



THE TIRE COLOGNE

The international tyre world was visiting Cologne.

Successful premiere

Taking stock of The Tire Cologne turns out to be basically very positive: An extremely motivated team of Koelnmesse provided the preconditions for a successful trade fair premiere. When looking at the visitor figures published by the trade fair company, some of the sector participants might have hoped for higher levels of attendance. The number of 16,000 professional visitors, which was provided, definitely resulted from the extreme weather conditions during the trade fair week. Nonetheless, exhibitors do not only judge trade fair presence based on quantitative aspects – nearly all the editors’ conversation partners were highly impressed by the quality of the trade fair contacts.

The Tire Cologne delivered a successful performance. 533 exhibiting companies and further 70 brands from 40 countries took part in the premiere of the international trade fair of the sector in Cologne, some even with considerably increased trade booth areas than still two years ago. Thus, among others, twenty of the highest-revenue companies of the current “international tyre ranking” were presented in Cologne. Countries like Italy, the Netherlands, the United Kingdom and Turkey as well as China, India, Taiwan and the United States had the biggest number of international participants. The figure of about 65,700 m² was given as gross exhibiting area.

Moreover, the number of visitors, which was measured by AUMA statistics referring to a former trade fair in this sector, was achieved too. The Tire Cologne was successfully able to master to “tyre change-over” to Cologne. The trade fair company judged the trade fair performance as excellent. “Visitor quality, event concept, new orientation and the spacious offer of halls at the location in Cologne were able to convince exhibitors and visitors”, summed up Katharina C. Hamma, Managing Director at Koelnmesse. “The Tire Cologne succeeded in showing strength with regard to international conferences like the “Global Retreading Conference” and the “Future Tire

Conference“, as well as in giving sustainable impulses because of an expansion of the topics digitalization, recycling and fleet management. Thus, our decision in favour of a new sector platform in Cologne was impressively confirmed.”

The Bundesverband Reifenhandel und Vulkaniseur-Handwerk (German Tyre Retailer and Vulcanization Trade Association - BRV), which is based in Bonn, certainly played a key role in the premiere of the trade fair as ideational supporter of the event. The preceding general annual meeting had already been able to create a positive mood among the member companies. At the same time, the BRV increased the

level of attractiveness with a detailed and varied supporting programme. Furthermore, mounting demonstrations of commercial tyres, which were organized together with the wdk (Organisation of the German Manufacturers of Tyres and Technical Elastomers Products) in hall 8, were extremely popular among visitors. They took place several times per day on all the trade fair days. Michael Immler, Guild Master, worked as a “moderator” and explained all the different mounting steps. Our editors kept watching the mounting activities on different days.

“An extremely impressive premiere”, Stephan Helm, CEO of the German Tyre Retailer and Vulcanization Trade Association (BRV) summed up the event. The Tire Cologne presented innovations and products in the segments of tyres and wheels, automotive service and workshop equipment, tyre retreading, as well as utilization and disposal of old tyres.

All in all, the new trade fair format of The Tire Cologne attracted more than 16,000 professional visitors from 113 countries. About 60 per cent of the visitors came from abroad to Cologne – an outstanding key figure for this premiere. The exhibitors particularly mentioned the high quality of visitors.

According to a survey, more than 80 per cent of the professional visitors were highly satisfied with the trade fair offer and more than 90 per cent would recommend visiting the trade fair to business friends. Additionally, the visitors praised the clear structure in the air-conditioned trade fair halls. That was definitely necessary, as the trade fair started at tropical temperatures higher than 30 degree Celsius. Exhibitors and visitors were more than thankful for this service. “The positive ratings will encourage us to develop further conceptual ideas to strengthen the sector concerning future challenges”, explained Katharina C. Hamma.

Services of the Koelnmesse like access route and planning of the visit, setting up the booth, modern technical infrastructure and quality of stay in the modern northern halls convinced exhibitors and visitors. The TIRE-Party, which took place in front of the dreamlike scenery of the Rhine terraces on the evening of the second trade fair day, was considered to be the emotional highlight for most of the exhibitors and visitors. More than 800 guests celebrated at summer temperatures until the early morning.

International conferences

The Global Retreading Conference, which was organized and supported by the Euro-



The team of AutoRäderReifen-Gummibereifung noticed an extremely high frequency of visitors at the trade fair booth organized by the publishing house.

pean Retreading Association BIPAVER and the Koelnmesse, took place as international conference of the retreading industry on the first day of the trade fair. Speakers from all over the world gave the 130 conference participants a detailed overview of the important trends and developments in the industry – there was a range of topics from best cases to market reports, or technological innovations to political frameworks.

Moreover, the set-up of the two-day “Future Tire Conference“ convinced the more than 110 conference participants. Top experts of the industry presented decisive trends and developments for tomorrow, and discussed chances and challenges of the tyre industry. Topics like the impact of digitalizing on tyre design, production and delivery as well as progress in the area of materials sciences and processing technologies were regarded as the most important ones. Furthermore, the conference programme consisted of sessions concerning global market trends, efficient production locations, sustainability, and increasing consumer demands

The team of AutoRäderReifen-Gummibereifung would like to warmly thank our readers from tyre trade and tyre industry for visiting our trade fair booth during The Tire Cologne. Thank you so much for all the encouragement and positive feedback.

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The truck tyre mounting activities, which were offered several times per day, were very popular among the visitors.



The editors of AutoRäderReifen-Gummibereifung provided the visitors on the Boulevard with the latest news of The Tire Cologne.



BRIDGESTONE/FIRESTONE

Full-range provider offers all-season tyre for the first time

The worldwide biggest tyre manufacturer presented its technical know-how and its tyre solutions among others in the passenger car and truck segment at The Tire Cologne. The Weather Control A005, Bridgestone's first all-season tyre, celebrated its world premiere.

Bridgestone's representative trade fair booth showed a colourful overview of the tyre portfolio of the Japanese tyre manufacturer. For more than 90 years, it has been offering high-quality tyre solutions, which provide private and commercial drivers with sustainable benefit. For already some years, the tyre manufacturer has been asking private and commercial end-consumers in order to learn about the wishes and challenges of the respective target groups. As a consequence, e.g. the DriveGuard was developed, which has become more and more popular.

When developing new products, legal frameworks of the target markets are certainly complied with and considered. The European tyre label is e.g. a legal requirement both end-consumers and the vehicle industry pay attention to in an enormous way. At the moment, Bridgestone is focusing on the development of tyres of 17 inches and bigger. Thus, further key figures and market trends are taken into account. The vehicle design and the big popularity of the sport utility vehicles (SUVs) are as much considered as the continuous development of e-mobility.

Weather Control A005

Recently, Bridgestone started paying attention to a further trend. A survey discovered that all-season tyres are experiencing a growing popularity. In the years from 2013 to 2017, the formerly rather unattractive segment was experiencing an increase of 73 per cent. At the moment, all-season tyres have a market share of 14 per cent in the whole German market. This survey was a starting point for Bridgestone to offer all-season tyres to their customers. The Weather Control A005 was presented to professional visitors and to specialized media at The Tire Cologne.

Customer survey

The design of the Weather Control A005



Bridgestone presented itself with a spacious trade fair booth at the first The Tire Cologne.

was, however, not started from scratch at the drawing board. Before the first ideas were implemented in product development, Bridgestone carried out comprehensive market research with 15,000 end-consumers. They were interviewed about their daily requirements on all-season tyres in road traffic. "Our results clearly show that car drivers of all-season tyres above all want to have a feeling of safety and want to be prepared for all the different weather conditions at all times. Because of the weather conditions, car drivers in Germany want a combination of performance in wet conditions, on dry roads and in wintry conditions at the same time", explained Julia Krönlein, Marketing Manager Passenger Car Tyres DACH. "As international market leader, it is important for us to tell car drivers that all-season tyres are always a compromise solution and only suitable for certain target

groups. That means short-distance drivers, who mostly drive in flat or urban areas, vehicles with low annual mileage, or drivers with mobility alternatives in extreme weather conditions. Thus, the right selection of tyres depends on driving behaviour and variations of temperatures in the living area. Developed and produced in Europe

The Bridgestone Weather Control A005 was developed in the Bridgestone Technical Center in Rome. The tread design is characterized by a V-shaped pattern, innovative Z-shaped ribs in the medium part of the tread and high-volume grooves in the shoulder area. This improved tread pattern and the optimized distribution of pressure in the contact area guarantee that the end-consumer's expectations concerning grip, fuel efficiency and life span are fulfilled. Furthermore, Bridgestone's NanoPro-Tech technology with an even increased amount



Sebastian Grimm (f.l.), Julia J. Krönlein, Marketing Manager Passenger Car Tyres DACH, and Thorsten Claaßen, Director Consumer Products, were presenting the new Weather Control A 005.



The Weather Control A005 is the first all-season tyre of the international world market leader Bridgestone.

of silica supports tyre performance as well. As a consequence of the elements of construction, the tyre receives the tyre label “A” for wet grip. Mileage is as high as the one of Bridgestone’s premium summer tyres. The excellent winter qualities are documented by the 3 Peak Mountain Symbol (snowflake).

Availability

The Weather Control A005, Bridgestone’s first full all-season tyre, will be commercially available as of May 2018. It will be possible to equip more than 90 per cent of all passenger cars and SUVs with 64 different tyre sizes from 15 to 20 inches – further sizes will be offered as of 2019. Shortly after the first introduction, Bridgestone will also launch four sizes for vans into the market, which will be equipped with the progressive DriveGuard technology. This unique innovation will enable car drivers to continue their journey unconcerned even in case of a flat tyre.

Starting with the market launch, the new all-season tyre will be available in 64 sizes from 15 to 20 inches. Additionally, four specific sizes will be equipped with Drive Guard product. All in all, market coverage of 94 per cent will be achieved. As of 2019, a total of 78 sizes will be available, among them eight also with Drive Guard technology.

Powerful truck tyre range of products

The tyre manufacturer presented its complete range of products in the segment of truck tyres. There was a special focus on

the presentation of retreaded truck tyres, which were shown under the brand name Bandag at the trade fair booth. Bandag tyres are Bridgestone’s safe, cost-reducing and environmentally friendly solutions. Bandag’s retreading solutions have been offered for already 60 years. The multi-faceted range of products offers features and mileages, which are comparable with new premium tyres, combined with reduced to-

tal costs. Thus, fleet operators will be able to reduce their tyre costs per kilometre on a high degree.

The Japanese tyre manufacturer presented a further tyre possibility with its brand Firestone. The range of products consists of passenger car and truck tyres, which offer a good price-performance ratio too.

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Several retreaded truck tyres from Bandag were presented at the trade fair booth.



YOKOHAMA

All-season tyre celebrates premiere in Germany

Yokohama was extremely satisfied with its trade fair presence. “We are well presented and are pleased with the numerous professional conversations at our trade fair booth”, said Sabine Stiller, Marketing and PR Manager. Apart from the product highlights, which had also been shown at the Geneva International Motor Show, the new Yokohama all-season tyre celebrated its premiere in Germany.

The BluEarth-4S AW21 carries both the M+S and the snowflake symbol. Yokohama focuses with this product on compact vehicles, smaller middle-class saloons and modern SUVs and CUVs. According to company information, the tyre convinces with good tyre performance all year round. When developing the tyre, special attention was paid to grip on snow and ice. Moreover, it is to satisfy with its mileage. The broad tread pattern of the BluEarth-4S AW21 is very striking. It is meant to provide good performance on dry and wet roads, as well as on snow and ice. According to company information, so-called Crossing Narrow Grooves are responsible for safety on snow and ice. A so-called All-Season Sipe is to support the driver on dry roads and big shoulder blocks are similarly important for performance in dry conditions. At the moment, the new all-season tyre is available in sizes from 14 to 19 inches.

Focus on off-road area and OE

Yokohama presented the Geolandar M/T G003 in the outdoor area, which is suitable for mud-terrain SUVs, 4x4s and pick-ups. According to company information, it convinces because of off-road traction, wear resistance, and resistance to damages from cuts and collision. A complete nylon coating is to minimize tread damages. A three-layer construction (LR-E sizes) is to improve protection against lateral cuts. Moreover, it is supposed to be comfortable and to have good mileage.

The Geolandar M/T G003 is particularly characterized by a broad tread pattern with sportive and symmetrically arranged tread blocks. Furthermore, a so-called High Density rubber compound with a triple-polymer mixture is used.

There was, among other products, the BluEarth VAN RY55 for vans, light trucks, cargos, modern vans and pick-ups. According to the tyre manufacturer, this tyre offers excellent mileage and durability. Mo-



Sabine Stiller, Marketing and PR Manager at Yokohama, was presenting the new all-season tyre BluEarth-4S AW21.

reover, wet grip in case of short braking distances was improved too. Additionally, the tyre provides a powerful and robust tread design and a Kerbing Rib in order to protect it from lateral damages.

Furthermore, Yokohama used the trade fair in order to bring up its Chelsea activities again and to present the new football jersey. Apart from this, there was a focus

on the topic of original equipment too, as the OE business with e.g. BMW was increased only a short time ago. “We will keep on boosting the original equipment business in the future”, explained Sabine Stiller during the trade fair. “Nevertheless, our tuning projects with Brabus or Delta 4x4 in the off-road area will still be relevant.”

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Product launch of Victra Sport 5

During The Tire Cologne Maxxis introduced the new Victra Sport 5. As Tobias Herzberg, Brand Manager at Maxxis, explained, it was considered to be a totally new development. This meant that the tyre disposed of a new carcass construction and rubber compound. It was supposed to replace the VICTRA SPORT –VS-01 step-by-step. Although the Victra Sport 5 was already presented, it would only be available as of summer season 2019.

Two years ago, Maxxis started moving the production of passenger car tyres to full silica treads. The VICTRA SPORT 5 – VS5 will now represent the first ultra-high performance tyre, whose development was based on the new technology from the very beginning. As of winter season 2019, a new winter tyre is supposed to be available too: the Premitra Snow, which is also a completely new development based on the new technology.

According to company information, the tyre developers at Maxxis adapted crucial aspects of both material characteristics and rubber compound, and the tread design to the latest technical level. Compared to the predecessor model, there was a focus on improving wet braking features and driving comfort, when developing the tyre. According to company information, the new UHP tread achieves about 30 per cent better results concerning wet braking and handling on wet roads. Braking on dry roads and stability are to be improved by approximately 10 per cent. The first UHP treads of the VICTRA SPORT 5 – VS5 will be introduced into the market with a rim diameter in the standard sizes from 18 to 19 inches.

According to the manufacturer, the lighter and nonetheless robust carcass, which is equipped with good damping features, provides the new UHP tread VICTRA SPORT 5 – VS5 with high driving comfort and quiet rolling motion. The new 3+1 longitudinally grooved tread and a doubling of the longitudinal grooves in the shoulder tread are both meant to guarantee better water drainage and lower risk of aqua planning.

New winter tread

As already mentioned, the tyre developers at Maxxis designed the first winter tyre with a full silica tread for medium-class passenger cars in line with the high-performance PREMISTRA 5: The new PREMISTRA SNOW – WP6 will be used by small or medium-class vehicles and aims at improving driving characteristics in



The new Victra Sport 5 was clearly in the focus of the Maxxis trade fair booth.

wintery road conditions by using a rubber compound with full silica. Thus, the interaction of new tread design and new rubber compound is to increase grip on ice and snow as well as on wet roads. The tyre will be introduced into the market in sizes from 13 to 19 inches.

“We are really pleased to be able to present the UHP tread VICTRA SPORT 5 – VS5 and the winter tread PREMISTRA SNOW – WP6 as two new tyres at the cutting edge of technology for the season 2019”, said Dirk Rohmann, Managing Director at Maxxis International GmbH. “Thus, Maxxis will continue the successful performance in the past years.” According to Tobias Herzberg, the company is also trying to achieve good tyre test results.

Moreover, CST, the second brand of Maxxis, presented itself with its own trade fair booth. Having a separate booth was considered to be important in order to



Dirk Rohmann, Managing Director, in front of the new Maxxis tyre Victra Sport 5.

demonstrate that there are two different brands, as tyres from Maxxis and from CST are e.g. not produced in the same factory. CST is only produced in China. You will be able to read a more detailed report in the July edition of AutoRäderReifen-Gummibereifung. (akl)