

Southern Africa

# TRENDS

FOCUS ON WASTE TYRES

Vol 23 • September 2017

*Bandag SA licence renewed*

*Scrap tyre piles mounting – Where to from here?*

*Trentyre launches Fleet First – A first in SA*

*Goodyear 'A True Test of Tyre' to air on DSTV*

*Tandem Tyres – Project Rhino gains momentum*





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**Distribution** Media Support  
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## A note from the editor



30 years ago when I first joined the industry, scrap tyres was the buzzword. What to do with them, how to dispose of them responsibly, how to create tangible recycling solutions that would lead to job creation and so on. It would appear little has changed. Three decades later we find ourselves in the midst of controversy and uncertainty once again as we await judgement

from the Western Cape High Court on the future of Redisa and their only official government approved plan to date. In the meantime, scrap tyre piles are growing at landfills, precisely what we were striving to avoid. So where to from here? Our feature story poses this very question as we examine alternative solutions should the Redisa plan, as we know it, fail to be reinstated.

SANCOs SATRUCO Waste Tyre Management Plan, currently the only viable alternative we could find, is explained in some detail in our lead story by Chairman of SANCOs newly established Investment Group SIG Chairman, Hugh Mtshali. But whether this latest plan – which promises to address a number of issues – will be gazetted remains to be seen. From what we were able to uncover, intrigue and tension is rife behind the scenes of this highly contentious topic, with various parties secretly punting their own individual agendas ahead of reaching a uniform recycling solution. Both industry and government appear to be in a state of limbo as to the way forward. We will continue to monitor the situation as it continues to unfold by way of regular updates, digitally on [www.satreads.com](http://www.satreads.com) and in print.

Waste tyre issues aside, this has been a busy quarter characterised by a number of new developments and product releases. For one, the announcement that Bandag SAs licence agreement had been extended was met with shock and disbelief with this unexpected turn of events providing the backdrop to our One-on-One Interview with Bandag SA in this issue. More on this on page 9.

Another exciting innovation was the launch of Trentyre’s Fleet First service offering to the commercial segment. A first in South Africa, this new mobile fleet of service vehicles promises to revolutionise the manner in which roadside breakdowns are attended to in this country. Read all about it on page 31.

All this and much more in this our Spring issue.....happy reading.

*Liana*

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	MOUNTING DIAGNOSIS MATCH-MOUNTING	BALANCING		

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# SHOCK ANNOUNCEMENT

## – BANDAG SA SECURES LICENSING AGREEMENT FOR ANOTHER 15 YEARS

### ONE-ON-ONE WITH BANDAG SA



In what is being described as an unprecedented development, Bridgestone Corporation has granted Bandag Southern Africa a renewal of its licensing agreement for the next 17 years, given that the present has another two years to run . The global US-based retreading brand Bandag, was acquired by the Bridgestone

Corporation in Dec 2006. This was a worldwide arrangement which at the time excluded the Southern African region that had already been granted a Licencing Agreement by Bandag, effective to Nov 2019. The announcement in June 2017 that Bandag SA would continue to be included to the global deal came as a shock to many

in the industry, not least of all to Bandag SA. The local retreader had been preparing for a future beyond the Bandag brand by establishing a formidable network of loyal dealers over the years who had pledged loyalty to the company irrespective of

brand affiliation, and other initiatives of brand independence.

We caught up with CEO John Laskarides and MD Laurent Colrat to get the lowdown.



Front Left to Right: Mr. Laurent Colrat (MD), Mr. John Laskarides (CEO), Mr. Jonathan David (Manufacturing Director)

**Suffice to say you were not expecting your licence to be renewed. What do you believe prompted this move on the part of Bridgestone Corp?**

For several years now we had been identifying and exploring other avenues of business in preparation for what we believed would be the cessation of our licensing agreement with Bandag. Our main criterion over the last few years has been to ensure that we did not lose the support of even one of our loyal dealers, something we have managed to achieve despite a lot of noise from our competitors, I might add.

From our perspective, our company has been building and promoting the Bandag brand and its core values for over 50 years and we are delighted that our association has been further strengthened. In South Africa, but also globally, retreading per-se faces a very real existentialist threat. General threats are various but two stand out prominently – a) the advent of Cheap New Tyres (of which Chinese tyres are predominant but certainly not the only) and b) the general strategy for New Tyre Companies to own their own Retreading Operation (having absorbed the retreader to varying degrees of success), reverting to their own core business, that being one of a New Tyre Seller, first and a retreader second. Essentially despite lots of marketing attached to the “cradle to grave” concept, so prevalent some 10 years ago, at the end of the day, New Tyre Companies and Retreaders remain separate entities, with a different Service Offering and with a different approach to Marketing. End

users (the Fleet Industry) look to the Retreader to provide independent advice.

From Bandag’s perspective (both globally and locally), in our National Fleet Programme, in which all the blue-chip fleets figure, the Fleet Industry has a very real need to be given ‘Independent Advice’, especially in cases where the Retreader is a subsidiary of a New Tyre Company. Indeed we at Bandag SA, along with our dealers, have developed such an independent Service Offering for years and, where the Fleet has a direct New Tyre deal already present, we respect the wishes of the Client and still provide that independent advice - in so doing, the Fleet incurs a lower Cost of Ownership for his tyre related expenses.

**How did you go about securing the support and loyalty of your network of dealers over the last few years?**

Our relationship with our dealers is paramount to our business which is why we take their requirements and concerns very seriously. We recognise that they operate in a highly competitive environment.

Given the price sensitive nature of the market and going against all traditional thinking, we took heed of their calls for a product that could effectively compete in the C market when we introduced the Axia brand to our range of products. Incidentally, this budget brand now accounts for a substantial part of our total turnover which is reflective of the tight market in which we operate and is part of our dual strategy – to primarily promote premium treads but also provide

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budget solutions, thereby enabling our dealer to be competitive in all market segments.

We realised that in the interests of sustainability and longevity, we would need to provide our customers with a complete package, from quality retreads, on-site servicing, on the road breakdowns, tyre management information, fleet and retreading technical support and even new tyres. In short, we had to become 'more than just rubber'.

Servicing the needs of national fleets across the country is equally important to us, so much so that Bandag has added tyre technicians onto our employee roll wherever the fleet customer depot is large enough to demand it. Furthermore, we attend to more than 1 000 breakdowns a month via our network of tyre professionals. Our National Fleet Programme has grown in double digits over the last five years and is continuing to gain momentum. This last month we were awarded a considerable portion of the AB InBev (formerly SAB) business. In addition to this, Bandag SA was also awarded the Coca-Cola Beverages Africa tender, both of which we are exceptionally proud of.

Plant investment to the tune of R50 million over the last four years in new products and equipment that enables us to mix and develop different compounds, has been a big drive for the company in recent years. That we were prepared to invest during this period of uncertainty was further testament to both our dealer network and end users who deal with us directly that we would support them no matter what. What was really appreciated, is that our dealers and also our fleet customers reciprocated in the same way.

**How many BTS franchises do you have?**

With 19 factories and 34 BTS centres across the country we have the largest distribution network of any South African player, as some of our dealers also own multiple outlets.

**You mentioned that you were now also providing new tyres?**

Retreading remains our core business, however, wherever and whenever our fleet customers stipulate, we are now also in the position to supply them with new tyres. In all cases, this will be on the direct need of the Fleet

**Speaking of product are there any new releases in the pipeline?**

We have pledged to continue developing new innovative treads that are application specific, and the coming years will be no exception. This being amplified by the extension of our global technological licence agreement with Bridgestone Bandag.

Moreover, in line with international trends which are steering away from a

*“We have pledged to continue developing new innovative treads that are application specific, and the coming years will be no exception.”*





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# TANDEM TYRES

## GIVING PROJECT RHINO HORNS



A dehorning intervention by Project Rhino

### Rhino Poaching persists at an alarming rate

within South Africa and in particular within the KZN game parks. This fact together with an ingrained affinity for conservation, compelled **Tandem Tyres** to find a way to get involved in order to combat the senseless and inhumane massacre of South Africa's national treasures. The result has been to align with **Project Rhino**, which was formed in 2011 to unite the conservation community against rhino poaching. **Project Rhino** has been recognised by both the Mail &

Guardian newspaper and the Game Rangers Association of Africa as a leader in the fight against rhino poaching.

Now in its 7th year, **Project Rhino**, continues to bring together organisations like **Tandem Tyres** who have a common vision and goal. That goal is "a world where both White and Black Rhinos are once again flourishing in not only KZN, but throughout Southern Africa; forever free and safe from the disastrous effects of poaching."

Some **5 key projects** and programmes have been identified to spearhead this

strategic intent namely:

- DEHORNING INITIATIVE
- RANGER & RESERVE SUPPORT
- THE ZULULAND ANTI-POACHING WING (ZAP-WING)
- COMMUNITY ENGAGEMENT
- FUNDRAISING, PUBLIC AWARENESS & ACCOUNTABILITY

However, it costs an enormous amount to keep initiatives like ZAP-Wing air support and the K9 tracker dog unit in the field. This is where **Tandem Tyres**, has been able to assist.

Through the support of our loyal customers, **Tandem Tyres** has been able to donate a cheque of **R150 000** to **Project Rhino** in support of its various programmes.

**Tandem Tyres** felt compelled to act and have committed to donating for every Rhino tyre sold in South Africa. The funds raised will go towards better equipping our game rangers, along with fitting their vehicles with the tyres needed for the rugged terrain in the fight against poaching.

This cheque represents the first of many, so a huge thank you to our **Tandem Tyre** customers and your support of our **Rhino Tyre** brand. With your continued assistance, together with **Project Rhino**, we can all play our part in protecting our Rhino and staving off the overall, bigger environmental crises facing South Africa and its neighbours.





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# RHINO TYRES



pure mileage wear-out performance indicator to one of a tyre that can deliver reduced rolling resistance thereby optimising fuel efficiency, we are working on a fuel-efficient tread which requires mixing at specific temperatures (hence the investment in our production facility we discussed earlier on). The South African market is not quite ready for this next step but when the time comes we will be ready.

These types of innovations are key, not only as a way of staying ahead of the pack but in order to provide our loyal franchisees with new age solutions to market in a very competitive industry.

**Aside from a complete product line-up and a sound dealer network which we've talked about what else do you believe differentiates you from your competitors?**

That we have no specific affiliation to any particular new tyre brand means that we can provide the transporter with valuable unbiased feedback on the best tyre brand for their operation/application.

For example, all scrapping is meticulously documented and entered in our locally developed software. With about 460 000 scrap tyres currently recorded on our database, they provide a wealth of information with respect to brand performance, failures, retreadability and so on. This is the type of information we can confidently pass on to our customer base and our neutrality means that they can trust our advice.

We pride ourselves on tyre management information & as one of our differentiators, over the years we have developed internally a fleet centric software that provides insights and allows us to recommend tyre saving actions to our customers.

**In parting, what is your message to your customer base and the industry at large?**

Simply this: 'We are extremely grateful for the support we received from our dealers and fleet customers and that we were prepared to invest in the face of massive uncertainty over the last few years is attestation that Bandag SA is well placed to service the needs of its customers. We are here to stay.'



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## WASTE TYRES IN THE SPOTLIGHT

# CONCERNS MOUNT OVER GROWING SCRAP TYRE PILES

Following the provisional liquidation order granted to environmental affairs minister Edna Molewa against Redisa for allegedly contravening the Waste Tyre Regulations and National Environmental Management Waste Act, the question of waste tyre disposal is once again in the spotlight.

It is believed the minister applied for liquidation after becoming aware of Redisa's announcement that it would be renegeing on its collection responsibilities due to a lack of funds as a result of the new tax levy. The announcement shook both industry and government, giving rise to speculation that Redisa were possibly mismanaging and channeling funds.

The situation escalated further with Redisa and its directors successfully applying to the Cape High Court on June 1 'to safeguard the operations and assets' of the company. The court case was heard and we await judgment. In the meanwhile the industry continues to contribute a monthly levy towards waste disposal to Treasury as per legislation introduced in February. But without an official alternative Waste Tyre Management Plan officially in place this current state of limbo has raised much debate as to the way forward begging the question 'where to from here' should the Redisa plan not be reinstated.

In the interim, piles of scrap tyres abandoned at landfills are growing at an alarming rate. With the collection of scrap tyres temporarily in the hands of Liquidation company Sanek by appointment of the High

Court judge, a long-term solution is urgently needed particularly with the five-year term of the current Waste Management Plan (Redisa's) officially expiring in November. We went in search for alternative solutions. To the best of our knowledge only one plan is currently under review.

Enter the SATRUCO Waste Tyre Management Plan, spearheaded by SANCO's newly established Investment Group (SIG) Pty Ltd under the auspices of Chairman Hugh Mtshali whose appointment became official on 27 May 2016. Established 23 years ago, the non-political organisation SANCO (South African National Civic Organisation) has been the movement representing ordinary people where they live to access the services available in different government departments and other parastatals. With its members numbering in excess of 10 million, SANCO works as a co-information centre and communication medium between its members and government whilst also ensuring that members receive services promised by government in their respective communities.

SIG (SANCO's Investment Group) formed in September 2016 is now planning to go a step further, using and harnessing various industrial structures such as waste tyre management, to benefit a wide range of communities.

Following the issuing of a Section 28 Notice by the minister on March 31 asking for a Waste Tyre Management Plan, SANCO submitted the structured organisation (SATRUCO) for this cause. In conjunction with the services of its newly formed management company, SATRUCO has presented a Waste Tyre Management Plan that is said to be broad-based

“SATRUCO has presented a Waste Tyre Management Plan that is said to be broad-based and based upon a strong civic background thereby delivering towards the organisation's mission to empower and uplift its members through tangible job creation.”

and based upon a strong civic background thereby delivering towards the organisation's mission to empower and uplift its members through tangible job creation.

The plan, which is a direct response to regulation 6 (3) of the Waste Tyre Regulations published in the government gazette no. 31901 of February 2009, and the subsequent amendments of the Waste Tyre Regulations 2009, allegedly focuses on the management of environmental processes (tyres), the co-ordination of multi-disciplinary community projects, legal compliance and international standards.

To achieve its aims SATRUCO is proposing a number of key operational objectives. These

include: Representatives at tyre dealers; broad-based involvement across all spectrums of the plan; BBBEE scorecard requirement of 51% to become a contractor to the SATRUCO plan; recyclers to be incentivized to develop BBBEE with subsidies being linked to their community development, training, performance and so on; black-owned community based pre-processing operations; black owned transfer sites for temporary storage; communities that are trained in recycling, safety and health aspects.

Further to this, the SATRUCO plan proposes industry participation via a Waste Tyre Management Council (WTMC) that includes polluters, DEA and Treasury participation, transparent accounting systems, total job creating exceeding 11 000, pre-processing of scrap tyres at community based operations, funding for the development of new black owned recycling operations, recycling training and that the administration cost is reduced from the existing Redisa plan.

Moreover, the plan proposes that tyre storage be kept to a minimal with only nine transfer sites being envisaged across the country. It further stipulates that in accordance with regulation 7 (3), all mutilating and sorting of tyres take place at the source with assistance from their newly appointed tyre representatives.

The mutilation of tyres on store premises remains a contentious issue. Many dealers claim they simply do not have the financial resources or manpower to mutilate scraps on their premises but in the interests of minimising the number of unroadworthy part-worn tyres that are circulating in the market, the SATRUCO plan in conjunction with Road Safety, remains steadfast on this point.

Says Hugh Mtshali Chairman SIG: "The mutilation of tyres that have exceeded their road safety use is a critical element to the SATRUCO process if we are to safeguard the safety of unsuspecting motorists who often buy these discarded tyres for economic reasons."

The SATRUCO plan outlines the establishment of 35 pre-processing operations (potential sites have already been identified) with a potential of creating a total of 620 jobs from which mutilated tyres would be sent on to steel reclaimers in various areas of operation such as pyrolysis, crumbing for local use or export. The plan would encompass tyre across all industry segments with the implementation of a five-year roll out plan: Year 1 - 40% of waste tyres arising; Year 2 - 50%; Year 3 - 70%; Year 4 - 90%; Year 5 - 100%, with SATRUCO assisting in a vast range of operations, from administration, transportation, tyre dealer representatives; recyclers and pre-processing operations to transfer sites and waste tyre collectors.

According to SATRUCO notice of its plan was given in newspapers in April. This was followed by a 30-day compliance period during which some 465 plans were distributed to tyre industry, transporters, depots, science and tech, news media and the like.

"We are awaiting publication in the Government Gazette, however this is taking longer than anticipated which is somewhat concerning given that the 20 November deadline is fast approaching," claimed Mtshali.

When asked to provide comment on the stance of the new tyre manufacturers who are continuing to pay their waste tyre disposal levy to Treasury every

*"The mutilation of tyres that have exceeded their road safety use is a critical element to the SATRUCO process if we are to safeguard the safety of unsuspecting motorists who often buy these discarded tyres for economic reasons."*



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month, Ms Nobuzwe Mangcu, managing executive SATMC (South African Tyre Manufacturers Conference) said: “The Government Gazette notice issued by the Minister of Environmental Affairs on the 18th of August makes provision for transitional arrangements should the current plan lapse prior to the finalization of new Tyre Waste Management Plan.

“The Liquidators, in conjunction with the Waste Management Bureau, have been tasked with running the Redisa operation in the interim and we have received feedback that the operation is running efficiently.”

John Laskarides, CEO of the retreading company Bandag Southern Africa added: “We welcome any new initiative given the structural failure of the previous plan. Let us learn from this. We urge that a category of recognition be afforded, within the New Plan, to the Retreading Industry, and more importantly, to processors, be they crumbers or pirolitizers. It remains to be seen whether any new plan will be better for the Processors. We urge the new authorities to be specially cognizant of this lesson.

“I further believe that the retreading segment actively participate, even to the point of a Board appointment for the Retreading Industry. There is a lot of value and solutions that this industry can offer, sadly another lesson learnt from the present plan,” he added.

What is not altogether clear from these communications is whether an alternative Waste Tyre Management Plan may be in the offing. If

“We welcome any new initiative given the structural failure of the previous plan. Let us learn from this.”

– John Laskarides

so, perhaps this might explain the minister’s apparent reluctance to sign off on the SATRUCO plan just yet. Conversely could the old adage of ‘once burnt twice shy’ be the reason for the delay in granting the SATRUCO plan government’s ultimate blessing?

Criticism was levelled by industry at government for its unexpected and apparent haste to approve the REDISA Waste Tyre Management Plan five years ago and so the minister’s cautious approach to this or any new plan for that matter, would hardly be surprising.

That being said our sources say that SANCO is currently hoping to use the sizeable clout it has with government in order to speed up the process and for the plan to be signed off as soon as possible, thereby providing SIG and its affiliates with sufficient time to implement their systems ahead of the 20 November deadline.”

“In the interests of service continuity, meeting our environmental responsibility and addressing much needed job creation, it is important that the plan becomes official as soon as possible,” concluded Mtshali.

***\*Repeated attempts to obtain comment from the Waste Management Bureau for this story failed. Sanek provided the following statement: “The provisional liquidation of Redisa has been opposed, and we are awaiting judgment. The provisional liquidators have been directed by the Western Cape High Court to continue to conduct the business of Redisa as a going concern, which we are presently doing.”***



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**Bandag SA** has evolved from just a retread tyre supplier into a premium and preferred Business Partner to fleet operators across Southern Africa. Our service offering includes but is not limited to the supply of premium retread and new tyres, on-site tyre maintenance, world class tyre management programmes and tools, on-road emergency tyre assistance, and expert technical support.

Cost containment and reduction are major focal points for **Bandag SA**. These are achieved by following rigorous KPI's for evaluation and improvement of its service delivery. **Bandag** KPI's follow best-practices, are clearly defined and most importantly, are measurable.

The announcement of the renewal of its license agreement with Bridgestone **Bandag** is also testimony to the positive impact that **Bandag SA** has made in Southern Africa. With **Bandag's** continued presence in Southern Africa, fleet operators are assured of:

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## A FIRST FOR SOUTH AFRICA – FLEETFIRST MAKES ITS DEBUT

In what is being described as a first in South Africa, TrenTyre is introducing FleetFirst, a tyre management solution offered by Goodyear. FleetFirst is currently taking care of over 200 000 trucks in 28 European countries, helping fleet operators to reduce both downtime and total cost of ownership. FleetFirst has arrived in the South African market for the first time, through TrenTyre.

FleetFirst provides premium quality tyres and service support as well as round-the-clock roadside assistance. This cradle-to-grave approach ensures optimised fuel economy and longer tyre life as well as reduced down-time through the efficient maintenance and roadside assistance that TrenTyre will be able to offer its customers in the commercial segment. Through FleetFirst, which comprises a one-stop service solution, TrenTyre will be able to offer customers a comprehensive range of fleet efficiency services that are built around customer needs, and the versatility to choose between services. In addition to this tyre management solution, it gives fleet customers price security, peace of mind and reduced paperwork.

FleetFirst service comprises TruckForce Mobile Vans network, supported by ServiceLine 24h national roadside assistance as well as the FleetOnlineSolutions. What distinguishes FleetFirst is that its range of services have been developed in direct response to real-time needs of customers, both local and abroad, and entails:

- **TruckForce Mobile Vans**, a premium truck tyre service provision, specialising in the complete lifecycle management of commercial truck tyres. Each location provides trained personnel and the equipment necessary to take care of any tyre-related situation.
- **ServiceLine24h**, TrenTyre's emergency roadside assistance service, operated in a 24/7 call center, uses a unique mapping system and leverages the company's intimate knowledge and understanding of truck tyres, ensuring downtimes are kept to a minimum.
- **Fleet Online Solutions (FOS)**, an internet-based fleet management system with the latest development in tyre maintenance, enabling work to be carried out in locations across South Africa and meeting customers' needs and expectations. Complete with an integrated management reporting suite and key performance indicator tracker, FleetOnlineSolutions is adaptable and can be tailored to the specific needs of our customers.

"In a service industry, such as ours, we need to be sure that our service keeps pace with not only the technological advances being made, but also that we deliver our service in a manner which demonstrates innovation. Market needs are constantly evolving, and in a market where 'customer remains king', TrenTyre has invested in its operations to build distinctive capabilities to attract and retain our client base. We believe that such investments are able to contribute to local economic growth and sustainability in an invaluable way," concluded Stephen Smith, TrenTyre Operations Director.

**Driving fleet efficiency  
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**Introducing FleetFirst.**

A comprehensive range of fleet-efficiency services. Helping you to focus on the road ahead.



## DUNLOP, A WINNING BRAND

Dunlop, long regarded as one of the most iconic and recognisable tyre brands in the world has done it once again, emerging as the winner of the tyres category in the 2017/2018 Ask Afrika Icon Brands Survey. The win comes as the fifth triumph since 2011 and is testimony to the loyalty inherent in the South African market in Dunlop as a brand of choice.

The Ask Afrika Icon Brands Survey sources its data from the Target Group Index (TGI), the largest of its kind in South African with 19 consumer sectors, across 163 product categories. Thousands of brands across hundreds of product categories were included in the initial analysis with only 28 Icon Brands identified for 2017/2018.

Dunlop, which has a strong heritage dating back to over 120 years, has been at the forefront of developing quality products, setting new motorsport milestones, and pioneering ground breaking innovations in vehicle safety and performance.

The company hopes to retain this status through the support of its retailers - Dunlop Zones and independent distributors alike - who continue to act as the custodians of the brand and drive its success in the marketplace.

Maria Petousis, Director of Target Group Index Southern Africa (Pty) Ltd, which runs the Ask Afrika Icon Brands Survey, said an enumerated area



sampling design was employed and the universe includes all communities with more than 8 000 inhabitants over the age of 15. Over 15 000 consumers were surveyed representing over 25 million adult South African consumers.

“South African consumers vote with their hearts and wallets to select their Icon brands. These are brands that have established a durable and timeless relationship with South African consumers, irrespective of background or living standard.

“Icon brands are celebrated as they have mastered the complexities inherent in serving emerging and polarised markets. By doing so, these brands have expanded their horizons and in the process have attracted a broad and diverse consumer base,” said Petousis.

Yvette Govender, Director Marketing and Business Development at Sumitomo Rubber South Africa (Pty) Ltd (SRSA), parent company of the iconic brand, said it was uplifting to have Dunlop - already a world tyre brand icon - reaffirmed as the winner in the 2017/2018 Icon Brands Survey.

“Earning a nation’s trust is not easy. High standards of quality, affordability and availability have clearly combined to endear the Dunlop brand to South Africans. At a time when cash-strapped consumers are showing less commitment to brands, it is indeed inspiring to see that Dunlop has been able to build loyalty with consumers.” said Govender.

## Tiger Wheel & Tyre Celebrates Women with Free Tyre & Road Safety Workshops

On 9 August South Africa will honour women on National Women’s Day, but Tiger Wheel & Tyre is once again celebrating women all month long, during what it calls “Women’s Month”. In honour of the occasion, the company will host free Tyre & Road Safety workshops for women at selected stores countrywide.

The workshops will take place on Saturday, 19 August from 14:00 to 16:00 at 27 stores, which will each accommodate 25 participants. Women who wish to join in should visit the website [www.twt.to](http://www.twt.to) to find their nearest participating Tiger Wheel & Tyre and to sign up and secure their place, which also comes with a loaded goodie bag.

“The workshops will include presentations on key aspects of tyre and



road safety, including how to change a wheel when you have a flat tyre, motor maintenance tips like checking oil and water levels, and similar topics,” explained Joe du Plooy, Group Marketing Executive. “The goal is

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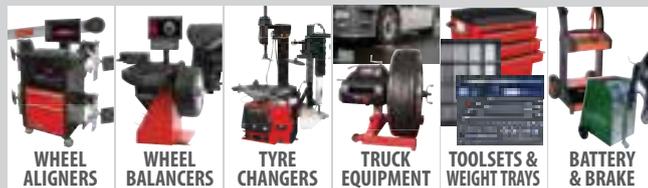
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## "GOODYEAR: A TRUE TEST OF TYRE" ON DSTV

"Goodyear: A true test of tyre" is a TV special developed by TV personality and Motoring Journalist Marius Roberts that is set to air on Ignition TV (DStv 189) during the first half of August.

Marius takes viewers on an exciting journey through the Goodyear Innovation Centre in Luxembourg, followed by some playtime on the track and a visit to the Goodyear Tyre Testing facility in France.

To see for yourself what goes into every single Goodyear tyre, watch the special in one of the time slots below.

YouTube Link: <https://www.youtube.com/watch?v=BvP5JQ6Rtb0&feature=youtu.be>

to empower our valued women customers, so they can take decisive action in situations in which they might otherwise feel vulnerable."

To add maximum value to workshop attendees, as well as to the spectacular goodie bags they'll receive at the event, Tiger Wheel & Tyre has partnered with Beame, Car Service City, The Body Shop, Standard Bank's Ucount Rewards, Discovery, Michelin, and Masterdrive. Michelin will also sponsor 20 off-road driving experiences in Hennops, Gauteng. Details on how to win one of these epic experiences will be included in the goodie bags.

"We had a huge response to and turnout at last year's workshops, and feedback from participants was immensely positive. As a result we've extended the initiative to seven more stores this year. That said, I encourage all women who are interested in attending to go to [www.twt.to](http://www.twt.to) and sign up right now, because seats will go quickly," concluded du Plooy.



## GOODYEAR SPONSORS SPEED STARS



Goodyear South Africa, in partnership with the Volkswagen Driving Academy, is proud to announce its sponsorship of Speed Stars 3. The launch of the TV show took place at the Zwartkops Raceway on 12 August. The day marked the start of a nationwide search for public contestants that will battle for the title of Speed Stars winner along with some of South Africa's favorite celebrities.

"We are delighted to be associated with this innovative campaign. Road safety and driver education forms an important part of the Speed Stars experience, along with the fun and excitement of the show", said Goodyear South Africa's Marketing & Brand Manager, Tracy Maclear.

At the launch event, contestants were given three attempts at navigating a Volkswagen UP, shod with Goodyear EfficientGrip tyres, through the tricky and wet gymkhana course. With only the two fastest times making it through to the next round, the competition was fierce and the times were extremely close.

A massive crowd favorite was the Celebrity Shootout with 5fm's Rob Forbes, rapper Jack Parow and Expresso presenter, Katlego Maboe. The next Celebrity Shootout will see recording artist, Richard Stirton; SA's top chef, Reuben Riffel and talented Maps Maponyane battling it out for a Wild Card slot.

The next opportunity for public contestants to qualify for Speed Stars will be at the South African Motoring Experience (SAMEx) on 2 and 3 September at the Volkswagen Skid Pan area at the Kyalami Grand Prix Circuit.

Speed Stars 3 will be on TV screens from the 7th of October until the 15th of December on Ignition, DSTV 189.

*Up Ready*



*Celebrity Shootout participants, Jack Parrow, Katlego Maboe and Rob Forbes.*



*Up Action*



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## Continental actively committed to Vision Zero

Since early 2016, Continental's Chassis & Safety and Tire divisions have been partnering with the "Stop the Crash" campaign initiated by Global NCAP.

The aim of this collaboration is to raise awareness among political decision-makers, fleet managers, journalists (and ultimately drivers too, of course) of the role driver assistance systems such as ESC, Emergency Brake Assist and motorcycle ABS play in attaining greater safety.

On the tyre front, Continental is simultaneously highlighting the importance of sufficient tread depth and correct tyre pressures, particularly in emerging economies where vehicle equipment levels with advanced accident prevention systems are much lower than in Europe, the USA or Japan, for example. The aim of the campaign led by Global NCAP is to leverage the full potential for greater road safety and fewer fatalities on the roads.

Continental set out to make the idea behind Vision Zero a tangible experience for drivers in Europe and Germany as well. With this in mind, the technology company has entered into a long-term collaboration with Germany's largest automobile association, ADAC, targeting safer driving.

"Tyres are the only point of contact with the road. They have to transfer all the dynamic forces to the road via a footprint roughly the size of a postcard,"

explains Nikolai Setzer, member of the Executive Board of Continental AG responsible for Corporate Purchasing and head of the Tire division.

"In critical situations, it is the level of technology in the tyre that ultimately determines whether the vehicle can stop in time - or stay safely on course when cornering."

Continental's decade-long focus on maximum safety through tyres that offer the shortest braking distances is geared toward Vision Zero in the long term. "Together with our Chassis & Safety division we are aiming to illustrate in concrete terms the contribution that advanced driver assistance systems such as ESC, AEB and motorcycle ABS can make to greater road safety in conjunction with our Continental brand premium tyres with their excellent braking performance - a contribution we strive to drive forward every day," Setzer continues.

From Continental's viewpoint, the simple fact of equipping far more vehicles with the above driver assistance systems, along with the use of premium tyres with adequate tread depth and regular monitoring of tyre pressures to maintain the levels recommended by the vehicle manufacturers, would be a massive help in reaching the ambitious goals for 2020.



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## Goodyear recommended in more than 80% of magazine tyre tests

Over the past 5 years Goodyear has been 'recommended'<sup>1</sup> in over 80% of European magazine tyre tests.

August 2017 – In 208 magazine tyre tests, carried out by 37 reputable European automotive magazines – including ADAC, Auto Bild, Auto Bild Allrad, Auto Zeitung, Auto Express, Gute Fahrt, Auto Moto and ACE/GTÜ – Goodyear tyres have been recommended<sup>1</sup> in more than 80% of their tests in the last 5 years. Goodyear ranked 1st in 43 of these tests.

Every time a new tyre is designed and developed, Goodyear's engineers test it against more than 50 performance criteria before it goes into production. This ensures that each new Goodyear tyre meets the highest demands and ultimately leads to better driving experiences.

"We are very proud to be able to announce this great accomplishment. It highlights once again Goodyear's commitment to continuously deliver stand-out performance when it comes to product excellence and innovation" says Martijn De Jonge, Brand Director Consumer PBU EMEA.

Goodyear South Africa Marketing & Brand Manager, Tracy Maclear added, "Goodyear South Africa manufactures and imports a wide range of premium quality tyres that are being celebrated with

this announcement.

Goodyear tyres deliver performance in the most demanding driving conditions. This is made possible by pioneering innovation for over 100 years with multi award-winning product portfolios."

[1] *\*Based on 208 magazine tests, since 2013, performed by 37 independent European tyre magazines. Taken into account are only tests in which Goodyear has participated in. Further information available under [https://www.goodyear.eu/en\\_gb/consumer/legal-disclaimer-80-claim.html](https://www.goodyear.eu/en_gb/consumer/legal-disclaimer-80-claim.html). The term "recommended" is based on the individual ranking systems of the different magazine publications and is defined as tests in which Goodyear tyres have achieved either ranks between 1 - 3 or a nomination of "very recommendable", "recommendable", "very good", "good", "exemplary" or "satisfying".*

The recommendation refers to the Goodyear consumer brand as a whole and covers Summer, Winter and All Seasons segments.

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

## Continental PremiumContact 6 scoops two internationally renowned design prizes

- Winner of IF Design Award 2017 and red dot design award
- PremiumContact 6 is Continental's new-generation tyre for mid-range and luxury vehicles
- Already setting the benchmark in international tyre tests

Continental's exceptional new PremiumContact 6 tyre for mid-range and luxury-class cars has received two internationally renowned design awards. The juries of both the IF Design Award 2017 and the red dot design award 2017 recognized the latest Continental tyre for its particularly attractive design.

Continental tyre designer Ulrich Behr, who was involved in developing the new PremiumContact 6, said: "We're extremely pleased about both these awards. Your first thought when considering modern tyre design is usually directed at the tread pattern. This is a very important aspect, given that it has to meet the customer's ever-increasing expectations with regards to the safety, handling and comfort characteristics of the tyre.

"But the sidewall design also has an important part to play. Not only does it carry the information that the consumer needs, most of which is required by law, but through its design language it also helps to give the tyre its

own identity, which in turn must align with the family look of the various product lines."

The two design awards are among the world's most prestigious industrial design accolades. They specifically reward design qualities that benefit the end user. In both cases the award winners are selected by a panel of independent international experts.

From the outset, the PremiumContact 6 has also been making positive headlines in terms of its performance characteristics. Among other achievements, it won AutoBild magazine's summer tyre test with the shortest braking distances on wet and dry roads, coming out ahead of 51 competitors.

It was also awarded the title of "Eco-Champion", underlining the balance between the tyre's safety-related characteristics and its environmental performance, reflected in rolling resistance and mileage at the highest technological level.

This was echoed in the seven-way test conducted by Italian magazine Quattroruote. The PremiumContact 6 was credited with best-in-class performance, steering and stability in wet and dry conditions, and overall high grip levels.

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

## Davanti Tyres now distributing into Latin America

Following significant sales growth across Europe, UK based Davanti Tyres have now progressed into the Latin American region after only 4 years since being formed. The Davanti range was developed to sit within the mid to premium tyre market sector at a competitive price level with longevity and safety at the forefront of the product's benefits.

For the second year in succession, Davanti showcased their extensive summer tyre range, at The Latin American & Caribbean Tyre Expo in Mid June 2017 in Panama, which marked the 8th Edition of the event providing exhibitors with direct access to Latin American and Caribbean tyre dealers in a business friendly environment that encouraged long-lasting commercial and personal relationships.

The exhibition was visited by businesses from all over the South American region including Ecuador, Venezuela, Colombia, Peru, Costa Rica, and Mexico and also provided a meeting point for potential customers across the various countries to further discover the excellence of the Davanti Tyre brand and its ranges.

With Davanti Tyres showcasing their extensive summer tyre range, new tyre sales opportunities were created in this key region that resulted in the completion of a deal for tyre distribution into the growing Colombian market.

"We consider this as the most important show in the Latin America region and critical in further developing our distribution network in this part of the world. We went there to showcase our summer tyre range which was well received given the extensiveness of the size range and recent strong results at the TUV Sud proving ground in Papenburg. We are delighted to have secured and signed a deal for immediate Davanti Tyre distribution across Columbia" adds Peter Cross, General Manager for Davanti Tyres.

## Linglong Now Producing 3-D Tire

**Shandong Linglong Tire has teamed up with the Beijing University of Chemical Technology to produce a 3-D printed tire, Tyres & Accessories reports.**

The tire uses thermoplastic polyurethane (TPU) material instead of rubber tread. The material allows for less heat build-up and lower rolling resistance, the tire maker said. The material can also easily be recycled.

The 3-D printing process uses fused deposition modeling to turn the TPU into a tire using a hexagonal, honeycomb-shaped structure.

Linglong anticipates a much lower cost compared to a rubber tire and notes the 3-D printing process eliminates the need for a tire mold, making the process faster. [www.tirereview.com](http://www.tirereview.com)

## Falken Tyres becomes Liverpool FC partner

**Liverpool FC has a new global partner and official tyre partner. Following the end of its arrangement with Maxxis, which began in 2009 and concluded at the end of the 2016/17 season, the club has entered into a multi-year collaboration with Falken Tyre.**

"The partnership will see the two brands work together to create unique experiences for fans and customers alike while opening further growth opportunities in Falken's key global markets," writes Falken Tyre Europe in a statement. "Utilising the world-class appeal of Liverpool FC, and putting the passion of the Club's fans at the heart of the partnership, Falken will create initiatives that bring the Club's fans closer to the action. Falken will also benefit from a range of marketing and promotional rights, including digital and social media support, pitch-side LED branding, stadium branding and access to Liverpool FC's players and legends."

Commenting on the partnership, Billy Hogan, chief commercial officer and managing director at Liverpool Football Club said: "We are proud to partner with Falken and are pleased to welcome them to the LFC family as a global partner. Falken has a great synergy with the club and it shares our values in terms of attitude and performance. We very much look forward to working together on this partnership."

Markus Bögner, chief operating officer of Falken Tyre Europe, added: "We're delighted to partner with a football club as prestigious as Liverpool FC. We both believe in an exciting future and we look forward to working together to reward and recognise our customers, as well as connecting with more fans across all channels, including our trade and retail partners. This partnership marks another milestone of our integrated football strategy. At the core, it is built around the combination of in-stadium branding, quality time and experiences for dealers and simultaneously covering the football TV broadcast for Falken advertising in our key markets throughout Europe."

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