

Southern Africa

TREADS

DIGITAL

Vol 28 • June / July 20

www.satreads.com

Supa Quick
embarks on aggressive
expansion drive

PIOTR CZYZYK –
NEW GOODYEAR MD

**Opportunities and
Challenges facing the
Manufacturing Sector**

TIRECORE
wins Best Casing & Tyre
Disposal Services Provider

GOODYEAR SA
opens new Technical Training
Centre

COMMERCIAL TYRES:
what the future
holds



Editor's Corner

As I write this, South Africa is in the midst of a third, and likely, deadliest wave of the Covid-19 pandemic. Gauteng is particularly hard hit, accounting for more than 60% of daily cases being recorded. The situation is dire. Our fellow South Africans are dying, many due to a lack of hospital capacity, with hospitals simply unable to make room for more patients. Official word is that there are no more hospital beds, oxygen or ventilators available in this, the country's smallest province, which also serves as the economic hub.

That this will have a lasting effect on families, society and the workforce cannot be disputed. Our exclusive interview with Goodyear SA's newly appointed managing director, Piotr Czyzyk, highlights the challenges our industry, (and business in general), is facing as employers scramble to protect their staff whilst simultaneously providing a safe and hygienic space for trading.

But it's not all doom and gloom, according to Czyzyk. South Africa could experience phenomenal growth and prosperity, if only it could find a way to tackle the challenges the country is currently facing, and not only those relating to the pandemic. For more on his thoughts about the South African market and how it compares with some of the European markets Czyzyk has been exposed to during his career, turn to page 2.

Despite the difficulties being faced, the trade continues to invest in its future. Supa Quick is embarking on an aggressive expansion drive, in an effort to expand its footprint, (this on page 10), and is inviting prospective franchisees to join them in the brand's growth. And Goodyear SA will be launching a range of new products this year, alongside opening a new Technical Training Centre earlier this year, (this on page 13).

We also introduce you to the winner of Best Casing and Tyre Disposal Services Provider at the recently held Recircle Awards 2021 – California based casing dealer, TireCore International, (this story courtesy of Retreading Business*)

Catch up on these and many more stories in this, our June/July 2021 issue.

Stay safe everyone!



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Advertising SA: Liana Shaw – satreads@mweb.co.za

Advertising EU: Sapphire Media

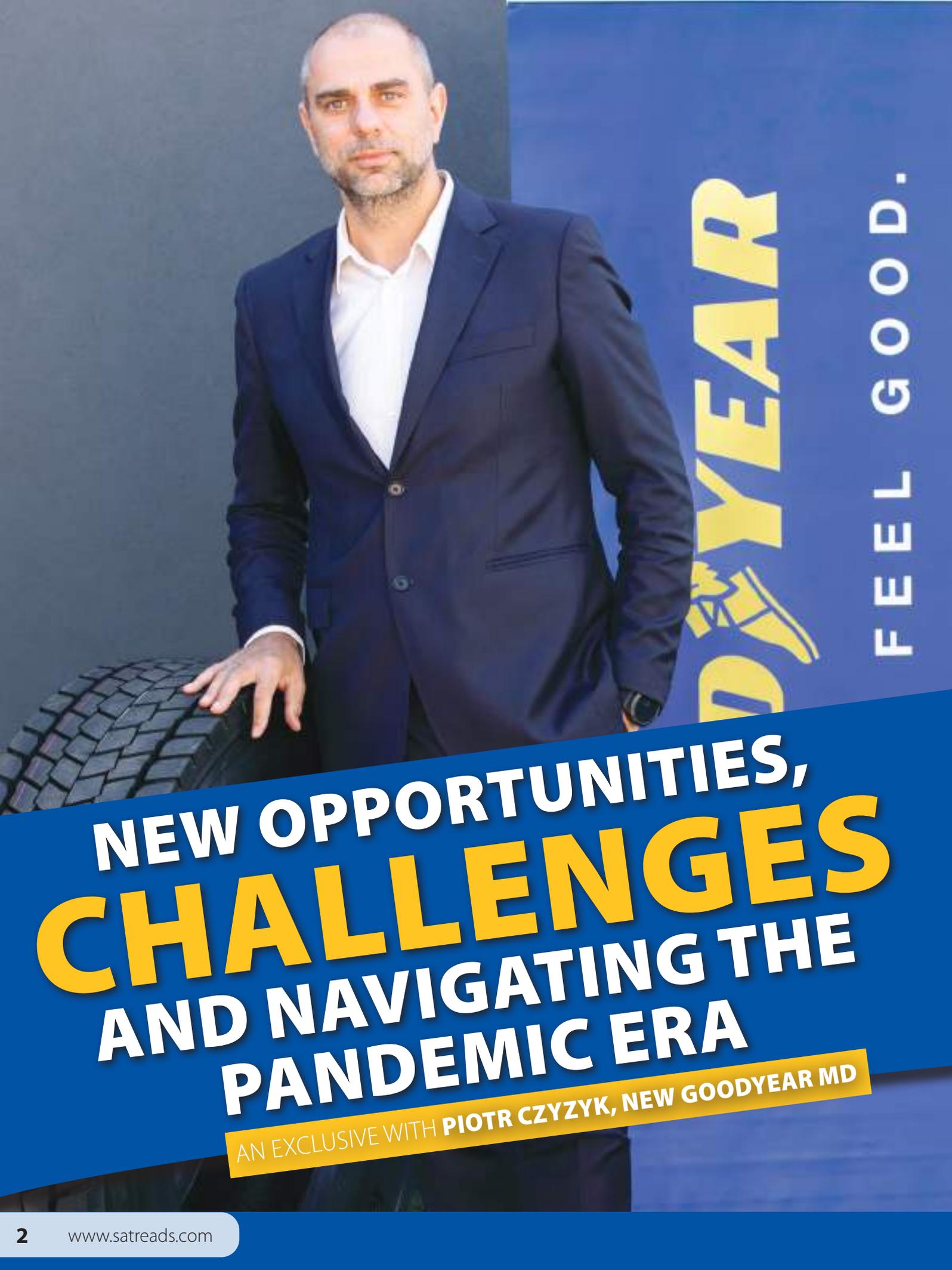
ON THE COVER: Piotr Czyzyk, Goodyear MD

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GOODYEAR

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**NEW OPPORTUNITIES,
CHALLENGES
AND NAVIGATING THE
PANDEMIC ERA**

AN EXCLUSIVE WITH PIOTR CZYZYK, NEW GOODYEAR MD

Piotr Czyzyk could be described as a man whose blood runs blue, with a tinge of yellow. He has earned this characterisation courtesy of his lengthy career at Goodyear, which he joined directly after graduating from University. Originally from Poland, in Central Europe, Czyzyk began his career from the ground up, gradually rising through the ranks via multiple positions and work assignments. He first arrived in South Africa 3.5 years ago, to take charge of the Commercial Product Business Unit and TrenTyre. In October 2020, he assumed the Managing Director position for Goodyear SA, succeeding Darren Powell-Hayes. We caught up with him virtually, to find out more about him and his plans for the company.

Piotr, tell us more about your exciting career within the Goodyear company and what brought you to South Africa.

Contrary to what people may think, the tyre industry is exciting, with much to offer. I learnt this early on when I first joined Goodyear, where at the time, I focused mostly on the Marketing space where my education, strengths and passion lies. I was fortunate to meet brilliant mentors along the way who helped me to understand what I wanted to achieve, both in my career and on a personal level.

I was appointed to run the Central European commercial business for three years, a complex market, and an assignment that ultimately led to my current appointment. During the running of this regional organisation, I became closer to the customer and came to realise that this was the right fit for me.

So, when the South African position arose, which would find me working closely with the customer once again, I seized it.

What were your first impressions of the South African tyre market when you first arrived?

Having gained experience in the tyre game for the last 20 years, the biggest surprise was that while South Africa may be classified as an emerging market, the tyre sector is first world.

Retailers are well developed with tools and solutions that are ahead of even some European markets. The manner in which they approach the customer is outstanding! So much so, that other

markets can learn from some of these best practices being adopted locally.

What are some of the similarities/differences you have identified between South Africa and other markets you've been involved in?

One of my first impressions when I first arrived in the country in 2005 for training, was the importance of tyre aesthetics. It was a pleasant surprise for me to see consumers shining their tyres taking such good care of them.

And of course, there were other differences. How the South African consumer positions what is important to them is slightly different than in Europe. Over here, mileage, performance and tyre robustness (due to road conditions and potholes), are of great importance, whereas the European consumer, pays more attention to aspects such as CO2 emissions, fuel consumption, noise and breaking distance.

In the commercial market, South African transport operators concentrate on achieving the optimum tyre life that the casing is able to deliver by ways of CPK (cents per kilometre), retreadability and reliability, which ultimately finds fleets generating up to three, or even four retreads out of one casing. This does not happen in other markets with which I'm acquainted.

There are so many sophisticated fleets here in South Africa that recognise the importance of investing for the long-term, as opposed to the original purchase price.

The same is true of the OTR segment,

which is equally sophisticated.

This is a brilliant display of how tyre fleets should be managed in these big operations, and which again, could serve as a sterling example to other markets.

While on the subject of retreading, tell us more about Goodyear's product offering.

Trentyre, Goodyear's commercial distribution partners, continue to market the Arctic tread range to their customer base. I have not seen the latest statistics, but our retreading average should be around two retreads per casing, a statistic we are very pleased with.

“

There are many sophisticated fleets in South Africa that recognise the importance of investing for the long-term.

”

SA is perfectly positioned to serve as the manufacturing hub for the African continent.

More recently, we also introduced the Value Max tread to our retreading range, our value brand for the budget end of the market. This is meant as an immediate solution for cash-strapped customers, to enable them to run their fleets, albeit with slightly compromised performance.

The next step after retreading, is tackling the hotly debated issue of end-of-life tyres and how to efficiently collect and dispose of them. South Africa, as you know, has long struggled to find a viable, long-term solution to this issue. What are your thoughts?

The waste tyre issue is more complex in South Africa. Unfortunately, we cannot change the system. We can only influence it as best we can via official bodies such as the SATMC and TIASA and influence it we must. As manufacturers, we contribute a substantial amount towards an Environmental Levy. The current system is largely inefficient and must improve.

Are you confident, a long-term solution is within reach?

We are currently reviewing all the complexities involved so as to find a new approach, which will be discussed in early June, in a meeting with government.

In my view, we need to arrive at a unified approach, one that encompasses all the players involved. As such, we need to go back to the drawing board and bring new proposals to the table. SATMC must become more vocal in this regard.

In the meantime, the number of dangerously worn tyres circulating in the marketplace is rising, in the face of poor service levels. What is the short-term answer to this?

It is simple really. Service providers as well as dealers must mutilate their scrap tyres, if we are going to put a stop to this. They are obligated, by law, to do so. As manufacturing partners, we need to 'Walk the Talk', setting the right example and encouraging them to fulfill their responsibilities in this regard. Stats relating to safety on South Africa's roads illustrate the need to take this matter seriously, if we are to reduce road fatalities.

As manufacturers, we feel responsible

for the scrap we generate, and while, eco-friendly technologies are constantly being introduced in the production process, this alone, is not enough. We need to remove end-of-life tyres from the market.

How are other countries in the EU dealing with their scrap tyres?

Although every European market is independent, the primary difference between European markets and ours is that in Europe, government is seldom involved. Instead, joint venture companies, (belonging either to manufacturing concerns or importers), are established and mandated to collect levies for both collections and recycling. This means that the waste collection and disposal system in the European Union, is far more efficient.

What do you see as the major challenges facing South Africa's local four manufacturers at this time?

I would like to address this question by first pointing out the opportunities in this market, as I see them.

South Africa is perfectly positioned to serve as the manufacturing hub for the African continent, especially with the new African Free Trade Agreement in place, which will see new business opportunities arising.

However, capitalizing on this will require investment, GDP growth, political and economic stability as well as support from government. Basic services, such as a stable and uninterrupted power supply, will enable us to make the necessary investments required to service the continent in the way of new technologies and machinery, but only, if we have that assurance.

The Automotive industry is focused on localising its product and components, tyres being one such example.

I see the future in bright colours, provided all the necessary elements are in place to get us there.

Speaking of investment, has there been any more investment in your Uitenhage plant recently?

As you know, we embarked on a major investment programme three years ago, to the tune of R1 billion. That said, investment into the plant is ongoing. This is essential so as to be able to keep up with technology.

Of course, investment is not only

being made into the plant. One month ago, we opened our new training facility, aimed at equipping our associates with the necessary skills and knowledge that new technology demands.

Are you planning to release new products into the local market this year?

Yes, there are a number of exciting products in the pipeline, the first being the Duramax Gen 2, the successor to the popular Duramax for the light truck segment, followed by the EfficientGrip Cargo2 for delivery vans to cater for a growing delivery market thanks to an increase in online purchasing.

For the SUV market, we will be bringing in our new EfficientGrip 2 SUV tyre, whose performance has been applauded by European trade publications.

We will also be introducing a new addition to the SAVA economy brand, to cater for the cash-strapped consumer.

And that's not all. The commercial market can expect to see the release of our new KMAX S Endurance+ tyre, a product that has been especially designed and developed solely for South African conditions. We are particularly proud of the KMAX S Endurance+ and view it as a way to meet our customers' needs who expect durability. The new construction and casing of the KMAX S Endurance+ will elevate performance plus mileage.

Adding new, niche items to our product line remains of utmost importance and is something that hopefully, our customers will appreciate.

What do you believe are some of Goodyear's strengths?

There are many I could mention, including the strength and innovation of our R&D Division and of course, our brand.

Goodyear further strives to remain visible in the mind of the consumer through the company's active social media channels as well as its presence in motor racing.

Locally, our ability to service the OTR market is a definite strength, as is our long track record in this country, 75 years to be exact.

Recently, we were also named Top Employer, an accolade we are particularly proud of, in that a company needs to meet certain criteria to qualify for this award, courtesy of its ability to attract, retain and motivate its associates.

But, our biggest strength, in my view,

is our dynamic team here in South Africa. Together, we are striving to become more customer-centric than ever before, making sure that we not only conduct business with our customers, but also add value to their operations.

How have Goodyear and its retail customers been weathering the COVID-19 storm?

At a plant level, we were compelled to find new ways of operating to keep our people safe. This was difficult, but we came up with a pre-scanning process for people before entering through our gates. We also embarked on a massive communication campaign with our associates and their communities, alerting them to the symptoms of the disease and urging them to stay home should they experience any of the symptoms. Re-establishing our operations in January of this year took a great deal of investment and time to carry out COVID test for all our employees, but as a responsible employer, we were determined to put in the work.

Did some of your staff fall ill with COVID-19?

Yes, we had some cases, but we were quick to react to them and to implement contact tracing. Luckily, the plant has been free from infections in the last two months.

What about your retail operations? How have they been impacted by the pandemic?

Strict protocols were put in place by way of sanitisers, masks and the like, which we, the manufacturing partner provided, together with education material for the stores, such as stores, outlining the various protocols.

Currently, we are in the throes of visiting our retail customers to ensure these measures are being implemented and adhered to.

Have you noticed a change in behaviour on the part of the customer in the pandemic era?

In the beginning of the outbreak, consumers were nervous to enter our stores, but with time, their concerns seem to have lessened. The only major difference I've observed is that now, they either sit in the waiting room with their masks on, or wait outside.

On that note, I feel I need to pay a huge compliment to South Africans, as a people.



We are visiting our retail customers to ensure that all Covid-19 protocols are being implemented and adhered to.



Customers in South Africa have always been cost-conscious and this has not changed.

They seem to understand the severity of the situation and are masking up when entering stores in general, without any resistance.

What about buying habits? Have these changed at all owing to the pandemic?

Customers in this country have always been cost-conscious and this has not changed. With consumer spending now more limited than before, we are finding that the purchasing decision period has been extended, for up to two weeks, in some cases. Before, the consumer would decide on a purchase in a day or two, whereas now, they are visiting stores for the best offers and doing extensive research online before making a purchase.

In addition, they are focusing more on value-added services, such as tyre insurance and product guarantees.

Thankfully, for the most part, they do not appear to be compromising on important aspects such as safety, performance and mileage. Also, it would seem consumers continue to understand the value of a reputable brand and the technology that the brand carries, which is why we are seeing growth, particularly in the premium segment.

How would you define your vision for Goodyear SA?

While we are operating in a volatile environment, thankfully, we are part of a strong global organisation that recognises that as global players, we are evolving into the 'Mobility' era, in a bid to make life

connections easier. This is not only about the product, but also about our services and our values as a company.

As such, we are striving to create a better future for our shareholders, customers and associates, through our technologies that can have a significant impact on CO2 emissions, safety and driving performance.

As the world slowly begins to up, we hope to enable people to take those long overdue upcoming trips, particularly here in South Africa, which has so much to offer.

My message to my team is: work hard, live your dream! This is the only way we will be able to differentiate ourselves from our competitors. Everyone is talking about becoming customer-centric, but in the end, it's all about the execution.

We must seize on the opportunities the industry has to offer and familiarise ourselves with our many exciting technologies so that these can effectively be passed down to our customers. If they win, we win!

VALUE MAX & ARCTIC

As a service driven multi brand retailer, TrenTyre is now supporting customers with an extended product lineup on Retreads to meet Customers' requirements, Arctic (Premium) and Value Max (Budget) , the extended product lineup will improve their total cost of ownership and CPK.

"Furthermore, TrenTyre offers end to end solutions for Fleet customers, and by providing the required levels of compliance in B-BBEE, we are now in the position to offer our customers a 135% procurement recognition benefit, following the recently attained B-BBEE Level 1 Contributor Status," stated Charl White, TrenTyre Operations Manager.

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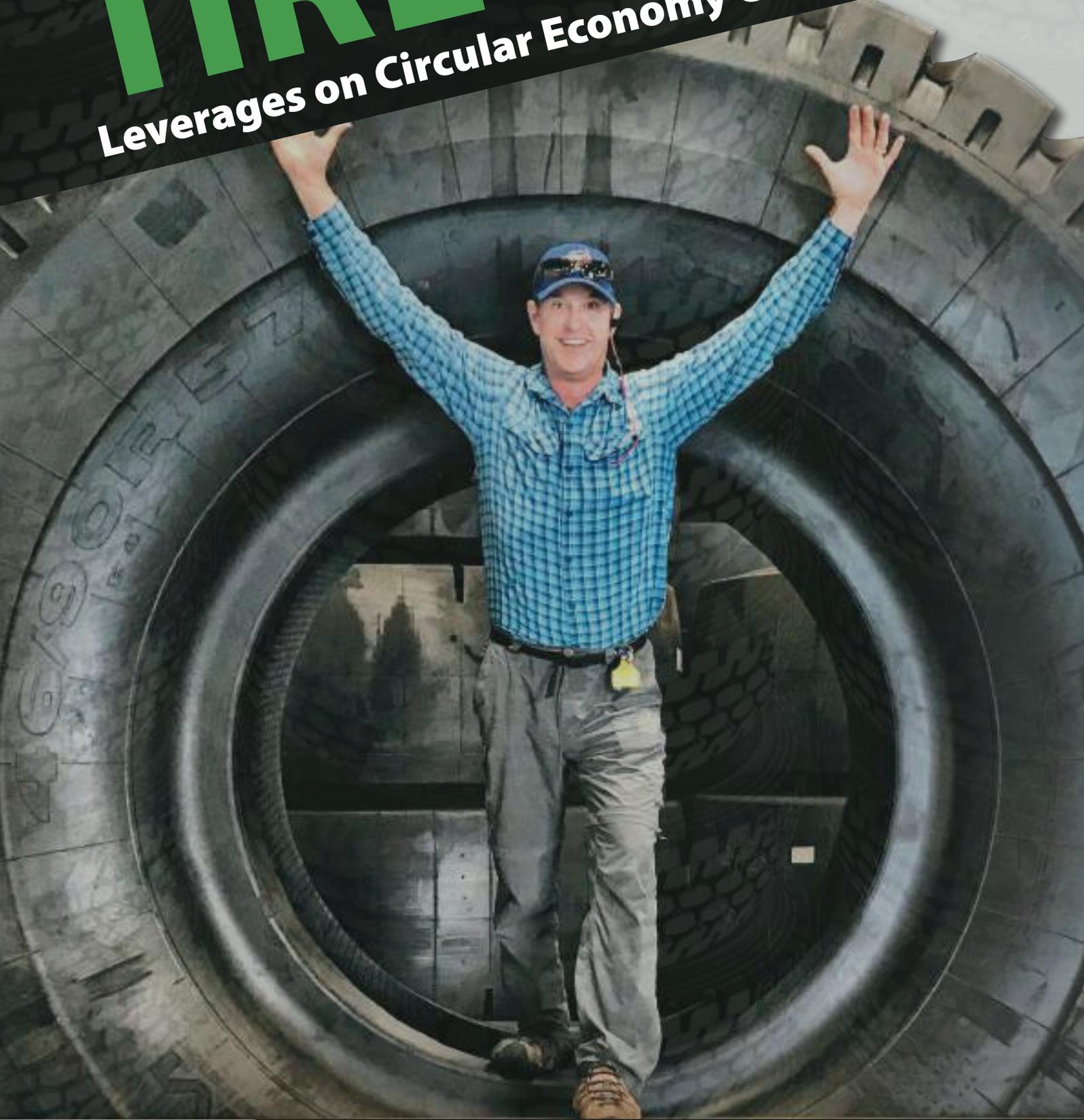
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Leverages on Circular Economy Credentials



One thing which has led us to look to the future of retreading with increased optimism in recent times, is the degree to which an increasing number of actors within the industry are beginning to see the importance that retreading plays in the Circular Economy. A shining example of this is the Santa Fe Springs, California based casing dealer, TireCore International, who recently scooped the Recircle Award for the Best Casing and Tyre Disposal Services Provider, beating several prominent European casing dealers in the process. We spoke to owner, Garry Drisdelle about his business and his philosophy.

Recircle 2021
AWARDS
TireCore - WINNER Best Casing and Tyre Disposal Services Provider

TireCore, established in Huntington Beach, California in 2005 with what Drisdelle calls “one man, one van and one plan”, has an interesting back story in that Garry is a Canadian who ran a successful business founded by his father in that part of the world under the name of Total Casing Services before establishing the current business in California.

At that time Drisdelle was looking to expand imports from Asia and Australasia, and felt it was more feasible to do that from the West Coast. “We were following the procurement trail,” explains Drisdelle, “but we got during a period when the sale of Chinese new tyres was picking up in the US. They were very turbulent times. In the end we decided to put the initial procurement plans on hold and established the system that TireCore is known for, namely domestic procurement of truck tyre casings for the retreading industry, powering domestic plants with domestic products, and adding value to local trucking dealers and small independent vendors.”

TireCore has since become a leader in both the supply of both high-quality domestic casings and imported casings. The company has also expanded its procurement and sales force to accommodate a growing international demand for its services in addition to managing tyre casing programmes for tyre manufacturers and municipal fleets. The company currently handles over 95,000 units annually.

TireCore’s current location at Santa Fe Springs is located close to the port of Long Beach as well as to

the Los Angeles Freeway system, making it handily placed for both international and domestic shipments.

On their company website TireCore places a heavy focus on the company’s role in the Circular Economy. We asked Drisdelle to outline his business philosophy and the importance of the Circular Economy in the way TireCore does business.

“We have always followed a “Never buried never burned” philosophy, diverting tyres from landfill towards retreading,” he says. “The Circular Economy has showed that we can use 85% of the materials of a truck tyre and reuse it in its current state again and again and put an end to diversion to landfill. We’re contributing heavily to that. Let’s use tyres as often as we can until they are repurposed.”

Drisdelle is nothing if not innovative in the area of business ideas and is constantly on the lookout for new business ideas. One of these ideas is the TireCore Superior Consulting Program, which was developed last year.

Leveraging the company’s 44 years of experience in the tyre casing sector, the TireCore Superior Consulting Program is a two-tier management consulting programme focusing on how to grow your business and your profit, how to handle scrap efficiently and effectively, and what to do with that scrap, using TireCore’s proven step-by-step programme.

Says Drisdelle; “The programme has been built on a system that has effectively been operational for decades. The programme is two-tiered in that it is aimed on the one hand at high level management involved in the manufacturing portion of a truck tyre dealers business, whilst the second tier is targeted at smaller tyre handlers in various sectors who want to contribute to enterprise and develop their own business.”

In terms of the future, Drisdelle is ambitious about what TireCore can bring to the retreading sector internationally. “It’s a big world,” he says, “so we see great potential to bring value with a passion to many dealers, many fleets, and many operations to develop small businesses. Overall, we want to see more things done the TireCore way globally as far as procurement goes. Above all, though, we aim to be better stewards of the industry, helping repurpose more for the betterment of the environment.”

*Story courtesy of Retreading Business**



supa quick

ON AGGRESSIVE EXPANSION PROGRAMME

POTENTIAL FRANCHISEES WELCOME TO ENQUIRE

Supa Quick – one of the country’s leading fitment retailers – is embarking on an aggressive expansion programme, in a bid to broaden its already sizeable footprint.

10 new stores will be unveiled during the course of 2021, with plans for further expansion in 2022.

“With business radically changing in the era of the pandemic, we need to be where the action is,” stated Morne Dreyer, Franchise Director for the Supa Quick retail group.

Supa Quick management is currently busy meeting with property developers to identify key trading areas that will continue to position Supa Quick as top of mind to the consumer.

“We enjoy the largest footprint of all the retail chains, and we are aiming to maintain this advantage,” added Dreyer.

He went on to say that the Supa Quick retail chain of stores is affiliated with Bridgestone – one of the largest tyre manufacturer in the world – and is therefore able to provide a wide range of services and product offerings, including the Tyre Damage Guarantee on the Firestone and Bridgestone tyre brands.

Moreover, the company enjoys an exclusive partnership with eBucks, whereby customers can spend their eBucks vouchers at any Supa Quick nationally or earn 200 eBucks when they go into a Supa Quick for a free safety check.

Plus, Supa Quick has established a Centralised Billing system to automate their national fleet business.

Benefits to the franchisee

Existing franchisees have access to an unparalleled support structure

that includes a dedicated Brand Manager, Property Manager, Business Development Manager, Area Managers and Regional Operations Managers. This, according to Yolandi Grundeling, Brand Manager for Supa Quick.

“We offer online, in-store technical and classroom training to all our franchisees, existing and new. Earlier this year, we also implemented a growth plan, to assist our franchisees’ in growing their businesses. What’s more, we provide negotiated and preferential pricing which also includes a rebate structure.

In terms of advertising and marketing support, Grundeling claimed that support provided to their franchisees

remains unequalled in the marketplace, with national retail campaigns in key sell-out periods, product display material from preferred suppliers, as well as an established online web presence through supaquick.co.za and its social media channels.

In addition, free marketing design services are available to franchisees seeking to drive local area marketing together with tactical SMS campaigns.

“In the third quarter of 2021, we will also be launching a Marketing Franchise System which offers our franchisees a central brand store, digital asset library, quotes on demand service and artwork creation studio,” explained Grundeling.



Potential Franchisees looking to join this dynamic retail group are invited to contact Mahlatse Manyane on 076 241 0620 or mahlatse.manyane@bridgestone.co.za

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GOODYEAR SOUTH AFRICA opens New Tech Training Centre



On April 8, 2021 Goodyear South Africa opened a new technical training centre based at their plant in Kariega (Uitenhage.)

The training centre is called the Ukukhula Training Centre and will support employees in developing an in depth understanding of the various technical elements of the company's manufacturing processes. This is to further provide space to equip our teams with relevant knowledge and reinforcing plant optimization as the way employees work.

"The name of the centre means to progress or grow into something better or stronger and it could not have been more befitting, as it speaks to the purpose and vision of our people strategy, while echoing the company's journey of building capabilities amongst its employees," said Piotr Czyzyk, Goodyear South Africa Managing Director.

The new centre also supports the Simunye Training Centre which was opened last year and had proven very successful in delivering the company's training and development goals.

The two new training centres are an investment for the future sustainability of the Goodyear South Africa Kariega based manufacturing facility and also for the ongoing development of its employees.

"Investment to our manufacturing facility and also in our human capital, are key factors in propelling the Goodyear South Africa plant to new heights," concluded Czyzyk.

The Goodyear logo, featuring the word "GOODYEAR" in a bold, yellow, sans-serif font with a stylized winged foot symbol integrated into the letter "Y". The logo is set against a dark blue background.

CONTINENTAL is committed to sustainable business worldwide

With its annual Energy & Environment Days, Continental encourages mindful awareness of environmental topics at its Tires production sites worldwide. Continental aims to achieve 100 percent carbon-neutrality along its entire value chain by 2050. Solar plants already make a significant contribution to electricity production at Continentals tyre plants today.

HANOVER, Germany, 7 June 2021 – Setting an example, promoting ecological courage and drawing attention to the numerous environmental problems – since the first United Nations World Environment Summit in Stockholm in 1972, June 5 of each year has been the official World Environment Day. The international day of action is intended as a reminder that humanity itself holds the key to preserving the diversity and stability of the environment.

In order to sensitise its employees to the responsible use of resources in their daily lives, Continental has been encouraging mindful awareness of environmental topics at all tyre locations worldwide since 2013 with its annual Energy & Environment Days (EE Days). The internal initiative focuses on energy efficiency, water conservation, and the efficient use of natural resources to prevent waste. “We understand sustainable business as our responsibility and are convinced that the contribution of each individual is important to enable Continental to be the most progressive tyre company in terms of environmental and social responsibility by 2030,” explains Claus Petschick, Head of Sustainability of the Tires business area at Continental. He adds: “The Energy & Environment Days

are an important internal platform for us to highlight and honour our strategic initiatives, achievements, and the personal contribution we make to achieving our environmental goals locally.”

The Energy & Environment Days of Continental’s Tires business are dedicated to a specific focus topic each year. The aim is to encourage the commitment and knowledge of employees as well as to highlight the importance of environmental protection. In 2021, the EE Days will be held under the motto “Heating, Ventilation, Air, Conditioning & Electricity.” In this way, Continental aims to highlight the various options for energy-efficient heating and cooling and to draw attention to the effects of climate change. By focusing on environmentally relevant topics such as energy and water consumption, CO2 emissions, waste reduction, and increasing the recycling rate, the EE Days support important areas of the premium tyre manufacturer’s comprehensive sustainability strategy.

Continental aims to achieve 100 percent carbon-neutrality along its entire value chain by latest 2050. As a result of years of hard work, today Continental already consumes 55 percent less water and 17 percent less energy than the industry average per metric ton of tyres produced. By 2030, the aim is to achieve savings of an additional 20 percent in each case. Solar plants make a significant contribution to electricity production for tyre plants. The Tires business area is already an industry leader in the efficient and sustainable use of water and energy. For example, Continental has been operating photovoltaic systems

at its plants in Gqeberha (formerly Port Elizabeth, South Africa), Camacari (Brazil), Hanover (Germany), and Modipuram (India) for several years. In 2014, the tyre plant in Hefei (China) was also equipped with a solar plant with a capacity of 6.1 megawatts and expanded to 13.9 megawatts in June 2020.

Around 13 million kilowatt hours of green electricity can thus be generated here annually. This corresponds to a reduction in carbon emissions of 12,000 tons per year. Solar panels were also installed at the tyre plant in Rayong, Thailand, in February 2021 on two plant buildings, a parking garage and a water retention pond, with a total area of 27,400 square metres and a total output of 4.2 megawatts. Since then, carbon emissions there have been reduced by 319 tons. The individual Continental sites are thus already making a decisive contribution to fulfilling the climate protection strategy, which aims to operate in a carbon-neutral manner across the entire value chain.

2022: Continental’s zero-emission mobility business worldwide completely carbon-neutral

With the “Carbon Neutral for Emission Free Vehicles” program, Continental will also make its global business for emission-free cars, buses, trains and other vehicles climate-neutral from 2022. The neutralization of CO2 emissions will be achieved in the first step by generating equal amounts of so-called negative emissions.

To this end, all emissions generated in the sourcing and supply of raw materials or materials, in the company’s own production, and in recycling at the end of life will be neutralised to the same extent.



TIGER WHEEL & TYRE are turning up the heat this winter

In an unconventional twist, Tiger Wheel & Tyre are adding a little flavour to your drive this winter with a free ALVA gas stove to the value of R450 when you buy any four Continental tyres that are 15 inch or larger.

"We're always looking at ways to add value to our product and service offerings, and with load shedding being such a frequent occurrence lately, we thought that we'd add a little sense of convenience to our customers busy schedules by giving them something useful and apt as a simple gesture of appreciation", said Farishta Singh – Group Marketing Executive at TiAuto Investments.

Additionally, this promotional campaign highlights Continental tyres in all its glory by celebrating the brand as it marks an incredibly important milestone. As a leading tyre manufacturer, Continental have spent decades testing, innovating and revolutionizing the tyre industry.

Continuing, "Continental tyres are amongst our best sellers and this year as they commemorate 150 years in the business, we thought it would be a great time to spotlight what makes them such a trusted and popular brand globally."

From tyres that are expertly engineered to provide comfort, handling and safety in all driving conditions; to quality, performance and affordability that you're looking for – Tiger Wheel & Tyre have you covered, on the road and at home!

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MICHELIN TYRE SA partners with Soweto Motorbike School

Michelin Tyre Company South Africa is proud to announce its partnership with the Soweto Motorbike School, a skills development initiative based at Rand Stadium in Johannesburg. The partnership is part of a concerted drive from Michelin to support the South African national government's economic reform response of youth unemployment.

Michelin built the school a full and secure motorbike track that incorporates the various terrains possible in urban traffic networks such as steep climbs, descents, and flat stretches. The specifications were modelled after the K53 training manual gazetted by the Department of Transport.

"We are very proud to be partners with the Soweto Motorbike School. It is an institution for motorbike lovers in South Africa and it has left an indelible mark in the lives of many young people in Johannesburg and beyond. The impact of youth unemployment in our country has been devastating, and the need for companies like Michelin to make a meaningful difference has never been more urgent," said Marcus Baffoe-Bonnie, MD of Michelin South Africa.

The Soweto Motorbike School was established in 2008 by motorbike enthusiast, Alfred Matamela, as a means of engaging youth. Over time, the initiative has grown into a training academy that centres skills development for employment creation. On average 64, people are trained monthly, and to date, the academy has trained more than 3000 riders.

The rise of last mile delivery services for food and parcels has put



motorcycles in the spotlight due to their convenience, increasing their population on the roads. This has increased safety concerns due to the increased volume of traffic and through training, these concerns are effectively mitigated.

"This partnership is important for Michelin in South Africa and across the world as it speaks to our commitment to contributing to the sustainable development of our communities. We believe that more young people will be trained, and that the skills they will receive will help them find jobs and build businesses to support their livelihoods," he concluded.

POINT S Celebrates its 50th Birthday

Point S, the world leader in tyres and car maintenance, celebrates 50 successful years in 2021. Despite the global health crisis that has left no-one unaffected, the Group continues to strengthen its support of its members and its dedication to its clients. A look back over the past 50 years.

Before 1971 the market for tyres, car accessories and even repairs was very different to what it is now. Back then, if someone needed to change their tyres their choices were limited to what the local garage could offer. This was not ideal. But things changed when 50 French independent garage owners got together and decided to work collectively in order to provide the best service, the best choice and the best price to their customers. This was the birth of Point S and the philosophy that still holds true today.

Growing steadily, Point S took its first international steps in 1989, to begin with by partnering with a German network, followed quickly by other national networks and then, in 2012, moving outside Europe to both South Africa and the United States.

Now, after 50 successful years, Point S is in 46 different countries, on 4 continents and with more than 5,600 Points of Sale. After having conquered the US, South Africa and, of course, Europe, the company has also seen strong growth in Asia, notably in China, where the brand launched in 2019.

Even the current COVID pandemic has not halted the growth of the network. Just last year, 200 new Points of Sale, from all across the World, joined the Point S network. And on top of these new members, the company has also opened up new markets in Ukraine, Senegal and

Cameroon.

The good news for Point S and its members is that, even during these difficult and trying times that we are all going through together, the global consolidated turnover for the group remained stable in 2020, compared to 2019, at more than €3.5 billion.

This is largely thanks to the growth in activity of its North American and Asian networks that have generally offset the market demand decline in the European markets.

The Group wants to celebrate this important milestone, first of all with its members, by launching the 5th Annual International Challenge, an incentive which rewards their loyalty to Point S's supplier policy for passenger and heavy goods tyres.

The Group is also very keen to support the purchasing power of its network, particularly in Europe, a region of the world more strongly impacted by the pandemic context, and the international Head Quarters of the brand has sent each of its members a cheque book of vouchers valid for orders from its equipment and accessories partner suppliers (not just for tyres but also for spare parts, lubricants and other vehicle equipment). This operation represents support for the purchasing power for the members to the tune of several million Euros.

Nor has the Group forgotten to celebrate its anniversary with its customers and have launched promotional plans in each market where they are present on the theme of the brand's 50 years. But the Group has also gone one step further and is also running a major European campaign linked to the forthcoming UEFA European Championship.



Fabien Bouquet, International CEO of Point S, adds,

“Our international news for this year, the 50th anniversary of our brand, promises to be rich in new developments, marketing and commercial activities to support our members and customers during this particularly complex time and in the context of the COVID pandemic that we are experiencing. Our independence, a guarantee of our flexibility and responsiveness, has enabled us to adapt quickly to the current crisis. It means that we have been able to work on the changing scenarios of our market, which are sure to accelerate in the years to come. The growth and innovation opportunities of our network remain significant for the coming decades, bearing in mind our primary mission of supporting the profitability of our members”.

ABOUT POINT S

Created in 1971, Point S is the world leader in tyres and car maintenance. Point S by the strength of its brand, offers a strong brand platform of 50 years of history and a retail concept that has been rolled out on 4 continents.

With more than 5 600 Points of Sale, the company is present in 46 countries across the globe and employs over 23 000 people. The Group sells over 20 million tyres per year and has a consolidated retail turnover of more than €3.5 Billion.



Point of Sale, Olympia, WA, USA.



Point of Sale, Hong Kong.

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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.

2030 Emissions Targets: How can companies get there?

Panelists shared their strategies for how companies can begin to tackle 2030 emissions targets at this year's Michelin Movin'On Conference.

Most major companies and corporations, including the Michelin Group, have set net-zero-emissions targets aimed for 2050. A pledge like this means companies want to decrease their carbon footprint, by using fewer fossil fuels or reducing their CO2 emissions, for example.

While these commitments point to a promising future, it takes time for companies to change processes and invent and implement new technology to achieve "net-zero emissions." So, what will it take for them to get there? A panel at this year's Michelin Movin'On Conference tackled the subject in a session called, "Getting to 2030 targets – A climate roadmap to net zero."

"It's all about taking concrete issues and concrete actions and putting together the expertise and different businesses at all levels—whether in the public or private sector," said Michelin CEO Florent Menegaux, one of the four panelists at



the 2021 conference's inaugural session. "Everyone is concerned about making mobility cleaner and more accessible."

Moderated by CNBC journalist and event emcee Asha Sumpth, the panel consisted of experts from both the private and public sector, including: Menegaux; Julie Sweet, CEO, Accenture, a multi-national consulting and processing company; Jeffrey Sachs, president of the UN Sustainable Development Solutions Network, UN SDG Advocate and director of the Center for Sustainable Development at Columbia University; and

Rodolphe Saadé, chairman and CEO, Groupe CMA CGM, a French container transportation and shipping company.

Status Update: Meeting 2030 Emissions Targets

A company's 2030 emissions targets can give us a sense of how they're moving to a net-zero emissions future, said Sachs. These targets are a good mid-point for measuring what a company has done in a decade and how far they have to go to reach their 2050 goals.

Extreme E: Continental draws positive interim conclusion on tyre development

Extreme acceleration, high torque and speeds – the first stage of Extreme E in Saudi Arabia has kept its promises to event organizers and fans worldwide. Continental also draws a positive interim conclusion from a tyre perspective on the performance of the exclusively developed CrossContact Extreme E, and

publishes a brief documentation on the partnership.

The racing series is regarded as the biggest challenge ever faced by tyres in motor sports. "It normally takes us two to three years to develop the perfect tyre for a specific application with its own requirements. In the

case of Extreme E, we only had about half the time available. In fact the vehicle was only available as a prototype because it was still in development itself," says Catarina Silva, Team Lead Product Management Summer, 4x4 and Van Products at Continental Tires.

Electric racing cars: extreme load on the tyres The "ODYSSEY 21" racing car is an

electrically powered racing SUV, producing 550 hp (410 kW), and weighing 1.78 tons, which professional racers constantly push to the performance limit. This means unprecedented load on the tyres in motor racing. "There were fundamentally three major challenges in the development, in addition to the tight time constraints: The weight is high in comparison to other racing cars. A Formula E vehicle weighs only about half of this in comparison. At the same time, the torque is extraordinarily strong, as is generally the case with electric drives. The combination of these two factors results in an enormous load on the tyres,"

Silva explains. "In addition, during development we had to take into account that the CrossContact Extreme E would work on the different surfaces of the racing venues – from the special requirements of the desert to the rainforest in the Amazon." In terms of tyres, the main difference between the electric drive and a conventional combustion engine is energy efficiency. When it comes to converting the motor's energy into traction, the efficiency of a combustion engine is limited. In theory, there is no limit for an electric motor. After thorough testing, the developers opted for the CrossContact SUV tyres as the basis and adapted the design to the challenges of Extreme E. For this purpose, Continental has modified the tread, adapted the rubber compound and strengthened its robustness. Since the tyre must deliver the same performance on all surfaces under all weather conditions, the developers tested the CrossContact Extreme E extensively on various test tracks and different surfaces. "The development period was very tight. However, we have succeeded in completing many processes in parallel that would normally take place in classic succession. The entire development process was a great experience for the whole team," says Silva. "We tested the tyre extensively before delivery. Nevertheless, there was a high level of tension within the entire crew before the first race. We are very satisfied with the performance."

Continental and Extreme E also share values off the track Extreme E first approached Continental in the fall of 2018 in search of an experienced tyre developer and strategic partner. The organizers also launched Extreme E to raise awareness among motorsport fans about the impact of climate change: "We were quick to recognize that the organizers' vision fits in very well with our corporate philosophy," says Philipp von Hirschheydt, Head of Business Unit Replacement Tires EMEA. "As a company, we are pursuing ambitious sustainability goals. But the focus should not only be on what we do ourselves. We also want to help create awareness in society about the challenges." The same applies to diversity: "Many years ago, Continental set up numerous projects and programs to offer all genders in the company equal opportunities and give them the same visibility," explains von Hirschheydt. "Accordingly, it is very important to us to ensure that each Extreme E driver team comprises one female and one male driver, both of whom spend an equal amount of time at the steering wheel."



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PIRELLI launch the Cinturato All-Season SF2

Pirelli recently introduced a new tyre in a virtual launch from their headquarters in Milan. The Pirelli Cinturato All Season SF2.

The All Season SF2 presents 50 per cent improved

mileage and Pirelli believe the tyre provides outstanding drive performance across all four seasons road conditions.

Whilst the tread pattern effectively helps to lower rolling resistance and is a strong contender for being the quietest tyre in its class.

SAVA introduce latest new advanced All-Weather pattern

Goodyear's Sava Brand has launched a new All Season tyre covering fitments from 14 up to 18 inches which is designed for versatile ride performance in a number of road conditions. The Sava All Weather pattern features a similar shaped tread design to the Goodyear All Weather tyre and features a range of technologies designed to further enhance tread life and fuel economy.

The tyre also achieves even more reliable control in snowbound conditions through a combination of wave shaped and straight longitudinal edges that run diagonally in multiple directions to increase the tyres 'snow-biting' capabilities.



GOODYEAR extends its port handling tyre range with the new EV-4R

Goodyear Europe has announced the arrival of a new tyre for its Port applications range – the EV-4M Port Handler which will effectively improve tread wear and increase overall driving efficiency.

The Goodyear EV-4M Port Handler joins the company's extensive range of port handling tyres providing tailor-made solutions for container handlers, reach stackers, straddle carriers and shuttle sprinter carriers. The tyre also incorporates an updated radial construction for an even softer ride, improved tread wear, tougher durability, improved casing, oversized high strength bead bundle plus enhanced wedge and sidewall inserts for impressive stability when working in high conditions.



New light commercial tyre for Europe from KUMHO

Kumho has introduced a new van and light commercial tyre into the European market sector – the Kumho PorTran 4S CX11. This latest addition to the Kumho range combines the strength of the Solus 4S HA32 all season passenger car pattern with its existing winter specification van tyre – the Winter PorTran CW1. Therefore ensuring safe, secure driving performance and outstanding braking capabilities.

The new PorTran 4S CX11 range will initially incorporate 15 size options for 15 up to 17 inch rims and cover the most popular vans and LCV's operating on European roads.



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New City Bus Flagship tyre from **BRIDGESTONE**

Bridgestone Europe has recently introduced a new flagship tyre into their City Bus segment – the U-AP 002 which succeeds the current U-AP 001 pattern. The U-AP 002 has been specifically designed to lower fuel consumption and exhaust emissions in congested urban areas through decreased rolling resistance.

The Bridgestone U-AP 002 is a new age tyre that meets all the current developments in electric vehicle technologies and diversified power-trains and guarantees to enhance the sustainability and ongoing efficiency of city buses.



GOODYEAR and **DE KLOK** reach agreement over parallel imports

Goodyear Europe have reached an agreement with Netherlands based tyre distributor De Klok Banden, to control the leading wholesalers working with parallel imports (also known as the 'grey market'). This is another important step by Goodyear to effectively control imports to the European Union from external markets.



New ground-breaking forklift pattern from **TRELLEBORG WHEEL SYSTEMS**

Scandinavian based Trelleborg Wheel Systems has introduced its next generation of its versatile forklift tyre range with the all new XP800 pattern. A company spokesperson says, "Our very latest forklift tyre ensures outstanding performance for all medium intensity material handling applications."

A new improved Wheel Loader tyre from **YOKOHAMA**

Yokohama Off-Highway Tires has recently introduced an all new pneumatic solid tyre for wheel loaders – the Galaxy LHD 510 SDS which presents improved levels of performance, traction and longer life.

As a Severe Duty Solid (SDS) product the Galaxy LHD 510 has been specifically produced for extreme applications and working conditions such as in waste management working , metal scrap yards and other environments including recycling centre activities.

Also alongside a special compound formulation the tyre's solid construction ensures a high load-carrying

capacity and puncture , chipping, chunking and heat build up protection to effectively reduce wear. Whilst sidewall apertures ease fatigue on hard and uneven surfaces.

PRICE INCREASE:

At the same time the company has recently announced further price increases for its brands in Europe which will take effect immediately and see prices for Alliance and Galaxy tyres rise by approximately five per cent. These price increases have been fuelled by rising costs of raw materials by as much as 30 per cent and freight rates.



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Latest **MAXXIS** **RANGE** of **TYRES** deliver impressive results in some 2020 tests

Winter Tyre Tests

The brand-new Premitra Snow WP6 most recently excelled in the 2020 ADAC Winter Tyre Test, where it was rated 'Highly Recommended', with supporting comments indicating it is a "very balanced tyre, top grade on dry roads, top marks for noise, good on snow and ice...".

The 2020 Auto Bild Winter Tyre Test confirmed this, showing that the Premitra Snow WP6 performed particularly well in snow braking, snow slalom, wet cornering, wet braking and aquaplaning resistance.

The Premitra Snow WP6 is the latest winter tyre from Maxxis. Offering a full-silica compound which excels in winter climates, this affordable tyre has been proven in tyre tests as a safe addition to many vehicles this winter.

All-Season Tyre Test

The also-new Premitra All-Season AP3 was tested in the 2020 SportAuto All-Season Tyre Test, achieving the best results for aquaplaning both along and across, the best result for subjective wet handling and for dry braking, and proving itself as one of the quietest all-season tyres on the test.

Achieving an impressive 4thplace with premium tyres taking the places above, the Premitra All-Season AP3 is the perfect, affordable solution for drivers looking to get from A to B, all-year-round, whatever the weather.

Summer Tyre Tests

Maxxis' high-performance summer tyre,

the Premitra 5, has achieved particularly impressive results in the summer tyre tests of 2020. Winning the 2020 ACE Mid-Range tyre test thanks to an incredible performance in all areas, as well as being the most affordable mid-range tyre within the test, the Premitra 5 is turning heads.

Pitched against the premiums in the 2020 Auto Zeitung Summer Tyre Test, the Premitra 5 achieved 4thplace, again nestled in with the premium competitors such as Continental, Bridgestone and Michelin, outperforming every other tyre in the test in dry safety and handling. Likewise, in the 2020 ADAC SUV Summer Tyre Test, this impressive tyre tied with the Pirelli Cinturato P7 for joint-third place.

In the 2020 Tyre Reviews Ultimate Summer Tyre Test, the Premitra 5 was the only tyre in the test to achieve the best score in three elements of the test, after demonstrating top performance in subjective dry handling, subjective wet handling and quantitative wet handling, also achieving 2nd place for resistance to aquaplaning. This tyre, available in over 60 sizes, is the perfect choice for many drivers.

Ultra-High-Performance Summer Tyre Tests

The Victra Sport 5 is the ultra-high-performance summer tyre from Maxxis; designed to offer the very best in grip for the most enthusiastic drivers.

Like the Premitra 5, the Victra Sport 5 has continued to prove itself against premium competitors in test after test. In the 2020

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

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

Tyres to rival the premium alternatives

Maxxis car tyres are continuing to prove themselves even when compared to the market-leading premium tyres. Maintaining their low prices, Maxxis tyres remain an excellent choice for dealers and drivers worldwide.

Whether you are looking for a summer tyre, an all-season tyre or a winter tyre, the intelligently-designed Maxxis range offers the very best performance at an affordable price.



Valued at \$64.6 billion in 2021, global demand for fleet (light vehicle, truck and bus) tyres will grow year-on-year at a rate of 8.7% to \$97.8 billion in 2026.

This data from the new Smithers study – The Future of Fleet Tyres to 2026 – highlights the importance of fleet tyre contracts moving forward, as the tyre industry looks to recover from the radical drop in demand for passenger vehicle tyres in 2020. Fleet tyre applications will also provide a vital forum for manufacturers to introduce innovative value-adding smart tyre concepts, and extend their profitability via complimentary fleet management software and service contracts.

The impact of COVID-19 was greatest in consumer tyres. In contrast haulage became an essential service, supplemented by a pool of new smaller urban delivery vehicles for the e-commerce segment. In 2021, total fleet tyre use will be 413 million units – up from 398.2 million in 2020. Recovering the volumes seen in 2019 will not happen before 2023, however.

Future growth will be concentrated in light commercial fleet tyres, as trucking and mass-transit represent mature markets. The former will account for 64.5% of incremental growth over the next 5 years, as total consumption worldwide is forecast to approach 634 million units in 2026.

In the immediate response to the pandemic, there was a hiatus of investment in new mobility formats. Smithers' analysis finds that the business case for these remains strong, and some fleet operators have used the COVID disruption to revise their business strategy. The market for connected, autonomous, shared and electric (CASE) transport in fleet operations is a major strategic growth topic. These will lay the foundation for the larger shifts in mobility that will define the evolution of transportation and tyres through 2040.

R&D priorities for tyres include meeting fuel-efficiency goals via lower rolling resistance models; especially for electric vehicles as charging infrastructure and range remain limited. Intelligent tyres will also be a key enabler of the new era of mobility. For fleet users these can offer immediate gains via full-time and fleet-wide optimised tire pressure. Smart tyres with sensors that communicate tyre pressure or replacement needs are easier to justify to fleets where the initial investment will be realised more quickly across the multiple vehicles via increased uptime and less maintenance.

As this happens, there will be deeper participation of vehicle OEMs – such as Ford, Daimler, Volvo and Tesla – in fleet services. The recent announcement of General Motors' BrightDrop EV ecosystem concept highlights how business fleet

operations and management can be transformed with direct implications for tyre design, management and replacement sales. In the longer term, this will foster a transition towards a tyres-as-a-service business model.

From a regional perspective, Europe is the largest fleet tyre market. It has large passenger car/light vehicle fleets, and will be the second fastest growing region through to 2026. Asia-Pacific, led by China, will lead the world in growth with robust fundamentals for its tyre market and a trend to expansion in fleet penetration and management services. North America is the third largest region; it will still see a compelling compound annual growth rate (CAGR) 8.3%, by volume, over the Smithers forecast period.

Published today, The Future of Fleet Tyres to 2026 provides comprehensive data and qualitative analysis on this lucrative and fast-developing sector. Market data and forecasts by value and volume are provided for all fleet tyres by tyre type across six world regions, and 14 leading national markets. This is combined with a specific focus on the new business opportunities that are emerging for tyre manufacturers and distributors to extend their service offerings.

This definitive business strategy guide is available to purchase now priced \$6,500 (€5,250, £4,750).

GOODYEAR completes acquisition of COOPER TIRE

The Goodyear Tire & Rubber Company today announced that it has completed its acquisition of Cooper Tire & Rubber Company, finalising the merger agreement made public on February 22.

The combination unites two tyre companies with complementary product portfolios, services and capabilities to create a stronger U.S.-based leader in the global tyre industry, Goodyear says.

"We are excited to officially bring Goodyear and Cooper together and unite our shared focus on customers, innovation and high-quality products and solutions. This combination strengthens Goodyear's ability to serve more consumers globally and provides increased scale to support greater investments in new mobility and fleet solutions," said Richard J. Kramer, Goodyear chairman, chief executive officer and president.

According to Goodyear, the merging of the two companies is expected to:

- **Strengthen Goodyear's position in the global tyre industry:** The acquisition is expected to further strengthen Goodyear's leading position in the U.S., while significantly growing its position in other North American markets. In China, the combination nearly doubles Goodyear's presence and increases the number of relationships with local automakers, while creating broader distribution for Cooper replacement tires through Goodyear's network of 2,500 branded retail stores.
- **Combine two complementary brand portfolios with an offering across the value spectrum:** The combined company will have the opportunity to leverage the strength of Goodyear original equipment and premium replacement tyres, along with the mid-tier power of the Cooper brand, which has particular strength in the light truck and SUV segments, Goodyear says.
- **Synergies and tax benefits:** Goodyear expects to achieve approximately \$165 million in run-rate cost synergies within two years. The majority of the cost synergies will be related to overlapping corporate functions and realizing operating efficiencies, according to the Akron, Ohio-based tiremaker. In addition, the combination is expected to generate net present value of \$450 million or more by utilizing Goodyear's available



U.S. tax attributes. These tax attributes are expected to reduce the company's cash tax payments, positioning it to generate additional free cash flow. The expected cost synergies do not include manufacturing-related savings.

- **Earnings and balance sheet:** The acquisition is expected to be accretive to earnings per share within the first full year following closing, modestly improves Goodyear's balance sheet position and enhances the company's ability to de-lever, according to Goodyear.
- **Create value from manufacturing and distribution:** Opportunities for expansion of select Cooper facilities are expected to increase capital efficiency and flexibility, Goodyear says. Additional revenue growth opportunities are expected to result from the addition of the Cooper brand to Goodyear's global distribution network.
- **Increase scale to support investments in new mobility and fleet solutions:** The combined company will offer tire products and a broad selection of services through Goodyear's relationships with traditional and emerging OE manufacturers; autonomous driving system developers; new and established fleet operators; and other mobility platforms, the company says.

With complementary business models, organizational structures and distribution channels, Goodyear says it will integrate "the best of Goodyear and Cooper in order to benefit its shareholders, customers, consumers and employees." As a result of the closing, Cooper's common stock will cease to be traded on the New York Stock Exchange.

TYREXPO ASIA 2021 on course for November

As the world continuously moves closer to returning to opening up for business once more, following COVID 19 thanks to a global vaccination programme, Tarsus Group, organisers of the forthcoming Tyrexpo Asia 2021 Show have announced that this long anticipated event is 'still' on track to take place at the Marina Bay Sands Expo & Convention Centre in Singapore between the 17th and 19th November this year.

Throughout the pandemic, Tarsus has been working diligently to ensure the show will

go ahead – whilst rival automotive shows have already rescheduled until 2022. Alwin Seow, Event Director for Tarsus says, "Despite many challenging developments along the way, we have remained confident and determined that the show will go ahead.

"Over the course of the last couple of months Tarsus has been working closely with the local authorities on the safety framework of staging Tyrexpo Asia 2021 within agreed safety measures including a revised socially distanced stand layout and exhibition area and other stipulations to

ensure the event can safely take place on schedule. More information will be released once approved.

"The exhibition venue team and our official stand contractor, together with our committed list of exhibitors have been exceptionally helpful and we have every reason to expect that Tyrexpo Asia 2021 will go ahead as planned."

Exhibitor and visitor registration remains open on the Tyrexpo Asia 2021 website (www.tyrexpoasia.com) and the Tarsus international sales team are ready and waiting to help with any show enquiries.



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ST 520

SP 581

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