be avoided? No, not anymore. Development is progressing also in the budget segment. When we test eight different summer tyres in the dimension 225/45 R 17, an Asian price presser is fighting for victory.**

**Text:** Nils Svärd | **Photo:** Fredrik Diits



**The autumn sun shines over the Mireval Proving Grounds, just west of the French student city of Montpellier. The climate in early October is like a northern European summer day. The temperature is stable just below 20 degrees, excellent conditions for the week that will be the 2021 edition of ViBilägare's summer tyre test.**

This time we have eight different tyres in 225/45 R 17, a common dimension that fits several popular car models. It is also a size where manufacturers offer two different tyre types. Either economical- and comfort-oriented tyres, called High Performance (HP) by the industry. Or sportier tyres, so-called Ultra High Performance (UHP). We have chosen to test tyres in the HP segment, made for the vast majority of drivers.

Among the news we find Goodyear Efficient Grip Performance 2 and the new Pirelli Cinturato P7. The newcomers will have to show their talent against top performing loyal servants such as Continental PremiumContact6, Michelin Primacy 4 and Nokian Hakka Blue 2.

Also participating are three products from cheaper price segments: Hifly HF805, Landsail Sentury Qirin 990 and Maxxis Premittra HP5.

The high-frequency howling of the wheel guns is constantly heard in the background. Two cars, each with its own set of test tyres, means that about 100 wheels are mounted and dismounted each day. In addition to the test tyres, we run a reference tyre first and last in each sub-test to capture how external parameters affect the grip level during time.

The established tyre manufacturers all perform at a high level of safety, albeit with different priorities and merits. But it quickly becomes clear that Taiwanese Maxxis Premittra HP5 are here to be taken seriously. Landsail's new Qirin 990 also begins the week with impressively short braking distances.

They are both good examples of the rapid development of tyres. When we tested budget tyres in 2017, Maxxis and Landsails placed in the middle ground with performance levels far from the best premium products.

Now - 2021 - the matter is completely different. When the whole test program is

“

Maxxis Premittra  
HP5 wins Best  
Price Value  
Category.

”

completed, the sensation is a fact - Maxxis scores the most points of all participants! It also impressively subjectively with a really good steering response and it remains easy to maneuver when provoked at the grip limit. Premittra HP5 is almost perceived as a disguised "UHP tyre" with a high level of grip and stability. However, this comes at the expense of comfort.

Because no tyre can be the best at everything. For consumers who want the lowest possible road noise, second-placed Goodyear Efficient Grip Performance 2 is the best buy. With the new generation, Goodyear has managed to raise the driving characteristics to a top level while road noise is by far the quietest in this group, especially on rough asphalt.

Landsail ultimately places itself a bit behind the established tyre manufacturers. The driving characteristics do not suit a keen motorist, with a slow steering response and a heavily understeered balance, but the fact is that the new Qirin 990 remains easy to handle under pressure. This is not the case for all tyres.

Between the Qirin 990 and the last placed product - Hifly HF805 - there is actually not a large price disparity, but the differences in road safety in a crisis situation are miles apart!

Therefore, it is extra important to read tyre tests when your wallet has a veto. You should never buy a tyre that has not shown a reasonable level of safety in an independent test. It's just throwing money in the lake.



# THE RESULTS...

## 1 Maxxis Premitra HP5 TESTWINNER – Best Price Value



Premitra HP5 from Taiwanese Maxxis (one of the world's 10 largest tyre manufacturers) has been around for a while but has been updated over the years. It is now a sensibly priced tyre that really impresses! On a dry road, stability and steering response are top notch. In wet conditions, the grip level remains high and the behavior is easy to handle with a neutral balance. In addition, it is best of all against aquaplaning. The stopping distance is not among the very best, but still good. One of the few minus signs is relatively loud road noise and bumpy bumps. There are more comfortable tyres on the market, but cornering grip and aquaplaning ability make the Premitra HP5 this year's test winner! And then we haven't even taken the price into account.

### FACTS

Price, SEK	769
Country	Kina
DOT	week 23, 2020
EU-label, rolling resistance	C
EU-label, wet	A
EU-label, noise dB(A)	70
Tread depth, mm	7,3
Load and speed index	94W
Shore	69
Treadwear	340
Weight, kg	8,9

**PLUS:** Fine driving characteristics, steering response, aquaplaning..

**MINUS:** Road noise, comfort over bumps.

## 2 Goodyear Efficient Grip Performance 2 – The Most Silent



The second generation Efficient Grip Performance is easy to like. Compared to its predecessor, the steering response has been sharpened and the understeer has been replaced by a neutral and well-balanced behavior when it is put under pressure. It is now responsive and easy to drive, wet and dry. Goodyear has also managed to combine alert driving characteristics with a high comfort level. This is the tyre for those looking for the lowest possible road noise. Average results in and against aquaplaning means that Goodyear just misses out on the victory. High comfort and great driving properties gives a impressive second place.

### FACTS

Price SEK	1 253
Country	Poland
DOT	week 25, 2020
EU-label, rolling resistance	B
EU-label, wet	A
EU-label, noise dB(A)	70
Tread depth, mm	8,1
Load and speed index	94 W
Shore	65
Treadwear	360
Weight, kg	9,0

**PLUS:** Silent, cornering grip, good feedback, low consumption.

**MINUS:** Aquaplaning and braking distance just below the best.

## 3 Continental PremiumContact6 – Best Braking



"PC6" has been a test winner in 2018 and 2019. We recognize the easy-to-drive character with calm reactions, stable rear end with a slightly understeered balance under pressure. This contributes to the fact that PC6 is the fastest of all around the wet track. Even more impressive are the braking properties. The stopping distance on both wet and dry is the shortest of the test. But PC6 gets problems at higher water levels. The resistance to aquaplaning in a curve is the worst of the test. Also it rolls relatively hard over bumps and the noise level is a bit behind the best. Braking performance, cornering grip and safe driving characteristics give a total of a shared 3rd place with Nokian.

### FACTS

Price, SEK	1 496
Country	France
DOT	week 28, 2020
EU-label, rolling resistance	C
EU-label, wet	A
EU-label, noise dB(A)	72
Tread depth, mm	7,5
Load and speed index	94 Y
Shore	65
Treadwear	280
Weight, kg	9,5

**PLUS:** Corner grip, easy to drive under pressure. Short braking distances.

**MINUS:** Aquaplaning in the curve, average comfort.

## 4 Nokian Hakka Blue 2 – Best In Rain



Nokian has a clear focus on wet roads and gets the most points of all in the wet rounds. The resistance to aquaplaning is at top level, the stopping distance is exemplary short and in the bends Hakka Blue 2 gives a high cornering grip. The behavior is safe and easy to drive.

The wet properties come at the expense of the dry grip. The braking distance is longer and at higher cornering speeds, the Hakka Blue 2 becomes somewhat soft and imprecise. On the other hand, the tyre is one of the quietest on rough asphalt and has the best rolling comfort over unevenness. An appetizing combination with being the best on wet with a high level of comfort results in a shared bronze medal, not far from the test winner.

### FACTS

Price, SEK	1 431
Country	Russia
DOT	week 17, 2020
EU-label, rolling resistance	C
EU-label, wet	A
EU-label, noise dB(A)	69
Tread depth, mm	7,8
Load and speed index	94 W
Shore	68
Treadwear	300
Weight, kg	10,4

**PLUS:** High comfort, wet grip properties.

**MINUS:** Rolling resistance, dry grip.

## 5 Michelin Primacy 4 – High Minimum Level



Michelin has its slogan "Long Lasting Performance".

To maintain good wet properties at the end of the tyre's life, the tread opens with wider channels when worn. It is needed - because the tread depth on Primacy 4 is only 6,3 mm. Nokian and Goodyear have more than 1,5 mm deeper patterns in the tread. Nevertheless, Primacy 4 handles aquaplaning well. Lower patterns favor rolling resistance and braking. Michelin gives the lowest consumption of all and the braking distances are short on both wet and dry. The side grip is slightly less than the very best, but Primacy 4 has really good stability and acts safely under pressure. Average comfort gives a 5th place overall.

### FACTS

Price, SEK	1 454
Country	Italy
DOT	week 1, 2020
EU-label, rolling resistance	B
EU-label, wet	A
EU-label, noise dB(A)	68
Tread depth, mm	6,3
Load and speed index	94 W
Shore	65
Treadwear	340
Weight, kg	9,1

**PLUS:** Safe driving characteristics, linear steering, low rolling resistance.

**MINUS:** Slightly less side grip.

## 7 Landsail Sentury Qirin 990 – Value for Money



The new Qirin 990 from Chinese Landsail (now Landsail Sentury) is interesting: low price, A-rated braking distance on wet and lowest noise label of all (66 dB). We can confirm that the stopping distance in wet matches several more expensive premium tyres. In dry conditions, only Continental brakes better. Road noise inside the car is low, but not the quietest. Unfortunately, the driving characteristics are worse. In the dry it is diffuse and is reluctant to take control. In the wet, it aquaplanes early. However, it progressively loses grip on the wet handling track and its heavily understeered balance provides a stable rear trailer without the risk of skidding. Overall, the Qirin 990 ranks a bit behind the best, but still has high driving safety.

### FACTS

Price, SEK	666
Country	China
DOT	week 23, 2020
EU-label, rolling resistance	B
EU-label, wet	A
EU-label, noise dB(A)	66
Tread depth, mm	7,1
Load and speed index	94 W
Shore	62
Treadwear	520
Weight, kg	9,5

**PLUS:** Short braking distances wet and dry. Low internal noise.

**MINUS:** Slow steering reaction, high speed cornering stability.

## 6 Pirelli P7 Cinturato (C2) – Best Steering Feedback



Pirelli is true to its product names. The successor to the P7 Cinturato is named: P7 Cinturato. However, the newcomer is called P7C2, with a tiny marking on the tyre side. The new Pirelli tyre performs at its best on dry roads. The steering feedback is best of all. It's easy to place P7C2 exactly where you want it with well-balanced road behavior in a crisis situation. It also has low noise levels and good rolling comfort. On wet roads, it works well in terms of aquaplaning, but the braking distance does not impress. Also, on the curves there is a certain lack of wet grip and it becomes somewhat difficult to drive when the front end releases the grip kind of abrupt. The loss of points on wet roads means that Pirelli's new tyre gets 6th place, just behind the best.

### FACTS

Price, SEK	1 250
Country	Russia
DOT	week 1, 2020
EU-label, rolling resistance	C
EU-label, wet	A
EU-label, noise dB(A)	69
Tread depth, mm	6,9
Load and speed index	94 Y
Shore	70
Treadwear	320
Weight, kg	9,4

**PLUS:** High comfort, aquaplaning, driving characteristics dry road.

**MINUS:** Brake distance on wet.

## 8 Hifly HF805 – Avoid



HF 805 from Chinese Hifly is the test's cheapest tyre. And that's where the positive superlatives end.

Despite being marketed as a sporty UHP tyre (with the winter use label M + S!) The stopping distance on wet asphalt is the worst in the group, over two meters longer than the second worst tyre. It continues to constantly place itself among the very bottom places in the rest of the test rounds. HF805 is difficult to drive on wet roads with low cornering grip. In the dry, it cannot handle the shift of load during a slalom maneuver and loses the rear end grip quickly. High noise and hard rolling comfort over bumps confirm that the HF805 has no merits at all. A reminder of how bad low-cost tyres can be.

### FACTS

Price, SEK	665
Country	China
DOT	week 17, 2020
EU-label, rolling resistance	E
EU-label, wet	E
EU-label, noise dB(A)	72
Tread depth, mm	7,4
Load and speed index	94 W
Shore	65
Treadwear	280
Weight, kg	10,2

**PLUS:** –

**MINUS:** Low grip level, difficult to drive in a crisis situation.



## Comments to test measurements:

### Wet handling 15–18°C, cloudy/sun

Average time of three laps of 0,8 mm water. Maxxis and Goodyear steer quickly with neutral balance. Nokian reacts a little more smoothly. Continental has more understeer. Michelin is linear and logical but does not have the same cornering grip. Landsail is still easy to drive on the limit while HiFly loses the grip suddenly without warning.

### Wet braking 15–20°C, sunny

The average of seven ABS brakes from 80 km/h on 1,0 mm of water. Differences are bigger on wet compared to dry. Continental has by far the shortest stopping distance, Nokian also impresses. Pirelli slips half a meter behind the slightly worse premium tyres. HiFly needs two additional meters to stop on a wet road.

### Corner grip on wet 19–21°C, sunny

Average time of eight laps around a circle with 0,8 mm of water. Goodyear's rubber compound provides the best side grip with Nokian and Maxxis not far behind. Michelin and Landsail provide slightly lower side grips on wet roads, but clearly the worst of all is the HiFly.

### Aquaplaning, straight 12–14°C, cloudy

The speed at which the front wheels start spinning at 15% higher speed than the rear

wheels during an acceleration in 7,0 mm of water. Nokian and Maxxis are the best in the group. Then it is even among the established manufacturers with some advantage for Pirelli. The Chinese HiFly and Landsail struggle in deep water.

### Aquaplaning, curved 15–19°C, sunny

Speed at the highest g-value in a curve with 8,0 mm of water. More tyres have problems with aquaplaning when the road turns. The poorest is Continental, but also HiFly and Landsail struggle at a low speed. Goodyear does not impress either. The clear winner will be Maxxis with Pirelli and Nokian also doing well.

### Dry handling 16–19°C, sunny

Average time of three laps. Maxxis has a fast and linear sense of control. Pirelli gives the best feedback to the driver. Michelin has good stability at higher speeds. Landsail has the worst high-speed stability and heavy understeering. HiFly is poor with handy shift of load and loses the rear grip suddenly in S-corners.

### Dry braking 15–20°C, cloudy/sunny

ABS braking from 100 km/h. Average value of five decelerations. On dry roads, there are relatively small differences. Just like on wet roads, Continental brakes the best. Nokian

performs worse on dry roads. HiFly stops just over two meters later than Continental.

### Fuel consumptions 15–20°C, sunny

Measured at a constant speed (60 km/h) with a slight steering angle on a round oval. Between the best (Michelin) and worst (Nokian) there is a difference of 34 liters of fuel / 10'000 km - about SEK 493 in fuel. HiFly has poor rolling resistance according to the label, but on a car, it manages reasonably well.

### Noise (interior) + comfort + rolling resistance

Goodyear is clearly the most silent tyre. Pirelli has nice frequencies for the ear, as do Nokian and Landsail. Continental has some low-frequency sounds that interfere already at low speeds, but it does not get worse at higher speeds. The toughest for the ear is HiFly with low infra-frequencies that press against the eardrum on rough asphalt.

Rolling resistance is measured according to the EU tyre label standard. We see that the result of the certification procedure - straight ahead on a drum - differs for some tyres compared to our own fuel consumption (mounted on a car, around an oval).

## How the test was conducted?

The summer tyre test was performed in early October 2020 at the Mireval Proving Grounds, in the south of France. The weather was sunny with temperatures just below 20 degrees, representative of a Scandinavian summer day.

All tests begin and end with a reference tyre. It is also used between the test tyres when needed, for example in the event of

weather and temperature changes. All tyres are then compared to the reference tyre. In this way, we can correct the result according to how the road surface is affected by external circumstances.

Two manually shifted VW Golf VIII 1.5 TSI were used as testcars. We test with ABS but with the anti-slip system in a sports mode to better feel the tyre balance during the

driving tests.

The price information is taken from our local dealer Vanadis Gummi AB, apart from Landsail and Maxxis where the prices are averages online prices. It pays to compare prices from different outlets. Tyres online can be cheaper. Keep in mind, however, that transport and assembly costs will be added.

## How we scored?

**Grades:** 5 = Excellent. 4 = Very good. 3 = Average. 2 = Less good. 1 = Lousy.

After setting a grade 1–5, a weighting is made of all properties and the rating is multiplied by different factors, from 1 to 3. Braking ability and safe driving characteristics on wet roads, for example, are given the highest weight. Some elements - driving characteristics and internal noise - also include a subjective valuation in the grade as a complement to the measured value. How well the tyre rolls over bumps is rated strictly subjectively.

The sum of all the test points is then the total points. The maximum number of points is 100. If a tyre is judged as "average", ie with a grade of 3 in all parts, the score is 60.

The summary grades are made to show the tyres characteristics in a clearer way. Exact values are reported on pages 30 – 31.

### Maximum points for each round:

Wet braking: 15  
Wet handling: 15  
Wet side grip: 10  
Aquaplaning, straight: 10  
Aquaplaning, curve: 10  
Dry braking: 10  
Dry handling: 10  
Fuel consumption: 10  
Noise: 5  
Comfort: 5  
TOTAL: 100

*\*This article is courtesy of Vi Bilagare magazine.*

# MAXXIS®

INTRODUCING

## RAZR AT



**BORN TO CONQUER**  
**ALL-TERRAIN**

[maxxis.co.za](http://maxxis.co.za)



# **CST**<sup>®</sup>

**WHERE PASSION  
MEETS THE GROUND**

**SAHARA AT II**  
**Ultimate traction  
on all terrains**

**SAHARA MT II**  
**Extreme off-road  
superior grip**

# **SAHARA 4X4**





## **AT II**

## **MT II**



**ASK FOR THE SAHARA 4X4 RANGE AT YOUR NEAREST**

# **CST**<sup>®</sup> **DEALER**

(011) 314 2428 • (010) 300 0172 • 082 738 3232  [cs@maxxis.co.za](mailto:cs@maxxis.co.za)  [csstyres.co.za](http://csstyres.co.za)



# CONTINENTAL TYRE SA

## receives prestigious Energy Efficiency Award

Continental Tyre South Africa's focus on sustainability and reducing its energy consumption has been recognised by the South African Energy Efficiency (SAEE) Confederation, which honoured the local tyre manufacturer with the Industrial Corporate Project of the Year award for 2020. The award recognises innovative industrial energy management projects and outstanding contributions to the energy industry.

Continental received the award for a heat recovery project that saved 4.5 million kWh of energy and over R1-million in 2019 – and continues to benefit operating efficiencies and reduce the plant's environmental impact. "Being recognised for the monumental efforts we have put in to reduce our electricity and coal consumption is both humbling and motivating," says Continental Tyre South Africa's General Manager: Manufacturing, JJ Dowling.

"Considering the electricity supply challenges South Africa faces, as well as the need for us to be more environmentally sustainable, every action we take to reduce our energy consumption is critical." "There is no other way for us to be sustainable than being more responsible and mindful in our daily activities, and introducing measures that reduce our impact on the environment," Dowling adds. "At Continental Tyre SA we have a passionate and committed team that takes a strategic and hands-on approach towards finding innovative solutions to make our plant more efficient. This helps reduce our reliance on coal and electricity as energy sources, while also having a positive impact on operating costs."

According to Ramoabi Moeng, CTSA's Head of Manufacturing Technology Engineering, several heat recovery projects have been implemented over



the years that ultimately made this latest initiative possible. "Our Sustainable Technology & Infrastructure Department, along with project lead Atte Els, investigated a means of optimising the steam and condensate system that is essential for our tyre manufacturing operations. "Steam from the clean condensate system, which was previously dumped and wasted as an energy source, was re-routed and reused," Moeng explains. "This allowed us to achieve a saving of 4.5 million kWh of energy and over R1-million per annum."

Continental Tyre SA's energy-saving efforts were further recognised in being shortlisted in the Industrial Corporate Company of the Year category. In the last five years, the company has reduced its electricity consumption by 41.3-percent

and, in the same period, cut its coal consumption by 63.7-percent. By fully implementing ISO 50001:2011 guidelines since 2016, CTSA has improved its overall energy efficiency by a remarkable 27.5-percent. Along with being awarded the Industrial Corporate Project of the Year and shortlisting for the Industrial Corporate Company of the Year category, CTSA employee Heath Thornborrow was nominated for the SAEE Young Professional of the Year award for his contributions to reducing the company's energy consumption over the last three years.

Through various heat recovery and leakage reduction and optimisation initiatives, Thornborrow has helped Continental Tyre South Africa save more than 6-million kWh of energy and over R1.5-million in operating costs.



## TYRES & MORE LAUNCH MORESURE<sup>®</sup> ROAD HAZARD GUARANTEE

**If recent global events have taught us anything, it's that we live in a world of uncertainty. That's proven true, now more than ever. And, when the unexpected happens, we've learned to ensure that we have a safety net or fallback to provide a soft landing. From health insurance, car insurance to home insurance, we want peace of mind, knowing that we're prepared for the worse. "But what about your tyres, asks Natashe Taylor, Retail Marketing Manager for the Tyres & More fitment group.**

"Considering the investment we make each year to guarantee our tyres are in tip-top shape so that our families are safe on the roads, doesn't it make sense to safeguard them too?

"At Tyres & More<sup>®</sup>, we understand that things don't always go smoothly

when rubber meets the road.

That's why we have introduced MoreSure<sup>™</sup> Road Hazard Guarantee – tyre protection for when the unexpected happens!"

From our pesky pothole ridden streets, curbs that we don't always see and road debris that we can't always swerve to avoid – don't let these unforeseen nuisances derail your next trip, claims Taylor. Rest easy knowing that your tyres are protected with MORESURE<sup>™</sup> – the perfect product for new and used tyres. And did you know that you can get coverage for 12- or 24-months with a once-off affordable payment?

Are you covered? Application is quick, simple and easy. For more information log on to [www.tyresandmore.com](http://www.tyresandmore.com) or visit your nearest store and speak to a



salesperson who will be happy to take you through the benefits of MoreSure<sup>™</sup> Road Hazard Guarantee, as well as the seamless claims process.

TYRES & MORE<sup>®</sup> is a national chain of automotive fitment centres, tirelessly striving to bring more value, more products, more services, and more energy to the fitment centre industry – all without compromising on clean, fun and friendly service.

***Due to the Covid-19 pandemic and for the safety of our customers and staff, TYRES & MORE<sup>®</sup> continues to implement and encourage strict hygiene protocols and social distancing across all stores.***

## Seventh AUTOMECHANIKA JHB to take place March 2022

**South Africa's leading international trade fair for the automotive service industry targeting trade visitors from the Sub-Saharan Region is set to return to the Johannesburg Expo Centre, Nasrec, from 15-18 March 2022.**

Automechanika Johannesburg is collocated with Futuroad Expo, sub-Saharan Africa's leading professional event for the truck, bus, and commercial vehicle industry as well as Scalex Johannesburg, a leading platform for digital integrated solutions in supply chains and logistics.

"Due to the global pandemic and lockdown restrictions in South Africa, we are unable to host the seventh edition of Automechanika Johannesburg in 2021. The new dates give us sufficient time to prepare for the show. We know that the industry is ready and waiting for the next automotive event," says Joshua Low, Managing Director of Messe Frankfurt South Africa. "Automechanika is the shop window for innovations in the automotive aftermarket across the entire value chain, and is the ideal meeting place for all involved in the industry," adds Low.

The 2019 event proved to be the unprecedented meeting place for the automotive after market. and welcomed attendees and visitors from African countries, and featured 23 International exhibiting countries, 140 B2B meetings and 18,422 sqm of exhibition space, making it the largest event of its kind hosted in South Africa and remains the largest automotive aftermarket show on the continent.

"The 'Automotive Remanufacturers' Association' (ARA), a constituent and proud Association of the 'Retail Motor Industry Organisation' (RMI), is looking forward to the upcoming Automechanika Johannesburg event coming 2022, where we plan to host yet another ARA Conference for our Member businesses, with key Industry (and multi-international) stakeholders and



speakers, specialising in Automotive Engineering, Diesel Fuel Injection, and Automotive Components fields, respectively. This event plays a very important role in South Africa's automotive industry both locally and abroad," says Attie Serfontein, National Director of the Automotive Remanufacturers' Association.

The four-day Automechanika Johannesburg 2022 will be the platform for industry peers to grow their business at the FREE-TO-ATTEND skills development workshops, an array of new product launches, local and international exhibiting companies showcasing the latest product innovations and technologies making the event the ideal meeting place for all involved in the industry, dealerships, and trade stores as well as the maintenance and repair sector.

"The rapidly changing technologies and operating processes in the motor industry, has a profound effect on the way companies do business. Therefore, the 2022 edition of Automechanika Johannesburg will be supported by a comprehensive seminar and skills development programme to encourage upskilling of employees and the development of innovative products and processes," concludes Low. Exhibition and Sponsorship packages are now open.

**Contact Portfolio Director, Tracy Gounden on [Tracy.Gounden@za.messefrankfurt.com](mailto:Gounden@za.messefrankfurt.com) for more information.**

# **BOTO** *OTR* **RADIALS**

## **CHOOSE AFFORDABLE QUALITY**

**THAT'S BETTER FOR  
YOUR BUSINESS**



**TESTED & PROVEN**

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

### **GET THE BOTO ADVANTAGE FOR YOUR MACHINERY:**

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

**It all adds up to a lower cost per  
operating hour**

FOR ORDERS AND INFORMATION:

**Ken Martin on 083 387 8403 or [ken@tafrica.net](mailto:ken@tafrica.net) • Marlin Pillay on 071 880 9247 or [marlin@tafrica.net](mailto:marlin@tafrica.net)**

ONLY AVAILABLE FROM

***Transafrica Tyre & Wheel***

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





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.

## MICHELIN presents its “ALL SUSTAINABLE” strategy for 2030: Michelin In Motion

At the Group's Capital Markets Day, Florent Menegaux, Managing Chairman, and Yves Chapot, General Manager and Chief Financial Officer, accompanied by all the members of the Group Executive Committee, presented Michelin in Motion, Michelin's “All Sustainable” strategy for 2030.

Mr. Menegaux explained the Group's “All Sustainable” vision, which is based on the constant search for the right balance between People, Planet and Profit. He also presented the Group's ambitions for 2030, based on twelve indicators covering its environmental, social, societal and financial performance (see details on page 4).

In particular, he emphasised the Group's commitment to:

### PEOPLE

- achieving an employee engagement rate of more than 85%
- increasing the percentage of women in management positions to 35%
- setting the global standard in workplace safety, with a TCIR[1] of less than 0.5

### PLANET

- sharply reducing its CO2 emissions, in Scopes 1 and 2 (by 50% compared with 2010) and in transportation-related Scope 3, with the goal of achieving carbon neutrality in these scopes by 2050
- sharply increasing the sustainable raw materials content in all its products to 40% by 2030, in line with its target of 100% by 2050



### PROFIT

- driving sustained growth, with an average 5% increase per year in sales between 2023 and 2030, once the current Covid-19-related crisis is over
- deriving 20% to 30% of sales from non-tyre businesses
- guaranteeing the creation of significant value, with a more than 10.5% ROCE between 2023 and 2030.

### NEW NON-TYRE GROWTH TERRITORIES

Michelin will continue to expand, invest and innovate in its tyre businesses. Post-Covid mobility trends and the accelerating growth of the electric vehicle market represent genuine growth opportunities for the Group, which has developed unrivaled technological leadership in the design and manufacture of tires purpose-engineered for EVs. In the road transportation segment, the Group will selectively focus on creating

value, while in Mining, Earthmover, Agricultural, Aircraft and other specialty tyres, Michelin intends to remain the benchmark by capitalizing on the differentiation of its products and services.

Led by its capacity for innovation and its materials expertise, Michelin is also looking to drive strong expansion in five around and beyond tyrebusiness segments: Services & Solutions, flexible composites, medical devices, metal 3D printing and Hydrogen mobility.

- In **Services & Solutions**, the Group is going to broaden and deepen its portfolio of fleet solutions, in particular by leveraging smart objects and the value of its collected data.
- Michelin also hopes to expand significantly in the very fast growing [1] **flexible composites** market (conveyors, belts, coated fabrics, seals, etc.) by pursuing its value-creating mergers and acquisitions strategy and incubating new businesses. >>

- **Medical devices** also represent a growth opportunity in the years ahead.
- In **metal 3D printing**, the Group has developed unique expertise that supports the ability of AddUp, its joint venture with Fives, to market a comprehensive range of tailor-made solutions for manufacturers.
- In **Hydrogen mobility**, the Group is seeking to become a world leader in hydrogen fuel cell systems through Symbio, its joint venture with Faurecia.

[1] Average growth of 5% a year projected through 2030.

### AN INITIAL MILESTONE IN 2023

During the Capital Markets Day, Michelin also presented the various industrial competitiveness drivers that will deliver €80 million in savings a year, net of inflation, between 2020 and 2023. Moreover, SG&A expenses in the tire business will be reduced by €65 million, net of inflation, by 2023 and by a total of €125 million by 2025.

Yves Chapot then announced the Group's financial objectives for 2023. That year, the Group expects to Report around €24.5 billion in sales[1], more than €3.3 billion in segment Operating income<sup>3</sup>, €3.3 billion in structural Free cash flow (total over 2022 and 2023), and an ROCE of 10.5%.

In addition, the Group has begun to calculate the costs of some of its negative externalities, like carbon emissions and water and solvent use, and is committed to reducing them by around 10% by 2023.

Lastly, the Group has decided to revise its Dividend policy, with the new goal of paying out 50% of earnings before non-recurring items in 2021.

During the Capital Markets Day, Mr. Menegaux noted: "With this new Michelin In Motion strategic plan, the Group is embarking on an ambitious growth dynamic for the next ten years. I am convinced that the engagement and capacity for innovation of our teams will enable us to deliver a harmonious blend of sustained business performance, continuous employee development and a commitment to the planet and our host communities. Even as it remains true to its DNA, by 2030 the Group's profile will have significantly changed with the ramp-up of new, high value-added businesses in both around and beyond markets. It is this ability to constantly reinvent itself that has underpinned Michelin's strength for more than 130 years and which today gives us confidence in the future."

Mr. Chapot added: "Despite the current crisis and the still uncertain economic environment, Michelin has demonstrated the resilience of its fundamentals and the validity of its business model. This new Michelin In Motion strategic plan will give the Group the means to drive new growth and reduce the impact of its main negative externalities. Michelin will continue to develop its tire operations while integrating new businesses, with a constant focus on maintaining a robust balance sheet and firm margins."

**SAPPHIRE**  
Media Services

**BUSINESS  
MEDIA  
CONSULTANCY**



## THE TYRE AND AUTOMOTIVE MARKET'S ONLY INTERNATIONAL DEDICATED MEDIA SPECIALIST

**Sapphire**  
Media specialises in professionally handling Editorial, Discounted Advertising and General Marketing and Public Relations projects for companies without in-house facilities for promoting their products and services.

Whether you are looking for national or global penetration why not let Sapphire Media see if they can help you move forward with an initial non-committal chat by phone or email.

We can expertly manage all business presentation to the international business media at highly competitively low prices (by monthly retainers or individual price schedules).

Whether you are looking for an increased business profile in South Africa or attract import and export enquiries from around the world. Sapphire Media has the experience and expertise to ensure you can make an impact.

Contact JOHN STONE on

+44 1206 822320

+44 7837 920420

john.stone@sapphire-media.co.uk

www.sapphire-media.co.uk



# INTERNATIONAL TYRE AND WHEEL INDUSTRY is counting on THE TIRE COLOGNE 2022 for fresh momentum



**THE TIRE COLOGNE is starting its intensive preparations for the forthcoming edition of the trade fair, which will be hosted from 24 to 26 May 2022 in line with its usual schedule. In close collaboration with the event's conceptual sponsor, the Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. (BRV/German Tire Retailers and Vulcanisation Trade Association), the team at Koelnmesse is devoting all its energies to further developing the concept and content for the trade fair, which occupies a prominent position in the industry's international calendar as a source of fresh momentum for the tire and wheel sector.**

THE TIRE COLOGNE 2022 will be the first opportunity for the global industry to gather at an international communication and business platform since the introduction of restrictions due to the coronavirus pandemic. The anticipation for the event is already palpable among many

companies: "We see THE TIRE COLOGNE as a global industry gathering and the leading international trade fair, which will play a crucial role in the resumption of face-to-face communication in the post-COVID-19 era. THE TIRE COLOGNE's clear focus on the needs of the tyre and wheel industry has always made the event a crucial source of momentum for us," says Johannes Kuderer, Managing Director of Pneuhage Management GmbH & Co. KG. The content of THE TIRE COLOGNE 2022, with the addition of TTC @home, will focus on issues that have gained new impetus in the context of the pandemic – such as the digital transformation and human resources. A further key topic will naturally be the ever-increasing demands for greater sustainability.

As part of the event's new concept, THE TIRE COLOGNE 2022 will be supplemented with the digital event TTC @home, offering registered physical exhibitors the opportunity to also increase their online reach and to market to new target groups digitally, thereby boosting their

sales. TTC @home sets out to strengthen communication between exhibitors, visitors and the media, and thus reinforce the momentum that the in-person event THE TIRE COLOGNE gives the industry.

The concept for THE TIRE COLOGNE 2022 and its planned content is already attracting positive feedback from renowned companies. Frank Jung, Head of Marketing and Sales for the German Replacement Tire Market at Continental Reifen Deutschland GmbH, comments: "THE TIRE COLOGNE will continue to be a crucial platform for dialogue for us and an industry event that we wouldn't want to miss. The further development and transformation of the trade fair's formats such as the launch of TTC @home is an important step in the right direction. This will maintain TTC's position as an indispensable building block for establishing face-to-face contact with customers."

**Further statements from renowned companies on THE TIRE COLOGNE 2022 can be found at: <https://bit.ly/31jInCh>**

## PIRELLI to remain exclusive tyre partner to Formula 1 until 2024

**The FIA and Formula 1 have proposed, and Pirelli has agreed, a one-year extension to the existing exclusive tyre supply contract to reflect the original intention of the 2018 tyre tender and remain within the overall technical framework, which is in the best interests of all relevant stakeholders.**

The most recent tyre tender from the FIA and Formula 1 back in 2018 was for the supply of a 13-inch tyre during the 2020 season, followed by three consecutive seasons of 18-inch tyres from 2021 to 2023 inclusive.

The COVID-19 pandemic, which also disrupted the 2020 Formula 1 season, obliged the FIA and Formula 1 to implement emergency measures that included the cancellation of tyre development tests last year and the postponement of planned new technical regulations – which included 18-inch tyres – from 2021 to 2022. As a result, the current rules now state that 13-inch tyres will be used during the 2021 season, with a move to 18-inch tyres in 2022.







# **TRIANGLE**



**Advantex**

**Sportex**

**AdvantexSUV**

**AgileXAT**

**GripXMT**

**X**CITING ADVENTURES AWAIT  
*Tyres for Life...*

EXCLUSIVELY DISTRIBUTED BY



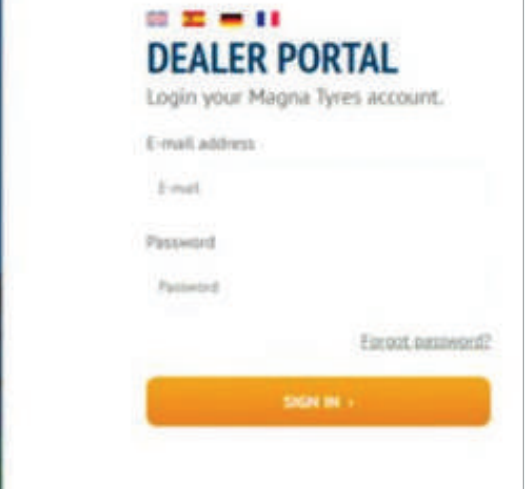
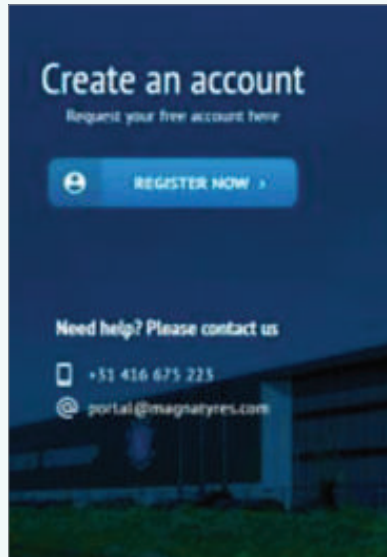
(011) 314 2428 • (010) 300 0172 • 082 738 3232 • [sales@treadalliance.group](mailto:sales@treadalliance.group)



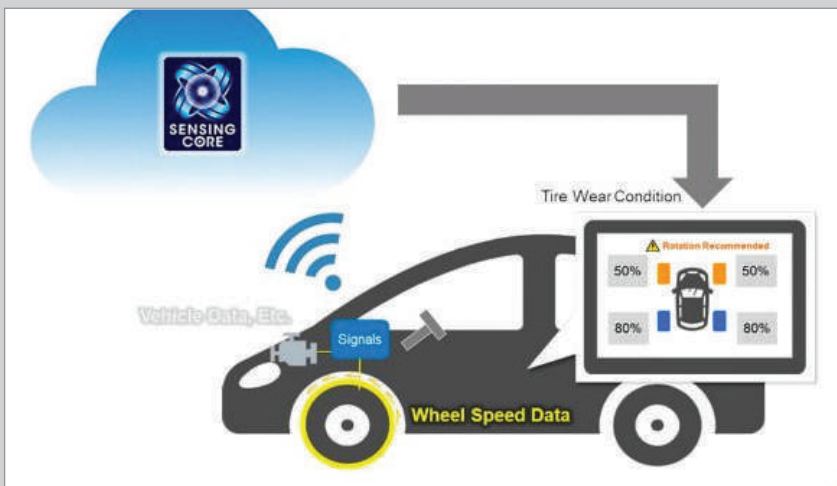
## MAGNA TYRES PORTAL now available in South Africa

With Netherlands based Magna Tyres customers throughout Europe already able to place orders and gain information through the company's Portal since last October. This valuable service has proved so popular that Magna Tyres Group is now extending the facility to all markets globally including South Africa.

This means that customers in South Africa can now effectively utilise the entire Magna Tyres Portal which incorporates the whole process from providing information to ordering tyres and includes many important features such as product and technical documentation, marketing support and after sales service.



## New tyre safety technology from FALKEN



German based Falken Tyre Europe's parent company Sumitomo Rubber Industries (SRI) has developed a totally new tyre wear detection technology that effectively improves safety and contributes towards new mobility trends in the automotive industry.

This latest breakthrough advances SRI's proprietary Sensing Core technology and can detect various conditions related to the tyre including pressure load and overall road conditions. Specialised digital filtering technology analyses and interprets wheel speed signals as the tyre rotates combining this data with other engine data to calculate tread rigidity and wear levels.

## GOODYEAR TIRE acquires COOPER TIRE for USD 2.5 Billion

It has been announced that Goodyear Tire & Rubber and Cooper Tire & Rubber have issued a joint statement that Goodyear will purchase Cooper Tire for an approximate USD 2.5 Billion. This huge transaction will mean that Goodyear Shareholders will own approximately 84 per cent of the combined companies and Cooper shareholders will own approximately 16 per cent.

The acquisition transaction has been approved by the Boards of Directors of Goodyear and Cooper and Richard J Kramer, Goodyear's Chairman, CEO and President says, "The addition of Cooper's impressive tyre product portfolio and manufacturing capabilities coupled with Goodyear's technology and industry leading distribution will enable the combined companies to provide enhanced services for our customers and consumers."



# Built for BETTER



The **Bandag Application Specific** product range offers **original Bandag** tread designs and **proven rubber compounds** that have **outperformed its closest rivals**. You can rest assured that **Bandag's Application Specific** product range is designed to deliver **premium quality** and **best in class performance**.

The **Application Specific** tread range caters for all your transport needs by providing a comprehensive product range for **Longhaul, Regional, On/Off** and **Severe Service** applications.

After two decades of performance validation, the **Application Specific** range remains a core focus for **Bandag**. These products offer our fleet customers a premium product experience through maximum product performance.

**BDV2** is a prime example of the **Bandag Application Specific** product range. Formulated in our **ULTRA** compound, **BDV2** has exceeded all reliability, durability and performance expectations.

**BDV2** was initially launched as a regional drive tread. However, many of our fleet customers have found that **BDV2** works equally well in on/off mixed applications. We also experienced amazing performance results in trailer applications due to the manner in which **BDV2** wears. With its broad, eventual rib design, coupled with our **ULTRA** compound, **BDV2** has become more than an application specific product.

Test this product in your fleet and **YOU** can let us know, how **BDV2** has made a positive impact on your bottom line!



**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](http://www.bandag.co.za)**

**bandag**  
**BUILT FOR BETTER™**



## GOODYEAR and VOYOMOTIVE collaborate on Tyre Intelligence for vehicle efficiency

**The Goodyear Tyre & Rubber Company is collaborating with Voyomotive, a connected car technology company, to provide tyre monitoring solutions for more efficient operation of vehicles in the United States.**

This Goodyear-enabled service captures and analyses relevant tyre performance data to detect slow loss of tyre pressure multiple days before the TPMS light illuminates and pending low tyre pressure conditions. The solution allows customers to proactively correct identified anomalies and establish optimal tyre inflation, leading to enhanced operational efficiency. "The safe and efficient operation of consumer vehicles and fleets is important both for today and for the

future of mobility," said John Brainerd, manager of Goodyear's Akron Innovation Lab.

"Goodyear continues to develop and expand our portfolio of digital tyre information to help users realise this goal. We are excited to collaborate with innovative companies like Voyomotive to continue to deliver connected mobility solutions." Using real-time vehicle data provided by Voyomotive telematics controllers, information is processed by Goodyear analytics to create tyre pressure loss and pressure alerts that are sent to customers via the Voyomotive app, SMS messages or to a fleet management system.

This service is being provided to Voyomotive consumer and fleet customers, offering a tyre maintenance advantage and pressure monitoring

solution for enhanced vehicle efficiency and safety. With tyre intelligence data, customers can proactively address pressure anomalies with their tyres, maintaining optimal inflation pressure which leads to better tyre performance and gas mileage. "This is a first of its kind tyre application that uses Voyomotive's advanced telematics data with Goodyear analytics to increase driving safety and fleet readiness," said Peter Yorke, CEO of Voyomotive.

"We are excited to work with Goodyear to offer this tyre intelligence solution as it is a demonstration of our mutual commitment to bring new digital applications to the hundreds of millions now on the road." For more information, visit <https://www.voyomotive.com/tire> or email [Contact@voyomotive.com](mailto:Contact@voyomotive.com).

## POINT S Celebrates 50 Years

**Point S can be found in 46 different countries, on four continents and with more than 5,600 points of sale. With a presence in the U.S., South Africa and Europe, the company has also seen growth in Asia, notably in China, where the brand launched in 2019, the company says.**

To celebrate this milestone, Point S says it is launching the fifth-annual International Challenge, an incentive that rewards loyalty to Point S's supplier policy for passenger and heavy goods tires

Point S also sent each of its members

a book of vouchers valid for orders from its equipment and accessories partner suppliers, including tyres, spare parts, lubricants and other vehicle equipment.

The company says it has launched promotional plans in each market where they are present on the theme of the brand's 50 years. Point S is also running a European campaign linked to the forthcoming UEFA European Championship.

The company says last year 200 new points of sale joined the Point S network. The company also opened new markets in Ukraine, Senegal and Cameroon.



# APOLLO TYRES to #GoTheDistance in North American truck-bus tyre market



## Market-tailored product lines introduced in US and Canada

- Tyre range developed for the demands of North American commercial fleets
- 5 years of in-market study, development, testing and benchmarking ahead of launch
- Phased product rollout to cover 90% of the truck-bus market by 2024
- Business approach explicitly designed to empower dealer customers and deliver industry-leading customer service

Following the launch of its comprehensive passenger vehicle range in the US and Canada, as part of the ambitious North American expansion, Apollo Tyres has now entered the truck-bus tyre segment in US and Canada. While the PV range was launched under the premium European brand, Vredestein, the commercial vehicle range has been introduced under the Apollo brand. Both these launches are preceded by years of in-market research and planning.

Apollo's North American range of truck-bus tyres will be produced in its state-of-the-art manufacturing units in Hungary and Chennai, India, which boast the capacity and technical expertise needed to ensure a steady supply of tyres to this market. The Apollo truck tyre line-up will encompass a full range of regional, super-regional, coach/urban and mixed-use applications with fitments for rims ranging from 17.5 inches to 24.5 inches. 13 SKUs are planned for this year, which

will be expanded to 23 SKUs by 2nd half of 2022, and a total of 45 SKUs covering 90% of the marketplace by 2024.

"Apollo may be a new name in the US and Canada, but we are not a new company. Our market entry in North America is preceded by decades of global commercial vehicle tyre manufacturing and distribution expertise", said Abhishek Bisht, Assistant Vice President, Americas, Apollo Tyres. "We come to market positioned to make an immediate impact by offering a tier I value proposition at a more attractive price, while setting new industry standards for service and support."

This launch is the culmination of a 5-year research & development process that provided the insights necessary to deliver not just the right products for the fleets that depend on them, but also to develop a business infrastructure that builds trust and properly serves Apollo's dealers and their commercial clients. Before the launch, the tyres were put into test fleet service with a US waste-removal/haulage operation to benchmark against Tier I competition across multiple retread cycles under punishing daily use. The results demonstrated the quality levels and performance consistency of Apollo's tyres that easily meet or exceed the typical service requirements of the North American fleet customer while delivering outstanding value in terms of total ownership cost across the tyre's lifespan.

"Our R&D efforts made it clear that a successful North American dealer strategy had to be based on transparency," said Bisht. "Our commercial dealers are trusted customers and partners,

and we will not compete with them by selling directly to fleets. Our focus is on empowering our dealers to deliver best-in-class value, service and support to their commercial clients.

Apollo dealers in North America will have contractually guaranteed exclusive sales territories. A single invoice-pricing structure for the entire dealer network will further level the playing field, with volumes bonuses that reward sales performance.

The company guarantees 72-hour nationwide product delivery to dealers via a network of domestic regional distribution centres, and all dealers are empowered to resolve customer complaints and process adjustments on site. Apollo Tyres' sophisticated online ecosystem gives dealer teams easy, timely access to sales and training materials, allowing them to easily onboard new employees and stay up-to-date on new products and processes.

All Apollo commercial vehicle tyres are backed by a 72-month workmanship and material warranty, and Apollo is the only commercial vehicle tyre brand to offer a standard, free road-hazard warranty in addition to that.

"This is a thrilling moment in our company's history that will let us showcase the breadth and depth of our capabilities in one of the largest, most diverse and most demanding commercial markets in the world," said Abhishek. "We know that we have the people, products and passion to go the distance for our dealers and their clients. Like them, we are in this for the long haul."



# Countdown to TYREXPO ASIA 2021 continues with confidence

With just under eight months to go, Tarsus Group are set to stage their very first Tyrexpo Asia 2021 show in Singapore, it is very much 'Business as Usual' thanks to the company's extremely positive attitude and momentum throughout the current COVID 19 pandemic.

At the start of this year, Tarsus Group has already been responsible for recently running several face-to-face events across key industry sectors in China with HOMETEX and in North America with OFFPRICE in the first quarter of 2021. Which they firmly believe illustrates a positive factor that indicates even in such challenging times, live business shows can still take place within a safe and compliant environment.

Bearing in mind this forward thinking and successful approach to live business shows in recent times – Alwin Seow, Events Director of Tarsus Group is working together with the government and venue personnel as Tyrexpo Asia 2021 Show will take place in Singapore



this November at the Marina Bay Sands Conference Centre. He says, "We are just under eight months away from the event taking place and currently working with government on safety management measures and understanding travel policies, adapting to the "new normal"

and how we can better manage the physical event where local delegates can participate, network and have -on-one meetings."

**For further information about the Tyrexpo Asia 2021 Show contact <http://tyrexpoasia.com/about/#contactus>**

## CITEXPO Launches Online Expo for Tire, Wheel Traders

The organiser of China International Tire Expo (CITEXPO) has launched a new website for its online expo: CITEXPO Direct.

CITEXPO says this digital expo is designed for professional tyre and wheel traders who want to improve sourcing and supply chain efficiency with foreign suppliers.

CITEXPO says the digital platform will allow users to search listings with photos and specs in a variety of ways and talk directly to credited manufacturers.

CITEXPO says there are over 100 certified manufacturers listed during the launch.

### CITEXPO DIRECT

From the best tire & wheel sourcing exhibition for the last 18 years  
**China International Tire Expo**



Accessible  
Anywhere



Direct  
Message



All  
Devices



24/7  
Uptime



No  
Middleman



User  
Friendly

# DISCOVER TYRE PERFORMANCE THAT'S ALWAYS ON. EVEN WHEN YOU'RE OFF ROAD.

Engineered in Japan with unique DECTES (Dunlop Energy Control Technologies), our new generation Dunlop Truck and Bus Radial range provides unparalleled economy and long-lasting performance in all wheel positions.

DECTES is a combination of innovative design technologies, aimed at controlling heat energy build-up and energy loss, while ensuring a more consistent contact patch. This results in lower rolling resistance, higher mileage, a more wear-resistant tread and a reduction in uneven tread wear - all contributing to excellent CPK for any fleet.



ST 768

ST 520

SP 581

SP 571

SP 281

SP 931

SP 925



MY TYRES



CLICK2FIT

[www.dunloptyres.co.za](http://www.dunloptyres.co.za)

**DUNLOP**  
**COMMERCIAL TYRES**



