



Tire Industry Research

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Find out more: <http://SustainableTires.com>

Sustainability in the Tire Industry 2014 is a full-scale market research report.

Green tires have been the driver in this industry for most of the last decade. The next decade will take this one step further and focus on sustainable development.

End-users such as BMW, Ford and Daimler demand that their complete supply chain meets stringent criteria. These criteria include sustainability, but also metrics for sustainability.

Compliance will be the minimum requirements for any company which wants to supply these car makers.

Compliance is just the first step. The next demand will be passionate adoption of sustainability strategies.

Governments are increasingly concerned about fuel consumption, greenhouse gas emissions, water usage and waste emissions.

Legislation in the developed world is driving vehicle makers and their supply chains to minimise fuel consumption and emissions of greenhouse gases.

Corporate brand managers are insisting on differentiation. Leading the crusade for sustainability is a key element in a global brand management strategy.

These drivers, as well as others, are transforming supply chains throughout the tire industry.

Following the discipline of Corporate Social Responsibility reporting, the world's top tire makers have identified significant risks to their businesses associated with raw materials supply.

These include price volatility, security of supply, and geographic concentration.

Managing these risks has become a key element in corporate strategies. This report identifies those strategies and analyses them in depth.

The report looks at all aspects of sustainability, including, silica mixing, weight-down, puncture tolerance, pressure maintenance, manufacturing efficiency, rolling resistance, lifetime and wear and the quest for raw materials which minimise fossil fuel consumption.

Tire Industry Research

You are invited to the
Launch party

5pm - 7pm on Wed 12 Feb
at Tire Technology Expo
Conference room 1 on level 2

Follow the signs
'to the conference rooms'
Above the Chemical
& Materials Hall.

The report looks in detail at the risks associated with natural rubber such as price, disease and availability and potential substitutes

Beyond NR the report examines the global synthetic rubber business analysing capacity, technology, and the development of advanced tread compounds.

It will be of interest to anyone who seeks to understand the main drivers and the transformations likely to affect this industry over the coming decade.

Versalis, our Corporate partner



Tire Industry Research has partnered with Versalis, the largest Italian chemical company and a subsidiary of ENI, in the production of this report.

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<http://SustainableTires.com>

Who benefits from the report

The report is of key interest to those in the **tire industry supply chain**, both as buyers from tire makers and sellers into tire manufacture.

Supply Chain Professionals will benefit by learning about latest developments in material supply.

Tire makers in developing countries will benefit by learning about key drivers in the industry and how industry leaders are responding.

They will also learn how different technologies offer advantages and drawbacks.

Corporate management in premium tire makers will appreciate the in-depth yet broad-based overview of different technologies and strategies and

their impact on different aspects of the industry.

Tire buyers and chassis engineers in vehicle makers and tire distribution will learn how the industry works and what tire makers are doing to improve their sustainability profiles.

The report provides up-to-date information about investments, strategy and sustainability tactics of the world's top tire makers.

Shaw's expertise has allowed him to meet with thought leaders around the world and bring their wisdom to a wide audience.

While there are many narrowly-focused experts in specific areas of interest, Shaw brings a breadth and depth of experience and knowledge which is unrivalled around the world.

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*Accurate at 05 Feb 2014

Why you should buy this report

Anyone responsible for strategic planning in the tire industry and its extended supply chain needs to read this report.

It sets out a roadmap for different technologies and identifies the factors which will favour some businesses at the expense of others.

The report identifies key opportunities and technologies and explains why some tires are 'green' while others are not.

The key advantage of this report is the depth in which Shaw tackles every branch of the sustainability debate from Genomics to extended mobility and inflation pressure; from diseases of natural rubber to energy usage in a tire factory; from non-pneumatic tires to bio-sourced monomers such as butadiene.

Report Author - David Shaw

This report has been researched and written by David Shaw, recognised industry expert.

Shaw spent 25 years as editor of the industry-leading magazine, *European Rubber Journal*.

He has spent a year researching and writing this report as the definitive guide to sustainability issues in the tire industry.

Using his knowledge and understanding of the tire industry he has researched every aspect of this vital topic with specialists from chief executives to farmers to bring you the inside track on sustainability.

Written in his famous clear, easy-to-read style, the report clearly explains what is important about sustainability for the coming decade.

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