



CONTINENTAL

Secondary brand strategy

At The Tire Cologne the tyre manufacturer Continental presented apart from its premium brand also its three secondary brands Uniroyal, Semperit and Barum.

The manufacturer from Hanover is able to offer in all quality segments respectively a complete tyre family to its customers with this brand portfolio. Concerning all the brands the range of products consists of summer, winter, and all-season tyres, which is extremely important for customers who prefer purchasing everything from a single source. We are focusing on the summer tyre portfolio of the secondary brands from Hanover in this article.

Uniroyal

Rain tyres from Uniroyal have traditionally offered high protections against aquaplaning. Regardless of referring to small cars, compact cars, sportscars, SUVs or transporters - Uniroyal offers appropriate tyre possibilities for each vehicle type. The delivery programme for this season has again been extended in order to be also able to equip new vehicles. Uniroyal AllSeasonExpert 2 is one of the latest offers on sale. The RainMax 3 had its premiere in the segment of transporter/van tyres.

Semperit

The summer tyres from Semperit convince with optimum all-round characteristics for Alpine driving pleasure and safe driving on dry and wet roads. Furthermore, all the models are optimized concerning rolling resistance and low fuel consumption.

The Semperit Speed-Life 2, the UHP summer tyre, addresses sporty drivers. The tyre provides high steering precision, safe handling even in dangerous situations as well as short braking distances. Semperit delivers tyres for rims with diameters from 15 to 21 inches with aspect ratios between 55 and 35 per cent, widths between 185 and 295 millimetres, and speed approval between 190 and 300 km/h. The range of products also consists of special SUV editions with increased load capacity and rim protection rib.

The summer tyre Semperit Comfort-Life 2 was developed for the small and compact cars, whereas the Van-Life 2 summer tyre aims at transporters like the Mercedes Sprinter, Fiat Ducato and Opel Movano.

70 years of Barum

The more cost-effective brand Barum offers a comprehensive range of products from the class of small and compact cars up to tyres for SUVs and vans. An all-season product will be added to the range of products in the year of anniversary.

In 1948, a merger of the tyre manufacturers Bata, Rubana and Mitas in Zlín, a Czech city, created the brand Barum. The name is a combination of the first letters of the founding companies. In 1966, a factory was built in Otokovice, where today about 4,800 employees produce more than 21 million passenger car and one million truck tyres per year. Thus, the company is the biggest employer in the Zlín region.

The cooperation with Continental is enormously important for the development of the brand. It started in 1992 – first in the framework of a joined-venture – and already a year later it resulted into an acquisition as part of the global Continental Gruppe. Since then, Barum has operated under the name of Barum Continental spol. s.r.o. (since 2012 Continental Barum s.r.o.) and has had access to leading research capacities and highly efficient high-tech tyre technologies.

Until today, the group has invested considerable sums in the brand development

and the continuous expansion of production facilities. In 2001, an innovative high-tech cell plant was built at the company headquarters. In 2016, a new production hall for truck tyres helped tripling production capacities. Today, Barum produces passenger car, SUV, van, truck, and industrial tyres, as well as brake linings, brake discs, brake hoses, and brake lines. In the anniversary year, the all-season product Barum Quartaris 5 will expand the offer of passenger car and SUV tyres of the brand.

Quartaris 5 for all the seasons

The new all-season product offers optimum summer performance and a reliable performance in winter. A tripartite tread with stable shoulder blocks stands for a crucial technical feature, which provides good driving characteristics on dry roads as well as a winter-optimized middle part with a high density of sipes. A combination of two peripheral grooves with broad shoulder notches is responsible for good water drainage. First, the new Quartaris 5 will be available in 30 attractive sizes from 13 to 18 inches with speed approvals up to 240 km/h – among others there will be special SUV sizes with higher loading capacity and rim protection rib. **(oth)**



The brands Semperit and Barum complete the secondary brand portfolio of Continental.

Uniroyal tyres have traditionally offered high protection against aquaplaning.

MAXAM

MAXAM and Interpneu expand cooperation

Already two years ago, the expansion of cooperation between the commercial vehicle tyre manufacturer Maxam and the wholesaler Interpneu was started. In the framework of the tyre trade fair The Tire Cologne in Cologne a further expansion of the cooperation was announced.

As part from the cooperation concerning an exclusive distribution of Maxam tyres in Germany, the range of products for agricultural tractors, construction machinery and industrial tyres will also be available for customers in Austria in the future. Normally, tyre dealers and workshops in Germany are able to get products, which are on stock in the Interpneu warehouse in Nossen, within 24 or 48 hours. There will be a delivery period of about 48 hours for Austria. If necessary, fixed-time deliveries will also be possible.

Expert knowledge from experience

Apart from high availability and logistics, customers in Austria will have Interpneu's extensive expert knowledge at their disposal too. As product groups increasingly tend to overlap concerning use, this will be extremely important. As a subsidiary of the independent Pneuhaus-Gruppe, Interpneu will as well have access to the central product management. There the experience of a network of more than 900 associated service companies will come together.

Both parties appreciate this. Jens Friedrich, Product Group Manager at Pneuhaus-Gruppe, and Mike Otto, Product Sales Manager at Pneuhaus-Gruppe, explain: "In our opinion, Maxam is an innovative partner company, which is willing to accept our feedback and which is immediately able to implement this in product development. We attach big importance to quality, as especially in the commercial area customers have to be able



A "red corner" at the Maxam booth informed about the exclusive sales partner in Germany and also in Austria in the future.



Maxam and Interpneu are pleased with the good cooperation and the expansion of the sales area up to Austria. Mike Otto (f.l.), Product Sales Manager at Pneuhaus, Martin Lumb, Director Sales & Marketing at Maxam, Martin West, Global Managing Director at Maxam Tire International LTD, and Jens Friedrich, Product Group Manager Special Tyres at Pneuhaus.

to absolutely rely on our recommendations."

Martin West, Global Managing Director at Maxam, and Martin Lumb, Director Sales & Marketing at Maxam, in turn, continue considering Interpneu as exactly the right partner for the implementation of common sales goals: "Interpneu is not only able to store and deliver to customers, but it supports us with information coming straight out of the market. Thus, we will always be able to develop our products according to demand."

As a consequence, there will not only be a focus on the range of products but also on the expansion of common marketing activities for the future cooperation. In the framework of the trade fair, both partners stressed the importance of their cooperation by adding an "Interpneu corner" at the Maxam booth as well as by presenting Maxam tyres in the foreground of the Interpneu booth. In the past, there were also common representations at the Steinexpo 2017 and at the Agritechnika. Further will definitely follow.

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Interpneu presented agricultural tyres from the Maxam range of products.



GOODYEAR PROACTIVE SOLUTIONS

Real-time monitoring for efficient tyre use without breakdowns

At The Tire Cologne the tyre manufacturer Goodyear Dunlop presented the data-based solution package Goodyear Proactive Solutions for commercial vehicle fleets for the first time. Ultra-modern telematics and predictive analysis technology enable a precise real-time monitoring of the tyres.

The system uses intelligent, predictively working mathematical algorithms, the so-called G-Predict Technology, which Goodyear developed in-house. It will be able to warn of possible incidents with regard to commercial vehicles, before they are able to become a bigger problem. Furthermore, data from Goodyear's comprehensive with commercial vehicle business and services will be integrated. Thanks to a clear report system, fleet managers will be enabled to identify and avoid tyre-related incidents before a breakdown occurs.

Benefits of the system

The crucial benefits of the systems are: higher mileage of the tyres, longer service life, and improved retreadability, better fuel efficiency, and minimized downtimes of the vehicles. Based on a detailed maintenance report, tyre service can be planned proactively, which will save time and reduce costs.

Goodyear Proactive Solutions is part of the tailor-made Total Mobility Package, which Goodyear offers for commercial vehicle fleets. Together with premium tyres of the manufacturer, and its high-quality tyre service, Goodyear Proactive Solutions supports fleet managers to decrease total operating costs as well as to increase efficiency and performance of the fleet.

At the moment, the offer consists of Goodyear solutions like tyre pressure monitoring system (TPMS), especially for trucks and coaches as well as busses in local public transport, tyre pressure monitoring system (TPMS) Heavy Duty, especially for off-the-road vehicles, and the Drive Over Reader, especially for trucks and coaches as well as busses in local public transport

Tyre pressure monitoring system (TPMS)

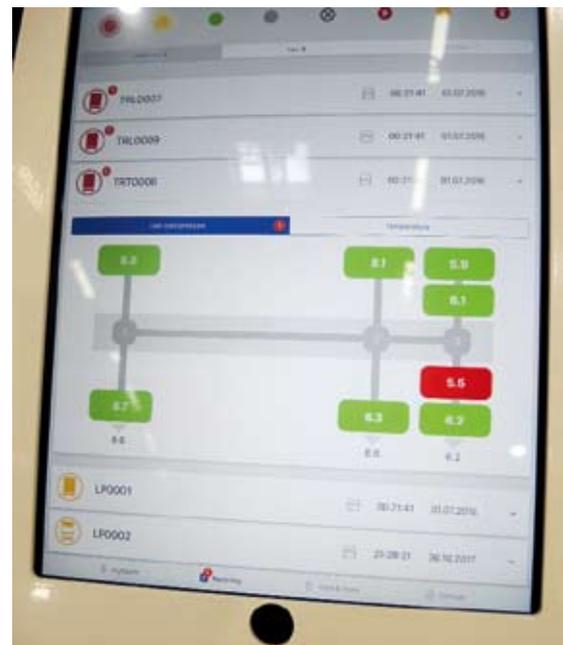
The TPMS offers continuous real-time monitoring of tyre pressure and temperature. Based on the data, fleet managers are able to take immediate actions in order to



Dirk Menzel, Sales Leader at Goodyear Proactive Solutions DACH, presented the data-based solution package.

prevent downtimes of vehicles or damages. The TPMS sensors, which are mounted on the rims, collect data. An onboard telematics unit transmits them to the Goodyear server, where they are analysed. An alert function draws the fleet manager's attention to potential problems before a breakdown occurs. Moreover, you are able to plan service and maintenance proactively with minimal impact on the operating procedure. An integrated GPS-based Track & Trace is a further advantage of the TPMS. Thus, vehicles can be localized and unauthorized operation or theft can be avoided.

All in all, the use of the Goodyear TPMS reduces downtimes of vehicles. According to measurements and evaluations carried out by customers, the system Proactive Solutions was responsible for a decrease of 85 per cent in tyre-related incidents. This advantage will only be achieved, if the filling



Data of each tyre and any axle position are available for further illustration via the tyre app.



The Goodyear Proactive Solutions offers real-time monitoring for efficient tyre use.

pressure and temperature alert reports are permanently processed. Furthermore, professional tyre maintenance is essential too. Goodyear TPMS Heavy Duty

The TPMS for off-the-road vehicles was especially designed for the challenging outdoor use. Specific sensors on the tyre measure filling pressure and temperature. An onboard telematics unit transmits data to the server at Goodyear. Moreover, the TPMS Heavy Duty offers Track & Trace. When using this system, there will also be a decrease of 85 per cent in downtimes. Professional tyre maintenance will significantly increase the service life of the tyre and of the carcass in retreading.

Drive Over Reader

The Goodyear Drive Over Reader can measure tread depth, pressure and axle load in only 20 seconds, when a vehicle drives over the measurement plate. The technology supports fleet managers to increase the efficiency of a fleet by using real-time tyre management and enables proactive planning of service and maintenance.

The Drive Over Reader consists of an ultra-modern measurement plate, which is integrated in the ground of the depot. When a vehicle drives over the measurement plate, special sensors measure both tread depth and filling pressure of each tyre. Based on these real-time data, the

fleet manager receives a comprehensive report with critical values and alerts for inadequate tread depth or air pressure. Additionally, the technology works with specific algorithms, which are able to calculate the



The TPMS sensor is mounted on the rim and the on-board telematics unit processes the data.

remaining mileage of each tyre. Thus, maintenance can be planned in advance and mileage of the tyres fully exploited. Moreover, the process of recutting, retreading or replacing of a tyre can be optimized.

Goodyear Proactive Solutions works like this

Concerning TPMS, sensors are directly mounted on the rims, which continuously measure tyre pressure and temperature every 16 seconds. With regard to

the Drive Over Reader, sensors and the measuring technology are firmly integrated in the ground and determine tyre pressure, remaining tread depth and weight of the vehicle when driving over it.

The gathered data are transmitted to the Goodyear server every 15 minutes. G-Predict Technology, consisting of mathematical algorithms developed by the manufacturer analyse the data, which are used to send a daily report to the fleet manager. In case of any potential problem, the customer gets an alert via email or app in real time. A graph explains which tyre is affected and how severe the problem is. The app can preferably be used by the fleet manager or by the person responsible for the workshop. Furthermore, it is also able to provide the driver with important information, if desired.

The solution package that Goodyear Proactive Solutions offers works in an extremely practicable way. Due to continuously gathering and analysing data, constant monitoring of the tyres is possible. As a consequence, several test drives, which were carried out, demonstrated that savings of about 1,000 euros per truck would be possible. There will be no easier way to earn money in the forwarding business.

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PIRELLI CYBER CAR

Tyre system as part of automotive monitoring intelligence

Pirelli has shown its latest application of the Cyber technology platform at The Tire Cologne (TTC). Cyber Car is linked to the Cyber Fleet system, which was developed for fleets, and to the system Pirelli Connesso for car drivers. Last year, Pirelli Connesso was introduced into the US American market, and now it will be launched in the most important European countries.



The Pirelli Cyber technology uses specific systems in order to communicate directly with the driver, with fleet managers, or with vehicle manufacturers.

Pirelli developed the Cyber Car technology in cooperation with renowned automotive manufacturers for original equipment. Cyber Car enables the tyre to interact with onboard electronics and above all with driver-assistance systems in a direct way. Thus, a huge amount of information on running the vehicle will be available to optimize safety and performance. At the TTC, people responsible at Pirelli announced that the system will be introduced into the market on board of the most innovative vehicle models of leading automotive manufacturers equipped with electric and standard drive.

Perfect Fit strategy

We already reported about Pirelli's Perfect Fit strategy in the Trade Fair Special of our June edition. Positioning sensors directly in the tyre is an integral part of this strategy. Thus, it is crucial to develop tailor-made products and services, which are supposed to be able to meet both the car drivers' individual needs and the specifications of the automotive manufacturers. As the only contact area of the vehicle with road surfaces, the tyre will be enabled to gather information, which will be important for safer and more efficient driving. This refers to both being environ-

mentally friendly and saving costs for the driver. From a technical point of view, all the cyber systems from Pirelli focus on a sensor positioned in the interior of the tyre and connected with the Pirelli Cloud. This sensor weighing only a few grams monitors the operating status of the tyre and transfers data to the electronic monitoring device. Concerning Pirelli Connesso, the collected information will be transmitted to an app on the car driver's smart phone, concerning Cyber Car, however, both to the onboard systems of the vehicle and to the app.

The Pirelli Cyber technology uses spe-

cific systems in order to communicate directly with the driver (Pirelli Connesso), with fleet managers (Cyber Fleet), or with vehicle manufacturers and drivers at the same time (Cyber Car). These systems will work with both all the conventionally driven and electrically driven vehicles. The basic technology is the same, but the applications are quite different and specialized. Cyber Car is the new intelligent tyre system for the original equipment market. According to people responsible at Pirelli, Cyber Car will lead digitalization of automobiles into a new era. This will be achieved by automobile monitoring intelligence, which is integrated into the existing driver-assistance systems. Tyre information consists of parameters like filling pressure, internal temperature, and tread depth, which Cyber Car will be able to transmit to the vehicle. According to company information, the system will also have the ability to inform and activate systems like ABS and stability control. This means e.g. that the vehicle will change certain parameters by reading the Tyre ID in order to make driving safer and more comfortable. Among others, there will also be data collected on vertical load – an important piece of information for electric vehicles. At the moment, the residual recharge of battery packs is still calculated by standard parameters, but Pirelli's Cyber Car is supposed to provide

more detailed information based on its onboard electronics. According to Pirelli, the central monitoring unit will be able to calculate more precisely how many kilometres could still be covered until the next recharging, when knowing the exact weight of a vehicle.

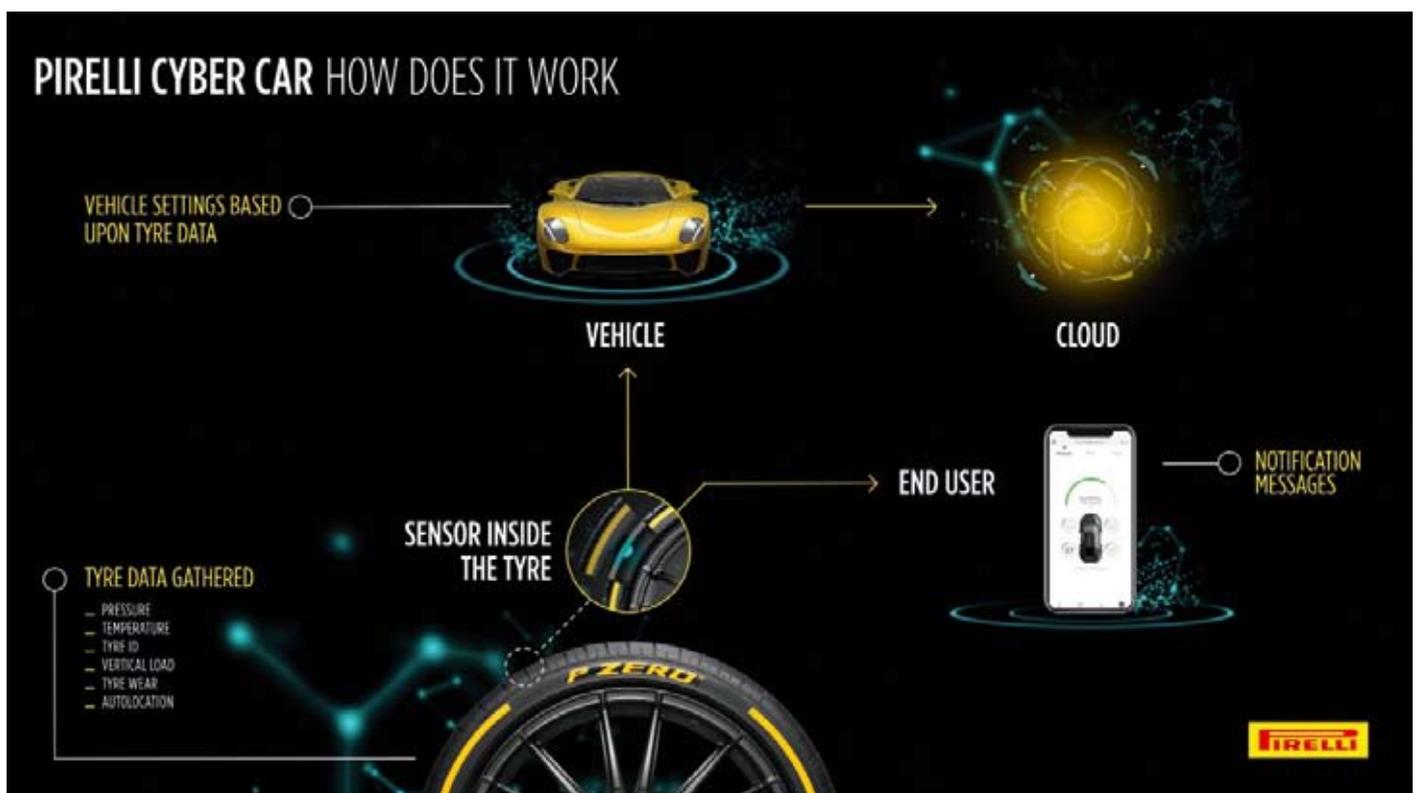
Simplified tyre maintenance

Cyber Car informs the driver about standard operating parameters of the tyre like vertical load, temperature and pressure via the interface of the vehicle manufacturer. Thus, timely intervention in case of inadequate filling pressure will be possible. Thanks to specific information on tread wear and the way how tyres are meant to be rotating when mounted based on seasonal aspects, maintenance will be simplified according to the company too. Nonetheless, there will still be further benefit for trade: according to people responsible for the company, Cyber Car will be able to facilitate access to a series of tailor-made services like automotive care, breakdown service, and other services, which will be individually adapted to the car driver's requirements. The first models equipped with Cyber Car are to be introduced into the market this year. It is said that some of the automotive manufacturers have already reached an advanced stage con-



The gathered information will be transferred to the car driver's smart phone via an app.

cerning the integration of Pirelli's technology. The Cyber Tyre System is said to be the next evolutionary step: the tyre of the future. Based on a technical platform, it will be able to gather even more data and transfer information to the onboard systems. The technology is not on sale yet, but apparently its first application has already been used on the Ferrari FXXK. **(kle)**



The gathered information will be transferred to the car driver's smart phone via an app, in the case of Cyber Car both to the onboard systems of the vehicle and to the app.