

TYRE TRADE NEWS

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NOVEMBER 2024

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Publisher/Editor
Jane Chenery
Business Development Manager
Maria Vowles
Social Media
Callum McMillan
Accounts
Donna Wheatley
Design & Production
Megan Chenery
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**December 2024
Features**

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Tyre Safety Month Update

As October's Tyre Safety Month concluded, TyreSafe wished to extend its sincere thanks to all partners, organisations, and individuals who contributed to the success of this year's campaign. Their collective efforts helped raise critical awareness of tyre safety across the UK, reinforcing the importance of regular tyre checks as an essential part of vehicle maintenance.

Prince Michael International Road Safety Award

TyreSafe is honoured to have been awarded the Prince Michael International Road Safety Award for the second time since its inception in 2006. This prestigious accolade recognises the charity's ongoing dedication to tyre safety and its vision of reducing road harm caused by poorly maintained or illegal tyres.

Under the leadership of Chair Stuart Lovatt, TyreSafe has expanded its influence and impact, collaborating with over 130 partners across government, commercial, and road safety sectors. This award reflects the continued success of these efforts and TyreSafe's ongoing mission to keep tyre safety central to public awareness and road safety initiatives.

Partnership with UKROEd

TyreSafe is pleased to announce a new partnership with UKROEd, the organisation responsible for the National Driver Offender Retraining Scheme (NDORS). This collaboration will see TyreSafe's tyre safety resources integrated into NDORS courses, promoting awareness of the importance of tyre maintenance among drivers who participate in these programs. By working together, TyreSafe and UKROEd aim to reduce tyre-related incidents on UK roads, encouraging drivers to prioritise regular tyre checks.

Rise in Tyre-Related Incidents

The recently published Department for Transport Report on Road Casualties in Great Britain 2023 has revealed a disturbing 29% rise in Killed or Seriously Injured (KSI) casualties linked to tyre-related incidents, increasing from 147 in 2022 to 190 in 2023. This is the highest number of tyre-related casualties recorded since 2018, highlighting the urgent need for stronger measures to improve tyre safety.

TyreSafe is actively advocating for stricter enforcement of tyre safety regulations, improved data reporting, and better public education. The organisation is calling for immediate action from both the public and the government to address this growing problem.

New Supporter - The Road Safety Trust

TyreSafe is delighted to welcome The Road Safety Trust as an official supporter. The Trust funds innovative road safety projects designed to reduce road casualties across the UK, and their partnership with TyreSafe will help further promote tyre safety awareness and initiatives. By working together, TyreSafe and The Road Safety Trust aim to make UK roads safer for all road users.

TyreSafe Expands as Five New Members Join the Mission for Safer Roads

TyreSafe, the UK's leading tyre safety charity, continues to grow in reputation and reach as it welcomes five new members: Eden Tyres & Servicing, In n Out Tyres, Tyre Spot, Gloucester Tyres, and TAF Tyres. The rapid expansion of TyreSafe's membership demonstrates the increasing recognition of the charity's vital role in promoting tyre safety and preventing tyre-related incidents across the UK.

With these new partnerships, TyreSafe strengthens its presence across key regions and reinforces its commitment to raising awareness of the importance of regular tyre checks and maintenance. Each new member brings unique expertise and regional impact, enhancing TyreSafe's capacity to reach more road users and promote safer driving practices.

Stuart Lovatt, TyreSafe Chair, said, "We are thrilled to welcome these five outstanding companies to the TyreSafe family. As the charity grows, so does our ability to make a difference on the roads, ensuring that motorists across the UK are aware of the dangers posed by illegal or poorly maintained tyres. The commitment shown by these companies to tyre safety is truly commendable, and we are excited to work with them to further our mission."

Collaboration with Anyline

In partnership with Anyline, a global leader in AI-powered mobile data capture, TyreSafe launched the "Caught in the

A.C.T." campaign during Tyre Safety Month. This campaign encourages drivers to check their tyres' Air Pressure, Condition, and Tread regularly, ensuring their vehicles are safe for the road. Anyline's mobile scanning technology helps streamline the tyre inspection process, making it easier for drivers to identify potentially dangerous defects.

Early survey results from this partnership indicate that younger drivers (aged 18-34) tend to have less awareness of tyre-related risks, with a significant portion relying on friends or family to check their tyres. TyreSafe and Anyline will continue to collaborate to educate drivers on the importance of tyre safety.

Home Safely for Winter Campaign

Looking ahead, TyreSafe is launching its Home Safely for Winter campaign, which will run throughout November. This campaign focuses on preparing drivers for the winter season by promoting tyre checks and maintenance. The campaign toolkit and assets are now available for download in the resources section of the TyreSafe website, providing partners with everything they need to participate and support the campaign.

Continued Advocacy for Tyre Safety

TyreSafe continues its strong advocacy for tyre safety, calling on all road users to make tyre maintenance a priority. The charity encourages drivers to use its ACT framework—Air pressure, condition, and tread—to perform regular tyre checks and prevent avoidable incidents.

For more information on TyreSafe's latest campaigns and resources, including the Home Safely for Winter toolkit, visit TyreSafe.org. TyreSafe remains committed to making UK roads safer, and thanks all its supporters for their continued dedication to this vital cause.



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Tyre Services

AUDI A3 allstreet Equipped with Falken Tyres

The Audi A3 allstreet, the characterful crossover model from the Audi A3 family, is fitted with AZENIS FK510A AO (Audi Original) tyres. In Ingolstadt, where the Audi is produced, tyres have been supplied in 205/55R17 95W XL, 225/45R18 95W XL and 225/49R19 93W XL sizes since April 2024.

Both the SUV and standard versions of the Falken AZENIS FK510 are popular with performance-focused drivers, and many independent reviewers have also been impressed by the tyre.

"Exemplary" was the appraisal from AUTO BILD magazine after examining eleven high-performance tyres in its big summer tyre test in 2022.

The AUTO BILD test quickly showed that the Falken AZENIS FK510 can hold its own during both wet and dry braking. On wet asphalt, the Falken's emergency stop braking distance of 47.9 metres from 100 km/h is only two metres behind the best-placed car in the category. Falken

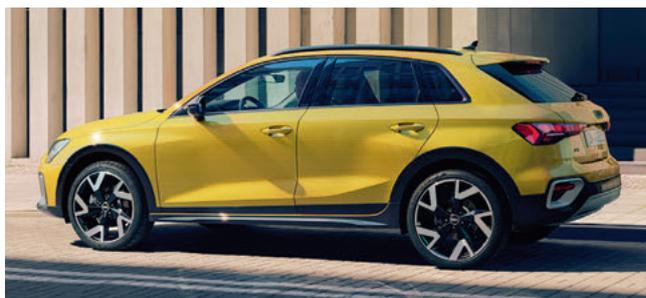
tyres proved effective on the watered circular track and were less than one second behind the winner in the category.

When it comes to safety, aquaplaning is also a key factor.

This is another area in which the Falken tyres demonstrate their strengths: with a float speed of 98 km/h when measured on the rain-soaked surface, the Falken was more than a match against several competitors.

The excellent wet-weather properties are a result of the consistent application of Falken's advanced 4D NANO design technology. The specially developed rubber compound helps create a particularly strong grip on wet surfaces. This is supported by special "blade sipes" - small incisions in the tread that break open the film of water to prevent aquaplaning and enable optimal contact with the road.

Not only does the innovative rubber compound provide excellent grip in wet conditions, it is also abrasion-resistant. The "Adaptive Constant



Pressure" technology developed by Falken ensures pressure distribution on the surface of the road, allowing the AZENIS FK510 to achieve optimal fuel efficiency. The tyres also have low rolling resistance, which further reduces consumption.

"The AZENIS FK510 boasts outstanding driving dynamics, high safety standards and durability, all made possible by innovative technology. We are convinced that this product will fully meet the high standards of the drivers of the Audi A3 allstreet," says Christian Stolling, OE Sales Director at Falken Tyre Europe GmbH.

The FALKEN AZENIS FK510 is available in 29 sizes in the series 25 to 55 and from 17 to 22 inches and approved for speeds of up to over 300 km/h.

Norbar Launches Powered Torque Tool with 'Intelligent Joint Sensing' Technology



Norbar Torque Tools Ltd has launched a new compact battery-powered torque tool with patented transducer control and 'intelligent joint sensing' technology for high accuracy and repeatability.

The new EvoTorque Battery Tool Compact (EBT-C) is ideal for a range of bolting applications across multiple industries, continually measures the joint during tightening and when necessary, employs dynamic braking to avoid torque over-shoot.

A key challenge faced by lithium powered torque multipliers is overheating during operation, which can

result in the operator temporarily suspending work while the tool cools down – ultimately affecting productivity.

The EBT-C is equipped with a patent pending cooling system that significantly improves the thermal durability of the tool during operation, meaning the operator can continue bolt tightening where other tools would overheat.

EBT-C is the latest electronic torque tool developed and manufactured by Norbar it brings together the company's 80 years' experience in producing highly accurate and efficient torque tools. The tool has the highly dependable class-leading Norbar gearbox resulting in less downtime and fewer gearbox repairs – again leading to greater dependability and increased productivity. The gearbox is also designed with a ball bearing rotation system that makes it easier for the operator to set up on applications.

The ergonomically designed handle with integrated display screen makes it easier for the user to comfortably view

the display whilst operating. This display provides clear, real-time feedback of torque data and allows for easy adjustments of tool settings.

Operator safety is our priority with a 'safe to start' button enabled on the tool as factory default, helping to ensure hands are safely positioned at startup.

Each tool is supplied with a robust case designed to allow the tool to be stored with the reaction arm and socket fitted, enabling the end user to grab the tool from its case and apply to the application without the need to attach or remove the reaction every time.

Ian Hyland, Product Manager at Norbar Torque Tools says "The new EBT-C brings together all of the company's experience in manufacturing powered tools. This is a new generation of torque tool that inherits all of the Norbar DNA, benefiting the user with the knowledge gained from decades of power tool evolution. The EBT-C is an exceptionally high-quality product that the end user can depend on for repeated accuracy and safety."

For more information, visit:
www.ebt-c.norbar.com

George Eustice, the former Environment Secretary and longest serving DEFRA minister in the last government, has urged Labour's new government to prioritise the regulatory reforms the Tyre Recovery Association (TRA) has long been calling for, in particular seeing through the end of the T8 exemption.

The tyre recycling industry gathered in Leamington Spa today for their annual conference. Tyre industry leaders are increasingly concerned for the long-term future for the British industry and the delivery of a circular economy. Mr Eustice, a champion of environmental business, now working as an adviser on waste regulations, provided the end-of-life tyre industry his critique of his own time in office and the lessons Labour's government must learn if they are to deliver the promised reforms.

George Eustice, Director of Penbroath Consultants, advisers on environmental waste, said: "Many of the solutions to the environmental challenges we face can be found by allowing natural cycles to complete. We need to stop fretting about waste and start seeing it as a resource with a financial value. To make this a reality, the government must establish a regulatory regime that supports and rewards those who do the right thing.

"It has long been recognised that the current T8 exemption from the need for a full permit for tyre recovery has been

Former Environment Secretary Calls on Government to Scrap T8 Exemptions



abused. People can self-declare and register for the exemption, renewed every three years and there is little or no enforcement of the conditions of the exemption. DEFRA has longstanding plans to remove that exemption so that responsible operators are not placed at a commercial disadvantage.

"Policy on waste and resources should be a matter of cross-party consensus. The new Government has emphasised its commitment to the circular economy and it is essential that The Rt Hon Steve Reed MP now brings forward changes to the Environmental Protection Regulations to remove the T8 exemption. Given the decisions made by the last government, the legislative process has been lined up and it should be straight forward for the new administration to just crack on with this reform."

Mr Eustice's keynote speech addressed further pressing concerns facing industry operators and the new Environment Secretary, Steve Reed, as he drives forward his roadmap to move Britain to a zero-waste economy. Key to this will be addressing whole tyre exports (in particular concerns raised in both Britain and India), changes to

international waste regulations (of particular relevance those of the EU and India) and steps to drive the circular economy, including the end of T8 exemptions and future use of reclaimed oil.

Peter Taylor OBE, Secretary General of the TRA, said: "Today (24th September) is the largest gathering of TRA members on record. This is a reflection of the industry's need for clarity and leadership. Our businesses, those who invest in best practice, are in choppy waters and are looking for clarity over the industry's future. It was valuable to hear from Mr Eustice, a DEFRA minister for nine years who has shared insight and wisdom into the complexities of government.

"There is a great opportunity for the future of Britain's tyre recycling industry, we have the domestic capacity to achieve Steve Reeds ambition, but he must push through the long awaited reforms initiated by the last administration. The existing regulatory regime does not incentivise the use of the new technologies and innovation that builds that road forward and the business and environmental opportunities they would bring."

Anyline, a global leader in AI-powered mobile data capture and insights, has announced a partnership with TyreSafe, the UK's leading authority on tyre safety. The partnership kicked off during Tyre Safety Month – a broadly supported October campaign across the UK dedicated to raising awareness about tyres' critical role in road safety. This year's theme is "Caught in the A.C.T." – urging drivers to remember to check Air Pressure, Condition and Tread of tyres.

"Road causality statistics released by the UK Government last month show that on average, 152 people in the UK are killed or seriously injured every year due to tyre defects and our research estimates that as many as 6 million tyres are currently on the road with illegal tread depth," says Stuart Lovatt, chair at TyreSafe. "Tyres are an important topic that can be overlooked, so we are thrilled to welcome Anyline as a partner dedicated to educating drivers about the importance of tyre safety throughout the UK."

Anyline Partners with TyreSafe

"As sophisticated as our vehicles become, we have to remember that they are only connected to the road with just four areas of tread that are each about the size of an adult palm," says Lukas Kinigadner, CEO and co-founder at Anyline. "Properly maintaining your tyres makes the road safer for everyone, and working together with TyreSafe, we can jointly fund important research and share our insights with a much broader audience."

As an initial project, Anyline and TyreSafe are commissioning a comprehensive study looking at UK drivers' knowledge, attitudes and behaviours around tyre safety. The full report will be available later this month. Some preliminary results from that report around young drivers are:

Gen Z drivers (age 18-34) show lower awareness and understanding of the risks

associated with tyre safety, highlighting a need for targeted educational efforts.

A significant portion of younger drivers (26 %) rely on friends or family to check their tyres, compared to just 8 % of older drivers.

With computer vision and AI-enabled technology, Anyline's mobile scanning solutions allows tyre service centres, manufacturers, distributors and retailers to quickly capture tyre, automotive and customer information from any mobile device. During Tyre Safety Month, Anyline offered free demos of its tyre inspection solutions.

For more information, visit:
<https://anyline.com/appointment>



New P7 Tyres for The GTO, Pirelli Equips All Ferrari Supercars

Pirelli has completed its range of tyres for Ferrari supercars with the introduction of the new Cinturato P7 developed for the iconic Ferrari GTO. This tyre made its debut on the road in October during the GTO Legacy Tour 2024, adding to Pirelli's comprehensive line-up of tailor-made Ferrari tyres. This includes the recently-developed tyres of the P Zero range for the Ferrari Enzo, as well as the tyres already available for other renowned Ferrari supercars: the F40, F50, LaFerrari, and LaFerrari Aperta

Introducing the Cinturato P7 for the Ferrari GTO

The Ferrari GTO, a pioneering Ferrari supercar, marks its 40th anniversary this year. To celebrate, Ferrari hosted an exclusive tour for GTO owners, driving from the scenic Dolomite Mountains to the home of Ferrari in Maranello. It was during this tour that the newly developed Cinturato P7 from the Pirelli Collezione range made its road debut. Pirelli Collezione is a range of tyres designed for

the world's most iconic classic and modern classic cars, combining vintage looks with contemporary know-how. Originally developed for the 1974 World Rally Championship and then introduced as a road-going tyre in 1976, the Cinturato P7 was the very first ultra-low profile product, offering enhanced cornering grip thanks to its innovative low sidewall height compared to the tread width. For the Ferrari GTO, this tyre returns in its original size (225/50 R16 at the front and 265/50 R16 at the back), blending vintage design with modern materials and technology – as is the case for all the tyres in the Collezione range.

P Zero tyres for the Ferrari F40, F50, and Enzo

Pirelli's collaboration with Ferrari continued in 1987 with the launch of the Ferrari F40, which continued the tradition of the GTO and was the first production car to feature Pirelli's iconic P Zero tyres as original equipment that same year. This tyre introduced a revolutionary 17-inch rim size, previously unseen on any road car, as well as cutting-edge technologies that allowed the F40 to exceed 300 kph. Today, the Pirelli Collezione range includes a specific P Zero for the F40, in 245/40 R17 size at the front and 335/35 R17 at the rear.

For its successor – the Ferrari F50



unveiled at the 1995 Geneva Motor Show – Pirelli developed bespoke tyres based on the P Zero Corsa System, in 245/35 R18 size at the front and 335/30 R18 at the rear. This tyre was introduced in the early 2000s as the most sporting in the road-going range, with a specific structure that delivered maximum stability at high speed and while cornering, allowing it to also be used on the track.

Most recently, Pirelli introduced a new P Zero Corsa System tyre for the Ferrari Enzo into the Collezione range: in 245/35 R19 size at the front and 345/35 R19 at the rear. Developed along with Ferrari's own test drivers, this latest tyre offers the same sporty handling as when the car was new but with improved safety and reliability, thanks to the latest tyre compound technology.

From classic to modern

Pirelli has been a constant presence throughout the evolution of Ferrari's supercars: from the classic GTO to the most modern models.

Pirelli Cinturato All Season SF3 Wins Tyre Reviews Comparison

The Pirelli Cinturato All Season SF3 has obtained the highest score in a comparative test conducted by Tyre Reviews on the main all-season products currently on the market, which was published in September 2024.

Tyres were tested in 19-inch size (235/35 R19) on a Volkswagen Golf GTI in a variety of conditions, from dry asphalt to snow, and the Cinturato All Season SF3 stood out as the best among the six tyres tested.

The Tyre Reviews comparative test

To show an in-depth comparison on dry and wet surfaces as well as snow and ice, the test also included summer and winter tyres as a reference. Throughout the tests, the Cinturato All Season SF3 always showed excellent performance. On wet surfaces, the Pirelli tyre's turn-in and grip stood out, and it also proved to be the most sporting tyre of the selection. Its superiority in wet braking tests was

equally clear, with the Cinturato All Season SF3 outperforming the other brands with a significantly shorter stopping distance: 25.14 metres versus 26.6 metres for the tyre in second place. This highlighted the Pirelli tyre's capability to ensure optimal safety in wet conditions. The Pirelli Cinturato All Season SF3 also ranked first in all tests related to aquaplaning. In dry weather testing, the Cinturato stood out not only for its braking performance and front axle grip, but also for coming so close to the performance of the summer tyres used as a reference. Traction on ice was also remarkable. In terms of comfort, Pirelli achieved the best overall levels in terms of noise: both in terms of minor and more substantial intrusions. The Cinturato additionally showed excellent rolling resistance results, leading to better fuel efficiency and lower emissions. The complete Tyre Reviews test as well as the results of the comparative tests can

be seen here:

<https://www.tyrereviews.com/Article/Best-All-Season-Tyres-2024-2025.htm>

The Cinturato All Season SF3

Introduced in spring 2024, the Cinturato All Season SF3 represents the latest update of Pirelli's all-season tyre for medium and compact cars, and is the result of a development process from Pirelli's R&D centre that mostly uses virtual modelling techniques. This choice has made it possible to study all the variables in parallel, such as compounds, tread pattern, and the distribution of physical stresses across the tyre.



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ContiAcademy Hosts West Mercia Police

Continental Tyres' in-house training school, the ContiAcademy, has hosted officers from West Mercia Police as part of a workshop looking at tyre safety and performance.

The session, held at the ContiAcademy facility in Lutterworth, saw 13 delegates from the force undertake a mix of theory-based and practical training. Modules looked in depth at the fundamentals of tyre design, engineering and physics, with the aim to strengthen officers' understanding of the role tyres play in ensuring vehicles are safe.

Steve Howat, Continental's Technical Services General Manager, guided the attendees through the complexities involved in developing a tyre. Steve provided a clear view on the technical elements that contribute to tyre performance, such as a tyre's construction, the chemical blend of the compound and the design of the tread pattern. The classroom element also included tutorials on tyre friction, aquaplaning and tyre pressure characteristics.

The practical element of the session, led by Continental Tyres' Technical Services and Training Manager, Gwyn Fennell, looked specifically at tyre performance in practice and saw a number of controlled tests take place.

In working with West Mercia Police, Continental has underscored its commitment to road and tyre safety at the highest level, and has demonstrated the confidence organisations place in its education and training services.

Speaking about the training event, Andy Bennett, Chief Driving Instructor at West Mercia Police, said: "Poor tyre conditions are often the cause of serious and fatal collisions on our roads when you consider that the contact area of a tyre on a road at any time is approximately the size of a hand, it is vital that the tyre has the best possible traction available. It is only by working together with all involved in tyre production, design, and enforcement that our roads will become safer.

"Thank you to the team at Continental for inviting us, making us most welcome and explaining and demonstrating the science behind the production and design of tyres, which I know will greatly assist our drivers and officers to reduce collisions across the three Counties of West Mercia Police."

"Our police forces are at

the front line of road safety," said Steve Howat. "It's therefore critical that officers have a strong understanding of the engineering behind a tyre and the variables that can significantly impact the way they perform. It's an endorsement of our commitment and capabilities at the ContiAcademy that West Mercia Police opted to work alongside us to deliver this vital training day. We look forward to building on this relationship in the future, while also offering our support to other emergency service teams.

"Our close relationship with the emergency services is also visible on a wider industry scale. Continental, like many police forces across the UK, is a proud supporter of TyreSafe – the country's leading authority on tyre safety."

To find out more about ContiAcademy, visit: <https://www.continental-tyres.co.uk/b2b/tyre-iq/conti-academy/>



New smart #3 BRABUS Leaves the Factory Line on Continental Tyres

The new smart #3 BRABUS version leaves the factory line on EcoContact 6 Q tyres from Continental. Continental equips the SUV coupé with energy-saving premium 20-inch tyres as original equipment. The smart #3 is the second model produced by the joint venture between Mercedes-Benz and the Chinese manufacturer Geely.

Continental has designed the EcoContact 6 Q for particularly energy-saving and low noise driving. This benefits electric vehicles such as the smart #3 BRABUS in particular. The specially developed rubber compound reduces energy absorption while driving, which in turn reduces friction as well as rolling resistance. The developers at Continental have also optimised the tread of the tyre to minimise rolling noise. The

EcoContact 6 Q delivers particularly long mileage and high braking performance as well as good handling characteristics – thanks to modified blocks, sipes and lateral grooves. In addition to short braking distances, the premium tyre offers reliable grip on dry and wet roads as well as very good cornering stability, even at high speeds.

All of Continental's tyre development efforts focus on providing low rolling resistance, low rolling noise and high mileage without compromising on safety. Continental also takes into account the greater overall weight of e-vehicles due to the battery. Since 2021, the company has been

producing passenger car tyres with the special HL load index code identifying their heavyweight capacity. This underscores Continental's ongoing commitment to efficient, safe and sustainable tyres for vehicles of all drive types.

This tyre line is approved for the smart #3 BRABUS in numerous countries, including the UK and Ireland in the following size:

EcoContact 6 Q, 245/40 R 20 99V XL



NOCCO, a global leader in power solutions, has introduced the NOCO AIR Series, a groundbreaking lineup of portable air compressors that redefines speed, precision, and durability. Engineered for professionals and enthusiasts alike, NOCO AIR is set to transform tyre inflation with its unmatched performance and premium build quality, delivering an essential tool for today's drivers.

NOCO AIR combines advanced airflow design with cutting-edge motor technology to deliver ultrafast inflation without sacrificing precision. Built to outperform the competition, the NOCO AIR series features intelligent auto-shutoff capabilities that eliminate over-inflation, ensuring that tyres are filled to the exact pressure every time.

Available in three powerful models—AIR10, AIR15, and AIR20—NOCO AIR is tailored for all vehicle types, from compact cars to large SUVs and trucks. Whether you're on the road or preparing for an adventure, NOCO AIR has the versatility and strength to keep you moving.

Key Features:

- **Innovative Auto-Shutoff Technology:** NOCO AIR is equipped with smart pressure-sensing technology that pauses and resumes inflation to ensure precision accuracy. The pump cycles to confirm the exact pressure is reached, a first in its class.
- **Built to Last:** Crafted with an all-aluminium heat sink, abrasion-resistant polyester braided air hose, and anodised cylinder, NOCO AIR is designed for long-term reliability. It

outlasts cheaper models that overheat and break down, offering a professional-grade solution for everyday drivers and automotive enthusiasts.

- **Flexible Reach and Powerful Performance:** Available with 10ft (AIR10/AIR15) or 20ft (AIR20) hoses, NOCO AIR delivers extended reach and power, inflating tyres up to 35 inches in size, making it ideal for SUVs and trucks.
 - **Silent, Efficient Operation:** NOCO AIR's advanced motor is not only powerful but also remarkably quiet, ensuring that tyre inflation is no longer a noisy ordeal. Users will appreciate the noise-dampened operation, making NOCO AIR the least disruptive inflator in its class.
- NOCO AIR's premium design isn't just about performance—it's about providing a seamless user experience. NOCO AIR boasts a stable, non-walking base,

NOCO AIR Portable Tyre Inflation is Here

ergonomic soft-touch buttons, and clever storage options for accessories. NOCO ensures that every detail, from the materials to the airflow design, reflects the brand's commitment to high-quality engineering.

With the AIR10, AIR15, and AIR20 models, users can select the perfect inflator for their specific needs. Whether inflating a set of car tyres or tackling larger, off-road tyres, NOCO AIR is built for the job.

NOCO AIR is now available in-store at Euro Car Parts locations nationwide. Visit your nearest store to experience the future of portable tyre inflation today.



The experienced duo of Luke Fuller and Louis Tunmore will lead MAHA UK's presence. They will present the company's DVSA-approved MBT 2250 EUROSYSYSTEM brake tester and accompanying MCD 2000 communication cabinet. The brake tester is engineered to provide accurate measurements repeatedly. The MCD cabinet, meanwhile, is a tool that helps workshops and test centres streamline their data management and improve their workflow efficiency.

EUROSYSYSTEM is MAHA UK's own software; it integrates test equipment, like the MBT 2250, with other measuring devices, which help workshops evolve into all-encompassing test and inspection facilities.

These additional modules include PMS axle play detectors and MLT 1000

MAHA UK to Exhibit at MECHANEX Sandown Park

and 3000 headlight alignment testers. The former discovers defects and wear in steering components, wheel bearings, shock absorbers and suspension parts – through either lateral or longitudinal movement on the test plates. The latter helps the alignment of vehicle headlights for enhanced visibility and safety. The difference is that the MLT 1000 is analogue based, while the MLT 3000 is digital.

MAHA UK Managing Director, Neil Ebbs, said: "MECHANEX Sandown Park is a well-respected and attended event, which is why we're

looking forward to returning and illustrating our of MOT solutions."

MAHA UK can be found on stand A12. For information on MAHA products, go to: www.maha.co.uk



First Prometeon Branded Tyres for the UK, European and Turkish Markets Begins

Prometeon Tyre Group, a leading company in the development, production and marketing of tyres for the commercial, agricultural and OTR sectors, has unveiled its first Serie 02 Prometeon-branded tyres for European main markets, the UK and Turkish markets.

The launch in Turkey marks Prometeon's debut as a product brand in Europe and Turkey, continuing the expansion that began with the production and distribution of Serie 02 tyres in Egypt earlier this year, for the African and Middle Eastern markets. The transition to the new product brand will be gradual in Europe, Turkey and the UK, with the new R02 line, developed for regional applications, set to be available starting from October.

The launch was celebrated with an important event, attended by over 400 guests, including customers and journalists from across Europe. Participants had the opportunity to visit the Izmit plant, explore the wonders of historic Istanbul, and enjoy a unique experience at the Istanbul Park Circuit, where they tested trucks equipped with Prometeon tyres both on the track and off-road.

Behind the wheel were professional motorsport drivers who collaborate with Prometeon in sports competitions, including Martin Macík, winner of the 2024 Dakar Rally, Claudio Bellina, who participated in the 2024 Dakar Rally using Prometeon tyres, and Bia Figueiredo, who competes in Copa Truck, the premier truck racing championship in Brazil, of which Prometeon is the official tyre supplier.

Prometeon Tyre Group CEO, Roberto Righi, said: "The launch of the Prometeon-branded Serie 02 line marks the beginning of a new phase in the history of our company, and this event represents a crucial milestone on the way to launching our brand. In the coming years, the Group will undertake significant investments in both the industrial and commercial areas, with a clear objective: to offer products and services that are increasingly effective in responding to customer needs, according to a fully-fledged 'business partnership' approach based on mutual trust and respect."

The new Prometeon R02 tyres

With the launch of the Prometeon brand, the 02 line is expanding in Europe, Turkey and the UK with a new solution for regional applications: the R02 Proway and R02 Proway M1 lines bearing the Prometeon brand, the latter being specifically designed for countries with high operational severity.

To better meet customer needs and drawing on our experience gained in various markets, specific products have been developed for different conditions.

The R02 Proway M1 line is dedicated to the Turkish market, where the temperature and usage conditions are particularly stressful on tyres, requiring the use of enhanced compounds and reinforced structures.

The European line, on the other hand, strikes the perfect balance between mileage, durability and sustainability, ensuring that it satisfies the demands of the most exacting fleets seeking to optimise operating costs.

The new product line is available in the following sizes:

R02 315/70

R02 315/80

R02 295/80

It benefits from the technological package fine-tuned for the Serie 02 line launched in 2022, originating from an intensive research and development programme during which over 6,000 tyres were tested, and more than 200 million kilometres were covered in all weather and road conditions. This programme also benefited from continuous feedback from the Group's partners on the Serie 02 line already on the market.

Compared to the Serie 01 line, the new Prometeon-branded Serie 02 tyres boast:

- +15% in mileage
- +15% in durability
- +20% in sustainability
- +20% in retreadability

With these improvements, the Prometeon-branded R02 line is the ideal product for fleets aiming to optimise operating costs and prioritise sustainability when choosing their partners.

Celebrating over 60 years of innovation at the Izmit production site

The new Prometeon Serie 02 line will be manufactured at the Group's innovative and increasingly sustainable production site in Izmit, Turkey, which also houses one of the company's Research and Development Centres, alongside those in Italy, Brazil and Egypt. The Izmit facility plays a strategic role in advancing the Group's technology, sustainability and innovation, and was renovated and modernised in 2021.

Founded in 1960, the factory employs 2,000 people and has a production capacity of around 1.85 million tyres per year, making it the largest industrial tyre production centre in Turkey. More than 50% of its production is exported to 87 countries, primarily in Europe. Over the past seven years, Prometeon has invested more than 185 million euro in the Izmit factory.

Additionally, the production processes at the Izmit factory fulfil energy efficiency criteria aimed at reducing greenhouse gas emissions. In particular, the Turkish plant has obtained the ISO 50001 energy certification.

The Izmit production site also recently received the ISCC Plus certification from the International Sustainability and Carbon Certification (ISCC) organisation. With ISCC Plus Prometeon certifies that the materials it uses derive from bio-based, bio-circular and circular sources.

In line with Prometeon's green strategy, which aims to reduce the environmental impact throughout the supply chain, from production to sales, the Serie 02 line is also inspired by environmental sustainability criteria. At the recent IAA Transportation event in Hannover, Germany, Prometeon unveiled the new Coach transport tyre, Prometeon C02 – the first Prometeon tyre with Class A rolling resistance – featuring 80% recycled and certified materials or materials sourced from renewable sources.



TyreSwift and Beissbarth Sign Three Year Contract to Revolutionise AI Tyre Inspection for UK Automotive Aftermarket

TyreSwift, a leader in AI-driven vehicle inspection solutions, has formally announced a three-year partnership with precision measuring equipment manufacturer, Beissbarth. The collaboration sees the integration of TyreSwift's proprietary, cloud-based AI tyre inspection platform with Beissbarth's state-of-the-art drive-over LED imaging technology.

The partnership between TyreSwift and Beissbarth brings a unique, new solution to the UK automotive aftermarket delivering accurate and automated AI-driven tyre inspection. The solution opens the door for dealerships and workshops to increase aftersales revenues from tyre and alignment sales, improve workshop asset utilisation, and to quickly assess tyre condition as part of a streamlined client check-in or 'meet and greet' process.

The TyreSwift cloud-based platform integrates not only fixed-location installations, such as the Beissbarth system, but also digital inspection

solutions operated by a smartphone. Offering the benefit of 'one platform, one login', the TyreSwift platform also offers API integration to customer eVHC or business management software.

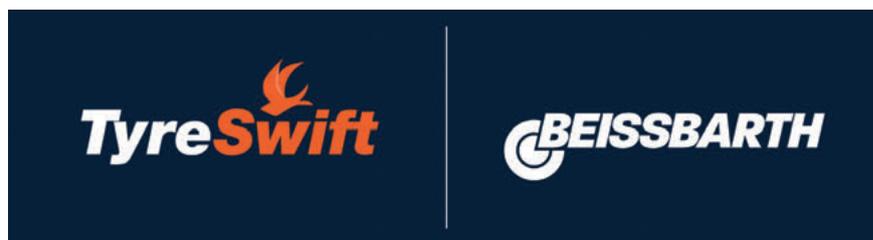
"Following extensive testing we are delighted to partner with Beissbarth, whose drive-over technology perfectly complements our TyreSwift platform and wide range of AI vehicle inspection solutions," said Andy Pryce, Managing Director of TyreSwift.

"This partnership represents a significant step in providing the UK automotive aftermarket with access to cutting-edge AI technology. By automating tyre inspections, we're not only improving efficiency but also offering

a solution that truly addresses the demands and financial constraints facing the UK automotive industry. Together with Beissbarth, we are redefining what's possible in tyre inspection for workshops, dealerships and vehicle preparation centres across the UK.

Vehicle inspection AI is a rapidly developing sector that requires specialists to assess business needs and offer solutions. We bring expertise in AI and data driven technology, and a fresh, forward-thinking approach to vehicle inspection and improving business processes."

For more information, go to:
www.tyreswift.com



Premium tyre manufacturer Hankook has earned the FIA Three Star Environmental Accreditation from the Fédération Internationale de l'Automobile (FIA), the highest level of environmental and sustainability certification.

The FIA Environmental Accreditation is a certification programme designed to promote environmental management and sustainability in motorsports and the mobility sector. It evaluates factors such as environmental performance, energy consumption reduction, logistics efficiency improvements, waste management optimisation, and the implementation of carbon neutrality programmes.

Hankook was recognised for its active involvement in sustainability initiatives, including climate change initiatives, as the exclusive tyre supplier and official sponsor of the FIA Formula E World Championship electric vehicle-racing series.

Hankook has also focused on sustainably transforming the entire tyre value chain into a circular loop – from raw material procurement to production and post-use recycling – to supply tyres

for Formula E.

The company conducts Life Cycle Assessments (LCA) across all stages, from raw material sourcing to manufacturing, transportation to recycling, while meeting new standards in carbon-footprint tracking throughout its production facilities, processes and logistics.

In addition, Hankook continues its unwavering efforts to enhance sustainability within the global tyre industry. In 2021, its Geumsan plant in Korea became the first in the tyre industry to obtain ISCC PLUS certification, followed by its plant in Hungary, which received the same certification in October 2023. Additionally, in August 2023, Hankook became the first company in the Korean tyre industry to have its mid-to long-term greenhouse

Hankook Awarded FIA Three Star Environmental Accreditation

gas-reduction goals for achieving "Net Zero by 2050" approved by the Science Based Targets initiative (SBTi). This demonstrates the company's commitment to implementing tangible measures that aim to reduce carbon emissions.



Goodyear UltraGrip Performance 3 Awarded Test Winner by ADAC

Winning the latest comprehensive ADAC winter tyre test recognises the top balanced performance of the Goodyear winter tyre, a state-of-the-art product for the latest vehicle park.

Goodyear UltraGrip Performance 3 has been crowned the winner of ADAC's latest winter tyre test, earning the highest "good" rating among 16 competing winter tyres tested in the compact SUV segment.

Conducted by ADAC, Europe's largest automobile association, in collaboration with its Austrian and Swiss counterparts ÖAMTC and TCS, the evaluation assessed the tyres' safety and performance in snow, wet, and dry conditions, as well as their environmental impact. The test was carried out with a Volkswagen T-Roc equipped with the popular 215/55R17 UltraGrip

Performance 3.

In the test report, Goodyear UltraGrip Performance 3 stood out for its "safe and precise driving characteristics" on dry, wet, and winter roads, delivering "very high predicted mileage, low abrasion, and excellent efficiency, with no notable weaknesses." Its exceptional performance across all testing criteria earned it the highest overall score.

Designed for optimal winter driving, Goodyear UltraGrip Performance 3 benefits from class-leading technologies and innovations, such as Snow Protect Technology and Wet Grip+ Technology, which optimise grip and control during the winter driving season.

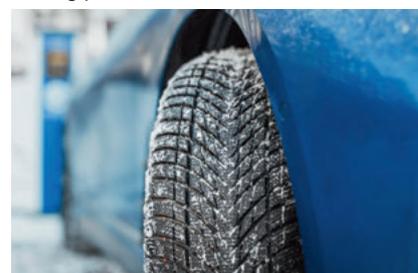
Strong performance across multiple sizes

Goodyear's success extended towards the compact car category, with UltraGrip Performance 3 also being awarded second place in the 205/55R16 size tested on a Volkswagen Golf, once again earning a "good" rating.

Testers praised the tyre's performance, noting its "balanced" design, which offers

"good precision on dry roads" while ensuring "safe and precise handling on wet and winter surfaces." The tyre also demonstrated "high predicted mileage, low abrasion, low fuel consumption, and lightweight characteristics."

Ben Glesener, Senior Director Technology Consumer, Goodyear EMEA, commented on the test success: "We are incredibly proud that Goodyear UltraGrip Performance 3 has won this test and been rated as 'good' by ADAC. This recognition from Europe's largest automobile association highlights the tyre's winter performance, safety, and durability, and is a testament to the hard work and expertise of our entire team in developing a class-leading product."



PCL Gets Smarter About Safety with New Bluetooth Enabled Accura Qube and App

Since its initial launch, the robust and reliable ACCURA QUBE has had the market boxed off for fast and accurate inflation where space is limited.

A firm favourite in workshops, tyreshops and garages all over the world, it gained further popularity when it was upgraded to the ACCURA QUBE Series II, incorporating digital technology for Air and Nitrogen inflation.

Now, this compact unit packs an even more powerful punch when it comes to safety benefits with the release of a new Bluetooth enabled model with the dedicated Workshop Connect App.

Designed to keep the user out of harm's way, the Bluetooth QUBE enables a 15-metre operating range and precise tracking of inflation data making it ideal for:

- Vehicle maintenance in workshops and tyre changing shops
- Maintaining fleet workshop data and safety records
- Keeping a safe distance during HGV roadside maintenance

The Workshop Connect App features a user-friendly design to ensure easy navigation and quick input of vehicle information. Meanwhile, Bluetooth connectivity enables the operator to keep

an eye on inflation from a safe distance, whilst remaining confident the job is being done accurately and safely.

The Workshop Connect App has been designed around the end user, guiding them step by step through the process - from entering the type of vehicle and axle configuration to checking starting pressure then inflating to optimum pressure; incorporating distance warnings and an emergency stop button. When inflation is complete the QUBE sounds an alarm and sends a signal to alert the user.

Each inflation is recorded as a PDF and CSV file so a database of the inflation data can be saved and used in the future. This reporting mechanism enables information to be printed off or filed on a computer and can be included in a premium service presentation to the customer to confirm tyre pressure and condition.

Managing Director Lee Wright said: "PCL dedicates itself to the design and manufacture of customer-centric products with safety of paramount importance, and the Bluetooth enabled QUBE is a major step forward in response to demand for those looking for a smart and reportable "belt and braces" solution.

"We have made significant investment

into the development and assembly of this advanced unit and the Workshop Connect App here in Sheffield, working with partners in the local area. The unit was showcased recently at the Automechanika Frankfurt, where it received excellent feedback. Following rigorous testing, we are proud to announce the official launch of the Bluetooth QUBE as the first reportable device of its kind in the UK; enabling a robust technician audit trail and logging of vital data to provide safety and peace of mind for operators and consumers alike."

Users of the Bluetooth enabled QUBE can download the free PCL Workshop Connect app and benefit from:

- 100% standard inflation control from a 15-metre distance
- PDF output with before and after tyre pressures
- CSV output to build client data
- Vehicle registration log
- Vehicle mileage log
- Data input log
- Easy to use/identify icons
- Security enabled pairing
- Flat/damaged tyre notification
- Over inflation notification
- Easy scroll pressure selector
- Manual/Emergency stop function

The Workshop Connect App is now available for Android on Google Play. The App will soon be available on the App Store for iOS users.



Kumho Tyre UK recently hosted its annual five-a-side football tournament at the renowned Tottenham Hotspur FC (Spurs) training ground, with the event attracting over 40 of Kumho's key customers and partners, offering a unique blend of networking and exciting competitions.

The day began with a visit to Tottenham Hotspur Stadium, currently the third largest football stadium in England and proudly sponsored by Kumho Tyre.

The guests had the opportunity to explore this iconic venue before gearing up for a competitive karting experience at F1 Drive, the official F1 Karting Experience, situated within the stadium complex.

Drivers tested their skills on a dynamic

Kumho Tyre UK Scores Big with Five-A-Side Tournament and F1 Thrills at Spurs' Stadium

track, behind the wheel of F1-inspired karts featuring DRS technology, realistic engine sounds and advanced LED steering wheel displays.

Following a well-earned lunch and networking session at the stadium, guests made their way to the Spurs training ground in Enfield for the highly anticipated five-a-side football tournament.

The round-robin competition, managed by Spurs legends Clive and Paul Allen, Ossie Ardiles, Martin Chivers, Ledley King and David Howells, was a memorable highlight of the day. The entertaining 10-minute matches were played with great energy, culminating in the team led by Clive and Paul Allen securing the Kumho Tyre UK trophy.

Participants also had the chance to test their penalty skills in the Kumho penalty challenge, with winners taking home branded footballs and car cleaning kits. The day showcased the close relationships between Kumho and its

customers, combining fun, competition and brand engagement in an unforgettable setting.

Richard Lyons, Managing Director of Kumho Tyre UK, said: "Our annual five-a-side tournament is a popular fixture in the tyre industry, bringing our customers together in a unique environment. It allows everyone to network, strengthen relationships and align with the Kumho brand as we look forward to an exciting period ahead."



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Apollo Tyres' Chennai Plant Receives Global Energy Management Award 2024

Apollo Tyres' Chennai Plant has been conferred with 2024 Energy Management Insight Award from the Clean Energy Ministerial (CEM), a high-level global forum headquartered in Paris.

Apollo Tyres' Chennai facility was awarded for incorporating key aspects of energy management system, along with the measurable benefits of:

- 4% improvement in energy efficiency year on year
- Savings of US\$ 9,49,828 in annual energy cost
- 5,969 tonnes of carbon emissions avoided

CEM promotes policies and programmes

that advance Clean Energy Technology, to share lessons learnt, best practices and to encourage the transition to a global clean energy economy. Team Apollo Tyres shared insights on the process and benefits of setting up an energy management system by enabling system adherence through implementing global ISO 50001 standard. This award is part of the CEM Energy Management Leadership Awards programme.

With an aspiration to be net zero by 2050, Apollo Tyres is working towards creating climate-resilient operations. Dedicated teams and investments are being made in energy-saving initiatives

and towards renewable energy to be prepared for the future and to contribute towards a decarbonised tomorrow.

The Company has undertaken the following commitments towards sustainability:

Achieving net zero target by 2050, which would entail:

- Improving Scope-1 and Scope-2 emission intensity by 25% by 2026 against baseline year of 2020
- Increase in renewable power in total power share to 25% by 2026
- Improve water withdrawal intensity by 25% by 2026 against baseline of 2019
- Commitment to improve its D&I (Diversity and Inclusion) to 12% globally by 2026
- Increase usage of sustainable raw material to 40% by 2030

Bridgestone's e-CENTRE Concept to Reflect an Evolution in the Future of Tyre Retail

Bridgestone has given a unique glimpse into the future of mobility, after unveiling its Bridgestone 'e-CENTRE' garage concept to reflect a significant evolution in the future of tyre retail.

Bridgestone partnered with Ernst & Young to identify future Environmental, Social and Governance (ESG) requirements for tyre retailers. Using these requirements as a guide Bridgestone evolved this to an assessment which includes 85 different criteria. Retailers will be assessed on these standards, to enable them to achieve Bridgestone e-CENTRE status.

Bridgestone will actively support partner retailers in implementing identified improvements and will offer their guidance and expertise to enhance the driver experience. Four UK garages have become the first to sign up as pilot depots and have undergone an extensive assessment process featuring 85 questions, as they work to achieve Bridgestone 'e-CENTRE status' or 'e-CENTRE Pioneer Status' which Bridgestone intends to be the benchmark in retail & ESG excellence.

Bridgestone plans to assess hundreds of tyre retailers across Europe, over the next couple of years with the intention of accrediting 150 as e-CENTRES in a £1 million investment.

It is envisaged that Bridgestone e-CENTRE Pioneer depots will represent a massive departure from a conventional garage aesthetically, but importantly, they will also adhere to a number of best

practices including solar panel installations, staff training on premium product performance & road safety initiatives and even hyper-local donation campaigns to support their local communities.

Bridgestone's Head of Marketing UK and Ireland, and e-CENTRES project lead Andy Mathias said that the e-CENTRE concept embodies the company's holistic approach to business around future mobility.

"We developed the Bridgestone e-CENTRE concept on the back of an extensive study with Ernst & Young and additionally conducted our own research with motorists, which revealed that over a third of motorists value a garage which has responsible recycling practices."

Bridgestone commissioned the research to gain a better understanding of motorists' mindsets, which validated their outlook towards automotive retail and future

mobility.

In this recent insight into purchasing trends in the UK automotive retail sector, Bridgestone can also reveal that almost a quarter (23%) would be more likely to visit a garage if it had proven sustainability credentials, whether it be renewable energy sources or effective adoption of EV practices.

Andy Mathias adds: "Bridgestone e-CENTRE's is a concept that we're bringing to reality because it's the right thing to do for the future. It embodies the Bridgestone E8 Commitment, which is our global corporate pledge that clearly defines the value we will deliver to society, our customers, and future generations through a set of eight focus areas."

"We want to ultimately improve the buying experience as motorists enter each Bridgestone e-CENTRE accredited store, with conventional desk and waiting area designs potentially replaced by a more contemporary customer space in line with a more consultative and educational approach".





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MAHA UK Ready to Highlight Premium Workshop Equipment at Euro Bus Expo

MAHA UK Managing Director, Neil Ebbs, will be accompanied by James Thompson, regional sales executive, at the National Exhibition Centre between the 12th and 14th November. They will be ready to immerse themselves in the “definitive exhibition for bus and coach professionals”, which showcases the latest buses, coaches, mini and midi vehicles, components, services and, of course, equipment.

A key highlight of MAHA UK’s exhibit will be its C_RGA mobile column lift. Powered by a powerful and reliable lithium-ion battery, representing the latest advancement in vehicle lifting technology,

the mobile columns have been engineered for strength, precision, safety and longevity. The lift is perfect for bus and coach applications, with 7.5t and 8.5t models available.

In addition, the team will showcase axle stands, which are essential for stabilising raised vehicles during maintenance, and the popular MBT 7250 and MBT 4250 brake testers, both renowned for their accuracy and reliability. These pieces of equipment provide technicians with the necessary tools to conduct precise and comprehensive brake inspections and diagnostics, ensuring the highest level of safety.



Other standout attractions include the MLT 3000 and MLT 1000. These help the alignment of vehicle headlights for optimum visibility and safety. The difference is that the MLT 1000 is analogue based, while the MLT 3000 is digital.

To enhance workshop organisation and streamline day-to-day operations, MAHA UK will also present its MCD Cabinet. This cabinet is designed to centralise control systems for various workshop equipment, making it easier to manage, reduce clutter and improve efficiency across multiple tasks.

Neil said: “We are delighted to return to Euro Bus Expo and showcase our latest innovations to the bus and coach industry. Our diverse range of premium workshop equipment is designed to enhance workshop operations, improve safety and boost efficiency.

“This exhibition provides us with the perfect platform to engage directly with industry professionals and demonstrate how MAHA UK can help transform their day-to-day operations. We look forward to meeting visitors and showing them firsthand how our solutions can make a real difference.”

Neil and James look forward to meeting visitors on stand 455.

For more information about MAHA UK, go to: www.maha.co.uk

Tyresure Joins IAAF, Bringing Their TPMS Expertise

The Independent Automotive Aftermarket Federation (IAAF) has welcomed Tyresure, a leading distributor of Tyre Pressure Monitoring System (TPMS) products, as its newest member, highlighting IAAF’s commitment to supporting independent garages, parts distributors and suppliers towards the growth of the aftermarket sector.

Tyresure, with over 30 employees, is at the forefront of TPMS distribution for passenger cars and commercial vehicles. Its range includes TPMS sensors, diagnostic tools, valves, consumables and workshop tools, all manufactured to the highest industry standards. Tyresure also offers the only TPMS training course in the UK accredited by the Institute of the Motor Industry (IMI).

Tyresure’s TPMS products are produced under controlled quality standards and are certified by TÜV SÜD

for IATF 16949:2016 and ISO 9001:2015 to ensure product durability, lifespan and quality.

Through its new IAAF membership, Tyresure will benefit from access to key services, resources and a network of industry experts, while continuing to develop innovative solutions for the aftermarket. The membership aligns with Tyresure’s ambition to strengthen ties with independent garages, buying groups and motor factors, offering support and products designed to meet the evolving needs of the industry.

Chase Simpson, Sales Manager for UK, Ireland & Scandinavia for Tyresure, said: “We are delighted to join the IAAF and collaborate with its network of members to continue providing the highest quality TPMS products and solutions.

“As we expand our reach in the UK, being part of an organisation like IAAF,



united in a common goal, allows us to contribute to the development of the automotive aftermarket and ensure that we remain at the forefront of supporting independent garages and distributors, and we look forward to developing a long-lasting relationship with the Federation.”

Mark Field, Chief Executive of the IAAF, added: “We are excited to welcome Tyresure to our membership. Its expertise in TPMS technology will be an invaluable asset to our members, and we look forward to working together to help drive forward the future of the automotive aftermarket.”

For more information on Tyresure and its wide range of TPMS products, visit: www.tyresure-tpms.com/

ZC Rubber has announced the extension of its strategic partnership with DSV, one of the world's leading logistics companies. This new agreement extends their successful collaboration by 10 years, further strengthening the relationship between the two companies.

DSV A/S, the parent company of DSV Road Holding NV, is a global logistics powerhouse, employing over 60,000 people across 90 countries. Recently, DSV outbid several competitors to acquire DB Schenker, the logistics subsidiary of German state-owned railway operator Deutsche Bahn, for approximately EUR €14.3 billion. This acquisition marks a significant expansion for DSV in the logistics sector, positioning it to become the world's largest freight operator.

Since 2014, when DSV Road Holding NV first partnered with ZC Rubber, the collaboration has grown from strength to strength. Initially focused on equipping DSV's trailer fleets with WESTLAKE tyres, the partnership quickly expanded, granting DSV exclusive rights to distribute WESTLAKE TBR tyres across Denmark, Norway, Sweden, and Finland. Over the years, DSV has played a crucial role in promoting WESTLAKE's high-performance tyres across the Scandinavian market, contributing to the brand's growing reputation for quality and reliability.

Under the renewed agreement, DSV Road Holding NV will continue to equip its trailer fleets with WESTLAKE tyres, ensuring consistent quality and performance. Additionally, DSV has committed to fitting all new trailer purchases with WESTLAKE tyres and will actively promote the brand to OEM

ZC Rubber and DSV Reinforce Strategic Partnership with 10-Year Extension

manufacturers across Europe.

WESTLAKE Tyre, recognised for its outstanding performance and innovative design, recently showcased its Gen II truck tyres, including WSL2, WDL2, WTR2, and WAM2 at the IAA Transport 2024. These tyres are engineered to meet the rigorous demands of the European market, exemplifying ZC Rubber's commitment to delivering high-performance, eco-friendly solutions that offer exceptional value and longevity. The continued reliance on WESTLAKE tyres by DSV highlights the brand's reputation as a trusted partner in the logistics industry.

Leo Liao, Sales Director Europe of ZC Rubber Group Co., Ltd., commented, "Our partnership with DSV has been instrumental in expanding the reach and reputation of WESTLAKE tyres across key markets in Europe.

Extending this collaboration reflects our shared commitment to delivering reliable, high-quality solutions that meet the demands of the logistics industry. We look forward to continuing our work together,

driving innovation, and achieving new milestones in efficiency and sustainability."

Flemming Steiness, Managing Director at DSV, highlighted the importance of the partnership, stating, "This collaboration supports our ambitious growth plans and enhances our capability to serve an expanding global market. Together, ZC Rubber's innovative, eco-friendly tyre solutions and DSV's expanded logistics capabilities will drive supply chain excellence and deliver superior service worldwide."

The renewed agreement strengthens the partnership between ZC Rubber and DSV, reinforcing their commitment to excellence. This extension sets the stage for continued growth, fostering innovation and success in the logistics and tire industries across Europe.



Falken's latest film, "Why We Race" was named 'Best Event Film' at this year's International Motor Film Awards, which took place at Alexandra Palace, London on Friday 04 October 2024.

The fifth year in which a piece by Falken has been nominated for the prize, this was also the third time the global tyre brand has taken home the trophy – with "Whatever Comes Our Way" (2021) and "A Monument To The Art Of Racing" (2023) both previous winners.

With over 3.6 million views to-date, the award-winning film was created in collaboration with Motionctrl and Tobias Kahler. Released in July, it follows the relentless pursuit and unwavering passion of the Nürburgring 24-hour race.

Falken Triumphs with "Why We Race" at the 2024 International Motor Film Awards

Amongst the fog that dominated this year's storyline, "Why We Race" showcases the ceaseless dedication, drive for perfection and spirit of endurance that fuels the team's quest – year after year, hour after hour, lap after lap.

Dennis Wilstermann, assistant manager marketing at Falken Tyre Europe GmbH, explains: "Winning 'best event film' at the International Motor Film Awards is a special honour for us. Being recognised for our efforts in such a prestigious event from among such

strong competition shows that we can stand our ground with our passion and dedication in a high-profile, demanding environment. Congratulations to everyone but especially Tobias Kahler and his talented team."

The International Motor Film Awards honour outstanding achievements in directing and production in the automotive and motorsport sectors and are supported by experts from across the industry as well as representatives from the film and television industry.

Podium Finish for Hankook's Ventus S1 evo3 SUV Tyre in the 2024 What Car? Tyre Test

Premium tyre manufacturer Hankook has received a five-star rating and the 'Best for Value' title for its Ventus S1 evo3 SUV tyre, and has been commended with a close 2nd place in the 2024 What Car? Tyre Test. What Car? Is the UK's biggest car-buying brand that helps buyers with motor-related queries, tips, and purchasing decisions based on market research, testing, and 50 years of industry expert knowledge.

The What Car? Tyre Tests deliver an authoritative, reliable verdict when it comes to assessing and evaluating the performance of tyres through vigorous comparison tests. The testing criteria includes dry braking and handling, wet braking and handling, aquaplaning, rolling resistance and noise measurement. Each test is carried out

three times with the average result being used for the scoreboard. Competing against 7 globally renowned competitors, Hankook received an overall 5-star rating and 85% final score, landing them in an



impressive 2nd place and gaining the 'Best for Value' tyre title.

What Car? says "The Hankook tyre is a great all-rounder, providing exemplary wet and dry braking and handling performance at a more affordable price than the other premium offerings on test." Hankook is proud to be commended in this year's What Car? Tyre Test results and aspires to continue its streak of recognition from such a reputable tyre testing review.

Chang Yool Han, Managing Director at Hankook Tyre UK commented, "When it comes to tyres, Hankook considers tyre safety, innovation and value to be synonymous. As a globally renowned premium tyre manufacturer, we are delighted to have received a five-star rating and 'Best for Value' title in the 2024 What Car? Tyre Tests for one of our most popular SUV tyres, the Ventus S1 evo3 SUV. We are excited for the future of Hankook and look forward to continuing our upward trajectory and recognition in the tyre and transport industry."

Firm Friends Talia and Olivia Putting ETB Llanelli on the Map!

Lifelong friends Talia Wilson and Olivia Smolicz are putting a Llanelli autocentre on the map as one of the most female-friendly in the area, after becoming fully fledged tyre fitters – with another apprentice following in their footsteps.

The former Bryngwyn Comprehensive School mates, both 18, are forging impressive careers at ETB Autocentres in Trostre Industrial Estate, in an industry historically synonymous with men. They are now encouraging other girls their age to give the profession a go.

Olivia said: "I never gave the automotive world a thought when I was younger and I only really applied for the role after hearing Talia say so many positive things about her job.

"It made me curious and I could see how happy her position was making her feel. I thought that I'd like to give it a go too. I'm so glad that I did, because I'm learning every day and I feel like I'm making a difference for people by ensuring their cars are safe."

Talia has always shared a love for cars, and said that she couldn't think of a

better place to work.

"It's more than just a job – it's a career I'm really passionate about and I'd encourage other girls to give it a go. They won't be disappointed. I feel like my voice is heard here and my suggestions and opinions really matter."

On the back of their arrival, a new female apprentice has also joined the ETB ranks and centre manager Leigh Anthony said he'd welcome more female applicants in future.

"Talia and Olivia are a credit to the

depot," he said. "They've quickly become indispensable members of the team, and the work they do is really impressive. The lads all think the world of them both and their skills complement theirs nicely. Their commitment to customer care and safety is second to none, so our customers are equally impressed as well."

Talia and Olivia's success story is a compelling example of the many career opportunities available across ETB Autocentres' network of 52 stores in England and Wales.



The Department for Transport has released the latest “Reported Road Casualties Great Britain”, annual report for 2023. While there is a trend for a reduction in road casualties, the report details a concerning and significant increase in Killed or Seriously Injured (KSI) casualties linked to tyre-related incidents. The year-on-year increase highlights a growing problem on our roads, underscoring the urgent need for stronger action to address tyre safety.

The 2023 figures document a (29%) rise in KSI casualties compared to 2022 (from 147 to 190), the highest number of casualties due to tyre defects since 2018. This increase suggests that despite ongoing efforts, tyre safety remains a significant issue, and more needs to be done to prevent avoidable deaths and injuries. Shockingly, this figure is on par with mobile phone-related casualties.

TyreSafe is also campaigning for statistics to better reflect the causational factors contributing to those killed or injured, with underreporting posing an ongoing challenge in understanding the true scale of the problem, with police forces and road safety organisations inconsistent in attending incidents and reporting on tyre condition as a standard practice.

TyreSafe is calling for immediate and comprehensive measures to combat this escalating problem. The organisation’s latest Case for Action emphasises the critical need for increased awareness, stricter enforcement of existing regulations, and the adoption of new safety standards.

Stuart Lovatt, Chair of TyreSafe, stated, “These figures are a stark reminder that we cannot afford to be complacent when it comes to tyre safety. The increase in KSI numbers is deeply troubling and demonstrates that current efforts in both supporting road users to check their tyres, and reporting measures are not sufficient to reflect the scale of the issue, which we know from our own research is vast. We must act now to prevent further tragedies on our roads.

“The increase in tyre-

Year on Year KSI Figures Increase

related KSI’s is a call to action to raise the level of debate and understanding of the impact of dangerous and unroadworthy tyres. With the cost of living crisis continuing to hit the nation’s pockets hard, TyreSafe will continue to campaign to see drivers and riders understand how they can reduce their risks of an incident. Now is the time for Government to address this growing trend with more focus on tackling the rise in tyre related vehicle defects, focus on improving compliance levels in this area and launch a THINK! campaign to raise societal awareness of this dangerous trend.”

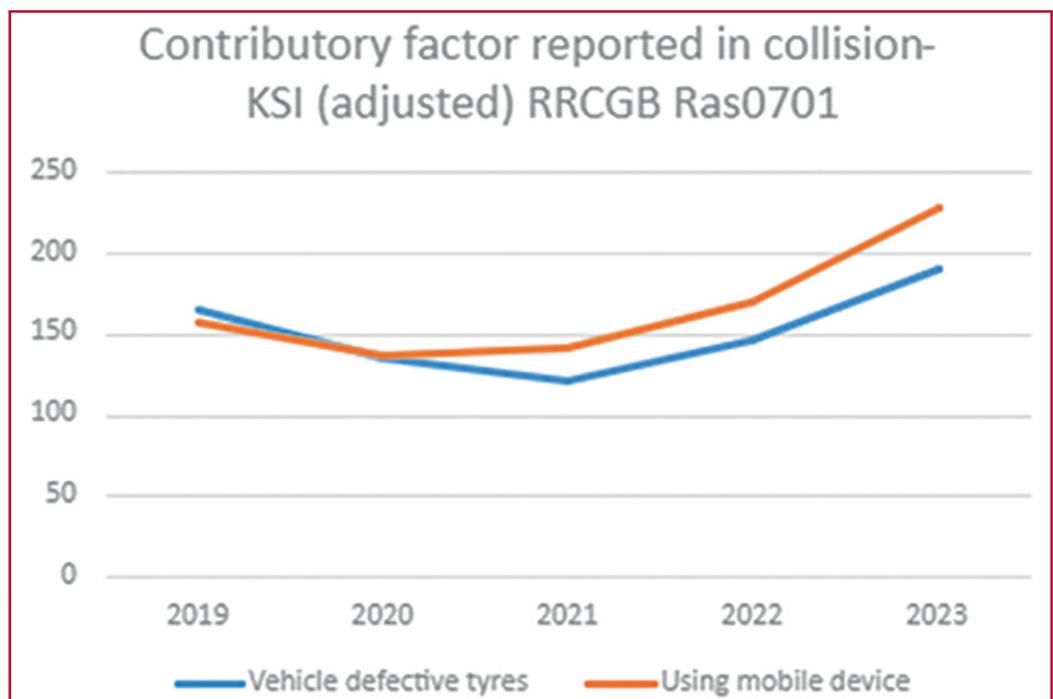
TyreSafe urges all road users to prioritise regular tyre checks, including tread depth, pressure, and overall condition, to ensure their vehicles are safe to drive. The charity also calls on the government to enhance tyre safety campaigns and consider implementing new regulations to address this growing concern.

TyreSafe continues to advocate for road users to take tyre safety seriously and to recognise the critical role that well-maintained tyres play in preventing incidents and saving lives. The charity uses the acronym ACT, to help motorists perform basic tyre checks and maintenance once a month and before long journeys:

Air pressure – The air pressure of each tyre should also be checked using an accurate gauge. Typically, car manufacturers recommend two different tyre pressures, one for light loads and another for when the vehicle is fully loaded. It’s essential that drivers adjust the pressures to accommodate the load they are carrying. These settings can be found in the vehicle handbook, on reputable internet tyre pressure charts such as the one at tyresafe.org, and often in the vehicle’s fuel filler cap or door sill.

Condition – with a visual check, looking at the overall condition of each tyre to see if anything might have penetrated the tread, such as nails or other objects. If any of these objects, cracks or bulges are present, the driver should seek professional advice immediately.

Tread – drivers should check the tread of their tyres to ensure they are above the UK legal tread depth minimum of 1.6mm. Ideally an accurate tread depth gauge should be used but if this is not available, a 20p coin can be used as a guide. Insert the 20p into the main sections of the tyre and at various points around the circumference – should you see the outer rim at any point, you need to have the tread depth checked as it may be illegal.



Kumho ECSTA HS52 in Demand as Tyre Proves Popular with Motorists

ECSTA HS52 **KUMHO TIRE**



As consumer demand for tyres remains strong, motorists across the UK are increasingly turning to the Kumho ECSTA HS52 for its outstanding performance, safety and reliability.

The tyre, from Kumho Tyre UK, has gained a solid reputation for delivering high levels of grip and comfort, making it a popular choice for drivers of various vehicle types. This growing consumer preference is proving to be a boon for the trade, with retailers benefiting from the tyre's consistent success.

The ECSTA HS52 has quickly become a top pick for motorists seeking a blend of high-performance features and long-lasting durability. Its exceptional handling on both wet and dry roads has made it a standout in the summer tyre market, with the added benefit of providing a smooth

and comfortable ride.

This popularity among drivers is now translating into increased sales and repeat business for retailers and fitters across the UK.

Richard Lyons, Managing Director of Kumho Tyre UK, said: "Motorists are clearly recognising the quality and performance of the ECSTA HS52, and this is driving demand. By delivering a product that resonates so well with consumers, retailers are finding that the HS52 is a must-have in their inventory. Its growing popularity not only meets customer expectations but also supports trade professionals in offering a high-performance, reliable product."

The Kumho ECSTA HS52's success has been qualified by numerous independent tests, picking up accolades

that further validate its reputation. In a recent summer tyre test conducted by Europe's largest automobile association, ADAC, the HS52 achieved a top-three finish and was one of only three tyres to receive a coveted 'GOOD' rating. Competing against 16 manufacturers, including leading global brands, the HS52 stood out as the highest-ranked Korean engineered tyre tested. The test, which evaluated summer tyres in size 215/55R17 on a Volkswagen T-Roc, focused on driving safety – assessing wet and dry performance – and environmental factors like mileage, efficiency and noise levels. The ECSTA HS52 was praised for its high levels of grip, quiet ride and precise steering, all of which are key selling points for trade professionals looking to recommend a reliable and trusted tyre to their customers.

In addition to the ADAC test, the HS52 also earned recognition in Auto Bild's 2024 summer tyre test, where it finished joint fourth overall after coming second out of 55 tyres in braking safety in the preliminary round, further enhancing its appeal among safety-conscious motorists.

The ECSTA HS52 is available in sizes ranging from 14 to 18 inches, making it suitable for a wide variety of vehicles, from superminis and family saloons to larger executive models.

Its robust block tread pattern ensures consistent grip, while rigid shoulder blocks enhance steering performance, delivering a tyre that excels in both performance and safety.

New Snap-on Software Release Gives Technicians the Power to Be Their Best

With automotive technology constantly changing, professional technicians who upgrade to the Snap-on® autumn diagnostic software release will benefit from access to an array of resources, including systems, tips and techniques, tests and guided workflows.

"No matter which Snap-on diagnostic platform a technician uses, keeping their software up to date is the only way to get the most out of their tool to handle the various problems that come their way," said Helen Cox, Director, Marketing and Client Services, Snap-on Diagnostics. "It is especially important given all the new technology, such as hybrid and electric cars, advanced driver assistance systems (ADAS) and vehicle security requirements,

which technicians face every day."

Snap-on provides more coverage than any other diagnostic tool in the industry with the breadth and depth of manufacturer-level capabilities for general and collision repair. The autumn release coverage and exclusive guided component tests highlights include:

- Coverage increased to 32 makes with the introduction of Tesla®
- 2024 model year updates for Alfa Romeo®, Audi®, Cupra®, Fiat®, Hyundai®, Kia®, Lancia®, Landrover®, Lexus®, Mazda®, MG®, Nissan®, Seat®, Skoda®, Smart®, Subaru®, Toyota®, Volkswagen®
- 2024 code scan and clear for all makes
- New models include Tesla S, X, 3 and

Y, Fiat 600as well as Hyundai Kona SX2, Kia EV9, Mazda MX-30 DR and Renault® Twingo III and Tailsman models

- Large content additions for Volkswagen and Ford®
- All the coverage and tests added from previous releases

Current software means Snap-on tools can support uninterrupted access to industry exclusive features to streamline jobs such as the Fast-Track® troubleshooting workflow, SureTrack® Real Fixes & Top Repairs graph, Security Link™ and other time-saving features.

With this software release, Snap-on expands multilingual support and free training, giving technicians the power to be their best.

For more information go to:
www.snapon.com/EN/UK/Diagnostics



HRH The Prince of Wales Announces ENSO's Groundbreaking Partnership with Uber

grow while making it easier for Uber drivers to go electric around the world.”

Gunnlaugur Erlendsson, Founder and CEO of ENSO, said: “The world needs electric vehicles. They help combat climate change and eliminate harmful tailpipe pollution. ENSO’s mission is to make EVs more successful, by extending their range while reducing the pollution from their tyres. Our goal is to provide EV drivers with more affordable, energy-efficient, longer-lasting, and ultimately carbon-neutral tyres. This helps Uber drivers save costs and earn more revenue every mile, all while reducing the impact of tyres on the environment.”

Hannah Jones, CEO of The Earthshot Prize, said: “The Earthshot Prize spotlights climate solutions from around the world, helping speed them to scale to reach their potential and create true impact. We are proud that the partnership between Uber and 2023 Earthshot Finalist ENSO, with its groundbreaking solution in the transportation space, provides a perfect example of how the Prize can use its convening power to connect businesses with innovators to find new ways to address the challenges we collectively face.”

Uber has launched a strategic partnership with Earthshot Prize Finalist, ENSO, to roll out its energy-efficient and low-emission EV tyres across the UK and USA. The partnership is designed to support the tyre technology company to grow internationally.

Earthshot Prize Finalist, ENSO is a London-born tyre technology company that makes high-performance EV tyres that extend EV range and reduce tyre pollution. As part of this three year strategic partnership, Uber and ENSO will offer thousands of drivers in the UK and USA access to specially discounted ENSO tyres via a dedicated Buyer’s Club.

London is Uber’s capital of electrification globally where almost 30% of Uber’s miles are now fully electric. The company has built up a £145 million Clean Air Fund to help drivers go electric in the city. Uber is the most widely available on-demand EV network in the world, providing millions of zero-emissions trips every month.

ENSO announced earlier this year that it is developing a \$500 million carbon-neutral tyre factory in the United States as part of its expansion. ENSO’s U.S. factory will be operational by 2027, directly employ over 600 people and produce more than five million EV tyres per year.

The strategic partnership with ENSO is the first Uber has struck with an Earthshot Prize Finalist and part of a wider partnership with The Earthshot Prize, founded by HRH Prince William. As a new Founding Partner of the Earthshot Prize, Uber will nominate climate solution start-ups for The

Earthshot Prize, an annual award worth £1 million given to five innovative climate solutions. Earthshot Finalists will also receive mentorship and support from Uber engineers, as well as additional partnership opportunities.

This partnership with ENSO comes ahead of Uber’s second-annual climate event in London, GO-GET Zero, which took place on 8th October where Uber introduced new features that make sustainable choices easier for drivers, consumers, and merchants.

Jill Hazelbaker, CMO and SVP, Communications & Public Policy at Uber, said: “Innovation is in Uber’s DNA and much more is needed to tackle the climate crisis. That’s why we’re partnering with The Earthshot Prize to offer Uber’s platform as a launchpad for groundbreaking solutions globally – especially those working to accelerate an all-electric future for our planet. We’re thrilled to work with ENSO to help them



Bridgestone Partners with Young Driver

Bridgestone's commitment to road safety and the next generation of motorists has been underlined with a unique partnership with Young Driver, connecting the company with 320,000 pupils and parents over the next 12 months across the UK.

The collaboration will allow Bridgestone to educate budding motorists about the crucial role that tyres play in keeping them safe, through a host of inventive initiatives. The announcement of the collaboration coincides with the UK's National Tyre Safety Month throughout October, organised by TyreSafe.

Young Driver delivers, on average, 140,000 lessons to youngsters aged between 10 and 17, each year, in cars ranging from Vauxhall Corsas to Porsches. The scheme operates at 70 private venues all over the UK, offering responsible learning in a safe, controlled environment, with qualified driving instructors delivering lessons in a fun and engaging way, to nurture the future generation of drivers.

Bridgestone is now an exclusive tyre partner to the organisation and will be leveraging the partnership to educate youngsters about the vital role that tyres play on a car and the easy ways to check them to ensure they are legal and safe.

Bridgestone's North Region Vice President Andrea Manenti said: "We're thrilled to be working with Young Driver,

who make such a lasting impression with budding motorists when sitting in the car for the first time.

"Young Driver makes an invaluable contribution towards road safety by educating pupils at an early age, which is what we are striving to achieve at Bridgestone. We want to educate budding motorists about the importance of tyre performance and maintenance at a time when these messages are most likely to live long in the memory, which is why we were so keen to strike up a collaboration."

Tyre safety giveaways and other educational opportunities will be explored including interactive quizzes on the official Young Driver app, and involvement with the Young Driver Foundation, which works with road safety charities and schools on a not-for-profit basis.

The partnership adds weight to Bridgestone's ongoing 'Become a Bridgestone Road Safety Hero' campaign, where hundreds of free tyre safety checks have been conducted at a number of venues across the UK, including the British Motor Show in August where over 800 cars tyre checks took place.

The postcards were designed to emphasise the importance of checking tyres and highlight that each vehicle has only four contact patches with the road of a similar size, featuring safety tips and maintenance advice for future reference.

Ian Mulingani, Managing Director at

Young Driver, said: "We've spent the last 15 years working hard to create a safer next generation of drivers. We realised that process didn't have to begin when a teenager was 17 and learning on the road – it's much more successful when it's done over a longer period of time and from a younger age. Introducing the drivers of the future to tyre safety can only be a good thing, in terms of making our roads a safer place to be, which is why we're delighted to be partnering with Bridgestone."

Bridgestone's partnership with Young Driver arrives on the back of a tyre safety survey commissioned by Bridgestone earlier this year, with 2,000 drivers across the UK, which highlighted a concerning disconnect between the acknowledged importance of tyre safety and the actual practices of vehicle owners.

In total, 73% of motorists admitted they don't check their tyres, 29% wait until their MOT and 35% confessed to never thinking about checking their tyres at all. Hence, why focusing on educating future generations of drivers about basic tyre safety knowledge, with organisations such as Young Driver is so important to Bridgestone.

For more information about tyre safety and ways to stay safe on roads, for young new drivers visit:

<https://promotion.bridgestone.co.uk/bridgestone-road-safety-hero-learner/> **For Adult Drivers visit:**

<https://promotion.bridgestone.co.uk/bridgestone-tyre-care-guide/>



BRITAIN! TYRES CARRY LIFE IT'S TIME TO FOCUS ON YOUR TYRES



73%

of motorists don't check their tyres themselves.



35%

don't think to check their tyres.



29%

wait until their MOT.



19%

let their partner do it.



27%

of motorists will drive their illegal tyres up to 100 miles.



8%

of motorists will run their tyres until they're bald.

BECOME A BRIDGESTONE ROAD SAFETY HERO →

Research carried out online by Research Without Barriers (January 2024) comprising 2,000 UK car owners. All research conducted adheres to the UK Market Research Society (MRS) code of conduct (2019). RWB is registered with the Information Commissioner's Office and complies with the DPA (2018).

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Trelleborg - Shaping the Future of Agriculture

According to the United Nations, the world population is projected to reach 9.7 billion by 2050, nearly 2 billion more than today. This surge is driving an unprecedented increase in global food demand, to the point that the OECD-FAO Agricultural Outlook for 2023–2032 projects that, over the next decade, we will need to produce an additional 385 million tonnes of food.

These figure, which equates to adding the entire agricultural output of a country like India every year, present a monumental challenge for agriculture: producing enough food to nourish everyone sustainably. Furthermore, this trial comes with several associated objectives, such as increasing yields while reducing the use of fertilizers and pesticides, decreasing water consumption, preserving biodiversity, and improving the quality of life in rural communities.

Consequently, agricultural vehicles and machines are more crucial than ever to agriculture, not only growing in numbers (according to FederUnaComa, the worldwide number of tractors rose from just over 1.9 million in 2015 to nearly 2.5 million in 2022), but also becoming larger and more powerful in the name of efficiency.

In fact, larger machinery typically translates into less time spent in the fields, lower fuel consumption, and fewer vehicle movements. However, such advancements also come with side effects, as explained by Sebastian Barczyk, Product Marketing Manager for Agriculture at Trelleborg Tyres: “Heavy machinery is certainly helpful, but increased power also places higher weight demands on the vehicle, while making the risk of soil compaction significantly higher. This phenomenon can

lead to reduced yields or, in severe cases of soil erosion, significant damage to the terrain”.

Fortunately, as agricultural machinery grows in size, the solution to these challenges lies just beneath the machines themselves: specialised tyres that can support higher weights at required speeds while preserving the ground.

Modern tyres for modern agricultural problems

As the race for food production intensifies and farmers worldwide become less dependent on labour, adopting larger agricultural machines, the demand for specialised tyres is bound to grow.

But which kind of tyres can enhance productivity while safeguarding the agricultural environment?

According to Barczyk, tyre manufacturers have historically proposed various solutions to achieve this balance, but so far nothing has proven as effective as Very High Flexion (VF) Tyres.

These specialised tyres can either carry the same load as a standard radial tyre with 40% less inflation pressure or carry 40% more load at the same inflation pressure. This capability translates to fewer trips, resulting in reduced fuel consumption, shorter working times, and, most importantly, less soil compaction—ultimately leading to increased crop yields.

Trelleborg Tyres, whose commitment to innovation in agricultural tyres spans decades, has successfully implemented the VF technological standard in several products. However, as Barczyk emphasizes, “adopting the VF standard alone isn't enough to satisfy the growing demands of modern agriculture”. This recognition has spurred tyre manufacturers to develop a

comprehensive approach to tyre design. Beyond VF technology, they now incorporate a range of advanced features tailored to specific agricultural vehicles and applications.

In Trelleborg Tyres' case, for instance, tells the manager, “the TM1000 ProgressiveTraction® tyre was developed specifically for tractors, boasting a tread devised to increase the transmission power and operating efficiency of the machine while minimising soil compaction through a ‘wing effect’ on the tyre design, meant to maximise the available tread”.

Furthermore, following the growing professional and extensive use of modern spraying machines, Trelleborg Tyres also developed the TM150, designed with the objective to ensure a 5 to 8 % larger footprint compared to standard series tyres, resulting in great benefits in terms of crop yields.

Last but not least, with the Trelleborg TM3000, the tyre player also responded to the challenge posed by combine harvesters, which are also becoming bigger and are working in more critical environments due to new plants and extreme weather conditions. This tyre tread pattern, together with an advanced carcass design, maximises the tyre's load capacity at low inflation pressure, preserving the soil and its organic components while limiting mechanical damage from compaction.

The road ahead: innovation at the service of farmers

In the end, Trelleborg Tyres' case exemplifies how, while the future of humanity depends on agriculture, tyre manufacturers have to support this sector with a mission of their own: to seek solutions based on innovation, with the ultimate aim of feeding the population and reducing the environmental impact of agriculture.

The need for specialised tyres will in fact grow, and tyre manufacturers will play a decisive role in helping farmers meet the challenges of today and tomorrow effectively, empowering them with the right choices for their tyre needs.

“Agricultural tyres are becoming a crucial component in farming operations and we are fully committed to making a substantial difference in the sector overall performance, efficiency and sustainability. At this point, we should not focus solely on low soil compaction but also on a broader respect for the planet through our products”, concludes Barczyk.



Q What is MAHA UK's vision for the future, and how are you working to achieve it?

"Our vision for the future is to maintain our market-leading position and continue to meet customer needs. Staying competitive means continuing to bring future-proof, premium workshop equipment to the market.

"We are part of an international company, MAHA, which is always looking at innovations to increase its market globally and help local subsidiaries, like MAHA UK, stay ahead."

Q How does MAHA UK stay competitive in today's market?

"We stay competitive by offering a complete package. This includes manufacturing, selling, and helping maintain equipment throughout their lifecycle. Rather than import equipment that can't be supported effectively, we support our customers from the initial enquiry through to after-sales service.

"We also continuously monitor changes in industry regulations, like those from DVSA, to ensure compliance and adaptability in the market. Our competitive edge is in providing value for money with a complete service package."

Q Can you share any upcoming innovations or initiatives that MAHA UK is working on?

"We are always careful about discussing upcoming innovations publicly until we know there is a clear market for them; for example, there were several amazing innovations showcased by our parent company at Automechanika Frankfurt, but the market conditions and regulations will dictate if and when we launch them in the UK.

"What these initiatives demonstrate, though, is that there is constant focus on the future, particularly on innovations aimed at improving vehicle testing. However, it's challenging to push entirely new products into the market without knowing whether they will meet regulation or find a buyer base."

Q How do you see MAHA's role evolving in the automotive testing equipment industry over the next 5-10 years?

"We will continue to play a key role by focusing on supporting and testing new vehicle technologies, such as autonomous driving and Advanced Driver

Tyre Trade News Caught Up with Neil Ebbs from MAHA UK



Assistance Systems – or ADAS. The future will likely be dictated by regulatory demands, ensuring compliance with testing requirements. We will remain flexible and responsive to industry changes."

Q What trends do you see emerging in the automotive testing and diagnostic equipment industry?

"As mentioned, ADAS and autonomous driving is likely to play a significant part; however, the ability to test and enforce the operation of these systems, especially in compliance with any new legislation, is likely to be a major challenge."

Q What do you think are the biggest challenges facing the automotive industry today?

"One of the biggest challenges is ensuring that new vehicle technologies, like ADAS, are tested and enforced properly. It's one thing to say a system works, but being able to test it during operation is a different matter.

"Another challenge is enforcing regulations, such as ensuring that MOT stations are properly regulated and able

to test new technologies. With thousands of MOT stations in the UK, ensuring they're all fully regulated, is a massive task. Additionally, recalibration after minor vehicle incidents or even hitting a pothole further complicates testing and compliance."

Q What's the biggest competitive advantage MAHA UK has in the market?

"Our biggest competitive advantage is our ability to provide a full range of DVSA-approved equipment for MOT testing. As a manufacturer, we have control over the product lifecycle, from development and manufacture to after-sales support. This is a major selling point as there may be competitors that only supply equipment but lack the support infrastructure.

"Additionally, our ability to support equipment for decades – there are lifts that are over 25 years old still in service, for example – adds significant value to our offering. Customers know they can rely on MAHA UK for long-term support and maintenance of products, a clear competitive edge in the market."

<https://www.maha.co.uk/en>

Vaculug Launches V-Torque App

Vaculug Ltd, a leader in the tyre retreading industry, has announced the launch of its groundbreaking new app, V-Torque. This innovative app is the first of its kind to be developed by a UK company, offering unparalleled re-torquing data and setting a new standard for fleet management sustainability for spigot wheels on commercial vehicles of 7.5 tonne and above, including trailers.

The inception of the V-Torque app followed an insightful discussion at Vaculug's Sustainable Thinking Forum in 2023. This forum is the basis of Vaculug's commitment to sustainability, bringing together thought leaders and industry experts dedicated to building a more sustainable future for fleet management. The collaborative environment of the forum sparked the idea that has now materialised into the revolutionary V-Torque app.

V-Torque is designed to provide the industry with comprehensive and precise

re-torquing data, enhancing the efficiency and safety of vehicle maintenance. The app's advanced features allow users to monitor and manage re-torquing processes with unmatched accuracy, ensuring optimal wheel security compliance. By streamlining these processes, V-Torque not only reduces maintenance costs but also contributes to the sustainability goals of fleet operations.

"We are thrilled to introduce V-Torque, a product born from our unwavering commitment to sustainability and innovation," said Glenn Sherwood, Chief Growth Officer of Vaculug Ltd. "The app amplifies our dedication to driving positive change in the industry".

The V-Torque app offers up-to-date vehicle data, along with industry best practise recommendations ensuring confidence in each re-torque. The user-friendly interface offers the user an indispensable tool for enhancing fleet performance and sustainability.



Vaculug's Sustainable Thinking Forums continue to be a platform for inspiring ideas and fostering collaboration among industry leaders. The success of the V-Torque app is a testament to the power of these forums in driving innovation and sustainability in fleet management.

For more information about V-Torque and Vaculug's commitment to sustainable fleet management, visit: www.vaculug.com.

NTDA 2024 NEWS

Continental Wins Sustainability Accolade at NTDA Tyre Industry Awards 2024



Continental Tyres has been awarded "Tyre Industry Environmental and Sustainable Solution of the Year" at the prestigious National Tyre Distributors Association (NTDA) Tyre Industry Awards 2024.

The award, presented at the Association's 94th Annual Dinner, was decided by a panel of industry experts and recognises outstanding corporate social responsibility within the tyre industry.

Beating off competition from Bridgestone, Hankook, Marangoni and

Michelin Tyres, the award reflects the tyre manufacturer's ongoing commitment to driving sustainability across all of its operations - from enhancing the efficiency of its manufacturing processes and supply chain to developing innovative, eco-friendly materials.

Commenting on Continental's win NTDA CEO Stefan Hay said: "The judges felt that in a fiercely contested category, the Continental award entry stood out against the four other excellent entries because of the highly demonstrable progress it is now making towards

achieving its ambitious mission to become the world's most progressive tyre manufacturer in terms of environmental and social responsibility through its highly strategic 'Group Sustainability Ambitions' initiative.

"It is clear, that Continental's approach is not only yielding results, but also shows that its strategy is becoming a reality across the entire business and that the initiative is putting Continental in a thought leadership role when it comes to ESG."

Pete Robb, Marketing Director at Continental, said: "Every tyre that leaves our production line reflects our dedication to delivering the best performance, innovation, and safety – and we're committed to ensuring this approach is executed as sustainably as possible. It's an honour to be recognised by the NTDA's for our ongoing efforts to innovate in this area, and truly reflects the hard work and dedication of our teams."

The recognition follows Continental taking home 'Tyre Manufacturer of the Year' at the NTDA Tyre Industry Awards in 2023.

The annual awards showcases the very best of the UK tyre industry.

REMA TIP TOP Automotive UK has been honoured with the prestigious NTDA Aftermarket Supplier of the Year 2024 award. This accolade was presented at the NTDA's 95th Annual Dinner, recognising REMA TIP TOP UK's exceptional dedication and significant contributions to the automotive aftermarket sector.

The NTDA, established in 1930, is a proactive trade association that advocates for the interests of the tyre wholesale, distribution, retail, and repair sectors within the automotive after-care market. The association plays a crucial role in providing strong professional representation for these sectors, ensuring their voices are heard in a complex, highly competitive, and ever-evolving industry landscape.

Mark Insley, Chief Executive of REMA TIP TOP UK, expressed his delight at receiving the award, stating, "It is extremely satisfying that all our hard work has once again been recognised by the NTDA. We truly have a great team of individuals within our organisation who care passionately about the quality of products and service we provide to our customers and this helps to ensure the safety of millions of drivers on the roads

REMA TIP TOP Automotive UK Crowned NTDA Aftermarket Supplier of the Year 2024

every day."

This award highlights REMA TIP TOP UK's unwavering commitment to excellence and innovation in the automotive aftermarket industry. Their efforts not only enhance the safety and reliability of automotive products but also contribute to the overall advancement of the sector. The recognition from the NTDA serves as a testament to the company's dedication to maintaining high standards and continuously improving their offerings to meet the evolving needs of the market.

REMA TIP TOP AUTOMOTIVE UK LIMITED are leading UK automotive aftermarket equipment suppliers, accredited to ISO 9001:2015. The product range comprises of over 4000 product lines tailored to the industry, including tyre repair material, valve hardware, balance weights, chemical products, tyre inflation, air tools/buffing media, workshop tools, 'Exclusive' CORGHI workshop equipment (tyre

changers, wheel balancers and wheel aligners), diagnostics and TPMS - Tyre Pressure Monitoring Systems. REMA TIP TOP operates nationally through its head office sales team, area sales representatives, service engineers and B2B online ordering systems.

2017 Winners - Aftermarket Supplier of the Year

2018 Winners - NTDA Product Innovation of the Year - (EXPEL - Compressed air filtration device)

2019 Winners - Aftermarket Supplier of the Year

2022 Winners - Staff Training & Development Initiative of the Year

2023 Winners - Chief Executive's Round and Black Award

2024 Winners - Aftermarket Supplier of the Year

For More information:

Website: www.rema-tiptop.co.uk

Email: info@tip-top.co.uk



Pictured from Left to Right: Paul Zerdin - Dinner Host, Stuart John - Rema Tip Top Automotive UK Sales Director, Mark Insley - Rema Tip Top UK CEO, Karl Gillett - Rema Tip Top Automotive UK General Manager, Martin O'Brien NTDA, Alistair Preston, GSF Car Parts Chief Customer Officer

Hankook Tyre UK Win the NTDA Industry Marketing Campaign of the Year Award

The National Tyre Distributors Association (NTDA) held its 95th annual dinner and 11th Tyre Industry Awards ceremony on 10th October at the Hilton Double Tree in Milton Keynes where circa 640 guests gathered to celebrate achievements within the tyre industry.

Hankook Tyre UK was awarded the "Industry Marketing Campaign of the Year" award sponsored by The Tyre

Group for its 'Hankook Big Winter Giveaway' consumer promotion - a £20,000 Virgin holiday voucher. Hankook's primary objective of the promotion was to increase brand awareness, focusing on delivering a variety of paid and organic marketing methods across its social channels and radio advertising to reach as many UK drivers as often as possible. The four-week promotional campaign consisted of

twenty-five daily prizes of a £50 Virgin Gift Card and a final main prize of a £20,000 Virgin holiday voucher of which anyone was eligible to enter the prize draw (subject to T&C's), all they had to do was visit the Hankook.win website and enter their contact details.

Commenting on the win NTDA CEO Stefan Hay said: "The independent judges were very impressed with the wide reach of Hankook's multi-channel prize promotional campaign and the way in which it engaged its intended target consumer audience. This was also backed up with an impressive statistical analysis of the performance across social media and other media platforms which showed it overachieved against set key performance indicators. Also, the impressive uplift in tyre sales across the Hankook dealer network over the promotional period showed that the campaign was well conceived, planned and executed and delivered a demonstrable return on investment."

Hankook Tyre UK is delighted to have received this award for the second consecutive year in a row and looks forward to continued recognition for its notable marketing efforts in the coming years.

For more information please visit:
www.hankooktire-mediacycenter.com or
www.hankooktire.com.



Pictured L to R: Paul Zerdin, Comedian and Ventriloquist, Chris Freeman, Managing Director The Tyre Group, Zoe Baldwin, Marketing Manager Hankook Tyre UK, Martin O'Brien, National Chairman NTDA, Stefan Hay, CEO NTDA.

Tyre-Smart Named Best Small Retailer at NTDA Awards

Essex-based independent dealer Tyre-Smart has been named the best Small Tyre Retailer of the Year, after winning the fiercely contested title at the National Tyre Distributors Association (NTDA) 2024 Awards.

The family-owned business, which is a member of the Michelin Quality Centre network and located on Moss Road, Witham, was triumphant against other

single-site tyre dealerships from across the UK to win the prestigious trophy.

Speaking after the awards ceremony, Jamie Head, Director, says: "We love what we do, and always make sure we do it brilliantly. Being recognised after years of hard work, is especially satisfying for myself and my brilliant team."

Set up in 2015, Tyre-Smart delivers a first-class tyre and wheel fitting service,

with a team of skilled technicians that reward every customer with a smile and respect, regardless of whether they arrive in a Micra or a Maserati.

Key to Tyre-Smart's offer is holding a high level of stock on site, with 3,000 tyres of all sizes, as is its commitment to looking after its 14-strong staff with support, development and friendship.

Tyre-Smart recently expanded from two units with 5,400 sq ft of space to a third to take it to more than 8,000 sq ft. The expansion has allowed the business to add three more bays to complement its previous seven – taking its indoor bay count from four to five. It has also added a new revenue stream with the opening of a wheel and tyre showroom.

Martin Thompson, Michelin's AGB Brand Manager UK & Ireland, says: "We're extremely pleased to have welcomed Tyre-Smart, a great business that clearly goes above and beyond for its customers, into our Michelin Quality Centre accreditation programme this year. The Award win is deserved recognition of an excellent tyre-fitting business that puts people first."





ION FlexClimate *ION FlexClimate* SUV

EVolutionised to perform more in all weather



Industry Marketing Campaign of the Year
WINNER



All Season Performance



The iON Flexclimate (and SUV) is engineered and designed to bear the high torque power of Electric Vehicles and to provide accurate handling to keep you safe in all road hazards in all season.

i Extreme Lightness & i Super Mileage

Energy Efficient & Enhanced Mileage



Hankook understands the concerns of losing energy while driving electric vehicles in all weather. By reducing the rolling resistance, the battery lasts longer to drive a longer distance. A few miles can be crucial during an emergency.

i Sound Absorber

Noise Free



Electric motors are almost soundless which eventually causes the driver to hear more noise from tyres. With the i Sound Absorber, the iON Flexclimate (and SUV) offers a quiet and pleasant ride in all speed ranges.



National Chairman's Outstanding Contribution Award - Gary Oliver



Derek Firminger and Richard Goddard NTDA CEO's Round and Black Award



National Tyre Technician Apprentice of the Year Finalists



National Apprentice Tyre Technician of the Year - Jakub Zaremba of STS Tyre Pros



Tyre Industry Environmental & Sustainable Solution - Continental Tyres



TRA RRS Member of the Year Murfitts Industries



NTDA REACT Commercial Tyre Technician of the Year Finalists



REACT Commercial Tyre Technician of the Year - Charlie Howard



Commercial Tyre Service Provider of the Year Kerrs Tyre Group



Truck & Agricultural Tyre Supplier of the Year - Kirkby Tyres Ltd



Aftermarket Supplier of the Year Rema Tip Top



Marketing Campaign of the Year Hankook Tyre UK



Product Innovation of the Year Dasos Michaelides



Staff Training and Development Initiative Lodge Tyre Company



Tyre Wholesaler of the Year Kirkby Tyres Ltd

The 95th NTDA Industry Awards



*Tyre Manufacturer of the Year
Pirelli Tyres Ltd*



*Small Tyre Retailer of the Year
Tyre-Smart (Essex) Ltd*



*Medium Tyre Retailer of the Year
Merityre Specialists Ltd*



*Large Tyre Retailer of the Year
Lodge Tyre Company*



*Overall Tyre Retailer of the Year
Lodge Tyre Company*



NTDA Executive Officers



*Martin O'Brien
NTDA Honorary Life Member*



*Gavin White
Honorary Life Member*

Stefan Hay, NTDA Chief Executive Officer's 2024 Tyre Industry Conference Address



analytics can make our trade more appealing.

Furthermore, as younger generations are far more driven by purpose, we should showcase sustainability and future purpose, highlighting the industry's role in shaping an exciting sustainable, greener future with those EVs and other energy-efficient technologies which will resonate with them.

This will help align automotive based careers with the values of environmental responsibility and innovation and demonstrate the vital role our trade plays in the economy by keeping the United Kingdom moving on a daily basis.

We must also create inclusive work environments which foster a diverse and inclusive culture to attract young talent from varied backgrounds, overcome unnecessary barriers that under-represented potential employee groups face when in, or trying to enter, the sector and embrace divergent learning needs and provide mentorship programs and leadership opportunities to further improve the sector's appeal.

Essentially, current generations in the sector need to be open to change and must listen to the concerns of younger generations and address issues such as the aforementioned sustainability, but also diversity, equality, inclusion, mental health and flexible working.

We must resign to the past such rhetoric as "In my day we had a stiff upper-lip, did as we were told, worked 60 hours a week and just got on with it" because the reality is, these are our days, our years and our lifetimes ladies and gentlemen and this is the reality of the world in which we now operate and although we can learn from the past we must not dwell in it and if we want our people to work harder, then we all need to show empathy and learn how to work smarter.

In summary, by modernising its image and creating clear pathways for diverse young talent to engage with us, the tyre trade and wider fast-fit and automotive aftermarket can become a more attractive career destination for future generations so let's start to make it happen now!
THANK YOU".

"As always, we have a fantastic line-up of speakers today who will be covering an array of topics which I am sure you will find of interest and which will also, no doubt, stimulate conversation.

And we must, as an industry, continue to have conversations and address the issues that are stifling progress across the tyre trade and wider fast-fit and automotive aftermarket.

As we have highlighted at many of our past conferences, the entire UK automotive industry has a severe and growing skills shortage, threatening its ability to meet demand and innovate in this increasingly competitive global market.

As the sector rapidly transitions toward EVs and embraces new technologies such as connected vehicles and artificial intelligence-controlled automation, the need for highly skilled workers has intensified. However, a combination of factors, including Brexit, an ageing workforce and a declining interest in engineering careers combined with a growing demand amongst younger people to have jobs that allow them to remote work from home, has exacerbated the shortage, leaving key roles unfilled. This talent gap has not only led to the industry's slow recovery post-pandemic, but also threatens its future sustainability and global competitiveness.

Additionally, like all other sectors, we're faced with government driven sustainability targets, technological disruption, changing consumer demand, for example the rise of Mobility as a Service, supply chain disruption due to geopolitical tensions and conflicts especially in Ukraine and the Middle East and the growing threat of cyber-attacks.

That is why so much of what we will be hearing about today is so important to both how we do business and our future recruitment strategies.

We will be hearing about major achievements regarding improving safety measures for our technicians

working at the roadside on the strategic road network, probably the most demanding and dangerous job in the tyre trade. We'll also hear about the rapidly growing number of technicians who have been trained, assessed as competent and issued with a licence under the NTDA's Tyre Technician Professional Development Scheme and how we can better protect our increasingly online dependent businesses against cyber-attacks a real and current problem to the trade and a growing future threat, especially in light of the growth of autonomous connected vehicle technology.

We're also going to be hearing about the high-level findings from the results of the DVSA's 2023/2024 tyre label testing programme which is also very important as we should not forget that labels need to be accurate and demonstrate genuine engineering excellence, as tyre engineering excellence not only enhances vehicle performance, but also plays a key role in sustainability, fuel efficiency, safety, and the evolving demands of modern vehicle technology.

We'll be hearing about the evolving online tyre business in the UK and the impact it will have on the marketplace, also the significant challenge of transitioning to a 'mobility' sector and the importance of preventative measures in tyre maintenance.

As you can hear, there are recurring themes running throughout the conference today, sustainability, protecting the environment, technological advancement, AI, engineering excellence, connectivity, cyber security, safety of our people and their skills development.

By better understanding these exciting evolutionary developments in our trade, we can highlight new career paths, emphasise the evolving nature of jobs within the industry and showcase exciting opportunities in the aforementioned technologies.

Also, demonstrating that careers in automotive engineering now intersect with cutting-edge tech fields like AI, machine learning, diagnostics and data

Ladies and gentlemen, fellow members, industry colleagues.

On behalf of the NTDA Executive Officers and our very generous sponsor GB Tyres (UK) Ltd, it gives me great pleasure to welcome you to the Association's 10th Tyre Industry Conference in my second term as NTDA National Chairman.

Once again, it has been a very positive year for the NTDA. On the membership front, I am very pleased to say, that the Association has again attracted and welcomed into membership, 18 tyre distributors and 10 suppliers.

From local independent family-run tyre retailers in England, Northern Ireland, Scotland and Wales, to suppliers offering ecommerce tyre websites, technician training, tyre wholesaling and aftermarket equipment and consumables, we continue to recruit some of the most well-known and professional companies in the sector and the NTDA membership team receives frequent enquiries from businesses that are recognising the value of belonging to an active association that truly represents the trade.

So, I am pleased to officially welcome all of those members, I know some of you are here today and I look forward to meeting you all!

As always, external affairs, advocacy, and lobbying activity, both individually as the NTDA and in partnership with other automotive trade associations, has been at the core of the Association's work this year.

Last year Simon Wright told the conference delegates that the Government (in its 'Plan for Drivers') had announced the decision by the Secretary of State for Transport to amend the legislation to permit breakdown vehicles, including tyre incident response vans, to be fitted with rear-facing red flashing lamps. These would be permitted for use when recovering broken-down vehicles and responding to incidents on the roads of Great Britain.

Throughout 2024, the NTDA has worked with the other founding members of the Professional Recovery Operators Safety Executive, PROSE, to develop the Use of Amber Warning Beacons and Rear-Facing Red Flashing Lamps Protocol and the associated training module covering amber warning beacons, rear-facing red flashing lamps and white work lights. The NTDA has already made a REACT based version of the training module freely available to all of its approved training providers and has distributed the protocol to all members providing commercial and mobile roadside tyre incidents response services.

In support of both the NTDA and PROSE objective of ensuring our people are well trained and stay safe at the roadside, we are also delighted that on the 17th September the DfT announced that only those companies whose

Martin O'Brian, NTDA National Chairman's Address Tyre Industry Conference 2024

staff have been fully trained in the use of beacons and lamps, will receive a Vehicle Service Order permitting them to fit the red flashing lamps. To reiterate this means those who are NTDA REACT or NTDA LMTT trained and licenced or IVR National Highways Sector Scheme 17B trained and licenced in accordance with the aforementioned PROSE protocol.

This is an incredible achievement for all involved and I am therefore delighted that Richard Goddard the PROF Chairman will be speaking today, that Stefan will also be providing an update on the work of PROSE and the roll-out of the training for the red lamps and that Derek Firminger from the European Rescue & Recovery Initiative and Wayne Carey and his colleagues from our strategic partner National Highways are all here today to join us in celebrating this success story.

Sadly, Northern Ireland is not currently included in the roll-out of red lamps but the NTDA intends to work with its members there to secure permission to ensure parity.

The NTDA Tyre Technician Professional Development Scheme, and the professional licensing it delivers, remains a foundation of NTDA activity in supporting the trade and I am therefore delighted to announce this year that 10,632 commercial tyre technicians have now been trained, assessed as competent and issued with a REACT licence.

Furthermore, across the rest of the scheme which now includes the Commercial Tyre Technician, Retail Tyre Technician, Mobile Tyre Technician, Responsible Tyre Repair Technician and Electric Vehicle Tyre Technician licences, a further 3,853 technicians have been trained, assessed as competent and issued with a licence.

This means that 14,485 technicians now hold an NTDA professional licence and by the end of this membership year, we are well on target to exceed 15,000.

The Association has also been active on the events front. In February we held the successful NTDA Northern Ireland Tyre Road Show sponsored by Micheldever Tyre Services. More than 60 delegates enjoyed presentations from Micheldever, Marangoni and Autotech Training together with a trade exhibition and networking lunch. The success of this event has inspired us to hold a series of Tyre Road Shows throughout the UK in 2025 and we will be looking to our supplier members to support us with their time and sponsorship of these events.

In June we exhibited at the UK Garage and Bodyshop Event, which again was very

successful for the NTDA with most visitors to our stand, as usual, wanting information on the NTDA Tyre Technician Professional Development Scheme and membership, but also enquiring as to why there were no tyre wholesalers or manufacturers at the event.

This has inspired us to collaborate with our colleagues at Automechanika Birmingham to launch a Tyre Village at the 2025 show and I am delighted that colleagues from the show organisers Messe Frankfurt can be with us here today.

In July we held the Tyre Industry Charity Golf Day kindly sponsored by LKQ ECP where we welcomed 96 golfers and some additional guests to the afternoon drinks and BBQ sponsored by the aforementioned Automechanika Birmingham. This was a wonderful social networking event for the trade plus we raised £4,500 for the Wheelwrights' Charity.

Having started with Northern Ireland, I finish the round-up on events by promoting the Northern Ireland Dinner Dance and Awards Ceremony which will be held on Saturday 23rd November at the Roe Park Resort in Limavady. This event is another highlight in the Association's social calendar and regularly attracts 120 plus guests from across the UK and the Republic of Ireland for an evening of true Irish craic!

So, as you can hear, whether lobbying, advocacy, representation, providing technical support, professional licensing or trade networking, activity never stops at the NTDA and as always, there is so much more I could report on, so please consider these as just a few highlights.

As always, we have a really great conference lined-up for you today and we recognise that the NTDA can only run an event of this standard with generous support so, in closing, I offer my personal thanks to Sukhi Singh and his team at GB Tyres (UK) Ltd for enabling us to put together this exceptional event.

I would also like to thank the NTDA team in Aylesbury for all of its effort and dedication to our members and both the conference and the annual dinner. Your work, as always, is much appreciated.

I would like to conclude by saying that I am both proud and honoured to be serving as your National Chairman again and I hope you find today as interesting, enjoyable, and notable as know I will. I very much look forward to meeting with many of you throughout the day.

THANK YOU

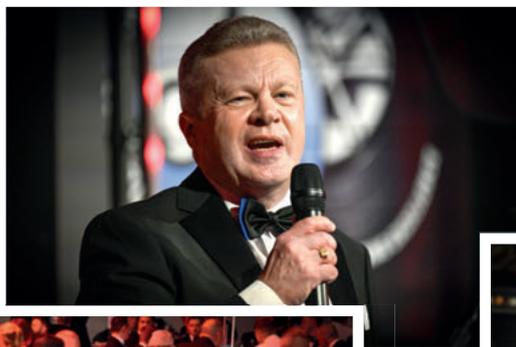
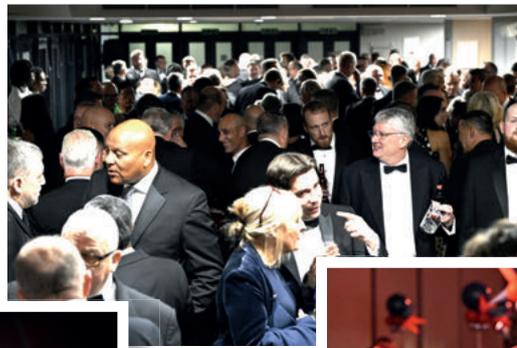
The 10th NTDA Tyre Industry Conference and...

A fantastic day...





95th Annual Dinner & 11th Tyre Industry Awards



...An amazing evening!

Kwik Fit Apprentices Rise to the Occasion at BTCC Race Weekend



It was a trip to the races for five lucky Kwik Fit apprentices and their managers at Silverstone recently as they were selected to head to Silverstone for a day of BTCC action. This exclusive event was curated to showcase how exciting a career in the automotive industry can be.

The apprentices took a tour around the paddock of Britain's most famous motor racing circuit – home of the Formula 1 British Grand Prix – which included garage talks, medical demonstrations, sim racing and media training.

Kwik Fit is the leading provider of automotive apprenticeships in the UK, with its programme ranked as Outstanding by Ofsted. Over 4,000 people have started their automotive careers on a Kwik Fit apprenticeship, with many progressing to a wide range of senior roles, both within Kwik Fit and with other companies in the sector.

The first stop was Goodyear, the BTCC's official race tyre supplier, where the apprentices got a truly immersive experience preparing a tyre from scratch. They were walked through each step of the assembly by the technicians to create a tyre fit for race day.

TOCA medical were next on the agenda with a module packed full of life saving activities for both on and off the track. This included fire extinguisher training, CPR and defibrillator use and wound dressing.

It was then over to Laser Tools Racing with MB Motorsport where the apprentices got a fully comprehensive

tour of Jake Hill's title-chasing BMW 330e M Sport prepared by West Surrey Racing. The championship leading car was met with excitement as key elements of the car were explained including the engine, hybrid system and bodywork.

After a bite to eat and going head-to-head on the racing simulators, it was time to take a trip to the pitlane for two more garage talks. The first was provided by NAPA Racing UK where they hosted a road car vs BTCC race car comparison and explained the key differences that go into a championship contender.

This was swiftly followed by a tyre changing challenge with Evans Halshaw Power Maxed Racing where, alongside driver Aron Taylor-Smith, they competed against each other for the fastest pit stop time.

The final elements of the day included modules run by senior figures in the BTCC paddock, including Technical

Director Sam Riches, who explained the responsibilities of TOCA Technical. BTCC presenter Alan Hyde also gave an insight in approaching the media as it's not only drivers who are asked for comments over a race weekend.

Despite the jam-packed schedule, there was still time at the end of the day to enjoy the BTCC support package action including the ROKiT F4 British Championship, Porsche Carrera Cup Great Britain and The Vertu Motors MINI CHALLENGE Trophy.

Chris Littlewood, Kwik Fit Apprentice Coach, added: "This opportunity is really exciting for them all, these apprentices won our internal competition based off their performance, so they represent some of our best talent.

"Kwik Fit are really big on internal promotion and building from within – even myself started as a tyre fitter when I was 18 years old – so the scheme and days like this provide them with the best opportunity to build their career within Kwik Fit and the automotive industry."

Michael Butler, Goodyear BTCC Event Leader, said: "The apprentices took to the challenge very well and what's impressed me the most is how enthusiastic they are. It's great that the next generation of fitters are engaged and eager to learn.

"I did an apprenticeship as well, so I think it's the best way to start your career. It's a brilliant way to teach skilled trades to the workforce and I'm proud that Kwik Fit are offering schemes that support this."

Kwik Fit apprenticeships are available across the country, with programmes starting throughout the year. Those interested in applying for an apprenticeship at Kwik Fit should visit: www.kwik-fit.com.



Introducing the all-new megaspin *FAST TOUCH*



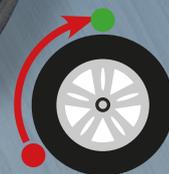
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In another 'industry first', Hofmann Megaplan have raised the bar yet again. Doing away with the common measuring arm to enable data input, the megaspin *FAST TOUCH* makes balancer set-up faster and easier than ever before. By simply lining up the integral lasers, data is entered at the touch of a button.

When shown for the first time to our own technical team and customers alike, the response was consistent -
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Throw in other luxury but useful features such as touch screen display, OWB (One Weight Balance), NO CHECKSPIN technology, HUBMATCH and megaclamp automatic clamping and you have what we believe is the best price/performance ratio of any wheel balancer on the market today.



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Forterra Partners with Michelin

Michelin's excellent products and cutting-edge data analysis proved to be an irresistible combination for building materials manufacturer Forterra, which has chosen the tyre specialist as its sole supplier.

Following a competitive tender, Michelin has been awarded the contract to fit products from its X Multi and X Works tyre ranges to the operator's predominately Volvo truck fleet to help reduce fuel costs, mitigate its environmental impact and improve uptime.

"We had full confidence in the quality of the product, which is excellent. However, the thing that took Michelin's offer to the next level was their ability to analyse our fleet's performance to ensure it's running as efficiently as possible," says John Anderson, National Logistics Director at Forterra.

"Yes, you are their customer but the way they approach things feels like a partnership, with a focus on sustainability,

improving MPG and ensuring we have the right tyre for the specific job."

The three-year pence-per-kilometre deal brings a 15-year association between Forterra and its previous tyre provider to an end.

Forterra is initially trialling the versatile MICHELIN X Multi tyre across its fleet. This will likely be the mainstay, however, the nature of its work, which includes delivering to builders' merchants as well as off-road driving on building sites, means the robust MICHELIN X Works tyre will be fitted in certain use cases based on the trial data.

For Forterra, another key motivator behind its decision to select Michelin as its sole provider was the opportunity to adopt the tyre manufacturer's multi-life policy, which will help to minimise the total cost of ownership and environmental impact further.

The policy means that once a new set of tyres has reached the end of its first life, they are regrooved and retreaded as

MICHELIN Remix tyres. Once the Remix tyres are worn, the business sends the casing back to Michelin to be retreaded again to produce Encore tyres – extracting the maximum performance from each casing.

"As a business the shift to four-stages of life for each tyre is a big opportunity for us, which will enhance our sustainability efforts and help us manage our costs," adds Anderson.

Operating from 13 locations nationwide, Forterra produces some 500 million bricks a year, which it transports via 143 trucks (both rigids with drawbars and tractor units) and 153 predominately drawbar trailers, the vast majority of which feature mechanical offload systems.



RONAL GROUP and LEONHARD KURZ Present Wheel Insert Design Concept

While the RONAL GROUP has designed special aerodynamic wheel inserts that reduce air resistance and noise, KURZ has further improved its PERFORMANCE+ hot stamping technology and made it more sustainable. "On the one hand, this allows us to dispense with the preheating previously required for hot stamping, which saves a significant amount of energy and increases efficiency," explains Luitpold Haarländer, Head of Business Area Plastic Decoration at KURZ. "On the other hand, no environmentally harmful chromium (VI) is used, as is the case with conventional electroplating, for example – and CO2 emissions are also reduced in comparison. Last but not least, the technology is ideal for the use of recyclates and ensures a lower reject rate."

In addition to technological optimisation, KURZ has also further developed the process at the design level. The series-capable, patented PERFORMANCE+ hot stamping process is even better suited for finishing

components with 3D geometries and enables innovative design variations. New holographic effects that create the impression of optical depth and movement were presented for the first time at FAKUMA 2024. "Numerous variations are possible – from elegant real chrome looks to metallisations in different shades and color gradients," explains Haarländer.

Several exhibits at the KURZ stand demonstrated the wide range of design options. "We are delighted that we were able to make progress with KURZ as part of this innovative project and demonstrate possible applications in exterior design using our RONAL aluminum wheels," adds Raphaël Ballu, Project Manager at the RONAL GROUP. "KURZ's hot stamping technology allows us to transform conventional wheel inserts into visual highlights, but it offers even more than that. Together with KURZ, we are also working on adapting the technology for a revolutionary process for decorating the aluminum wheel itself, which opens the door to an enormous variety of designs and visual



effects. As the trend towards individualisation in the automotive industry continues, this is of interest to both our OE customers and the aftermarket sector."





Premium tyre manufacturer Hankook is supplying the specially matched Ventus S1 evo Z UUHP (ultra ultra-high performance) tyre as original equipment for the new BMW M5. The brief for the high-performance saloon, now in its seventh model generation, was a meticulously tuned tyre. The reason the tyres need to meet special requirements is due to the introduction of an electrified drive system in the luxury-class model from BMW M GmbH for the first time in its 40-year history. These requirements include a high load capacity for effortless handling of the PHEV (plug-in hybrid) model. On the other hand, excellent grip was required to transmit the system output from the V8 engine and electric machine of 535 kW/727 PS as well as the maximum system torque of 1,000 Newton metres to the road in a controlled manner.

At the same time, Hankook engineers had to take account of one of the most defining characteristics of the BMW M5, tuning the Ventus S1 evo Z specifically to the fast and highly precise responsiveness of the steering – whether on the road or on the race track. The result? The mixed tyres in the size 285/40 ZR20 at the front axle and 295/35 ZR21 at the rear axle are the ideal combination of lightning-fast steering response, perfect transmission of cornering forces, and driving dynamics for which the M models are known. At the same time, the developers have been able to make a contribution to the modest fuel consumption and energy consumption through a low rolling resistance. Like all tyres that are explicitly approved as original equipment for BMW M and BMW vehicles, these tyres also bear the ☆ mark on the sidewall and follow the strict criteria imposed by the manufacturer. The Ventus S1 evo Z premium tyres are produced in Hankook's European plant in Hungary.

"We are proud of having developed the perfect tyre for such a legendary vehicle as the M5 in close cooperation with BMW M," says Klaus Krause, Vice President and Head of Europe Technical Center at Hankook in Hanover. "Our clear objective was to transmit the unique driving dynamics of the high-performance saloon

Hankook Ventus S1 evo Z for BMW M5

to the road without having to compromise when it comes to rolling resistance. We have achieved this over the three-year development time."

Ventus S1 evo Z: High-load tyre with bespoke tread for maximum steering precision

Tyres that are used exclusively on the BMW M models have to meet the highest standards with respect to all driving characteristics, whether handling, rolling resistance or long-term performance over the entire life cycle. In order to perfectly transmit the well-known M model characteristics to the road for the new BMW M5, the first step involved equipping the Ventus S1 evo Z with high-load characteristics to ensure the superior directional stability of the high-performance saloon, even when driven in a sporty style. The new tread features an especially generous contact surface and rearranged linear grooves that support fast feedback in response to steering commands, even when the vehicle is being put through its paces on a race track. Wide tread blocks support the agile steering behaviour.

In addition, the Ventus S1 evo Z is equipped with a reinforced aramid hybrid belt for use on the BMW M5, which enhances the performance further, especially on dry surfaces. This prevents unwanted expansion of the tyre due to centrifugal forces at high speed, and, with the speed index (Y), indicates approval for top speeds in excess of 300 km/h resp. 186 mph. Moreover, the dimensionally stable aramid fibres minimise the deformation of the tread due to lateral forces when changing direction, which promotes neutral handling and control at all times.

Despite the outstanding performance of the BMW M5, even when driven to its limits on the race track, the Hankook Ventus S1 evo Z developers also focused on maximum comfort during day-to-day driving. As a result, even long motorway journeys at moderate speed become a relaxed pleasure. They also succeeded in combining the tyre's outstanding driving dynamics with a low rolling resistance.

Exclusive material mix for one-of-a-kind performance

The tread of the Ventus S1 evo Z was designed specifically for the BMW M5 and uses an exclusive material mix that is

precisely tailored to the handling characteristics of the high-performance saloon. Through the addition of various high-performance resins, it offers optimum grip across a wide range of temperatures. In addition, an innovative structure of interconnected, organic fillers ensures consistently high performance over the entire journey time.

Uncompromising test procedure – AI-supported in the virtual space and on the race track

During the development of the Ventus S1 evo Z, the Hankook engineers also relied on AI-supported algorithms to achieve the desired handling. The focus here was particularly on the optimum force distribution in the tyre tread during demanding cornering manoeuvres. The AI forecasts are based on Hankook's comprehensive body of data from countless tyre tests.

In order to determine the perfect combination of driving fun, safety and cornering dynamics, numerous laps were completed on the Nordschleife of the Nürburgring as well as on the incomparable Nardò high-speed ring.

iON i*cept winter tyre for safe driving during the winter season

To ensure enjoyable driving that is safe at all times even during the winter season, the Hankook iON i*cept premium winter tyre can also be ordered for the high-performance saloon. The winter tyre, originally developed for all-electric cars, perfectly complements the performance characteristics of the plug-in hybrid and features the 3PMSF mark for superior winter characteristics. Just like the summer tyres, the winter tyres also bear the ☆ mark on the sidewall to label them as approved as original equipment for BMW M and BMW vehicles.

Tyres developed exclusively for BMW M GmbH vehicles not only have to exhibit ideal handling characteristics in winter road conditions, but also need to transmit the unmistakable driving dynamics of the high-performance saloon on dry and wet roads. The Hankook iON i*cept for the BMW M5 therefore has a stiffer tread mixture than on conventional passenger car winter tyres. In addition, an exclusive iON tread design helps to transmit the high torque safely to the road at all times.

DriverReviews Unveils the 2024 Customer Choice Awards

DriverReviews is proud to present the 2024 Customer Choice Awards, recognising the top-rated tyres based on genuine feedback from real motorists across Europe. With over 430,000 reviews and more than 840 million kilometres driven, the awards reflect a growing community of drivers contributing to Europe's largest verified tyre review platform.

Recent research from DriverReviews, based on feedback from over 14,000 customers, found that 66% of online shoppers said that DriverReviews' genuine customer reviews had influenced the tyres they chose to buy. This highlights the vital role reviews play in helping customers make informed decisions, further reinforcing DriverReviews' commitment to guiding motorists through their tyre buying journey with trusted, real-world insights.

DriverReviews has grown significantly over the past year, now offering an expanded range of award categories to better reflect the diverse preferences of drivers across Europe. The new 2024 categories include Best Tyres for Vans, Best Tyres for Pick-Up Trucks, and Best Winter Tyres. These additions are aimed at helping even more drivers find the right tyres for their vehicles and driving needs. Award Categories:

- High-Performance Cars
- Hot Hatches (Compact Sports Cars)
- Small & Mid-Size SUVs
- Large SUVs
- Family Cars
- Large Family Cars
- City Cars
- Vans (New for 2024)
- Pick-Up Trucks (New for 2024)
- All Season Tyres
- All Season SUV Tyres
- Winter Tyres (New for 2024)
- Winter SUV Tyres (New for 2024)

For each category, they recognise three standout products: a 'winner', 'highly recommended', and 'commended' selection, reflecting the impartial and diverse opinions of European motorists.

"With so many tyre options available, buying new tyres can be overwhelming. DriverReviews is committed to making the process easier by providing a trusted resource of verified driver

feedback and expert guidance. The 2024 Customer Choice Awards highlight the tyres that drivers across Europe trust the most, offering valuable insights to help motorists make informed choices," said Adam Butcher, Director of Operations at DriverReviews.

In this year's awards, several tyre brands have received top honours. For the third consecutive year, the Michelin Pilot Sport 4 S was recognised as the leader in the High-Performance Cars category. Bridgestone Turanza 6 earned the top spot for Best Tyres for Family Cars, while Continental UltraContact earned the top spot for Best Tyres for Small & Mid-Size SUVs.

"We're thrilled to share the 2024 Customer Choice Awards," added Butcher. "DriverReviews continues to grow every year, building on a network of real driver insights to deliver transparent, trustworthy guidance for tyre buyers across Europe. As the platform expands, we look forward to empowering even more consumers with the reviews they need to make confident tyre decisions."

You can find the full list of results below:

Best Tyres for High Performance Cars

Winner: Michelin Pilot Sport 4 S
Highly Recommended: Pirelli P Zero (PZ4)
Commended: Continental SportContact 7

Best Tyres for Hot Hatches (Compact Sports Cars)

Winner: Michelin Pilot Sport 5
Highly Recommended: Continental SportContact 7
Commended: Hankook Ventus S1 evo3

Best Tyres for Large Family Cars

Winner: Continental SportContact 7
Highly Recommended: Michelin Primacy 4+
Commended: Bridgestone Potenza S001

Best Tyres for Family Cars

Winner: Bridgestone Turanza 6

Highly Recommended: Michelin Primacy 4+
Commended: Goodyear EfficientGrip Performance 2

Best Tyres for Small & Mid-Size SUVs

Winner: Continental UltraContact
Highly Recommended: Hankook Ventus S1 evo3 SUV
Commended: Michelin Latitude Sport 3

Best Tyres for Large SUVs

Winner: Michelin Pilot Sport 4 SUV
Highly Recommended: Pirelli Scorpion Verde All Season
Commended: Bridgestone Dueler H/P Sport

Best Tyres for City Cars

Winner: Toyo Proxes CF2
Highly Recommended: Michelin Energy Saver +
Commended: Uniroyal RainExpert 5

Best Tyres for Vans

Winner: Michelin Agilis CrossClimate
Highly Recommended: Continental VanContact Eco
Commended: Hankook Vantra LT

Best Tyres for Pick-Up Trucks

Winner: BFGoodrich All-Terrain T/A KO2
Highly Recommended: Yokohama Geolandar A/T G015
Commended: Hankook Dynapro At2

Best All Season Tyres

Winner: Michelin CrossClimate 2
Highly Recommended: Yokohama BluEarth-4S AW21
Commended: Goodyear Vector 4Seasons Gen-3

Best All Season SUV Tyres

Winner: Michelin CrossClimate 2 SUV
Highly Recommended: Vredestein Quatrac Pro
Commended: Goodyear Vector 4Seasons Gen-3 SUV

Best Winter Tyres

Winner: Michelin Alpin 6
Highly Recommended: Continental WinterContact TS 870
Commended: Vredestein Wintrac

Best Winter SUV Tyres

Winner: Continental WinterContact TS 870 P
Highly Recommended: Michelin Pilot Alpin 5 SUV
Commended: Bridgestone Blizzak LM005



BKT

BKT has announced the appointment of **Ludovic Revel** as President Global OEM, a strategic choice that reflects the Indian multinational's commitment to pursuing its ambitious business goals, starting with strengthening its growth strategy in the OEM channel for Original Equipment and consolidating BKT's brand visibility among the major global players.

With three decades of experience in the Off-Highway tyre market gained at world-renowned companies, Ludovic brings sound knowledge of the industry. As BKT's President Global OEM, Ludovic will lead a dedicated team whose members will contribute to the company's expansion in the OEM channel, leveraging a well-defined plan that is aimed at exploring new markets, new business and development opportunities.

"I am greatly impressed by the remarkable growth BKT has made over the years, taking the company to a worldwide leadership position in the specialty tyre industry. It is an honour for me to join a company that is deeply rooted in traditional values with a strong international perspective, a clear strategy and strong ambitions for the years to come".

Ludovic's innovative and customer oriented approach marks the beginning of a new era for BKT, aiming to transform and enhance existing operations. This vision targets the integration and further improvement of service quality and operational effectiveness, setting new standards of excellence for the company on a global scale.

"At this crucial time for our industry, the joining of Ludovic means a significant enhancement of our team. Under his guidance, BKT not only will respond to market challenges, but also position itself



as a reliable partner in the global Off-Highway tyre industry. His experience and leadership will be essential to our expansion process and to consolidating our global presence, with the goal of achieving other ambitious and unprecedented milestones." says Rajiv Poddar, Joint Managing Director at BKT.

Ludovic will report directly to Lucia Salmaso, Managing Director of BKT Europe.

Pirelli

Pirelli UK announces recent changes to its senior leadership team, including the appointment of a new UK CEO.

Livio Magni, previously Pirelli UK CEO, has now been appointed as the new CEO of Pirelli Europe. This expanded role includes his recently assumed position of Chairman of Pirelli

UK. Dimitrios Papadakos has now been welcomed as the new CEO of Pirelli UK.

With over two decades of experience within Pirelli, Papadakos has held various leadership roles for Pirelli across many markets, most recently serving as the Chief Commercial Officer (CCO) for Asia & Pacific.

His dedication to advancing Pirelli's reputation as a premium tyre manufacturer will guide the company into its next chapter of growth and innovation.



Yokohama TWS

Yokohama TWS is pleased to announce the appointment of **Elio Bartoli** as its new company President, effective December 1st. Elio Bartoli succeeds Paolo Pompei, who is stepping down to pursue external opportunities after an impressive tenure with the company.

Elio Bartoli brings a strong display of leadership experience, including the last 12 years in various strategic roles at Yokohama TWS. His tenure has included positions such as Commercial Leader of Industrial Tires, and most recently, President of the EMEA Region and Global OE Leader. In these roles, he consistently demonstrated outstanding leadership across both commercial and operational functions, driving significant growth and delivering exceptional

business results.

Elio's deep expertise spans the entire supply chain, commercial strategy, and customer relations. His people-centric leadership style, coupled with his strong track record of fostering collaboration and innovation, makes him the ideal choice to lead Yokohama TWS into the next phase of its evolution.

"We are thrilled to welcome Elio as our new President," said Nitin Mantri, Co-COO of Yokohama, and Head of OHT division. "His deep industry knowledge, strategic vision, and customer focus make him the perfect leader to guide Yokohama TWS into its next phase of growth. We are confident that under Elio's leadership, the company will continue to deliver exceptional value to our customers, partners, and stakeholders."

Yokohama TWS wishes to extend its heartfelt gratitude to Paolo Pompei for his



exceptional leadership and invaluable contributions over the past 25 years. Throughout his tenure, Paolo has expertly navigated the company through key phases of growth, expanded our global footprint, and cultivated a vibrant culture of people and innovation. His legacy will undoubtedly leave a lasting impact on the organisation.

First Stop

Brenden Marais has been promoted to Retail North Network and Procurement Manager to coincide with the changes, following a two-and-a-half year spell as National Franchise Manager.

He said: "Our goal is to align our strategy with the current market place to remain competitive and adapt to the ever changing customer needs. By becoming more customer focused we will be able to

capitalise on opportunities that are both beneficial to our network and our retail partners. Additionally, simplifying our proposition makes it easier for dealers and suppliers to work with us, resulting in stronger relationships and increased efficiencies.

"The automotive retail industry is ever changing and if you don't do likewise, you will fall behind, which is why we're refining our offering. There is a shortage of attractive packages where everybody benefits and we believe we have one that will appeal to more partners than ever."



Ascenso

Diana Fernández Tello brings her dynamic set of marketing skills to the Ascenso brand, and she will be bringing all of her years of international experience to the fore as she takes on the role of Ascenso's new Marketing Manager for European Business.

Having proved at Bridgestone retail where Diana led the digital transformation of four UK and Ireland brands which

resulted in significant growth in website traffic leading to higher conversion rates.

With her record of driving brand awareness offline and online we believe that Diana has what it takes to drive the Ascenso brand forward across the European off highway market.

Being fluent in three languages, English, French, and Spanish language will not be a barrier to her as she works to increase Ascenso's European presence through a strategic, multi-channel marketing plan.



Ascenso

Ascenso the off-highway brand has appointed **Josh Webster** as its new UK and Ireland Manager.

Josh will be responsible for the development of Ascenso's growing partner base and to manage the key Ascenso accounts across the UK and Ireland.

Josh joins Ascenso with over 25 years' worth of experience of working in the tyre industry, his skill set learned from key roles within the retail and wholesale

sectors of tyre business makes Josh's appointment to the Ascenso family all the more pertinent as Ascenso ramps up its strategy to increase market share within the UK and Ireland.

Before joining Ascenso, Josh was the Sales Manager for the north of England and Scotland for tyre wholesaler RH Claydon. Prior to that he held sales roles in both Hankook Tyre UK and Kumho Tire.

When asked about his new role at Ascenso Josh replied "This role will no doubt be a challenge but one that offers great possibilities."



Ascenso

Ascenso Tyres are delighted to announce that **Neil Ford** has joined them. Neil's career began with Michelin Tyres where he worked in several departments including Truck and Off Highway sales, before moving across to Technical OE1 and OE2 plus manufacturing. After 17 years with Michelin, Neil joined Goodyear AG which saw him focus on technical, sales and training.

Before Goodyear AG was sold, Neil moved to Titan International to transition their supply chain, it's technical and

manufacturing structure across Europe.

Soon after joining Titan, he was asked to go to Volgograd in Russia as Titan had purchased a third share in Voltyre Prom. It was here that Neil gained a huge amount of experience working on continuous improvements in both plant and offices, manufacturing European sizes, improving quality and supply for JD, Claas, CNH and AGCO.

Under Neil Ford's leadership the strong sales team managed the existing and new tyre sizes, with his lead and main focus on OE1, OE2 and manufacturing.

With Neil joining Ascenso as a consultant for training and OE2, as well



as supporting technical, his wealth of experience, industry knowledge makes him an invaluable member of the Ascenso family.

In its 79 years, Toyo Tires has carved out a reputation for excellence in the high-performance tyre market, offering a range of products that cater to both everyday drivers, driving and motorsport enthusiasts. Among their standout offerings in the performance range are the Proxes Sport 2 and Proxes TR1, which exemplify Toyo's commitment to innovation, performance, and safety.

The Proxes Sport 2 is engineered for drivers seeking a balance between exhilarating performance and everyday usability. It is particularly popular among higher powered saloon and sports car enthusiasts and those who appreciate spirited driving. This tyre features an advanced tread design that enhances both wet and dry traction, allowing for confident cornering and stability at higher speeds.

One of the key features of the Proxes Sport 2 is its asymmetric tread pattern, which is designed to optimise contact with the road. This design minimises hydroplaning by channelling water away from the tyre, thus improving grip in wet conditions. The tyre's compound is formulated with a blend of silica and polymers, which not only enhances grip but also ensures longevity, making it a practical choice for drivers who demand both performance and durability.

In terms of comfort, the Proxes Sport 2 offers a surprisingly quiet ride for a high-performance tyre. This is achieved through its noise-reducing technology, which minimises road noise and vibrations, allowing for a more enjoyable driving experience. Furthermore, the tyre's construction includes a reinforced sidewall, providing added stability and responsiveness when cornering, enhancing the overall driving dynamics.

On the other hand, the Proxes TR1 is designed for more agile road going cars, popular among those wanting day to day performance mixed with the odd track day. Proxes TR1 is engineered to provide optimal grip and control in various environments.

One of the most notable features of the Proxes TR1 is its unique tread pattern, which maximises the contact patch for better grip during acceleration, braking, and cornering. The tyre's construction is focused on minimising flex, which allows for quicker response times and more precise handling. This rigidity is particularly beneficial during high-speed manoeuvres, where every fraction of a second counts.

The Proxes TR1 utilises a specialised rubber compound that enhances grip without compromising tyre wear. While it is primarily intended for dry conditions, the tyre's design also offers some performance in light rain, making it versatile enough for track conditions that may change unexpectedly.

In summary, Toyo Tires' Proxes Sport 2 and Proxes TR1 showcase Toyo's dedication to blending cutting-edge technology with real-world performance. While the Sport 2 caters to those who need to tame their big power, executive saloons, the TR1 is firmly aimed at those who enjoy spirited driving on the road while maintaining comfort and safety, and maybe the odd visit to the local track at events. With their advanced engineering,

Toyo Tires - The Perfect Balance Between Exhilarating Driving and Usability

robust construction, and superior grip, these tyres reflect Toyo's unwavering commitment to performance and driver satisfaction. Whether you're navigating winding roads or tackling a racetrack, these tyres deliver the reliability and performance that every driver seeks.

Toyo Tyres invests significantly in research and development to ensure that their high-performance ranges evolve with advancements in automotive technology and driver expectations. Whether it's refining tread patterns, improving rubber compounds, or enhancing construction techniques, Toyo remains at the forefront of tyre innovation.

To find out more, visit:
www.toyo.co.uk



Elevating Performance to New Heights

Pirelli tyres have been tested under extreme conditions and have been tailored to the very high performance of the Urus SE, the new plug-in hybrid version of Lamborghini's super-SUV. The P Zero in three sizes, namely 21", 22" and 23", tested at over 300 km/h on the track in Nardò, and 22" Scorpion Winter 2, driven over the snow of the Arctic Circle with temperatures down to -30°, to offer the car the ideal equipment in all conditions. To handle the powerful performance and weight of electric vehicles, reduce road noise, and maximise battery life, Pirelli has engineered these tyres with Elect™ technology, designed to elevate the driving experience.

A P Zero for every need

The three Pirelli P Zero tyres for the new Lamborghini Urus SE meet the varied and complementary needs of the car. While the 21" option prioritises comfort, the 23" variant offers superior performance and is also the most popular. Pirelli and Lamborghini have fine-tuned the steering to deliver a more engaging driving experience, providing sharp, precise handling for both daily commutes and track days. Engineered with high-



performance materials, these components can handle extreme forces, reducing heat and wear. This allows for aggressive driving manoeuvres like drifting. In addition, the use of compounds that are less sensitive to thermal shock makes the P Zero for the Lamborghini Urus reliable in a wide range of conditions and temperatures, even in rain. Pirelli's engineers have gone above and beyond, addressing Lamborghini's request for a comfortable ride and low rolling resistance to enhance efficiency.

Scorpion Winter 2, the winter tyre tested in the arctic

The Scorpion Winter 2 is the latest update to the winter tyre designed by Pirelli specifically for SUVs. Safety in cold months, especially on snow, is achieved thanks to the 3D structure of the tread pattern where the sipes, with wear, take on a zigzag pattern, allowing the tyre to be

effective for its entire lifespan. For the Lamborghini Urus SE, Pirelli's R&D department has in particular worked on materials, providing the product with even greater traction thanks to a specific compound tested at the Arctic Circle. The advanced compound in this tire

ensures a perfect balance of performance on dry roads and outstanding traction on slippery surfaces, even in the coldest conditions.

Pirelli and Lamborghini Urus: a long story

The new P Zero and Scorpion Winter 2 supplement the other solutions developed by Pirelli for the previous versions of the Urus: the summer 21", 22" and 23" P Zero and the 22" P Zero Corsa"; the 22" Scorpion Zero All Season; the 21" and 22" Scorpion Winter tyres, and the 21" Scorpion Ice Zero 2 (studded). In addition, for the Lamborghini Urus Performante, Pirelli has for the first time adapted the P Zero Trofeo R to the needs of an SUV. With this 22" semi-slick tyre, specifically designed for the track but road-legal, the Urus Performante set a new category record in 2022 at the Pikes Peak International Hill Climb, the world's most famous hill climb race.

Triangle Tyre WINTERX TW401 Driving Confidence In Winter

Europe is the world's largest winter tyre market and Triangle Tyre offers a wide range of products covering all the application, including a modern HP tyre, WinterX TW401.

The directional WinterX TW401 is Triangle's winter tyre and its development is the proof that the Chinese manufacturer, thanks to advanced manufacturing capabilities through a fully automated plant, has made a significant step forward in its European product road-map.

WinterX has been extensively tested and has proven to perform safely on both urban roads and highways.

The tyre, marked with the three-peak mountain snowflake symbol, certified to be suitable for use throughout the winter across Europe, is able to maintain the

necessary control when exposed to harsh winter conditions.

Ivalo in Finland is the location where Triangle conducted all winter testing. The proving grounds and the testing facilities are located just 200 miles north of the Arctic Circle: the ideal base for test drivers to perform a variety of tests in wet, slush, snow and ice conditions.

The tread pattern has a V-shaped design, allowing very good winter capabilities with performance on wet and excellent handling on snow.

Two wide longitudinal grooves help to effectively drain water, offering the best combination of wet braking and

aquaplaning resistance.

The extra wide tread pattern means good handling in all conditions, while the optimised pitch sequence is a guarantee of acoustic comfort.

Triangle's new WinterX pattern has been developed with the latest generation compounding, using functionalised polystyrene-butadiene rubber and high-dispersion white carbon black, helping to reduce rolling resistance, increase the braking performance on snow and further enhancing the driving safety.

Thanks to the compact 3D steel sheet and multiple groove cross design, the tyre performs with a firm grip and smooth acceleration on icy and slippery surfaces.

WinterX, with a full range of 44 sizes (including SUV), ranges from 45 to 80 series and from 14" to 20" rim diameter.



As 2024 draws to a close, Kumho Tyre UK has solidified its reputation with impressive results across various tyre tests, showcasing the performance capabilities of its car and SUV tyre line-up.

ECSTA HS52: Providing proven performance

The ECSTA HS52 has emerged as a standout in a recent performance evaluation conducted by Europe's largest automobile association, Allgemeiner Deutscher Automobil-Club (ADAC).

Receiving a 'GOOD' rating, the HS52 was one of only three products to achieve this accolade, finishing third overall behind well-established competitors Continental and Michelin. Specifically designed for summer conditions on European roads, the HS52 was tested in the 215/55R17 size using a Volkswagen T-Roc.

The test focused on two primary areas: 'driving safety,' which included assessments of wet and dry road performance, and 'environmental balance,' which covered mileage, wear resistance, efficiency, noise levels and sustainability.

With its robust block pattern, the HS52 maintains high grip levels while delivering a quiet and comfortable ride. The tyre's rigid shoulder blocks enhance steering precision for optimal driving safety.

Equipped with an innovative high-grip tread compound, asymmetric tread design and 3D interlocking sipes, the HS52 excels in braking on both wet and dry surfaces. It also offers improved wet grip and increased mileage over its predecessor.

Now available in 46 sizes ranging from 14 to 18 inches, the HS52 further impressively ranked joint fourth in AutoBild's 2024 summer tyre test, having ranked second overall in the magazine's first-round braking test of 55 brands. It particularly excelled in braking performance, providing a convincing performance on wet and dry track and, short wet and dry braking distances.

ECSTA PS71 EV: Engineered for electric vehicles

Kumho's dedication to innovation is evident in the ECSTA PS71 EV, which recently won the prestigious International Forum (iF)

Kumho Tyre UK's Product Performance Offers Year-Round Success

Design Award 2024. This electric vehicle tyre features high-strength cords for enhanced cornering ability, while the use of high dispersible micro silica ensures excellent wet grip and low wear rates.

Designed with a zig-zag tread pattern to prevent 'sloping' – a challenge faced by electric vehicles under high torque during acceleration – this tyre minimises air resistance with its smooth sidewall design.

The PS71 EV is available in 20 sizes ranging from 16 to 20 inches and features Kumho's patented K-Silent technology, which reduces road noise through a layer of polyurethane foam within the tyre's carcass.

Together with 12 other fitments, that fitted as standard to Europe's '2022 Car of the Year', the KIA EV6, features Kumho's patented 'K-Silent' technology that minimises resonant noise via a layer of polyurethane foam within the carcass.

ECSTA PS71 SUV: High performance for urban adventures

In a separate AutoBild test of SUV tyres, Kumho's ECSTA PS71 SUV secured fourth place overall, earning a coveted 'GOOD' rating. Its wet performance matched that of the top three tyres, showcasing its safety and handling in various conditions. AutoBild praised the PS71 SUV for its 'very good traction on sand, short braking distances and moderate price.'

Tailored for powerful SUVs from manufacturers, such as Land Rover, BMW and Audi, the PS71 SUV features a tread pattern closely related to that of the

acclaimed ECSTA PS71 high-performance passenger car tyre.

Utilising high dispersible micro silica (HDMS) and fifth-generation solution styrene-butadiene rubber (S-SBR), the PS71 SUV meets the increasing demand for SUVs to deliver passenger car-like performance.

Currently, the PS71 SUV is available in 54 sizes, including popular 21 and 22-inch options, with more sizes expected to be added very soon.

SOLUS 4S HA32: The all-weather performer

Another Kumho tyre to receive recognition from AutoBild is the SOLUS 4S HA32, which earned a 'GOOD' commendation and a Red Dot Design Award.

Known for its exceptional wet weather performance, the HA32 boasts a cutting-edge compound and a zigzag V-shaped tread pattern, achieving a wet grip label grade of at least B across 95 percent of its sizes. Its three-dimensional interlocking sipes ensure impressive handling in various conditions.

Ideal for drivers seeking reliable performance year-round, the HA32 is now available in over 90 sizes, ranging from 14 to 20 inches.

Unlike dedicated winter tyres, Kumho's all-season products are manufactured throughout the year, allowing for quick adjustments to meet consumer demand.

Richard Lyons, managing director of Kumho Tyre UK, said: "We are extremely proud of the consistent performance of our tyres across a wide range of tests. Our

products are designed to meet the diverse needs of drivers, whether they're in search of high-performance summer or all-weather tyres, or solutions for electric and SUV vehicles. Kumho's commitment to innovation ensures that we continue to offer high-quality, reliable products that drivers can trust, no matter the conditions."

Kumho Tyre UK remains committed to delivering top-tier products, reinforcing its position as a leading name in the global tyre market.



Performance Focused Tyres from Vredestein



The high-performance tyre market has seen remarkable growth in recent years, driven by the increasing availability of vehicles that push the boundaries of performance. As a result, more drivers have sought tyres that can handle high speeds while offering exceptional grip and traction in various conditions.

Performance-focused tyre manufacturers have traditionally prioritised dynamic and handling capabilities to the detriment of other characteristics, such as noise mitigation and provision of a compliant ride. However, it is clear that many high-performance car owners also prioritise ride comfort alongside performance, as these same vehicles will typically be used for everyday activities like commuting.

Meeting these competing requirements has prompted Apollo Tyres to do something new in the performance-tyre sector – creating a product that deliver both top-tier performance and a very smooth, quiet ride.



Evolving preferences in performance tyres

In a consumer survey commissioned by Apollo Tyres, driving enthusiasts were asked which features they prioritise when purchasing replacement tyres. 34% of respondents who expressed a passion for driving cited ‘high-performance grip and traction’ as their top priority, while 23% highlighted the importance of ‘ride refinement and low noise’. This shows that while performance remains a key factor, a significant portion of consumers also value comfort and quietness, pushing manufacturers to balance both aspects in their products.

The findings also revealed that twice as many driving enthusiasts (45%) prefer ‘a smaller wheel with a larger-profile tyre that enhances comfort’ over ‘a larger wheel with a low-profile tyre that looks visually appealing’ (21%).

Offering the best of both worlds – the Ultrac Pro

High-performance tyres have traditionally delivered lower standards of ride comfort due to their rigid structure, low profile and stiff sidewalls, which are designed to resist deformation under load, such as when cornering at speed.

Earlier this year Apollo Tyres’ launched the all-new Vredestein Ultrac Pro, an ultra-ultra-high-performance (UUHP) summer tyre engineered to offer the best of both worlds: advanced handling capabilities coupled with superior driving comfort. The Ultrac Pro’s unique balance of attributes is possible due to its advanced new tread compound and a highly innovative

structure that includes a completely rethought bead area and a larger ‘flex-zone’ in the sidewall.

Apollo Tyres subjected the Ultrac Pro to a rigorous assessment by independent Spanish testing and engineering company Applus+ IDIADA. The tyre was tested against top-performing rival products in Europe, including those excelling in performance as well as three leading in comfort. In the ‘Limit Handling’ assessment, the Vredestein tyre outperformed all but one of the performance-focused ultra-high-performance (UUHP) tyres, with a marginal difference of less than 1 km/h in entry and exit speeds compared to the first-place tyre. Additionally, it surpassed the comfort-oriented UUHP tyres in the overall ‘Ride Comfort’ tests.

Earlier this year, the Ultrac Pro placed third in Auto Bild Sportscars’ annual test of high-performance summer tyres. The renowned German automotive magazine lauded the tyre as “exemplary,” noting its exceptional grip and traction on both wet and dry surfaces. Testers highlighted the Ultrac Pro’s impressive balance between safety and driving enjoyment, describing it as an “all-rounder” in the high-performance tyre category.

Thanks to innovations like the Ultrac Pro, Apollo Tyres has successfully adapted to evolving customer demands, offering the expected performance while also enhancing comfort and quietness. This versatility translates into an improved overall driving experience, allowing motorists to use the same vehicle seamlessly for daily commutes, weekend getaways, and even track days.



Exploring the Evolution of High-Performance Tyres:

Falken's AZENIS RS820

As the demands on high-performance vehicles continue to evolve, so too must the technologies underpinning the tyres that help these machines stay glued to the road. Falken's latest offering, the AZENIS RS820, is a prime example of how tyre manufacturers are pushing the envelope to meet the increasingly rigorous standards of today's sports cars and high-performance SUVs.

Initially debuting on the new Audi S3, the Falken AZENIS RS820 marks the brand's entry into the Super Ultra-High Performance (SUHP) category – designed to provide optimal handling and control under both regular and 'at the limit' driving conditions.

This tyre is not just for those behind the wheel of Audi's compact sports car. Falken has engineered the AZENIS RS820 to appeal to a wide range of drivers with high-performance vehicles, from the Porsche 911 to the Aston Martin Vantage, and SUVs such as the Cupra Formentor and BMW M5.

Contributing to the outstanding performance of the AZENIS RS820 is Falken's deep-rooted motorsport experience. Its pedigree draws upon more than 25 years of racing on the Nürburgring, with the tyre's performance capabilities inspired by track-proven

technologies. These include a hybrid aramid reinforcement material, optimised belt ply construction and Falken's proprietary Advanced 4D NANO Design technology. The latter, which allows for precise molecular-level control of the rubber compound, delivers longer wear and enhanced durability, providing drivers with confidence whether on road or track.

The AZENIS RS820's asymmetric tread pattern with four circumferential grooves is engineered for optimal balance, ensuring both straight-line stability and enhanced lateral grip when cornering. Its improved shoulder design ensures better contact with the road, promoting stability – particularly on dry surfaces – while the tread grooves are designed to displace water, reducing the risk of aquaplaning and maintaining traction in wet conditions.

Whether pushing the limits on an open road or navigating tight urban streets, the Falken AZENIS RS820 is designed to deliver. With an emphasis on safety and driving pleasure, the tyre offers dynamic handling at high speeds thanks to an even pressure distribution, which also minimises wear and maintains grip over time.

In addition, Falken's engineers have focused on weight-saving innovations,

reducing the overall mass of the AZENIS RS820 without sacrificing its structural integrity. This results in better performance for drivers who demand agility and responsiveness from their vehicles. The reduced weight not only enhances the vehicle's handling but also contributes to improved fuel economy – a key consideration for many modern drivers.

The AZENIS RS820 is available in sizes ranging from 19 to 21 inches, with (Y) speed ratings for speeds up to over 300km/h, ensuring compatibility with a wide range of high-performance vehicles. Already, the tyre has been introduced in 40 sizes, with more to follow.

For Falken, this is more than just providing a tyre – it's about offering a finely tuned product that meets the demands of discerning drivers. Whether it's the tyre's hybrid construction, precision-engineered compounds, or advanced tread design, the AZENIS RS820 embodies the intersection of innovation and performance, keeping Falken at the forefront of the high-performance tyre market.

Discover more:

<https://www.falkentyre.com/en/tyres/car-tyres/product-detail/609267>

Davanti Tyres Help Maximise Vehicle Potential

High-performance tyres enhance the driving experience by providing superior control and traction, whilst optimising the capabilities of a performance car. For those seeking an affordable yet effective ultra-high-performance (UHP) option, Davanti Tyres, a leading mid-range brand, offers a range of UHP tyres designed to help drivers maximise their vehicle's potential.

As a proud partner of the AIA (Autódromo Internacional do Algarve) Racing School in Portugal, during testing Davanti's UHP tyres are pushed to the limit on the track at speeds of more than 250 km/h. A great example of a UHP tyre designed and pushed to the limit in these leading facilities is Davanti's Protoura Sport range.

Protoura Sport

The quality design of the Protoura Sport offers motorists the ability and the drive to excel, whatever the destination. It balances the elements of both style and strength to achieve a tyre which is both distinctive in its sports performance, and professional in its technical capabilities. Key features of the design which enable such confidence behind the wheel include:

- **Maximised contact patch:** The solid continuous centre rib transfers cornering forces to the tyre structure and maximises contact with the road.
- **Hydro-dynamic dimples:** The rhombus-shaped reliefs disrupt flow closest to the tyre surface, resulting in reduced drag and more efficient water evacuation.
- **Modified outer channels:** To minimise road noise output, the Protoura Sport's outer channels have been engineered with constricted notches.
- **Ribbed and serrated block edges:** Under longitudinal force, ribbed and serrated block edges bite into the road and provide an efficiently focused braking force.
- **Innovative trapezoid projections:** The inner groove also features innovative trapezoid projections that create low-pressure zones and aid the flow of water from the inner groove.

Combining proven performance with the latest advances in innovation, Protoura Sport is now also available with the brand new NoiseGuard and DavantiSeal technologies.

The NoiseGuard technology effectively lowers the noise inside the vehicle, by absorbing the vibrations generated in the tyre structure. A specially-designed polyurethane foam dampens noise resonance, resulting in a more comfortable environment for the vehicle's driver and passengers.

DavantiSeal protects drivers from unforeseen roadside callouts by protecting the tyre from air pressure loss as a result of a puncture. The self-sealing technology surrounds the object perforating the tyre and fills the hole to maintain pressure and prevent air loss.

Protoura Sport DSP Runflat

High-performance runflat tyres provide another option for motorists who tend to drive longer distances but seek extraordinary handling and are looking for additional peace of mind.

Recently added to Davanti's Protoura Sport range is the Protoura Sport DSP Runflat. This innovative tyre has been designed with the technological features and benefits of a runflat in mind whilst maintaining the ability to deliver extraordinary levels of performance.

The tyre has been developed and tested to vehicle manufacturer OE standards, equal to a premium runflat tyre. Davanti has gone above and beyond the standard requirements for runflat testing to ensure optimal performance. In addition to the standard



drum test, this includes:

- **Pop-on pressure** - ensuring that the tyres are easy to mount onto and dismount from the rim - a typical challenge for runflat tyres - whilst maintaining sufficient force on the wheel for reliable operation.
- **RPA sensitivity test** - ensuring the tyre is well within the tolerance bounds of Tyre Pressure Monitoring Systems. This test determines the variance in circumference between inflated and uninflated states for vehicles that rely on this technology to detect that a tyre has deflated.
- **Rim roll-off test** - certifying that the deflated tyre stays mounted to the rim when undergoing lateral forces, a factor that cannot be determined by the standard drum test alone. This test was carried out by performing J turns with a tyre under zero pressure to ensure it remained mounted to the rim as required for OE standards.

Davanti is a great example – as the UK's leading mid-range tyre brand – of how UHP tyres can offer extraordinary performance at an affordable price.

For more information, visit:
<https://www.davanti-tyres.com/>

When it comes to high performance tyres, premium tyre manufacturer Hankook has a portfolio of innovative, high-tech performance tyres across all tyre types. Notable for its globally proven technology, the Ventus S1 Evo Z is Hankook's UUHP (Ultra-Ultra-High-Performance) tyre optimised for highly demanding sports cars that need the extra bit of grip and cornering qualities, without compromising durability and safety.

A focus when developing the Ventus S1 evo Z was on high grip in different weather conditions. For this UUHP tyre, Hankook developed a new silica enriched compound mixture with the latest generation of functional polymers, a technology originating from their racing tyre development. This compound undergoes a slower curing process with low temperature vulcanisation to increase the blending of those molecules that then influences the driving performance. This ensures a consistently high level of grip across a wide range of applications and the result is a tread compound which is



bespoke for sports cars of premium manufacturers, representing the top of its range.

Often seen with particularly sporty treads, the Hankook Ventus S1 evo Z also uses an asymmetrically designed tread pattern. The arrangement of the individual tread blocks has been developed to ensure optimum block stiffness under various driving conditions. Three main drainage grooves positioned in the inner tread area ensure water is drained efficiently in wet conditions. In addition, special attention has been paid to the outer tread area of the tyre, where a significantly increased proportion of tread delivers the requirements for high-performance cornering and precise

Discover Hankook's Ventus S1 evo Z – Maximum Performance with Proven Motorsport Technology

lateral guidance, particularly for very sporty driving in dry conditions.

Hankook's Ventus S1 evo Z is original equipment on BMW X3M and X4M, MINI John Cooper Works GP and Porsche Panamera. Hankook has also recently equipped the new Mercedes-AMG GT Coupé with the Ventus S1 evo Z ex works. The OEM approval including the "MO1" label on the tyre wall marks the first partnership between Mercedes-AMG and Hankook. Hankook aspires to continue engineering high-performance tyres that offer equal comfort and control.

For more information visit:
www.hankooktire-mediacycenter.com or
www.hankooktire.com.



OE Fitment and Strategic New Collaborations for Yokohama Tyres

2024 has seen major milestones for Yokohama's high performance tyres including OE fitment and strategic new collaborations.

Recently, Yokohama announced it was supplying its Advan Sport V107 tyres as original equipment (OE) tyres for the BMW M2 high-performance compact sports car launched by the German car manufacturer BMW M GmbH.

The ADVAN Sport V107 is an ultra-high performance tyre in Yokohama's flagship Advan brand and the tyres being supplied to the BMW M were jointly developed with the car maker.

The tyres also have also received the EU labelling system's highest "A" grade for wet performance.

Another breakthrough saw Yokohama team up with internationally renowned automotive tuner, Liberty Walk, for this year's Gravity Show, the UK's largest modified and supercar show.

The Advan A052 and Advan Neova AD09 were among the tyres Yokohama displayed.

The A052 is a track ready tyre which gives drivers the fastest of lap times. It provides exceptional levels of grip in both

dry and wet conditions, plus improved fuel efficiency.

Offered in a wide range of sizes from 13" to 20", it features an asymmetric tread pattern to provide powerful cornering capability, efficient heat dissipation, greater straight line stability, together with superior anti-hydroplaning.

The AD09, which achieved the highest level of casing rigidity in Yokohama's history when it was launched, is perfect for custom tuned cars and is available in sizes from 17" to 21".

A further highlight has seen Yokohama put pen to paper in a multi-year tyre and sponsorship deal with the Time Attack Organisation.

The deal sees Yokohama providing its road/track legal semi slick A052 tyre for the Club classes of Time Attack and all classes of Racing Honda's while the Pro Classes of Time Attack will utilise both slick and wet racing tyres.

Tyre experts from Yokohama also enjoyed the limelight when they provided advice to passionate and knowledgeable motoring enthusiasts at this year's Great British Sports Cars (GBS) cars and coffee event.



Meanwhile, Yokohama's Advan Sport EV, an ultra-high performance summer tyre for electric vehicles, was on prominent display earlier this year at Everything Electric London, where Yokohama was an event partner and sponsored the Live Action Arena.

The tyre, which marks its one-year anniversary in the UK, bears Yokohama's proprietary "E+" mark, was developed to contribute to the low electricity consumption and quietness desired by owners of EVs.

For more information about Yokohama and its high performance tyres, visit: www.yokohama.co.uk.





Whether it's competing at Le Mans or equipping the world's most prestigious cars, the Goodyear brand is synonymous with performance. The Goodyear Eagle F1 range covers the full ultra-high-performance (UHP) and ultra-ultra-high-performance (UUHP) spectrum, including the award-winning Eagle F1 Asymmetric 6, which delivers premium performance for a huge variety of popular sports cars, premium SUVs, coupes, saloons and more, and the Eagle F1 SuperSport family, which boasts a track-inspired package ready for the world's most exceptional sports cars and supercars.

Goodyear Eagle F1 Asymmetric 6: Award-winning performance

Goodyear Eagle F1 Asymmetric 6 offers drivers an exceptional combination of performance and efficiency. Technologies such as Dry Stability Plus and Wet Braking Pro give an overall balanced and consistent driving platform that enables the tyre to adapt to driving style and situations.

Advances in rolling resistance and comfort also make the tyre suitable for the latest generation of electrified vehicles, which demand more from a tyre to help maximise efficiency. Goodyear Eagle F1 Asymmetric 6 is a proven test winner, too. In 2023, it helped Goodyear retain Auto Bild's summer tyre manufacturer of the year award. The tyre has also claimed the title of 'Eco-Master' by the same publication, and was praised for its balanced ability in both dry and wet conditions. Eagle F1 Asymmetric 6 is now available in more sizes than before with the addition of 95 new SKUs in 2024,

bringing a particular focus on 19-inch rims and above to answer to the continued growth of the SUV market.

Goodyear Eagle F1 SuperSport: The UUHP tyre with motorsport pedigree

The Goodyear Eagle F1 SuperSport range comprises ultra-ultra high-performance (UUHP) tyres with real racetrack heritage. There are three SuperSport variants: SuperSport, SuperSport R and SuperSport RS, each one a step towards the race track compared to the last.

With balanced wet and dry performance for the road and optimised grip and handling for the track, Goodyear Eagle F1 SuperSport is characterised by its exceptional versatility and performance. It features stiffened tread ribs for responsiveness, a strengthened sidewall, and a tread pattern that allows drivers to feel the feedback on dry roads and enjoy exceptional performance and predictability in the wet. The result is a tyre that complements the characteristics of a wide range of performance cars from hot hatches through to roadsters, fast saloons and the most desirable supercars, available in fitments from 18-22 inches.

For use on the racetrack as well as the road, Eagle F1 SuperSport R and SuperSport RS offer two distinct steps up in feedback and performance driving capability. SuperSport R's resin-tuned compound produces even better grip than the standard SuperSport and its profile helps to ensure better pressure distribution for enhanced steering precision whether on the race track or the road.

Goodyear UHP and UUHP Tyres: Performance that Elevates Every Drive

At the top of the range is SuperSport RS, designed exclusively for the Porsche 911 GT2 RS and GT3 RS. It features a specialised compound derived from Goodyear's motorsport development, delivering racing-inspired dry grip on the track, while maintaining SuperSport R's ability on the road.

Goodyear Eagle F1: Motorsport heritage, from race to road

The technology within the tyres is inspired by the world of motorsport, with Goodyear using its decades of experience to deliver both on the track and the road. In 2024, the FIA World Endurance Championship launched the brand new LMGTC3 category with Goodyear as exclusive tyre supplier. The class features vehicles based on sports cars for which the Eagle F1 range is designed, with representation from nine different premium manufacturers. This link from the race track to the road with cars that are based on the target cars for the SuperSport family helps Goodyear transfer its technological philosophies to each discipline.

Ben Glesener, Senior Director Technology Consumer, Goodyear EMEA: "Goodyear's ultra-high performance range is a combination of decades of work to discover the optimum tyre for each application, and the constant development from both our motorsport and road technology teams. Working with sports car manufacturers such as Ferrari, Maserati, Mercedes and Porsche, exemplify how our development teams have designed a range for a wide variety of applications, which continues to set a high standard for UHP and UUHP tyres in the industry."

Hankook Use AI to Accelerate Tyre Development

Artificial Intelligence is the Topic of Our Time

There is no doubt that AI is one of the most prominent factors in our increasingly digitally-led world, transforming the way modern businesses function, including the tyre industry. AI now plays an indispensable role in tyre development. Hankook recognised the potential of introducing AI into everyday practices early on and invested accordingly. The premium tyre manufacturer has been working with AI-supported tools for some time now to make development faster, more sustainable and more efficient.

Fewer test tyres thanks to virtual simulations

The use of AI brings considerable advantages to tyre development. The complex process usually involves the production and repeated testing of physical prototypes. Thanks to AI, it is now possible to test tyres virtually. A tyre model can then be used to simulate the performance and behaviour of a physical tyre based on a large amount of data and AI algorithms, even before a first prototype actually exists. Artificial intelligence accelerates virtual test procedures, meaning that results are



delivered much faster. This efficient process saves time and costs. At the same time, the need for raw materials is already significantly reduced in the development phase, resulting in lower CO2 emissions.

Recommendation of optimum tyre compounds

Artificial intelligence is also playing an increasingly important role in the development of new tyre compounds at Hankook. The highly complex process uses ingredients with different properties, which in turn depend on various variables and must be harmonised with each other. The ideal result is only achieved through the perfect interplay of mixing ratio and sequence, temperature and pressure. Here too, AI can be used to estimate the physical properties of the future mixture. AI can then make recommendations for an optimal mixture. The development time for a new mixture can thus be significantly reduced.

Expert knowledge remains key

Despite such innovations through artificial intelligence, tyre expertise remains central: the experts are still responsible for assessing whether the result is correct or not. Ultimately, this also depends on the quality and quantity of the data AI is provided. The use of simulation and AI already makes it possible to recognise much quicker whether a development direction is expedient. With the further development of AI, the industry is facing further great potential. As an indispensable assistant in tyre development, AI will become even more important in the future, and by incorporating these advanced technologies into everyday engineering and testing, Hankook continues to deliver visionary, industry-leading solutions in the tyre market.

For more information visit:
www.hankooktire-mediacycenter.com or
www.hankooktire.com.



The tyre industry has undergone a remarkable transformation, with advanced simulation technologies playing a pivotal role as tyre manufacturers look to streamline development processes, reduce waste and accelerate time-to-market.

Salman Safdar, DIL (Driver-in-the-Loop) subject matter expert at Ansible Motion, and James Brown, tyre simulation subject matter expert at rFpro (both AB Dynamics Group companies) explore how their customers – including NEXEN and Continental – are already unleashing the immense potential of DIL simulation to help tyre manufacturers create better products, faster.

The global automotive simulation market was valued at \$1.98 billion in 2023 and is projected to reach \$4.27 billion by 2032, according to Market Research Future – and virtual tyre development is a key area for this growth.

Developing tyres – vital components that can dominate vehicle performance, safety and efficiency – has historically relied heavily on physical testing. The advent of immersive DIL simulation techniques is allowing engineers to evaluate attributes and concepts in highly realistic virtual test driving scenarios, across a vast range of environmental conditions and vehicle configurations – expanding the scope and efficiency of experimentation compared to just a few years ago.

One of the most significant advantages of simulation is its ability to accelerate the development process, enabling engineers to rapidly assess tyre design iterations by experiencing multiple configurations in controlled, repeatable conditions, in a fraction of the time associated with physical testing – speeding up time-to-market, while also reducing the cost and resource consumption associated with building and testing prototype tyres.

Moreover, simulation is providing unparalleled control over the testing environment and conditions. Inside a DIL laboratory, engineers can precisely replicate various road surfaces, weather conditions, driving manoeuvres, as well as vehicle and tyre changes, ensuring that tyres can be thoroughly evaluated under a wide range of real-world scenarios, in a fraction of the usual time. This level of repeatability and control is difficult, if not impossible, to achieve with physical testing alone.

In July – seizing the opportunity to transform its development process – NEXEN acquired the very first dynamic DIL simulator to be used by the South Korean domestic tyre industry from Ansible Motion.

Getting to Grips with Tyre Simulations

The Delta S3 DIL simulator features the most advanced physical immersion capabilities, including high-fidelity, high-dynamic motion, realistic steering, supplemental cueing and replicated cabin environments. rFpro (engineering grade vehicle simulation environment) was chosen as the simulation world-space environment because of its high-quality graphics and engineering grade track models, with physically accurate, LiDAR- (light detection and ranging) scan-based road surface modelling, accurate to 1 cm in the horizontal and 1mm in the vertical.

This DIL technology acquisition comes as NEXEN aims to bolster collaboration with automakers by shortening OEM customer development times and reducing costs and resource consumption through accelerated virtual development.

Elsewhere, another Ansible Motion customer, Continental, recently published a whitepaper exploring the history of and outlook of tyre R&D. In the cited publication, Continental explains that digital testing methods play a major role in the company's tyre development, stating; "...the driving simulator at the Contidrom test site near Hanover is the best example of this. The high-tech system is a DIL, which calculates the exact driving dynamics parameters of the tyre and the respective test vehicle.

"Thanks to the high level of movement and the richness of the virtual environment – both driven by real-time physics calculations – the simulator can provide Continental's test drivers with lab-based subjective driving impressions that are comparable to tyre tests on their Contidrom test track or other modelled test tracks.

Such virtual testing methods enable Continental to adapt tyre solutions even more efficiently and precisely to the requirements of its customers. And that even before the first tyre has been built. This saves time and valuable resources."

In addition, Pirelli claims that the virtual development tools it uses have the potential to reduce development time by 30 percent.

Such claims bolster the assertion that DIL simulation is a must-have tool to keep up with an ever-changing automotive product development environment. And where it truly comes into its own, is giving engineers the freedom to, well, engineer, improved products in a risk-free, open-exploration environment, unleashing the creativity that can open up opportunities for competitive advantages. Now, tyre manufacturers can assess concepts in a virtual sandbox of sorts, ideas that might have otherwise been put off if physical prototype tyres were the only available resources. Simply put, DIL simulation provides a useful and efficient alternative (or companion) to the traditional tyre development approach, which entails multiple rounds of finessing compounds and constructions using small-batch prototypes.

As simulation technologies continue to evolve, the tyre industry is expected to reap continued rewards. By harnessing the power of DIL simulation, tyre manufacturers can stay ahead of the competition, while keeping an eye on cost reductions and environmental impact, and deliver innovative, high-performance products to meet the demands of end consumers and their automotive OEM customers.



More Safety, Comfort and Driving Dynamics

Bosch and Pirelli Sign Development Cooperation for Intelligent Tyre Technology

Pirelli and Bosch have recently signed a joint development agreement, with the cooperation set to combine Bosch's expertise in system-level hardware, software, with MEMS sensors and Pirelli's Cyber Tyre technologies, algorithms, modelling, and in-tyre sensors.

It aims at jointly creating new software-based solutions and driving functions thanks to sensors integrated into tyres, also known as in-tyre sensors.

For drivers, this means greater safety, comfort, and sustainability, as well as improved driving dynamics. Bosch and Pirelli share the vision of working long term and have the intention to explore enhanced tyre signal computing logic together as potential input for enhanced vehicle dynamic controllers.

Pirelli Cyber Tyre is the world's first system based on tyres with integrated sensors that collect data and transmit it to the vehicle to be processed in real time. Bosch has already developed an ESP application specifically adapted to Pirelli tyres in an initial joint project with the hypercar manufacturer Pagani Automobili. The "Pirelli Cyber Tyre" technology on the Pagani Utopia Roadster transmits key tyre information to the ESP control unit. This enables optimal use of the individual properties and performance of the tyres, providing enhanced greatest safety and tailored driving conditions.

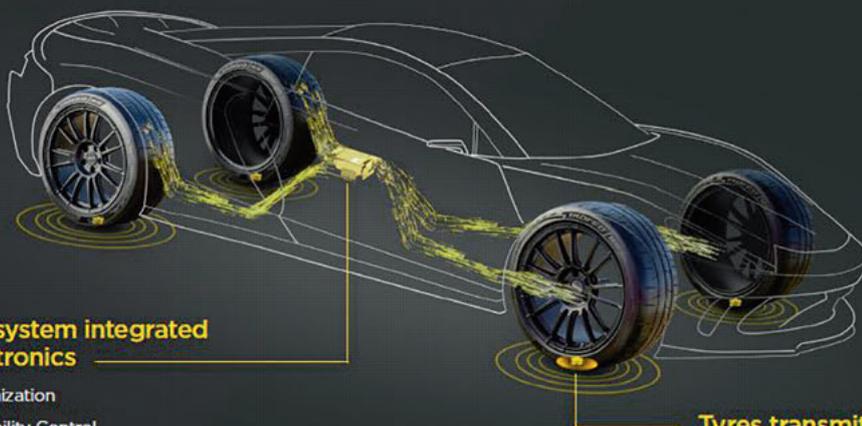
As a global supplier of technology and services, Bosch contributes its system-level hardware and software expertise to the development cooperation. Bosch is also a leader in MEMS (Micro-Electro-Mechanical Systems) sensor technology and develops and manufactures tyre pressure sensors using the "Bluetooth



Low Energy" (BLE) standard. By merging this expertise with Pirelli's in-tyre devices technologies – both hardware and software, algorithms, and tyre modelling, it will be possible to collect, process, and transmit real-time tyre data to provide parameters for the vehicle's electronic control system, using BLE with very low power consumption. Pirelli and Bosch now aim to exploit Bosch MEMS technology for in-tyre applications.

TYRES ENTER THE DATA ERA

INCREASED SAFETY + OPTIMIZED PERFORMANCE + IMPROVED DRIVING PLEASURE



World's first system integrated with car electronics

- ABS Braking Optimization
- ESP Enhanced Stability Control
- TCS Available grip computation

Tyres transmit data to the car processed in real-time



Continental to Offer Automated and Continuous Tread Depth Measurement for Commercial Vehicle Tyres

Continental offers automated tyre tread depth measurements for the first time thanks to its new ContiConnect sensor generation. Fleet operators are now able to obtain precise and daily updated data on the rate of wear of their commercial vehicle tyres. In conjunction with AI-based algorithms, upcoming tyre services for individual commercial vehicles as well as entire fleets can be planned with precision. This increases the safety and efficiency of the fleet, saves costs and helps to reduce its CO2 emissions.

The new tread depth measurement and the tyre service planning element complements Continental's existing ContiConnect solution portfolio, which already includes data on tyre pressure, temperature, and mileage. Continental presented the new solutions to the public for the first time at the IAA Transportation 2024 in Hannover in September. The market launch of the new ContiConnect solutions is planned for summer 2025. The company also showcased in Hannover its two new ContiConnect Lite and Pro versions for customised fleet management.

"Our new tyre sensor is a great all-rounder. It records tread depth accurately at all times, as well as tyre pressure, temperature and mileage. With ContiConnect, our customers can always keep an eye on the condition of their tyres and upcoming maintenance needs," says Clarisa Doval, Head of Digital Solutions at Continental Tyres. "We are the first to enter the market with a solution for measuring tread depth. In doing so, we are setting new standards. We offer our fleet customers an innovative technology that takes the efficiency and predictability of tyre services to a new level," she adds.

Optimised maintenance intervals, increased efficiency and greater sustainability

Continental determines the tread depth with a new generation of tyre sensors and AI-based algorithms. The sensor measures changes in the radial acceleration of the tyre. The more flexible the rubber of the tread, the shallower the tread depth. This data is used to draw conclusions about the changed rolling behaviour of the tyre and therefore about the tyre wear. In turn, the AI utilises the



tyre specifications and tyre mileage, taking vehicle-specific factors into account. Based on these, it predicts the tread depth of the tyre and the expected tyre mileage.

In this way, Continental enables its customers to obtain a detailed overview of the current condition of the tyres in their vehicle fleet. This means that fleet managers can efficiently plan tyre maintenance or changes and coordinate them with the operating schedule and other upcoming service work such as vehicle inspections. Fixed maintenance intervals for tyres or sudden interruptions to operations due to punctures are a thing of the past with ContiConnect. This increases the safety and efficiency of the fleet, saves costs and helps to reduce CO2 emissions. The number of manual tyre inspections is also significantly reduced. ContiConnect provides an important building block for sustainable mobility by controlling the service life of tyres and maximising their safe use.

ContiConnect significantly reduces overall fleet costs

"Changing a tyre too early results in unnecessary wear and higher costs. Changing it too late reduces safety and increases fuel consumption and CO2 emissions. Our solution – the combination of the sensor tread depth measurement and our predictive models – enables fleets to further increase their efficiency and their sustainability," says Clarisa Doval.

ContiConnect is a vital component of Continental's "Lowest Overall Driving Costs" (LODC) consulting approach. The tyre manufacturer is thus providing the transport industry with a powerful lever to

withstand the growing cost pressure and further improve the sustainability of fleets.

The tyre-related costs of a fleet are usually around two percent. However, tyres have a significant impact on fuel, maintenance and repair costs, which can account for up to 50 percent of the total fleet operating costs. Premium tyres, data-based service management and tyre checks at the right time can significantly reduce the operating costs of a fleet.

Two new ContiConnect Lite and Pro versions for customised fleet management

Continental has structured its ContiConnect digital tyre management solution into two clear solutions. The aim is to provide even better support for fleet customers.

The entry-level solution is ContiConnect Lite, which is based on a mobile app. Using this, customers can gain an impression of the functionalities of the tyre management system quickly. With almost no installation effort, they benefit from the many advantages of data-supported tyre monitoring. The data from the tyre sensors, such as air pressure and tyre temperature, is transmitted via Bluetooth to the ContiConnect app on the smartphone. The driver can then, for example, check the condition of the tyres before setting off.

ContiConnect Pro, in contrast, is a complete solution for digital tyre management and predictive services. It offers a comprehensive overview of the tyre condition of the fleet, including warnings, and displays the data in a web portal and an app.

Goodyear DriverHub App Now Available in DAF Trucks

Goodyear has announced the integration of its Goodyear DriverHub application into PACCAR Connect, the new advanced online fleet management platform from DAF Trucks. This addition provides benefits for both truck drivers and fleet managers by offering tyre data insights that can enhance fleet performance and support more informed decision-making.

PACCAR Connect is a comprehensive fleet management system that integrates both in-vehicle hardware and software with an optional detachable tablet in the cab and an accessible online portal. This platform allows fleet operators to monitor and manage the performance of individual DAF vehicles and entire fleets in real time and empowers them to make data-driven decisions.

Expanding PACCAR Connect's digital ecosystem

Goodyear DriverHub is a tyre monitoring application that alerts drivers to real-time tyre conditions. The application provides

immediate notifications for tyre pressure and temperature deviations, enabling proactive maintenance that helps reduce the risk of breakdowns and enhances road safety.

With its predictive maintenance capabilities, Goodyear DriverHub can detect and differentiate between fast and slow pressure leaks, allowing for timely interventions that help minimise downtime and boost fleet efficiency. Additionally, by optimising tyre maintenance, application can help improve fuel efficiency and reduce emissions, supporting the sustainability

goals of modern fleet operations. **Enhancing fleet efficiency and sustainability**

"By welcoming a wide range of third-party applications like Goodyear DriverHub into PACCAR Connect, we are providing our customers with a versatile and comprehensive digital environment," said Luuk Tuijelaars, Director & Support EU, PACCAR Connected Services at DAF Trucks. "This diverse ecosystem of integrated third-party applications enhances the usability of PACCAR Connect, empowering drivers and fleet managers with valuable tools that support smarter, more efficient, and more productive operations."

"We are excited to bring the Goodyear DriverHub application to PACCAR

Connect. This integration allows fleet managers and drivers of DAF trucks to make even more informed decisions based on real-time tyre data, helping to reduce costs and improve fleet efficiency" said Piotr Czyżyk, Managing Director of Fleet Mobility EMEA at Goodyear.

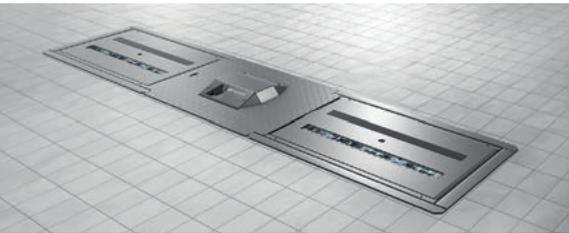
The Goodyear DriverHub application within PACCAR Connect is available on all new DAF trucks equipped with a PACCAR Connect tablet.



AI influences nearly every aspect of our daily lives, often in ways we may not immediately recognise. From the personalised recommendations when we shop online to predictive algorithms powering healthcare diagnostics, AI is subtly shaping our experiences.

In the automotive industry – whether your business activity is to buy, sell, service, rent, lease, transport or recondition vehicles - AI vehicle and tyre inspection is having a transformative impact.

What's the big deal about AI tyre inspection?



Drive over tyre inspection ramps are not new to the automotive aftermarket, but AI-driven enhancements to data capture, interpretation and reporting are developing at pace. Rapid inspection, data analysis and visual reporting now present full diagnostic findings within seconds.

This is significant because quick and accurate diagnostics for tyre tread depth and wheel alignment can create new revenue streams for garages and workshops. By enhancing the utilisation of often underused wheel alignment equipment, these diagnostics also contribute to better overhead recovery.

More to the point, AI technology has the power to transform the way businesses engage with customers, to offer transparency and thereby build trust. In turn, this builds customer confidence in services provided by garages and workshops. And, as this article explains, AI tyre inspection is now app-based and deployed to mobile phones.

Streamline Processes to Catch your Customer Early

A streamlined and automated inspection process impacts the likelihood of client authorisation for tyre replacements and alignments. A service lane, or customer vehicle entrance are both optimum locations for an AI tyre inspection installation. It means that the customer's inspection report, available within seconds of a car driving over the unit, can be presented to the customer as they arrive at reception.

AI inspection systems immediately



The Road Ahead: Why AI Tyre Inspection Matters More Than You Think

generate real-time data on tyre condition and compliance with legal requirements. So it's easy to start a conversation with the vehicle owner and offer expert advice on whether their tyres require replacement (either planned or immediate), wheel alignment, or other maintenance work is required.

Immediate authorisation also improves workshop efficiency. The alignment machine does not have to be used to diagnose misalignment and can be dedicated to saleable work correcting misalignment. Not only that, by ordering replacement tyres immediately after authorisation, delivery and fitting can occur same day.

Versatility – Breaking Free from the One-Size-Fits-All approach



Not all workshops have a large footprint or optimal layout with a dedicated service lane. For businesses with more limited space, AI tyre inspection software can be deployed via mobile phone, enabling remote or onsite inspections with the same precision.

Digital AI inspection solutions deployed to mobile devices offer the same speed, accuracy and system integration benefits of larger fixed installations. Whilst not so suited to the highest volume use-cases, they are an excellent solution where workshop footprint is more limited.

TyreSwift Case Study

The automotive sector is seeing an increasing demand for specialised AI inspection solutions. Traditional garage

equipment distributors are finding it challenging to meet these evolving needs, leading to a shift towards dedicated inspection AI solution providers.

TyreSwift is an AI inspection specialist, focused on integrating advanced digital and hardware solutions providing tailored solutions for a wide range of inspection applications.

The TyreSwift tyre inspection software and cloud app integrate with both drive-over tyre and digital (mobile) inspection solutions, offering clients the freedom to deploy whichever solution best meets their business need. The cloud app serves as a data centre for client reporting and integrates into other processes such as workshop Vehicle Health Checks (VHC) and online used car retailing platforms.

TyreSwift is committed to continuous innovation and expansion. The company has announced that more tyre and body damage solutions are currently being built into its platform, further increasing the number of applications. These additions will transform the TyreSwift hub into a comprehensive data hub for client reporting, offering even more integration with other automotive processes.

Final thoughts

By enhancing the speed and accuracy of tyre condition inspections, AI technology is creating new revenue opportunities for automotive businesses that sell tyres and wheel alignment services. This innovative technology is replacing slow, manual processes with automated solutions that deliver improved precision and efficiency. This is not only great news for the tyre industry but shows how AI is also contributing to the broader industry objective of enhancing vehicle safety and ensuring car owners comply with legal standards.

For more information:
www.tyreswift.com

Smithers Report - The Future of Connected Tires to 2029

A suite of mutually supportive technologies are now approaching a commercial inflection point emerging from their first uses in vehicle fleets and ultra-high performance cars, to become viable, value-adding options in multiple premium tyre and high-performance segments.

increasingly backed by legislation in key markets such as Europe, the US, and China. These will include mandatory rules for fitting tyre-pressure monitoring system (TPMS) to commercial fleets, alongside more general impetus to improve fuel economy and reduce emissions. Connected tyres can also

vehicle unit sales will outstrip those for trucks and buses through to the end of the decade. The value-adding potential of smarter tyres mean all tyre segments will grow by more than 20% year-on-year across this period, with OE sales supplemented by an increasing number of retrofit sales.

As the technology landscape matures, connected tyres will cease being a discrete sub-segment of the tyre industry, but instead will rapidly expand to encompass major sensor manufacturers, IT/AI startups, vehicle OEMs, and embrace new mobility concepts. This is lending new momentum to the business strategies of multiple tyre companies to diversify, to also become mobility or data service providers. This new complex value chain is examined in detail in the Smithers report, alongside profiles of the leading manufacturers and technology suppliers.

The Future of Connected Tires to 2029 combines expert insight into the market



In-depth analysis in the brand new Smithers report – The Future of Connected Tires to 2029 – shows that sales worldwide will top 91,000 units for the first time in 2024, with a value of \$23.23 million. Across the next five years value will increase rapidly at a compound annual growth rate (CAGR) of 50.5% driving value to \$179.51 million in 2029, at constant prices; with volume sales climbing to 871,000 units.

This reflects the significant investment tyre OEMs have made in on-tyre sensors, software, and data analytics. These are often concentrated in dedicated connected tyre service lines – which will add new revenue streams across the Smithers forecast period and beyond. As this evolution occurs, both OEMs and vehicle operators will increasingly view tyres as assets to be prudently managed and monitored, not only for the basic function they provide but for the data they can deliver.

This will be supported by the greater emphasis on sustainable driving,

enhance the performance of new electric or hybrid vehicles, optimising range and tyre wear, and providing essential data on road conditions to the latest generation of ADAS.

These high-tech tyre platforms will be introduced in parallel to existing trends for iterative improvement in durability, rolling resistance, and across all tyre segments.

Initial deployments of connected tyres have been in commercial fleet applications, more expensive light vehicle, bus and off-road tyres; alongside some very high-end, premium passenger car fitments. Smithers market analysis shows that the greatest gains across the next five years will come from high-performance and premium tyres for on-road light vehicles, trucks and buses, and motorcycles. Combined these already account for over 85% of contemporary sales.

Connected tyres sales are evenly split between passenger and commercial vehicle fitments, but light

and technology drivers, with exclusive data forecasting for this rapidly developing, and lucrative, segment of the tyre industry. Its data set contains over 100 tables and figures, segmenting the connected tyres market by:

- Tyre type – General/standard tyres; Specialty/premium tyres; OTR tyres; Aircraft tyres
- End-use/vehicle type – Light vehicle; Truck and bus; Motorcycle; Mining, construction & port vehicle; Agricultural; Industrial vehicles; aviation
- Geographic region: North America; South & Central America; Europe; Asia-Pacific; Middle East & Africa.

This is contextualised by strategic profiles of the top 15 smart tyre manufacturers and leading technology suppliers globally.

This new market report from Smithers is now available. For more information about Smithers, visit: www.smithers.com/

Since its initial launch, the robust and reliable ACCURA QUBE has had the market boxed off for fast and accurate inflation where space is limited.

A firm favourite in workshops, tyre shops and garages all over the world, it gained further popularity when it was upgraded to the ACCURA QUBE Series II, incorporating digital technology for air and nitrogen inflation.

Now, this compact unit packs an even more powerful punch when it comes to safety benefits with the release of a new Bluetooth enabled model with the dedicated Workshop Connect App.

Designed to keep the user out of harm's way, the Bluetooth QUBE enables a 15-metre operating range and precise tracking of inflation data making it ideal for:

- Vehicle maintenance in workshops and tyre changing shops
- Maintaining fleet workshop data and safety records
- Keeping a safe distance during HGV roadside maintenance

The Workshop Connect App features a user-friendly design to ensure easy navigation and quick input of vehicle information. Meanwhile, Bluetooth connectivity enables the operator to keep an eye on inflation from a safe distance, whilst remaining confident the job is being done accurately and safely.

The Workshop Connect App has been

designed around the end user, guiding them step by step through the process - from entering the type of vehicle and axle configuration to checking starting pressure then inflating to optimum pressure; incorporating distance warnings and an emergency stop button. When inflation is complete the QUBE sounds an alarm and sends a signal to alert the user.

Each inflation is recorded as a PDF and CSV file so a database of the inflation data can be saved and used in the future. This reporting mechanism enables information to be printed off or filed on a computer and can be included in a premium service presentation to the customer to confirm tyre pressure and condition.

Managing Director Lee Wright said: "PCL dedicates itself to the design and manufacture of customer-centric products with safety of paramount importance, and the Bluetooth enabled QUBE is a major step forward in response to demand for those looking for a smart and reportable "belt and braces" solution.

"We have made significant investment into the development and assembly of this advanced unit and the Workshop Connect App here in Sheffield, working with partners in the local area. The unit was showcased recently at the Automechanika Frankfurt, where it received excellent feedback. Following rigorous testing, we are proud to announce the official launch

PCL New Bluetooth Enabled ACCURA QUBE and App

of the Bluetooth QUBE as the first reportable device of its kind in the UK; enabling a robust technician audit trail and logging of vital data to provide safety and peace of mind for operators and consumers alike."

Users of the Bluetooth enabled QUBE can download the free PCL Workshop Connect app and benefit from:

- 100% standard inflation control from a 15-metre distance
- PDF output with before and after tyre pressures
- CSV output to build client data
- Vehicle registration log
- Vehicle mileage log
- Data input log
- Easy to use/identify icons
- Security enabled pairing
- Flat/damaged tyre notification
- Over inflation notification
- Easy scroll pressure selector
- Manual/Emergency stop function

The Workshop Connect App is now available for Android on Google Play. The App will soon be available on the App Store for iOS users.

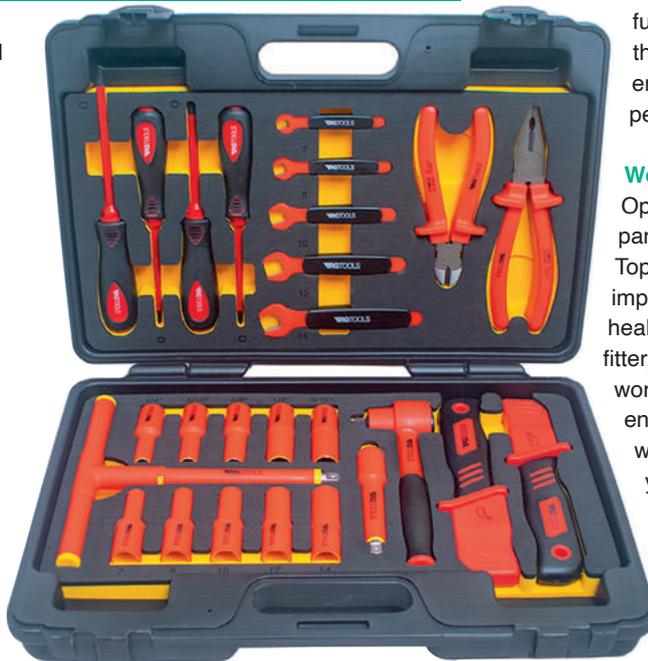


Rema Tip Top Leading the Way in Tyre Repair and Automotive Innovation

Rema Tip Top Automotive UK Limited is a leader in the UK's tyre repair and automotive aftermarket industry. With a comprehensive portfolio of products and services, Rema Tip Top is committed to supporting partners by keeping them informed about the latest industry regulations, safety standards, and technological advancements. The company's expertise ensures that tyre technicians can work efficiently and safely in a challenging environment. Rema Tip Top's comprehensive range of workshop consumables and tooling goes beyond the traditional weights, valves, patches and glue.

Supporting the Transition to Electric and Hybrid Vehicles

As the automotive industry transitions to electric and hybrid vehicles, Rema Tip Top has positioned itself at the forefront of this evolving market. The company provides a broad range of products and services that support customers moving from traditional fossil fuel-powered vehicles to electric and hybrid alternatives. Among its innovative solutions is the "Jack Block," a product designed to provide support for vehicles that lack traditional axle stands, making it particularly useful for newer EV models. Additionally, REMA TIP TOP has introduced a range of Jack Pucks tailored specifically for electric vehicles, addressing a gap that original equipment manufacturers (OEMs) often overlook. These products ensure that vehicles can be lifted safely, avoiding damage and ensuring technician safety.



Truck TPMS and New Legislation

TPMS tools and valves have been in the retail and LCV markets for some time now and Rema Tip Top are proud to have supported their customers with a wide range of products and large stockholding to ensure their partners are well equipped to carry out their work for their customers. In July this year, a new legislation regarding Commercial Vehicle Tyre Pressure Monitoring Systems (TPMS) came into effect. In response, REMA TIP TOP has worked closely with industry stakeholders, including the British Tyre Manufacturers' Association (BTMA), tyre service providers like Halfords Commercial, and road safety campaigners. The company has launched a comprehensive Truck TPMS

offering that includes OEM replacement sensors, universal sensors, service kits, diagnostic tools, and TPMS-specific hand tools. These solutions are designed to enhance road safety, improve fuel efficiency, and extend the life of truck tyres, ensuring optimal performance and reliability.

Working Safely

Operational safety is paramount and Rema Tip Top are always looking for improvements to aid the health and longevity of a tyre fitter, particularly those working in dangerous environments or with heavy wheels and tyres. This year, Rema have introduced the TRAC Tyre Jac which is an aid to help lessen the weight of the wheel when taking it on and off the axle – reducing

the excess bearing on a tyre fitter's back. They have also introduced the MAG-BEAR which is a portable safety tape with strong magnets either side and pulls out to 25ft, giving the opportunity to properly cordon off an area whilst on site – not relying on small cones to deter other machinery.

Comprehensive Range of self-branded goods

To ensure their customers receive the highest quality goods at the best possible price, Rema Tip Top Holdings Group have worked tirelessly to develop and design a range of quality products that are exclusively manufactured. Their range of own branded workshop tools include: battery operated hand tools, including a very popular impact wrench; Vision lighting range which has expanded to include a colour match CRI lamp and bonnet inspection lamps; Tooling accessories such as grinding and slitting discs, drill bits, impact screwdriver bits, socket sets and EV hand tools. All of these are designed, tested and priced with the modern tyre shop, workshop and garage in mind.



For more information on how Rema Tip Top can help with your tooling, consumables and health & safety needs, contact them on: 0113 277 0044

When it comes to keeping your tyre shop or garage running smoothly, having a reliable supply of high-quality consumables is essential. Tyre Bay Direct is there to meet those needs, offering a comprehensive range of tyre fitting consumables and equipment designed to support garages and tyre shops of all sizes. From the smallest consumables to essential equipment, they've got you covered.

The Importance of Reliable Tyre Fitting Consumables

Consumables may seem like small components in the overall operation of a garage, but they play a critical role in ensuring the safety and efficiency of tyre fitting. Having a consistent stock of high-quality consumables like valves, wheel weights, and patches is not just about convenience; it's about ensuring every tyre you fit is secure, balanced, and ready for the road.

At Tyre Bay Direct, they understand this, which is why they've developed a comprehensive offering tailored to meet the specific demands of the modern garage. Their range covers all the essentials needed to complete a tyre change efficiently, safely, and to the highest standards.

Valves, Weights, and More – Everything You Need in One Place

Their product range includes a wide variety of valves, wheel weights, and patches to ensure that you're never caught short when servicing your customers' vehicles. Here's a breakdown of what Tyre Bay Direct offer:

Tyre Valves: From standard rubber valves to high-performance metal valves, their selection covers all vehicle types, ensuring the right fit for every job.

Wheel Weights: Whether balancing alloy or steel wheels, they stock adhesive and clip-on weights in various sizes to suit every need. High-quality wheel weights are crucial for ensuring smooth driving and reducing uneven tyre wear. Tyre Bay Direct only supply weights that meet stringent industry standards.

Patches and Repair Kits: For tyre repair, they

offer a wide selection of patches, plugs, and kits. Ensuring you can handle punctures and repairs swiftly and reliably, their repair consumables are easy to use and highly durable, helping to extend the life of your customers' tyres.

Adhesives and Sealants: Tyre Bay Direct provide the adhesives, bead sealants, and lubricants necessary for smooth tyre fitting. These products ensure secure sealing and easier tyre mounting and demounting, improving efficiency in the garage.

Convenience with 24/7 Online Ordering

One of the biggest advantages of purchasing from Tyre Bay Direct is the ease of ordering. They know how important it is for your garage to always have access to consumables, they offer 24/7 online ordering through their easy-to-use website. No more waiting for regular business hours to stock up on the essentials you need. Whether you're preparing for a busy day ahead or placing an order after closing time, their platform ensures you can order what you need, when you need it.

Their user-friendly website allows you to browse an extensive product range, add items to your cart, and check out within minutes. You'll also find detailed product descriptions and images, so you know exactly what you're getting. This convenience has made Tyre Bay Direct the preferred choice for tyre shops and garages across the UK.



Tyre Bay Direct: Your One-Stop Shop for Tyre Fitting Consumables

Free Delivery on Consumable Orders Over £50

Tyre Bay Direct understand that running a business comes with tight margins, and every little bit helps. That's why they offer free delivery on all consumable orders over £50. Whether you're ordering a few consumables or stocking up for the months ahead, Tyre Bay Direct can get your products to you without any added shipping costs. Fast, free delivery means less downtime for your business and more time spent serving your customers.

More Than Just Consumables: Garage Equipment and Support

While they are known for their consumables, Tyre Bay Direct is also your go-to source for garage equipment. They offer a wide range of tools and machines, from tyre changers and wheel balancers to compressors and lifting equipment. Their equipment is sourced from top manufacturers, ensuring you get reliable, high-performance equipment that can stand up to the demands of daily use.

The Tyre Bay Direct Way

When you choose Tyre Bay Direct, you're choosing a partner who understands the day-to-day needs of your business. From their top-tier consumables to their 24/7 ordering platform and free delivery on consumable orders over £50, they make it easy to keep your garage fully stocked and operational.

With a wide range of products, unmatched convenience, and exceptional customer service, Tyre Bay Direct truly is your one-stop shop for all things garage equipment and tyre fitting consumables.

Visit their website today to browse the full range of products.

Go to: www.tyrebaydirect.com
Contact: 01527 883 580

Team Australia Leads Dunlop Podium Domination at 2024 Motocross of Nations

Dunlop tyres were the choice of riders competing for the top three teams at the 2024 Motocross of Nations (MXoN), with the victorious all-Dunlop Team Australia leading Team USA and Team Netherlands at Matterley Basin, Great Britain, on Sunday. The prestigious event saw Dunlop equip 34 of the world's best riders, representing 20 different nations, all vying for glory on the global stage. This victory marks the third consecutive year that Dunlop riders have won the Motocross of Nations.

Team Australia, featuring star brothers Jett and Hunter Lawrence as well as Kyle Webster, secured a historic first Motocross of Nations win. Their consistent performance throughout the afternoon was led by a win in Race 2 for Jett Lawrence.

Team USA claimed second place in the final standings with its all-Dunlop team of Eli Tomac, Cooper Webb, and Aaron Plessinger, all of whom have enjoyed success this year in the American AMA Supercross and Pro Motocross series. Dunlop tyres were also the choice of MX2 Champion Kay de Wolf, who competed for the third-placed Team Netherlands. This success means Dunlop-equipped riders claimed seven of the nine spots on the overall podium at the MXoN.

Full-season Kawasaki teammates Romain Febvre and Jeremy Seewer also enjoyed success for their nations on Dunlop. 2023 MXoN champion Febvre took a third place finish in the opening race which helped take him and his French team to fifth overall, while Seewer's results were the highlight for ninth-placed Team Switzerland.

In the standings by category, Kay de Wolf (Team Netherlands) and Jett Lawrence each claimed the top spot in the MX2 and Open category classifications, respectively, whilst two-time AMA 450cc Supercross champion Eli



Tomac placed second overall in the top MXGP class. In all three categories, Dunlop riders claimed three of the top five positions.

MXoN success adding to a record-breaking season for Dunlop

In the Motocross World Championship, including the Motocross of Nations, as well as the North American Supercross and Pro Motocross series, teams and riders that choose Dunlop have access to a range of Dunlop Geomax motocross tyres. This range includes the sand-focused Geomax MX14, designed to provide traction on loose surfaces, and the latest addition to Dunlop's lineup, the Geomax MX34 for soft to intermediate surfaces. Due to the changeable conditions at Matterley Basin this weekend, riders chose between the two.

Dunlop's 2024 motocross season has been one of unprecedented success, marked by dominant performances in both Europe and North America. In the United States, Dunlop carried Team Australia's Jett Lawrence to claim his maiden 450cc AMA Supercross title this year, extending Dunlop's impressive streak of winning all AMA Supercross and Pro Motocross titles since 2010.

In the FIM Motocross World Championship, Dunlop achieved its first-ever MX2 championship title this year, as Nestaan Husqvarna teammates Kay de Wolf and Lucas Coenen dominated the fiercely competitive series. Together, they claimed 16 of the 20 possible overall victories in the season and secured a 1-2 finish in the championship standings. In the WMX category, Dunlop rising star Lotte van Drunen secured her first world championship victory, making Dunlop the tyre of choice for 11 of the last 13 WMX victors.

Wim Van Achter, Motorsport Manager, Dunlop Motorcycle Europe, commented: "A huge congratulations to Team Australia for their historic victory at this year's Motocross of Nations. The competition was fierce throughout the weekend, with impressive racing from the Dunlop-equipped American, Australian and Dutch teams, among others. To see Australia claim its first win at this storied event is truly well deserved. We're proud that riders representing top nations trusted Dunlop Geomax, and today's results are a testament to the Geomax range's exceptional performance on challenging terrains like the muddy conditions at Matterley Basin."

Dunlop rider Kay de Wolf has been crowned the 2024 FIM MX2 Motocross World Champion, concluding an intense championship battle with his teammate Lucas Coenen at this weekend's MXGP of Castilla la Mancha. De Wolf, equipped with Dunlop Geomax tyres, clinched the championship by finishing fourth overall in Cózar, enough to secure the title in the highly competitive series and become Dunlop's first ever MX2 champion.

De Wolf, 19, is competing in only his second full-time MX2 campaign but is fast becoming one of the biggest stars in motocross. From the start of the season, the Nestaan Husqvarna rider established himself as one of the riders to beat, taking a hat-trick of overall Grand Prix wins at the opening three rounds in Argentina, Spain and Sardegna and continuing his winning streak with further triumphs in Indonesia, Czech Republic, Flanders and Switzerland.

De Wolf has been locked in a season-long battle for the championship lead with teammate Lucas Coenen, who is also equipped with Dunlop tyres. Coenen has earned nine overall victories this season, resulting in a dominant 1-2 finish in the championship for the Dunlop-backed Nestaan Husqvarna team. Together, the duo have claimed 16 of the 20 possible overall victories in the 2024 season, underscoring Dunlop's ability to inspire confidence across a wide range of terrains.

Just like in the top MXGP class and the WMX category, teams that choose

Dunlop tyres in MX2 have access to a range of Dunlop Geomax motocross tyres. This range includes the sand-focused Geomax MX14, designed to provide traction on loose surfaces, and the latest addition to Dunlop's lineup, Geomax MX34, which has become the tyre of choice for riders on a wide range of soft, mud and intermediate surfaces, and in variable weather conditions. Geomax MX53 offers further capability on hardpack surfaces.

"The performance and reliability of Dunlop's Geomax range has been a key factor in our success, delivering the grip and traction needed to push hard and stay ahead of the competition," explains de Wolf. "Winning the championship this season wouldn't have been possible without riding on Dunlop tyres as they really help me push the bike to the limit. I think we have an excellent choice of tyres at the moment; we've been really strong at different tracks this season and have consistently outperformed other teams."

Dunlop continues to build on its impressive track record in the FIM Motocross World Championship with de Wolf's title win, despite all classes in the championship having open tyre competition. Since 2012, Dunlop tyres have taken 11 of the last 13 WMX victors to championship success. Italian racer Kiara Fontanesi has claimed six of these titles, while New Zealander Courtney Duncan has secured four. Now, Lotte van Druenen adds her name to that list following her impressive championship victory at the MXGP of Turkey.

Dunlop Rider Crowned 2024 MX2 World Champion

Dunlop also remains the choice for race-winning teams competing in the top MXGP class. This season, Dunlop riders Pauls Jonass and Romain Febvre achieved a 1-2 finish at the MXGP of Portugal, riding for Standing Construct Honda MXGP Team and Kawasaki Racing Team, respectively. Last season, Dunlop helped Febvre secure six overall victories across seven race weekends, ultimately going on to claim second place in the championship standings. In the United States, Dunlop Geomax tyres continue to be the top choice for most riders in AMA Supercross and Pro Motocross, having helped secure every title in both championships since 2010.

Wim Van Achter, Motorsport Manager, Dunlop Motorcycle Europe, commented: "Congratulations to Kay for his resounding MX2 championship win. This achievement highlights both his exceptional talent and the performance of Dunlop Geomax tyres. With Kay clinching the title and teammate Lucas finishing second, it's evident that Dunlop provides the traction and reliability needed for incredible success in top-level motocross. We're thrilled to have contributed to the success of both Nestaan Husqvarna riders this season and look forward to continuing our support for motocross riders of all levels in years to come."



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