



(f.l.) Gerald Böse, Chairman of the Board at Koelnmesse, Director Ingo Riedberger and Prof. Dr. Stefan Bratzel were discussing the guiding idea of the trade fair at the official press conference of THE TIRE COLOGNE.



## THE TIRE COLOGNE

# Tyre sector in favour of Cologne

**The tyre sector is looking at the premiere of THE TIRE COLOGNE full of expectation. Hardly anybody in sector circles seems to be talking about the “REIFEN“, which is supposed to celebrate its premiere parallel to Automechanika in Frankfurt this year. For a long time, the people responsible for both trade fairs have been taking part in a kind of competition to draw attention. Now, however, it has become quite obvious – for sector participants THE TIRE COLOGNE will be “the place to be“.**

The responsible people of Koelnmesse and the BRV as idealistic supporter of THE TIRE COLOGNE were able to win the battle of attention. All the important players of this sector, from industry and trade, are exhibiting in the framework of the trade fair premiere from 29th May to 1st June 2018 in Cologne – a full house so to speak. The organizers of the trade fair promise new ways as there will not be a classic performance show. In contrast to this, THE TIRE COLOGNE will focus on a mix of business and emotional events. The exhibitors and visitors will experience a business trade fair and at the same time a trend trade fair with conventions, special shows and events.

Digitalization is not only the dominating topic in the world of tyres, as it affects all the sectors and has a deep impact on every area of living. Nonetheless, digital transformation will also open big chances for more quality of life, new business models and more efficient economic activity. THE TIRE COLOGNE's topic area Digital Reality will support an illustration of the consequences and impact digitalization will have concerning tyre industry and tyre trade. Exhibitors will show solutions for a successful internet-based trade, efficient data management in a linked workshop and driving assistance systems or possibilities of digital sales support.

The sector will show unanimous presence at THE TIRE COLOGNE. Thus, Koelnmesse and BRV as idealistic supporter will have to pay back this confidence with an outstanding trade fair premiere. The trade fair location Cologne stands for quality and depth of supply together with excellent framework conditions. Koelnmesse proves this with successful trade fair premieres like photokina, dmexco, gamescom or the INTERMOT. Now THE TIRE COLOGNE is to be established as worldwide leading trade fair – chances are good in any case.

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# Continental and Hankook leading in the summer tyre test

**This time, AutoBild Allrad focuses on eight tyres of the size 265/60 R18 for bigger SUVs and off-road vehicles in its current summer tyre test, which took place on Continental's testing ground in Uvalde, Texas. Thus, it was a home victory for the test winner, Continental SportContact 5 SUV. Nevertheless, the Conti tyre has to share the first position with the Hankook Ventus ST. According to the test results, the tyre testers at AutoBild Allrad are quite impressed by the Hankook tyre: "This time, we are extremely impressed by the excellent results of the unusually profiled Hankook from South Korea". Apparently, Goodride SU 318 H/T, however, is less impressive. AutoBild Allrad places it in the last position and even warns against using it.**

Short dry and wet braking distances; premium tyres with outstanding handling qualities on all grounds", the tyre testers write about the test winner **Continental SportContact 5 SUV**. **Nonetheless**, there is only an average traction on mud. The other test winner, the **Hankook Ventus ST**, leads in individual disciplines like "Traction on grass", "Traction on gravel", and "Traction on sand". Furthermore, it offers short wet braking distances, but a slightly higher rolling resistance is to be criticized. The **Goodyear Efficient Grip SUV**, which also achieves "vorBildlich/excellent", comes in next, and the tyre testers praise among other things

its high rolling comfort. Similar to the Conti, it is, however, only able to offer an average traction on mud.

**Pirelli Scorpion Verde** wins the fourth position. According to the results, it ensures the shortest wet braking distance. Moreover, "stable handling on dry areas" is described as one of its strengths. Nonetheless, "limited latitudinal grip and understeering on wet roads" are mentioned concerning its "weaknesses". The Pirelli tyre gets the school grade "satisfactory" together with the **Kumho Crugen HP91** ("good traction on mud and sand; understeering on dry courses") and the **Toyo Proxes T1 Sport SUV** ("stable and

safe dry handling; extended wet braking distances").

The **Apollo Apterra HT2** finishes in seventh position and is classified as "commendable with some reservations". Although it is to offer the best aquaplaning qualities, it only provides limited off-road qualities". Furthermore, its wet braking distances are to be extended. The cost-effective **Goodride SU 318 H/T** has a bad test result. "Significantly limited driving characteristics on wet roads, unbalanced over-steering wet handling, dangerously extended wet braking distances", write the tyre testers in the final results and thus warn against using this tyre. **(aki)**



Both are test winners: the Continental SportContact 5 SUV and the Hankook Ventus ST.





PRODUCT LAUNCH IN BARCELONA

# Camso is adding 13 new tyres to its portfolio

**In the framework of the first European “road-free version“ of “Camso Experience”, a hands-on product presentation and sales event, the presentation of several new tyres was on the agenda in Barcelona too. Camso presented 13 new tyres to customers, international press representatives and team members.**

A garden centre in Barcelona offered an excellent testing area for the guests.



First of all, Camso wants to focus on the European market with an increased offer of tyres for compact construction machines, among others five multi-purpose tyres (MPT) for construction machines and new radial tyres for road graders and earth-moving machines. “Germany is our core market, or respectively one of the most important markets in Europe for material handling and construction”, explained Thomas Boettcher, President and Chief Executive Officer, to our editors.

Furthermore, three new industrial air tyres were among others in the centre of the presentation. “We know that our customers will be able to appreciate the added-value packages of our products in the best way by experiencing them at first hand. This also refers to our employees. We have to be out there with our customers in order to understand their needs and areas of use, and to be able to develop corresponding mobility solutions. As a consequence, we will be able

to offer solutions with the lowest operation costs to our customers”, said Gregory Fossey, Vice President, EMEA - Aftermarket Division at Camso.

The Camso MPT 753, 793S, 553R, 532R and 552 were among the five new tyres particularly developed for MPT machines. Moreover, the company added new radial tyre sizes to its offer for the construction area: The Camso GRD 533R and EMT 553R were especially developed for graders or wheel loaders and articulated dumpers.

### Testing forklift tyres

Furthermore, guests got the opportunity of testing new forklift tyres during the event. Three new press-on tyres, PON (bandage tyres) will expand Camso’s range of products, i. e. the Solideal PON 775 for “highly intensive“ uses and the Solideal PON 555 and 550 for uses of medium intensity. The Solideal PON 775 is the successor of the Solideal Magnum SM ERP. Compared to its

predecessor, the new tyre is supposed to have resistance to inner heat generation increased by 90 per cent, energy efficiency improved by 70 per cent due to the rolling resistance of the rubber compound and a longer service life increased by 45 per cent because of an abrasion-resistant tread compound. The patented sidewall construction is to relieve the load on the shoulder area and to reduce ground pressure. The tyre will be available in different sizes up to the new 33-inch bandage.

Camso presented the Solideal PON 555 and 550 as improved versions of the models Magnum Traction and Magnum Smooth. Compared to their predecessor models they are also meant to have a longer service life, better resistance to inner heat generation and energy efficiency improved by 8 per cent. “When referring to tyres, fleet owners expect maximum service life, regardless of the conditions of use”, said Erick Bellefleur, Vice President and General Manager – Ma-



Thomas Boettcher, President and Chief Executive Officer, considered the German market as extremely important.



Erick Bellefleur, Vice President and General Manager – Material Handling, and Derek Bradeen, Marketing Strategy and Communications Director, presented the new products.

material Handling. “Our new tyre technologies provide maximum durability by minimizing inner heat generation”.

### New AIR tyres

Camso produced the new AIR tyres for forklifts too. The three new air tyres focus also on airport ground vehicles apart from forklifts, above all on markets in Europe, Asia, Africa and the Near East. The Solideal AIR 550, AIR 750 and AIR 561 are the new air tyres and replace the Solideal ED Plus, Solideal RIB LUG and Solideal ZZ RIB. According to people responsible for the company, the tyres promise more durability and performance.

“Although nowadays forklifts run on solid rubber tyres, there are still many around needing air tyres. There is a preference for industrial air tyres in case of outdoor use on uneven grounds and as well for longer driving

distances or in areas, where maintenance services are more difficult to get access to. Unfortunately, the needs of this market areas are sometimes overlooked”, added Thierry Miche, Product Line Executive Director for Material Handling at Camso. After several tests, Camso developed the new tyre series as answer to the special requirements of these uses. “The new Camso Solideal AIR tyres are not only more durable, they also offer more driving comfort on uneven surfaces and less rolling resistance. Thus, a combination improving its overall energy efficiency, announced the company.

According to information from Camso during the event, the Solideal AIR 550 offers durability without any impact on the price in order to reduce operating costs of general forklift uses. It disposes of strong sidewalls and a reinforced carcass for higher puncture

resistance and finally fewer punctures. Its tread design and rubber compounds are to prolong service life and better traction and stability at the same time. The service life of the new AIR 550 was increased by 80 per cent compared to the service life of its predecessor, the Solideal ED Plus. The Solideal AIR 570 focuses on improving energy efficiency of electric forklifts by using rubber compounds with lower rolling resistance. The even tread design improves stability, whereas the flat continuous centre bar reduces vibrations and improves manoeuvrability. Compared to the Solideal RIB LUG, the service life of the tread was increased by 30 per cent in addition to the tyre performance.

The Solideal AIR 561 was particularly developed for a reduction of operating costs of airport ground vehicles like e.g. cargo transport vehicles or aircraft tractors. Compared to the Solideal ZZ RIB, the AIR 561 is characterized by 12 per cent more stability, 10 per cent more energy efficiency and a doubled service life of the tread. It makes use of energy-efficient rubber compounds in order to offer an outstanding service life at high surface temperatures on airport apron areas. Its tread is able to cope with special challenges for airport ground vehicles like instability and toe wear (also known as oblique wear and tear. Thanks to deep block elements and lamellae, it is also supposed to provide traction in case of low ground contact

Read our detailed report on new solid rubber, diagonal and radial tyres especially developed for MPT machines in one of the next printed editions of *AutoRäderReifen-Gummibereifung*.



When using forklifts, the guests first had to get used to steering via the back wheels.

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## PREMIO, HMI AND GDHS SPRING CONVENTIONS

# Strengthen online visibility

**Market development, future strategies, challenges in 2018, marketing and e-commerce were the main topics at this year's GDHS regional conventions, which came to an end with the event in Bad Neunahr at the end of February. The agenda consisted of several presentations and informative workshops about automotive service and pricing, as well as a previous truck convention.**

**M**anaging Director Goran Zubanovic opened the series of presentations on the first day of the event. Each dealer will have to cope with huge challenges because of big change dynamics within the automotive industry and in the market. Nonetheless, GDHS will face them together with its partners with appropriate strategies this year. "We are able to be self-confident without any doubt and will have to demonstrate our competencies to our customers. The economy is booming and is thus offering paradise-like conditions. The car is still at the top of mobility providers with a share of 80 per cent. As a consequence, we will be able to fully concentrate on our goals and further optimization of our processes, on expansion of the degree of digitalization with regard to our partner companies, on the development of our network, and on dealing with an increasing complexity in automotive service", said Zubanovic.



The new and at the same time "old" advisory board (f. l. t. r.) Felix Reuter, Jörg Radermacher, Werner Unterburger, Robert Jäger, Thomas Weitz, Michael Kompter, Joachim Hirschhorn (absent: Heiner Späth).

### Result of partner survey

According to the result of the partner survey in January 2018, the partners noticed a slight increase in the number of tyres (passenger car and truck tyres) compared with the previous year. About 33.73 per cent said that there was an increase in the number of tyres, and 38.04 per cent described a steady situation. Furthermore, more than 80 per cent of the respondents mentioned a similar or improved gross profit. Moreover, the partner survey showed an increase in the number of new tyres brought along. Nearly 50 per cent observed a big growth in this area.

In 2018, specialized tyre trade will have to cope with several challenges. "According to the partner survey, the topic of e-commerce slightly decreased among the mentioned challenges. The range of product can be found in the sixth position of the biggest challenges, followed by e-commerce and finances. The top three positions are extremely interesting. Price development got the third position. While the acquisition of new customers was still in the first position

in the year before, it ranked in second position behind recruitment of employees this time", explained Edgar Zühlke, Head of HMI. Nevertheless, a shortage of skilled workers is not new to tyre trade. The survey, however, confirms that people are aware of this challenge.

When looking at the market development of passenger cars and trucks from 2016 to 2018, stable market conditions became obvious. Additionally, there was a two-digit increase in all-season tyres. "Vehicles being in need of tyre replacement are of a higher quality", added Goran Zubanovic, Managing Director at GDHS. "Nevertheless, trade will have to be careful how to deal with the trend towards all-season tyres without losing customers, as we are in a market with fierce competition producing new players at the same time: e.g. online. As a consequence, customers are better informed about prices. Moreover, consumer behaviour has changed to a high degree because of this. Coping with this situation will be essential", he explained. Premio offers some modules in order to increase



Jochen Clahsen, Head of 4Fleet Group D-A-CH, presented the strategy in order to face the price war in the fleet business.

Edgar Zühlke, Head of HMI, and Claus-Christian Schramm, Head of Premio Reifen+Autoservice, opened the GDHS regional convention in front of about 150 dealers and further guests in Bad-Neuenahr-Ahrweiler.



Goran Zubanovic, Managing Director at GDHS, started the series of talks.



### Advisory board for specialized trade of GDHS confirmed

On 6th February 2018, 309 people with the right to vote concerning the specialized trade cooperations Premio Reifen + Autoservice und Handelsmarketing-Initiative (HMI) of GDHS confirmed four representatives of the dealers' advisory board with a total of eight members, who had to face new elections this year. The first and constitutive meeting took place in Bad Neuenahr on 28th February 2018.

Every two years, the partners always vote four representatives. There are Joachim Hirschhorn, Premio Reifen + Autoservice Zink & Hirschhorn GbR in Friedberg, Heiner Späth, Premio Reifen + Autoservice Späth & Keilich GmbH in Wetzlar, Jörg Radermacher, Reifen Radermacher GmbH in Kempenich and Werner Unterburger, Reifen Unterburger in Beilngries, as members of the advisory board for specialized trade of GDHS for further four years. This year, Thomas Weitz, Premio Reifen + Autoservice Reifen Lingnau in Lünen, Robert Jäger, Premio-Reifen + Autoservice Jäger GmbH in Munich, Michael Kompter, Kompter Reifen- und Autoservice in Naumburg and Felix Reuter, Reifen-Reuter KG in Nideggen, did not stand for election. **(akl)**

customer loyalty. There are among other things free-of-charge tyre insurances, local measures for customer loyalty, and quality certificates as trust building signals or commercials on TV.

In this context, visibility and traceability in the Internet are crucial aspects. "We have to become more visible to our customer", Zubanovic complained. Christián Gálvez also used his "motivational" presentation to remind people to not only offer "Premio tyres and automotive service" out there in the shops, but to really live the values standing behind this. "The internet is the biggest advertising platform. I am appealing to you to make use of this", added Robin Petruzzelli, Manger E-commerce and Tuning, in his presentation.

### Automotive service is gaining importance

Furthermore, Jochen Clahsen, Head of 4Fleet Group D-A-CH, clarified in his talk

that automotive service had become more and more important. He explained a strategy of how to cope with the price war in the fleet business. Among other things, he mentioned making use of opportunities like expanding the service offer e.g. checking driving licences and automotive service, but also further growth in the area of trucks and a continuous expansion of GDHS in order to cover white spots. Thus, 4Fleet Group would also be able to hold the ground in the future. Clahsen explicitly demonstrated that the fleet business was still a rather profitable business in spite of the aggressive environment.

The program did not only consist of transferring knowledge and information. In the framework of the meeting, several anniversaries of memberships of ten, fifteen and twenty years were celebrated.

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