

Southern Africa

TRENDS

Vol 24 • Autumn 2018

FOCUS ON TYRE PRICES

Tyre Prices set to rise

New MD heralds in new era for Goodyear SA

Cooper 'Tyres For Life' competition winners announced

The Tire Cologne to introduce new forums and congresses

Tyrexpo Africa 2018 to showcase in April



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A note from the editor



With the Easter holidays right around the corner and many families preparing for that long trek to the Coast, it is ever more important to ensure that your vehicle is roadworthy and that the condition of your tyres – *the only contact you have to the road* – are in tip-top condition. If you are looking to replace worn tyres, be aware that tyre prices, much like everything else, are going up with all

four local manufacturers expected to raise their prices by April.

In our feature story on page 11 we probe a little deeper into this highly charged issue where we invite key industry personnel to comment on the driving forces behind these increases. Are these price hikes justified? More important, how can the consumer optimize the life of their tyres in these economically difficult times? See what they have to say.

Speaking of key personnel, we also bring you an exclusive interview with the new man at the helm of Goodyear SA, Darren Hayes-Powell. An extensive career within the tyre business, and with Goodyear in particular, sets him in good stead to steer the South African subsidiary into an exciting and promising future on the Continent.

All this plus other stories highlighting new developments and products are featured for your reading pleasure.

With the start of a new year come new beginnings, and for us, the publishers of SA TREADS, these translate into a brand new distribution offering which will now find our readers receiving their own personal supply of the magazine (between 20-40 copies as required). Copies of the magazine will be hand-delivered to both end users and trade alike, thereby ensuring delivery via signed acceptance. We want our readers to know that we have heard your calls for a more reliable delivery service and that we are acting accordingly. Regrettably, we are unable to extend this service beyond the Metropolitan areas at this stage, however our readers stationed in the outlying areas of the country will continue to receive their copy by post. Should you not receive the magazine, irrespective of where you are located, please do let us know.

Please also bear in mind that an electronic version of the publication is available for download on our International Tyre Portal – www.satreads.com.

Either way, you have a range of options available to you to catch up on all the latest happenings and developments in the local and international tyre sectors. The choice is yours.

Liana

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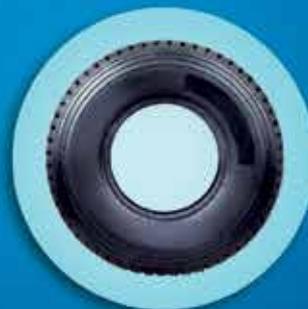
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NEW MD HERALDS IN NEW ERA FOR GOODYEAR SA

ONE-ON-ONE WITH DARREN HAYES-POWELL

After eight years at the helm of local tyre producer Goodyear SA, JJ Wiroth has been succeeded by Englishman Darren Hayes-Powell, a man whose career in the tyre business, and Goodyear in particular, spans a lifetime. In an exclusive Interview with SA TREADS Darren shares his excitement over his new South Africa assignment and outlines the company's goals and vision under his leadership.





The Ribbon Cutting Ceremony to celebrate the Uitenhage plant upgrade took place in December 2017.

Welcome Darren. We believe your appointment became official in November of last year. Have you had time to form an impression of the South African tyre market thus far?

I am impressed by the infra-structure in this country, especially on long-haul routes. Moreover, the South African tyre business is progressive, operating on first world principles. Tyre shops are modern, stylish and inviting and in my opinion, could serve as a benchmark for tyre stores around the world. The commercial market is equally sophisticated with fleet operators displaying a great deal of knowledge and expertise in tyre related matters. This is a welcome platform in which to operate as a premium tyre manufacturer. The more the consumer understands the importance of fitting reputable tyres to their fleets, the less the likelihood of inferior tyres being circulated in the market.

That being said, the notable trend of second-hand tyres being sold into the market is somewhat disturbing. South Africa has a high accident incidence rate and I cannot help but wonder whether sub-standard tyres fitted to vehicles might not be contributing towards this dangerous statistic.

Educating the consumer on the perils of part-worn or inferior tyres is essential, in my view, and cannot happen fast enough if we are to successfully reduce fatalities on our roads.

What are some of your impressions of the South African tyre manufacturing sector thus far?

I believe that South African tyre manufacturing in general is of a high standard with local producers all focusing their efforts on meeting the growing demands of the high-paced vehicle manufacturing sector.

I am obviously biased (chuckles), in that I believe that Goodyear has the edge on a number of fronts. For one, our tyres are specifically designed for South African conditions for the swift dispersion of water in wet weather, efficient low rolling resistance technology and off the road performance.

A hot climate such as this is a particularly taxing environment for compounds and this is another area on which we are heavily concentrating with the introduction of new technologies in our factory in Uitenhage . We are able to custom-make solutions for differing markets. In the Middle East for example, heat and its impact on tyres plays an even bigger role, which is why the company has released a slightly different compound with the KMax Endurance tyre.

My appointment coincided with an exciting development in the South African market with Goodyear SA officially unveiling its upgraded, state-of-the-art Uitenhage manufacturing facility in early December. Goodyear



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has invested close to 1 billion Rand in its eastern Cape facility to improve the plant's high technology consumer tyre production capacity. As we have equipped the plant with the latest technologies and processes, local production capacity has been increased by at least 30%.

This investment will position Goodyear as a leader in meeting the growing demand from vehicle manufacturers and the replacement market for low rolling resistance tyres that promote fuel economy in vehicles together with the latest technology SUV and 4x4 tyres. This is an important investment by Goodyear and is consistent with our strategy to serve the needs of our customers and the company's focus to invest for the future.

The move followed similar investment in Goodyear's new production facilities in China and Mexico with all three plants now sporting the same high-technology equipment aimed at producing premium tyres to a uniform world standard. One indication of this is the capability of our tyres when it comes to wheel balancing /uniformity, a critical factor in today's market, especially with the rise in larger sized tyres.

Is there an example of this individual market strategy evident in SA by way of a specific product?

Yes, very much so. Our new Wrangler® All-Terrain Adventure tyre with Kevlar is a sterling example of what Goodyear is able and willing to produce to suit the needs of individual markets. The tyre has been designed specifically for South Africa with off the road ability and support for pot-hole resistant which is achieved through Kevlar protecting against sidewall damage.

This particular market strategy is in direct contrast with some of the inferior brands being produced elsewhere around the world where manufacturers only have a limited number of compounds and structures to work with, these results can be seen in an increase in sidewall damage and cutting.

What about tyres that are manufactured locally but are destined for export?

Again, the Uitenhage plant will utilise slightly different compounds in the making of tyres that are to be exported in keeping with our quest to provide unique market solutions. The billion Rand investment which was completed last year will enable us to accomplish this, producing tyres that are not only dedicated to first world destinations but to the rest of Sub-Sahara Africa as well. Goodyear views the African continent as an important developing market which is why the company is willing to invest heavily in the region.

Now, we are even more equipped than ever to compete on the global stage thanks to this leading-edge technology.

Cars are becoming more sophisticated, with >=17inch tyres fast becoming the norm so it is vital that we keep abreast of innovations in the Automotive sector in order to compete.

So much so in fact, that Goodyear has now established a presence in Silica Valley. Its strong American roots and reputation in the market now finds auto industries approaching us on the latest in tyre technology. We are working in parallel with them to design and develop new products and innovations.

Impressive! Is Goodyear the only tyre maker based in Silica Valley?

I am not sure if we are the only one but we see self-driving cars and electric vehicles as a new technology development

Are there any new product releases in the pipeline for the southern African market?

Naturally all the innovations and developments coming out of the Silica Valley venture will ultimately reach South Africa.

We are planning a range of new releases towards the end of the year,



“Our new Wrangler® All-Terrain Adventure tyre with Kevlar is a sterling example of what Goodyear is able and willing to produce to suit the needs of individual markets.”

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among them, the launch of the SUV Eagle F1 Asymmetric recently released in Europe. We also plan to introduce new products in the passenger market.

What do you believe are the biggest challenges facing South African tyre producers today?

As a country, and more specifically in our case, as a manufacturing plant, we need to drive efficiencies in order to be able to compete globally. It is an accepted fact that import supplies grow if inefficiencies exist in local production.

In the past, some countries may have been able to get away with inefficiencies at plant level, but this is no longer the case.

Investing in the latest technology together with local capability and our people are pre-requisites to success.

This market presents such exciting opportunities. This, coupled with a great motivated workforce, is what we need to capitalise on in the interests of sustainability and longevity.

And again, as previously mentioned, we need to get the message across to the consumer that when it comes to tyre purchase, 'one size does not fit all'.

How are you hoping to convey this message?

First and foremost, via our distribution networks which constantly need to be emphasising why Goodyear products are value for money in mileage, safety and reliability. We will not compromise on safety and quality so that we deliver the right tyre, at the right place for the right value.

Do you believe this message is being conveyed effectively via the dealer trade or are many outlets still selling on price?

While some retail stores are still relying on undercutting the competition, we are confident that the Goodyear associated dealers are selling on value to ensure the consumer makes the right decision for them.

We hope to drive this message further via dedicated training sessions with key dealers during the course of the year both with respect to the passenger and the commercial segments.

The launch of Trentyre's Fleet First mobile network in August last year, yet another exciting initiative aimed at the commercial market, will also find us working more closely with our commercial customers in this quest to impart knowledge and education.

Regular press coverage on the importance of tyre safety will also remain a key focus.

In your experience, what is the global outlook for tyre manufacture?

A better balance in the marketplace is being predicted with premium tyre makers establishing plants and developments around the world while many factories outside of South Africa are still producing low standard/efficiency factories are closing.

“The market, which is forecasted to expand, has huge possibilities in the near future across the continent.”

This is due to natural economics as those with questionable environmental practices are being penalised alongside opportunistic and irresponsible players in the market.

In light of this what is your primary vision for Goodyear SA?

To have one of the best performing consumer/OTR plants in the country, targeting products that are suitable for South African / Sub - Saharan conditions and via these products, to ensure that

we meet customer requirements.

I am blessed to be working with a great workforce, alongside strong associates, so the goal is to keep aligning our Organisation to that of a customer-centric operation.

Hi-Q is a strong, trusted consumer retail brand for us while Trentyre is delivering innovative service solutions for the commercial sector. We also have an exciting bias tyre coming out later this year geared at underground mining.

In short, we are moving forward in a positive way. The market, which is forecasted to expand, has huge possibilities in the near future across the continent. Goodyear is here to stay and focused on the future.

Darren Hayes-Powell studied to become a Mechanical Engineer but also trained to be an Accountant as a way of positioning himself as an all-rounder in business. Further to this, he decided to bring all the disciplines of management together and went on to complete a Masters in Business Administration (MBA).

He began his career in Goodyear as Finance and IT Director of UK. At the time Goodyear was operating at a loss and Darren was excited by the prospect of turning things around. Having succeeded in this task, he transferred to Asia, initially to support the factory build in Pulandian which he describes as a proud moment in his journey, as this is now one of the best performing plants within the Goodyear organisation. Next, he became Vice President of Finance for Asia and was driving the developing emerging Consumer market and bringing in new equipment to grow OTR production. His most recent role has been to lead the construction of Goodyear's new manufacturing facility in Mexico whilst having dual responsibilities leading the Finance function for Global Goodyear Operations and Technology in his role as Vice President Finance Global Operations.

Darren is equally excited over the new challenges that the southern African market brings as well as the opportunity to work with what he terms a 'great team'.

He is enjoying the sunshine, the people, the food and of course, sampling our great wine.

We wish him every success in his new post.



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TYRE PRICES SET TO RISE

The announcement of a VAT price hike of 1% from 14 to 15% last month was a blow for the South African consumer. Prices for everything except food and energy are expected to grow by 2.4% compared with last year's 1.7%, according to Kiplinger.com, while medical care will go up 2.8% versus 1.6% and all other services will cost 2.8% more compared with 1.8%. Higher inflation means that the Federal Reserve will keep boosting interest rates too. Three more hikes are expected in 2018 which could see central bankers raising rates later this year.

Tyre prices are also expected to rise which is not good news for the hard-pressed consumer. Historically seen as a 'grudge purchase', experts are warning that hard times could find the consumer opting for sub-standard products when replacing tyres which although cheaper, are potentially dangerous.

Said one retailer: "We are seeing a greater number of motorists arriving at our store with tyre failures caused by fitting less reputable, or in some cases, even second-hand tyres to their vehicles. We do everything in our power to explain the dangers of this practice to the customer but are not always successful. Often they simply say that this is all they can afford."

To make matters worse, South Africa's four local tyre producers will all be raising their prices this year.

Said Riaz Haffejee, CEO Sumitomo Rubber SA: “There are several variables that will impact the prices of tyres this year, most notably the cost variabilities in operations. In my opinion, consumers are looking at a CPI related increase across PCR, LTR, SUV and TBR product ranges.

“The timing of planned price increases usually depends on companies’ financial year periods, however there are factors that can result in price increases at other periods of the year. These factors are usually driven by the macro environment that businesses have limited influence over. Unfortunately, one can never guarantee that there will be a single price increase per year,” he said.

Similarly, Bridgestone SA CEO Gavin Young confirmed that Bridgestone SA would be implementing a price increase of between 4%-8% effective April 1st.

He went on to say: “We are not anticipating further increases over the course

“There are several variables that will impact the prices of tyres this year.”

Riaz Haffejee

of 2018, however this depends on prices of raw materials and foreign currency exchange rates being stable.”

According to Young, raw material costs traditionally have the largest impact on tyre prices and these costs have been heavily impacted by exchange rate volatility over the last two years since many of our raw materials are imported. And labour costs are also rising as the industry is unionized and will be awarding staff wage increases of 8% for 2018 and 2019.

With that said, Bridgestone SA remains committed to limiting the impact of tyre price increases for the South African consumer.

Said Young: “We will be implementing a skills development programme with our workforce which we expect will improve productivity. Our employees’ new skills will make them more efficient and productive, allowing us to avoid passing along the full impact of these costs increases to our customers.”



Tips to optimise tyre life: Consider the total solution offered. Support services, foot print and fleet performance tracking is vital to successfully manage a commercial fleet. Each market segment has a specifically targeted and developed product and service offering geared to meet the requirements of each market segment – Bridgestone SA.



He explained that as Bridgestone becomes far more consumer orientated they are engaging with consumers to better understand their requirements and ensure that they offer them the products and services they require. Added to this, the company's manufacturing skills are also being upgraded to improve manufacturing efficiencies whilst simultaneously ensuring that they introduce and competitively make quality tyres that suit the needs of the consumer and the wider market.

Sumitomo Rubber SA confirmed that the company was looking to make its factories leaner and more efficient by investing in equipment that allows a better product range to be introduced into the market.

Similar plant investments have also been made by Goodyear SA and Continental.

All well and good but according to trusted sources from within the distribution trade, the need for local tyre producers to remain efficient in the face of growing import sales in South Africa is becoming gravely concerning to their official distribution networks.

One retailer said that while the local four are still running their factories seven days a week, the need for them to move product against a

depressed market dynamic is compelling them to resort to unorthodox methods to meet their quotas.

The practice of wholesaling has traditionally been frowned upon in our market and yet, according to multiple retailers, the local four are actively engaging with wholesalers to shift units in order to reduce the pressure on the warehouse stock situation.

One went on to say: "Bear in mind that the big four have their own franchise stores across the country. They are the ones who should be receiving the best possible pricing from their manufacturing partners. Instead, the wholesaler is able to sell product to the consumer at a far more competitive rate. Buying product from the wholesaler is often a lot cheaper, even for us, than buying directly from the manufacturer, which is ludicrous."

Another retailer outlined the serious implications of this alleged trend in the market by naming actual franchise stores that have been compelled to close their doors due to wholesalers being able to out price the manufacturers' family stores.

According to several retailers we spoke with, manufacturers are allegedly exerting pressure on their franchise stores to up their purchases and in turn, increase their sales, only for them to constantly be undercut by wholesalers.

Yet another retailer stated that he has drastically cut down on ordering and selling locally produced tyres in favour of imports, which he claimed are not only offered to franchise stores at far better prices from the importers, but are backed by after sales service and support.

"Buying product from the wholesaler is often a lot cheaper, even for us, than buying directly from the manufacturer"





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The sale of imported tyres in the country has overtaken local products, now accounting for well over 60% of annual sales in a relatively short space of time, raising serious questions as to the future of local tyre production, with the local tyre manufacturing sector employing thousands of people. More important, according to the manufacturers, the preservation of the local manufacturing industry is paramount for other reasons as well.

Said Young: “Local manufacturing is the optimum solution to provide tyres specifically designed for our roads, climate and consumer needs.”

Added Haffejee: “The SA tyre manufacturing industry supports global OEMs, resulting in economic growth for our country and increased foreign investor confidence. The ripple effect, although not directly felt by the consumer, indirectly benefits everyone. It also ensures that the technical skills necessary in the industry are enhanced and strengthened.”

As for the alleged lack of support that is being offered to their franchises, it would seem that the manufacturers take on this contentious issue is somewhat different.

Said Young: “We have a close relationship with our Supa Quick

franchisees with our channel business partners based throughout South Africa assisting them in achieving clear business objectives. Moreover, we have been transparent in sharing our business objectives with our partners and in seeking to align what we do with the products, service and support they need from us to compete effectively in the market place.”

Haffejee concurred: “Our network of dealers benefits from the experience we have in the industry and our strong Dunlop brand heritage. What is more we provide them with robust sales and marketing campaigns and are in the forefront when it comes to driving consumers to them through digital and social media platforms.”

While franchise stores largely agreed that support by way of these campaigns was forthcoming on the part of the local four, some argued that driving customers to their doors, while appreciated, was largely being mitigated by their inability to provide them with a competitive price, especially in the current economic climate.

Notwithstanding, while the industry needs to find ways to address these internal pressing issues, the average motorist is still left with that all important burning question: ‘What, if anything, can be done to prolong the life of my tyres?’

According to Haffejee there is no magic fix unfortunately, other than undertaking general tyre maintenance by way of tyre rotation, balancing and wheel alignment checks (intervals of 8-10 000kms). Correct cold inflation pressures as prescribed by the tyre manufacturer should also be adhere to.

In addition, Young cautioned consumers to look beyond the initial price tag.

He said: "Value comes in many shapes and forms: durability, warranties, safety, guarantees, performance and cost per kilometer driven. Once consumers start to take these into account, they can then decipher what brand and products offer the best value, thereby reducing costs."

"Above all, stay away from second hand tyres that could have been damaged, as they are unregulated and unsafe," warned Haffejee.

"Always buy new tyres from reputable brands."

“Stay away from second hand tyres that could have been damaged, as they are unregulated and unsafe.”

Riaz Haffejee



Tips to optimise tyrelife: Regular cold inflation pressure checks should be done to ensure that the tyre is inflated to the correct inflation pressure to carry the load. Tyres should be rotated at every service, depending on the service intervals of between 20-30 thousand kilometres and regular wheel alignment checks should also be done at service intervals – Sumitomo Rubber SA.

Forums and congresses provide additional impulses to The Tire Cologne Show

With THE TIRE COLOGNE, a new trade fair for tires and wheels celebrates its premiere from 29 May to 1 June 2018 in Cologne. The classic exhibition, that's all in the past now. Trade fairs today are events that of course still convince through the quality and the depth of the offering, as well as with perfect basic conditions for the successful business development of customers. At the same time, they make the values, trends and themes that move the respective industry experienceable. Modern trade fairs are a mix of business and emotional events that create additional points of attraction, provide impulses and move markets. THE TIRE COLOGNE is both, a business trade fair and a trend trade fair, with attractive trade congresses, special and other events.

Future Tire Conference

Top experts of the industry present the decisive trends and developments of tomorrow and discuss the chances and challenges of the tire industry. The Future Tire Conference 2018 on 30 and 31 May 2018 in the Congress Centre North of Koelnmesse concentrates on the effects of the digitalisation of tire design, manufacture and delivery, as well as on progress in the material sciences and processing technologies. Global market trends, efficient production facilities and sustainability, as well as the increasing demands of consumers are also on the agenda. The high quality conference is organised by the Crain publishing house, which publishes two of the most important media of the industry with the magazines Tire Business and European Rubber Journal. The publishing house has also organised theme-specific and high quality trade conferences throughout the world for many years. As visitors you have the opportunity here to experience some of the leading international experts live, and to acquire an exclusive advance in knowledge.

Global Retreading Conference

Organised and supported by the European retreader association BIPAVER and Koelnmesse, the international conference for the retreading industry, the Global Retreading Conference, will take place on the first day of THE TIRE COLOGNE. The congress enables a comprehensive look at the decisive trends and developments of the industry, and at the same time offers all participants the chance to meet the most important players of the industry in one place. The thematic spectrum of the conference ranges from market reports through best cases to technological innovations and political basic conditions. No less broadly based is the list of speakers: partner associations and renowned specialists from the Americas,

Europe, India, China and the Southeast Asian region will be on location in Cologne to present participants with a unique global overview of the theme of retreading. An up to date list of lectures and speakers is available at <http://www.thetire-cologne.de/tire/die-messe/events-und-kongresse/Kongresse/Global-Retreading-Conference/Die-Referenten/index.php>

Recycling Forum

At the centre of hall 9, in the middle of the tire remolding, old tire recycling and disposal segment, the Recycling Forum provides a complete overview of the decisive aspects of this thematic complex, which is being realised in cooperation with the two most important industry media ("Retreading Business" and "Tyre & Rubber Recycling"). In addition to current trends, new technologies and trade themes, which will be presented by renowned experts, a large number of products that have been manufactured from recycled tires can be seen in the special area. An impressive exhibition of the recycling industry.

Digital Reality

What impact and what influence does digitalisation have on the tire industry and the tire trade? The fact is that digitalisation affects all industries without exception and means a profound transformation in all walks of life. The digital transformation opens up big chances for more quality of life, new business models and more efficient business economy. And digitalisation has also long since arrived in the tire industry. What digitalisation already means today for all participants of the tire industry, and how it can be used for your business is shown by the Digital Reality theme area in numerous

facets: exhibitors present solutions for successful Internet-based commerce, effective data management in the networked workshop and driving assistance systems, extending to the exciting possibilities of digital sales support. Experts from around the world will present best cases and exclusive insights on the stage.

Tire Fleet Lounge

The TIRE Fleet Lounge, realised by Koelnmesse in cooperation with the Euro Transport Media Verlags- und Veranstaltungs GmbH (ETM, publisher of the magazines FIRMENAUTO, trans aktuell, lastauto omnibus and the internet portals eurotransport.de and firmenauto.de), for the first time offers a forum for this important target group in the context of a tire trade fair, because fleet managers have a pronounced interest in constantly optimising their automotive pool. With this in mind, the tire will in future continue to increase in importance. Costs are a theme here. Downtimes need to be minimised when changing. The least possible roll resistance (and thus wear) should be harmonised with the greatest possible safety. That applies to truck fleets, for example, of forwarding businesses, just as much as for fleets of passenger vehicles, for example, in the company motor pool, in the in some cases gigantic vehicle rental and leasing fleets, or for car sharing. The right advice here is very important. The TIRE Fleet Lounge in hall 7 is specially oriented to the needs of fleet and motor pool managers: interesting lectures, discussion panels and exciting networking opportunities. There will be several theme days on which renowned experts will provide valuable insights and be available for discussions revolving around the themes of passenger vehicles, trucks and buses.

Demos of BRV and wdk on the tyre fitting of utility vehicles

Based on practice, for practice: training measures concerning the optimal mounting of utility vehicle tires will take place on 3 demo vehicles in the context of THE TIRE COLOGNE in hall 8 – a perfect opportunity to learn everything from one source directly from the pros! The German association

for tire commerce and the vulcanising trade (BRV) - the industry sponsor of THE TIRE COLOGNE - and the industry association of the German manufacturers of tires and technical elastomer products (wdk) have joined forces for this campaign – more competence isn't possible! A tractor truck, a city bus and a trailer will be available, the instructors will demonstrate the optimal sequences when changing tires on utility vehicles to all interested parties several times a day.

In addition to the technical theme areas and congresses, trade visitors to THE TIRE COLOGNE are also addressed emotionally: planned are a show car exhibition on the boulevard, an outdoor truck show, various stunt events, as well as an opening ceremony and a big TIRE party for exhibitors and their customers.

Koelnmesse – Global Competence in Digital Media, Entertainment and Mobility:

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, dmexco, gamescom, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs and are being expanded by future-oriented formats like DIGILITY. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

The next events:

Role Play Convention - Europe's biggest role play convention, Cologne
12.05. - 13.05.2018

THE TIRE COLOGNE - EMPOWERING THE ENTIRE BUSINESS, Cologne
29.05. - 01.06.2018

INDICOM - Cologne 03.07. - 04.07.2018



Sumitomo Rubber South Africa acquires 100% OE fitment for Toyota Hilux Black Edition and Fortuner

Sumitomo Rubber South Africa (PTY) LTD (SRSA) is proud to be selected as the sole tyre supplier for the latest Toyota Hilux Black Edition and Toyota Fortuner 18 inch derivatives. This means that SRSA is the only tyre manufacturer that successfully meets Toyota's stringent performance characteristics for this size 265/60R18 110H Grandtrek AT25.

The OE agreement comes after several months of consultation between the two parties which included close liaison amongst their Japanese counterparts to create the best tyre with superior on and off the road performance. The 18 inch tyre is Toyota's highest pickup and SUV tyre specification, now manufactured in South Africa with superb wet grip, low drive noise, comfort, fuel economy and safety features.

The manufacturing in South Africa has been made possible by SRSA's multi-billion-rand investment into their Ladysmith plant. The initial phase of R1.1 billion, which commenced in 2014, focused on the upgrading and modernisation of the plant's capacity, introducing new technology and equipment aimed at increasing manufacturing output of high quality Passenger, Sport Utility Vehicle (SUV) and Light Truck tyres.

The Toyota Hilux and Fortuner have consistently maintained their new car sales top selling position in the pickup and SUV segments in South Africa over the last five years.

"We are proud to be the sole OE supplier for 18 inch derivatives for the Toyota Hilux Black Edition Toyota Fortuner in this competitive industry. The Toyota Hilux Black Edition and Toyota Fortuner can transform seamlessly from a sophisticated urban warrior to a fierce bush conqueror with Dunlop tyres. The tyre combines all three critical benefits of SUV/pick up tyres namely strong side wall, off road and on road performance and better puncture resistance", said Riaz Haffejee, CEO, SRSA.

The OE supply is a welcome addition by Dunlop Dealers as it will have a direct impact on their sales in the replacement market.



The Dunlop 225/70R17C 108/106S Grandtrek AT20, 265/65R17 112S Grandtrek AT25 and the 265/60R18 110H Grandtrek AT25 are the perfect complement for the growing SUV and pickup markets in SA and Africa.

The Dunlop 225/70R17C 108/106S Grandtrek AT20, 265/65R17 112S Grandtrek AT25 and the 265/60R18 110H Grandtrek AT25 will be available at Dunlop Zone and Dunlop Express stores.



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THE COOPER "TYRES FOR LIFE" UNIQUE COMPETITION – WINNERS ANNOUNCED



Cooper Tyres for Life Competition Prize Handover, Tyremart Centurion CBD

Court Schilbach (left), Tyremart Centurion CBD's salesman, Paul Kempenaar (centre) one of the winners of the Tyres for Life Competition, John Atkinson (right) Top Draw Tyres' regional Business Manager - Gauteng

Top Draw Tyres, the sole distributor of Cooper Tyres and Mickey Thompson in Southern Africa, recently hosted prize handovers for their unique competition named "Tyres for Life". The competition was launched as a Cooper year-end campaign as a way to encourage motorists to register their tyres on Cooper TyreLife and to encourage consumers to change their behaviour regarding tyre maintenance. TyreLife is a warranty programme that offers a mileage warranty plus a one-year protection plan.

Five lucky consumers were each awarded with R100 000 worth of tyres and the salesmen that registered consumers' winning entries were awarded a trip to Mozambique.

Competition Winners:

Name: Consumers	Dealership
Petrus Fourie	Tyremart Estoire
Paul Kempenaar	Tyremart Centurion CBD
Gerrit Loubser	Fit It Upington
Colette Fowls	Renata Tyres & Mags
Fanie De Villiers	Champion Wheel & Tyre Stilfontein

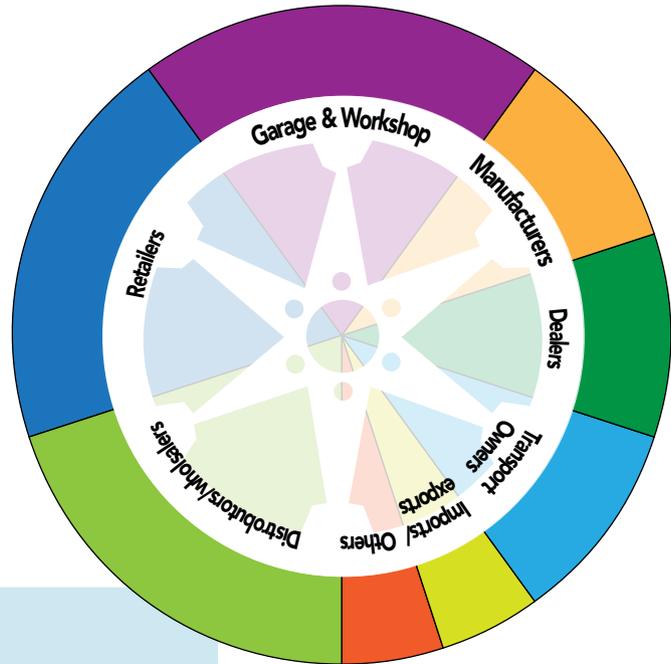
WHO WILL BE AT TYREXPO AFRICA 2018?

With less than one month to go before the Tyrexpo Africa 2018 Show opens in Johannesburg, South Africa in early April. Organisers Singapore based – SingEx confirm that the event is now in its final stages of development and the show will be extensively represented by leading companies in the tyre, tyre repair equipment and tyre accessories as well as the garage sector.

At the moment well over 100 international companies will be exhibiting at the event with a significant number making their debut at the exhibition and among the many established global brands being presented will be:

Nexen – Nankang – Autogreen – Doublestar – Firemax – Gremax – Goodride Roadstone – Salvadori – Wanli and Safemax

At the same time over 1500 registered visitors have been recorded for the three day event from South Africa, Nigeria, Tanzania, Namibia, Mozambique, Ghana, Cameroon, the UK and The Netherlands.



Breaking down the confirmed visitor list reveals that

- 20 per cent will be distributors/wholesalers
- 20 per cent retailers
- 20 per cent garage and workshop
- 10 per cent manufacturers
- 10 per cent dealers
- 10 per cent transport owners
- 5 per cent imports/exporters and 5 per cent others.

For additional information about the show and how you can exhibit or attend the event visit www.tyrexpoafrica.com

GOODYEAR TYRES OE FITMENT FOR NEW BMW 5 SERIES

Goodyear is proud to announce that it has been accredited with a wide range of both Summer and Winter tyres as original equipment fitments for the BMW 5 Series.



The 5 Series drivers can count on the performance of the Goodyear UHP Eagle F1 Asymmetric 3 in the following sizes:

GOODYEAR EAGLE F1 ASYMMETRIC 3

- 275/35R19 100Y XL ROF
- 245/45R18 100Y XL ROF
- 275/40R18 99Y ROF
- 245/40R19 98Y XL ROF
- 225/55R17 97Y ROF
- 245/35R20 95Y XL ROF
- 275/30R20 97Y XL ROF

All Goodyear tyres are * marked to indicate the approval from BMW Group as Original Equipment.

Nick Harley, Goodyear's Managing Director OE Consumer EMEA, said: "We are very pleased to be chosen by the BMW Group with such a wide range of tyres and fitments. Our products deliver an excellent solution for the many different types of 5 Series drivers who are able to enjoy a great driving experience with performance, comfort and safety in all conditions."

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New Tiger Wheel & Tyre Store Gets Unprecedented Welcome in Soweto

A long awaited Tiger Wheel & Tyre store has opened in Soweto, at 10894 Klipspruit Valley Road, Orlando West. The store's opening comes in response to massive demand from Soweto residents, who keenly followed the store's construction and eagerly anticipated the day of its opening. The store is now open and operating under the capable supervision of Store Manager, Sape Mailula, who is ably assisted by a team of highly trained and motivated technical and sales personnel.

"It's thrilling for us to see just how excited motorists are about this new store, and to be welcomed to the neighborhood with such warm hospitality and open arms is a real privilege," said Mailula. "We've had many visitors to the store already and I'd like to extend an open invitation to all vehicle owners to take a few minutes and come visit Tiger Wheel & Tyre Soweto. Even if you may not need our products or services at the moment, but stop in and see what we're all about. So when you do need wheels, tyres, a new automotive battery, wheel alignment or rotation, or even just puncture repair, you'll know what your options are."

Product-wise those options include an extensive selection of tyres, wheels, automotive batteries and select accessories from the world's most trusted brand names. These products can be viewed in the store's impressive showroom. Product fitment, in turn, takes place in the ultra hi-tech fitment centre, which boasts five fitment and two wheel alignment bays that incorporate the very latest and most advanced technology.

Tyre brands include Continental, Yokohama, Hankook, Michelin, Goodyear, Pirelli, BFGoodrich and Tiger Wheel & Tyre's own exclusive Velocity tyre brand, while wheel brands include TSW, Black Rhino, Racing Hart Concepts, and Turn 1T, among others. Automotive battery brands include ATLASBX, Duracell, and Turn1T.

Tiger Wheel & Tyre's exceptional reputation was built on the efforts of staff at all of its stores throughout Southern Africa, and is based on its delivery of unequalled customer service and only the best quality products, installed using the most advanced techniques and technology.

"It is this philosophy that sets our brand head and shoulders above our competitors, and we are really excited to demonstrate this brand philosophy in action, to Soweto motorists," concluded Mailula.

To learn more about Tiger Wheel & Tyre, its products, services, and what makes it the most award-winning brand in its industry, stop by the new Soweto store, call them on 011 100 5660 or visit the website www.twt.to. You can also shop online, and online shoppers have the exclusive ability to "Book A Bay" online, to have their newly purchased products fitted and services performed at the time and store of their choosing. What's more is that right now, all services purchased online are subject to a huge, 40% launch discount.

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Continental gaining ground on Big Three Manufacturers

A recent analysis of the global tyre market by Astutus Research has suggested that perennial fourth-placed Continental Tire could be about to break the stranglehold of Michelin, Bridgestone and Goodyear in the passenger car and light truck tyre segments.

The report states that Continental appear to have 'closed the gap' on Goodyear and could jump up a place in the ranking in the future.

www.satreads.com

Pirelli win Innovation award at Tire Technology Expo 2018

Pirelli has been chosen as the winner of the 2018 Tire technology International Award for Innovation and Excellence as recognition of the company's strategic focus on high-value premium products incorporating the creation of Prometeon and a renewed commitment to research and development with the University of Milan resulting in the launch of the Connesso 'connected' tyre.

This is the first time Pirelli has captured this prestigious award since 2009 and the prize was accepted by Marco Spinetto, Pirelli's Head of Strategic Innovation Knowledge Management team.

www.satreads.com

The latest development in tyre barcode technology

Datalogic, based in Bologna, Italy introduced their latest barcode scanning solution at Tire Technology Expo 2018. As a recognised producer of cameras and laser marking systems, sensors and automation products the company's latest development is a special solution which incorporates a 2D barcode marked directly onto the tyre with a 5MP camera making it much easier to read.

This new unique system is capable of reading tyres passing through the sensor at 1m/s and attracted a lot of constant interest at the event.

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GOODYEAR SOYBEAN OIL TECHNOLOGY WINS 'ENVIRONMENTAL ACHIEVEMENT OF THE YEAR' AWARD

The Goodyear Tyre & Rubber Company has been presented the prestigious Tyre Technology International Award for Innovation and Excellence in the category of "Environmental Achievement of the Year" during the 2018 Tyre Technology Expo in Hannover, Germany. The awarded technology represents a breakthrough by Goodyear in applying soybean oil in the tread compound of tyres, as a replacement for traditional petroleum oil.

Over the past few years, Goodyear worked with the United Soybean Board to develop soy-based technology to enhance tyre performance. Following extensive analysis and road testing, this new technology is now being used in new Goodyear tyres.

"Our work with the United Soybean Board presented a unique challenge and opportunity for our material scientists and tyre engineers to employ soybean oil in the development of superior performing tyres," said Chris Helsel, Goodyear's chief technology officer. "It is exciting to see that work payoff with commercially successful products, and an honour to be recognized by the industry for the environmental achievement."

Goodyear discovered that soybean oil could improve tyre flexibility at low temperatures, helping the rubber to remain pliable in cold weather and enhancing traction in rain and snow simultaneously. Additionally, Goodyear discovered that soybean oil mixes more easily with rubber compounds and reduces energy consumption, therefore improving tyre manufacturing efficiency.

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A new level of excellence for Automated Tread Label systems

The Tire Technology Expo 2018 in Germany this week continues to present exciting new innovative developments for the tyre industry such as the all-new updated Chromaffix tread label automation system from Computype.

The system has been specially designed to seamlessly integrate with existing manufacturing workflows and continually print and apply branded tread labels to tyres. Centred on the linkage between the bead barcode label and the retail-facing tread label, Chromaffix can print variable information that combines product data with colour logos to give the correct combination of static and variable label presentation.

This updated and completely re-engineered automated labelling system was an instant hit at the show as it can integrate with tyre manufacturing production lines and distribution centres to keep pace with current throughput requirements.

www.satreads.com

Davanti expands into run-flats

Oak Group's leading brand Davanti has announced the introduction of a new run-flat fitment to its range as part of the brand's ongoing market coverage in Europe. The Davanti Run-Flat pattern will initially be launched in key 16 and 17 inch sizes.

Over the past two years Davanti has added over 250 size options across three patterns – the DX240 for smaller city cars, the TUV-SUD certified DX390 in 14 to 16 inch sizes and the DX640 UHP for 17 up to 22 inch rims.



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Bridgestone/Versalis extend sustainable rubber research

Bridgestone Americas and Versalis, a major producer in the polymers and elastomers industry, have partnered to develop and deploy a comprehensive technology package to commercialize guayule in the agricultural, sustainable-rubber and renewable-chemical sectors.

Guayul is a silver-leaved Mexican shrub of the daisy family that yields large amounts of latex that can be used as a rubber substitute.

This partnership brings together the two largest global guayule research efforts under common project management working toward a common goal. The two companies will also make the new joint technology available to industrial partners willing to cooperate in maximizing the value of these innovative products.

“Every collaboration, including this latest one with Versalis, brings us closer to our goal of developing new, domestic and sustainable sources for natural rubber that ultimately benefit our customers and our natural environment through more sustainable rubber products,” said Nizar Trigui, chief technology officer for Bridgestone Americas. “This work is one of many ways we are using innovation to achieve our long-term vision of manufacturing products from raw materials that are fully renewable and sustainable by 2050 and beyond.”

The agreement will enable Bridgestone and Versalis to focus on developing proprietary, highly productive varieties of guayule using the latest genetic technologies. The associated growing protocols developed in line with this agreement may position guayule as an attractive and profitable crop for independent growers in appropriate regions.

Versalis will lead the product development activities to monetize the guayule rubber production, also for non-rubber components. As for resins, market applications will include adhesives and wood protection while bagasse has shown promising performance as a feedstock for the production of industrial sugars suitable for biofuels or chemical precursors

The collaboration and research will take place at Bridgestone's Biorubber Process Research Center in Mesa, Arizona.

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