



REIFEN 2016

# Fewer visitors but high-quality customer meetings

**For the last time, REIFEN took place at the trade fair location in Essen, which meant that the successful cooperation between Messe Essen and German Tyre Retailer and Vulcanization Trade Association (Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. - BRV) as exclusive conceptual supporter of the tyre trade fair was finished.**

The beginning of the tyre trade fair was actually very modest. Messe Essen was only able to motivate 80 exhibitors to participate in a tyre trade fair in the year 1987. After BRV had joined as conceptual supporter, the success story started, which would now be finished 30 years later. Looking back it is quite obvious how important the technical expertise and global network of an industry association is, if a specialized trade fair is to be successfully established and created for a high-tech industry. Both partners have always succeeded in doing so until today. Unfortunately, Messe Essen as organizer of the trade fair did not give precise number of visitors this time. The press release says literally as follows: "Nearly 20,000 international visitors, among them participants and visitors of the accompanying Future Tire Conference and RubberTech Europe, collected information on novelties in the industry from 24th to 27th May". This means that the visitors of all the events were counted and added up. Thus, it will finally remain open, how many visitors went to the tyre trade fair.

The editors of AutoRäderReifen-Gummibereifung had a trade fair stand on site themselves and as a consequence, were able to talk with many exhibitors during the four days. Several times it was assumed that far fewer visitors seemed to have attended than in 2014. This was particularly noticeable on Thursday, when many potential visitors might probably have preferred a trip into the countryside instead of visiting the trade fair. Nevertheless, most exhibitors were satisfied with customer meetings, as they mentioned above all the high quality of the meetings. The tyre trade fair announced already a new exhibitor record with 675 exhibitors from 43 countries in the run-up of the trade fair. Thus, it confirmed again its profile as the most important international tyre trade fair. The elaborate representations of the twenty biggest tyre manufacturers showed the outstanding



The team of AutoRäderReifen-Gummibereifung was able to greet several readers, customers and friends at its stand during the four trade fair days.

priority of the tyre trade fair for the industry. As already indicated by the name of the trade fair, it focused on the product tyre and any type of related services. Furthermore, it was obvious that the tyre has continuously turned into an extremely important high-tech instrument for the vehicle industry. The EU tyre label also confirms this assumption, which is highly welcome as indicator and ultimate goal for the vehicle industry. Low rolling resistance reduces fuel consumption, which has to be taken into consideration by every vehicle manufacturer within the framework of the total fleet consumption. A balanced braking distance on wet roads is a similarly important safety aspect, which is above all a crucial indicator for the end-consumer. Moreover, the level of the noise impact indicates to what extent efforts have been taken for the environment.

## Passenger car service in tyre trade

Hall 1 was again reserved for workshop equipment. Many companies presented their devices, equipment for workshops and concepts not only for the tyre but the whole passenger car service. The rather reduced flow of visitors could also be noticed there. Several hundred invited guests experienced the first highlight of the trade fair the evening before. In the framework of the ceremonial opening with Hans-Werner Sinn, the guest of honour, Messe Essen and BRV, handed over the Innovation Award for outstanding future-oriented developments concerning the exhibition offer. Apart from the tyre manufacturers Bridgestone and Michelin, as well as ASE Corghi (equipment for workshops), the company 4JET Technologies, which is based in Alsdorf, received one of the prestigious prizes too.



Hans-Werner Sinn, Emeritus President of ifo Institut für Wirtschaftsforschung and Professor at Ludwig-Maximilians University (Munich), talked in the framework of the ceremonial opening of REIFEN 2016 in room "Europa" of Messe Essen.

Messe Essen and the Chinese United Rubber Corporation organized the RubberTech Europe in hall 11 parallel to the REIFEN. The specialized trade fair for tyre construction, tyre design and tyre production supported the exchange between tyre manufacturers and supplier industry in a successful way. Additionally, the Future Tire Conference of the European Rubber Journal took place together with REIFEN and RubberTech Europe for the first time. From 24th to 25th May, the congress focused on current trends and their impact on the tyre industry. According to the organizer, the vast majority of the visitors are to have considered this conference as a useful addition.

### Confusing organization of trade fair dates

Messe Essen started cooperation with Messe Frankfurt after several attempts in order to fix dates for the coming tyre trade fair. Apparently, a licence agreement was signed, so that Messe Frankfurt will be able to organize the tyre trade fair parallel to Automechanika in two years. This year's Automechanika will take place from 13th to 17th September 2016. Two years later, the Automechanika will be organized from 11th to 15th September 2018 in Frankfurt. Please also have a look at the editorial on page 3 of this edition.

In 2014, The German Tyre Retailer and Vulcanization Trade Association (BRV) was interested in a cooperation with Koelnmesse. The new trade fair concept "The Tire Cologne" was developed together by Ko-

elnmesse and BRV as conceptual supporter. The specialized trade fair "The Tire Cologne" will take place as meeting-point of professionally organized specialized tyre dealers and passenger car service providers from 29th May to 1st June 2018 for the first time.

All the exhibitors considering specialized tyre trade as most important distribution channel will regard the new "The Tire Cologne" as the future meeting point of the industry on the trade fair premises in Cologne in two years. (oth)



Fewer visitors but high-quality meetings characterized the last tyre trade fair in Essen.



GOODYEAR DUNLOP TIRES

# Identifying opportunities and using opportunities

The tyre manufacturer Goodyear Dunlop Tires Germany has again presented its broad range of brands in the segments of passenger cars, SUV and commercial vehicles at the Reifenmesse. Apart from some interesting concept tyres, several new tyres were as well presented.



Mirjam Berle, Director Corporate Communications at Goodyear Dunlop Tires, talking with Paul Breitner, the Bayern legend.

The football sponsoring of the tyre manufacturer for the German record champion Bayern München drew of course a lot of attention too. The Munich club is worldwide one of the most successful football clubs. The tyre manufacturer can advertise with the brand Bayern Mün-

chen because of being a platinum partner. Aside from perimeter advertising during all the Bundesliga home matches and other advertising rights, so-called "activating measures" for the trade are in the centre of interest. Furthermore, the team bus and several players' cars are equipped with Goodyear tyres. Strengthening the premium brand Goodyear is the most important goal of this partnership. As a consequence, Goodyear will adapt its own brand strategy accordingly. Moreover, both sides would like to accelerate internationalization. Thus, Bayern matches are broadcasted all over the world, as there are 400 million fans on all continents, and it was not a big surprise that Paul Breitner, the Bayern legend, drew a lot of attention at the booth.

### New tyres

Goodyear starts with the new Ultra High Performance (UHP) Eagle F1 Asymmetric 3 into this year's season for summer tyres. The tyre was especially developed for powerful vehicles of the middle and upper class. It is characterized by outstanding braking distances and good handling features and thus, offers an optimum vehicle control on dry and wet roads.

More than 36,000 engineering hours were necessary for the development of the tyre in order to guarantee an utmost level of security and performance. As a consequence, more than 5,000 tests were carried out, 1,200 on the road and 3,800 on five testing courses in five countries. A total of 330,000 kilometres was covered.



Now Fulda offers an all-season tyre with the new MultiControl too.

Goodyear equips the new Jaguar XF as well as the new Mercedes-Benz E-Class with Goodyear Eagle F1 Asymmetric 3 as standard. The new UHP tyre will be mounted on the Jaguar in four different sizes. They carry all the identification code "J" as indicator of the original equipment release by Jaguar. The new E-Class will be equipped with the new UHP summer tyre Eagle F1 Asymmetric 3 in seven sizes as standard. All the current original equipment tyres for the new Mercedes-Benz E-Class will be supplied in the RunOn-Flat version.

### Dunlop

Dunlop extends its offer in the segment of Ultra High Performance (UHP) tyres with the new Sport Maxx RT 2. The new tyre with asymmetric tread design is characterized by extraordinarily high driving stability, steering precision, an excellent grip and powerful braking performance. It is the perfect choice for car drivers with a high demand concerning driving dynamics. The Dunlop Sport Maxx RT 2 will be available in 60 versions from 17 to 21 inches.

### Fulda

For the first time, Fulda presents an all-season tyre with the MultiControl. Car drivers, who do not like changing tyres twice a year, will appreciate it as an ideal solution, if they want to be on the road during all the seasons. Whether on dry, wet, snowy or even icy roads, 3D Bubble Blade lamellae technology, MultiControl grooves, modern rubber compounds and the ground contact area of the Fulda MultiControl offer convincing driving features under all weather conditions and high mileage. As of autumn, the MultiControl will be available in 18 sizes, with widths ranging from 155 to 225 millimetres, rim diameters from 13 to 17 inches and aspect ratios from 70 to 45.

### All-season tyres

The topic of all-season tyres plays a crucial role for Goodyear Dunlop. For nearly 30 years, the tyre manufacturer has successfully been producing all-season tyres. Since then, the manufacturer has used its expertise in order to further develop its products in this segment thanks to always new technologies and has provided consumers with its innovative power. Apart from the latest generation of Vector 4Seasons in the premium segment, the company also offers with Adapto HP a reliable product in the budget segment using the brand name Sava. Concerning the MultiControl, Goodyear will launch the latest development in the middle price segment



Three all-season tyres in the market are representing the Goodyear Dunlop Group.

using the traditional brand name Fulda and will complement its range of products as a consequence.

### Range of truck tyres

Moreover, Dunlop presents its new generation of truck tyres for the use on roads. The series consists of the SP 346 steer axle tyres, the SP 446 drive axle tyres and the SP 246 trailer tyres. The tyres offer 10 per cent more mileage and have better fuel efficiency compared with its predecessor models. The steer and drive axle tyres meet even the strict EU requirements for winter tyres because of their 3-Peak-Mountain-Snowflake (3PMSF) label. Additionally, all the three treads have got the Mud and Snow label (M+S) and are thus suitable for a broad area of use: whether long-distance or regional traffic, in sum-

mer or winter, the fleet will always be well equipped.

Dunlop's new premium tyre service will particularly be interesting for transport companies having to adapt to frequently changing uses: the mileage of the tyres is up to 10 per cent higher in regional distribution traffic and fuel consumption will be lower on long distances. Furthermore, they are extremely useful for wintry road conditions. Steer and drive axle tyres have got the new winter symbol 3PMSF (3-Peak-Mountain-Snowflake) certifying high usability in winter according to the strict requirements of the EU. Moreover, all the tyres of the new series have got the M+S label. As a consequence, they fulfil winter tyre regulations of all the European countries without any limitations

(oth).



The partnership between Goodyear and the football club Bayern München was one of many topics at the trade fair stand of the tyre manufacturer.