



A LOOK AT THE US RETREAD INDUSTRY AND CALIFORNIA RETREAD CONTRACT

MAY 24, 2022



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WHAT IS TRIB?



THE TIRE RETREAD & REPAIR INFORMATION BUREAU (TRIB)

- Non-profit trade association founded in 1974
- Our mission is to promote and defend the tire retread and repair industries, primarily through education
- We represent rubber manufacturers, retreaders, equipment manufacturers, repair manufacturers, casing dealers, and others on a worldwide basis

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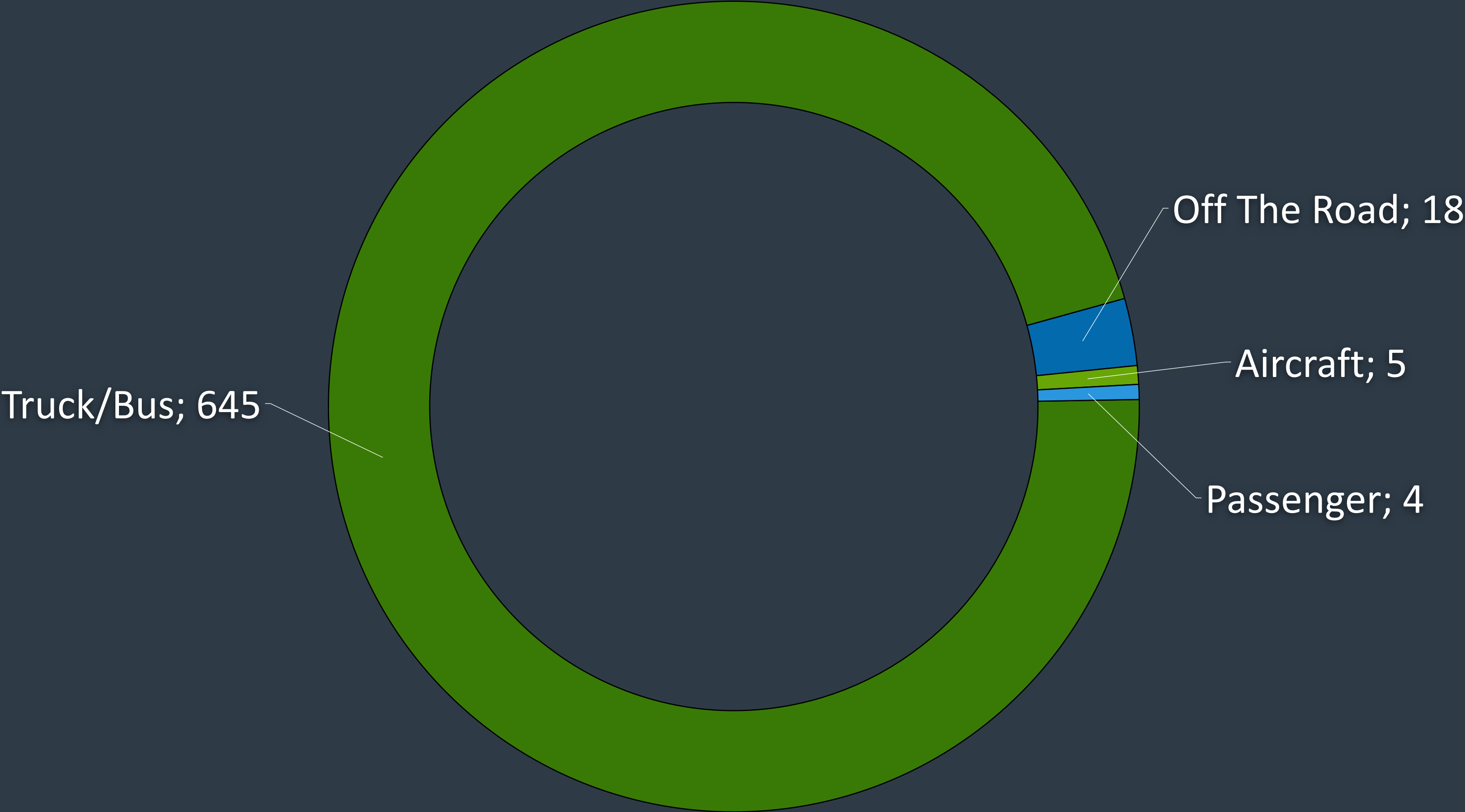
A LOOK AT THE US RETREAD MARKET



RETREADING HAS A LONG HISTORY IN THE US

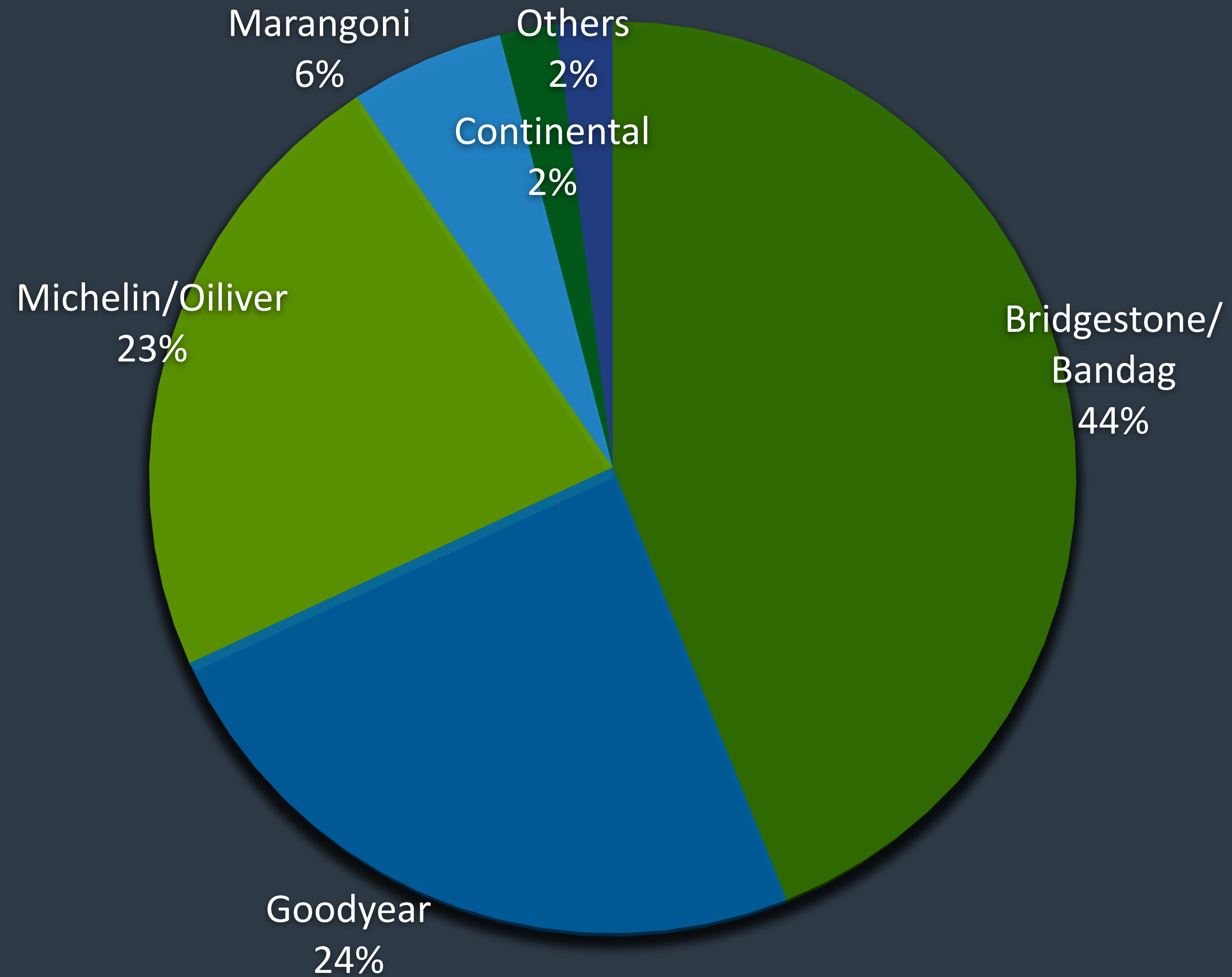
- Retread process first introduced in 1912
- Currently, retreading directly and indirectly supports more than 268,000 US jobs
- Delivers over \$28 billion in economic value to the US economy

TRUCK & BUS RETREADING DOMINATES THE US MARKET



Number of Retread Plants

US MARKET SHARE - RETREAD TRUCK TIRES



US TRUCK TIRE REPLACEMENT MARKET (IN MILLIONS)



ISSUES DRIVING THE US RETREAD INDUSTRY



ISSUES DRIVING THE US RETREAD INDUSTRY



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ISSUES DRIVING THE US RETREAD INDUSTRY



ISSUES DRIVING THE US RETREAD INDUSTRY



FACTS ~~MYTHS~~

A hand holding a white marker is shown in the process of crossing out the word 'MYTHS' in the title. The hand is positioned on the right side of the frame, with the marker tip touching the end of the word. The background is a blurred office setting with a person's head visible in the lower right.

ISSUES DRIVING THE US
RETREAD INDUSTRY

ISSUES DRIVING THE US RETREAD INDUSTRY



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THE COST BENEFITS OF RETREADING HAVE
ALWAYS BEEN VISIBLE IN THE US MARKET



FINANCIAL BENEFITS FOR FLEETS ARE UNMATCHED

- US Trucking fleets save over \$1 billion annually through retreading
- Cost 30-50% less than comparable new tires
- Quality new tires with two retreads can deliver 500% more mileage than a low-cost, low-quality tire that must be discarded after one use.
- 87% of fleets with 100 or more trucks use retreaded tires in their operations. Their constant testing demonstrates the superior ROI.

LET'S LOOK AT AN ACTUAL FLEET EXAMPLE

YEAR	NEW TIRES	RETREADS	RETREAD RATIO
2018	12,564	26,949	2.2:1
2019	9,183	34,468	3.8:1

- 2019 Savings
 - ▶ \$4.21M saved
 - ▶ 1.5M kgs of CO₂ saved
 - ▶ 236,800 gallons of oil saved
 - ▶ 18,252 tires diverted from landfill

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LETS LOOK AT SUSTAINABILITY AND OUR
CONTRACT WITH CALIFORNIA



FOCUS ON SUSTAINABILITY IS
HAVING AN IMPACT



TRIB INCREASINGLY FOCUSED ON SUSTAINABILITY IN OUR EFFORTS TO PROMOTE RETREADING



Environmental Benefits of Retreading

▶ Play Video

Prospects are asking about it now



REPAIR
Earth Day 2022
REUSE
RECYCLE

▶ Play Video

Tire retreading is
the greenest of
green industries

FLEETS AND AGENCIES ARE INFLUENCING
SUSTAINABLE CHOICES



TRIB'S/DKE'S WORK IN CALIFORNIA IS AN EXAMPLE OF PARTNERING TO PROMOTE SUSTAINABLE BENEFITS OF RETREADING

- Two year contract worth \$250,000
- Overriding objective:
 - Support the Department of Resources Recycling and Recovery (CalRecycle) and their tire market development goals by providing education and training to appropriate state agencies, local governments, commercial trucking fleets and other businesses regarding their use of retreads.

CALIFORNIA RETREAD CONTRACT - PRIMARY DELIVERABLES

- Education & Training
 - Surveys to measure retread usage (SABRC) and user attitudes (pre and post workshops)
 - Marketing/education materials (video, brochure, and website)
- Light Truck & Passenger Tire Evaluation
 - Domestic and International market research and sizing
- Existing Literature and Research Summary
 - Environmental impact studies
 - Safety/Reliability studies
- Final Recommendations

CHOOSING RETREADS FOR YOUR FLEET BROCHURE

Choosing Retreads for Your Fleet

A SMART DECISION

Compelling Reasons To Consider Retreads

Retreads provide the lowest total cost of ownership and greatest return on investment in your tires.

Retreads are safe, reliable and go through rigorous testing before being delivered to you.

Retreads are a key component of the circular economy.

Retreads provide massive environmental benefits to your company and the world.

Retreading Is An Excellent Way To Save Money

The retread industry has always been about delivering a quality product at an economically advantageous price.

Modern commercial truck tires are specifically designed to be retreaded multiple times and premium new tires provide multiple retread guarantees for their products.

Research has shown that retreading a premium tire two times can keep that tire on the road up to 500 percent longer than an ultra low-cost tire.

Each time a fleet retreads a well-manufactured and maintained tire, they save more than 50 percent compared to buying a high-quality new tire.

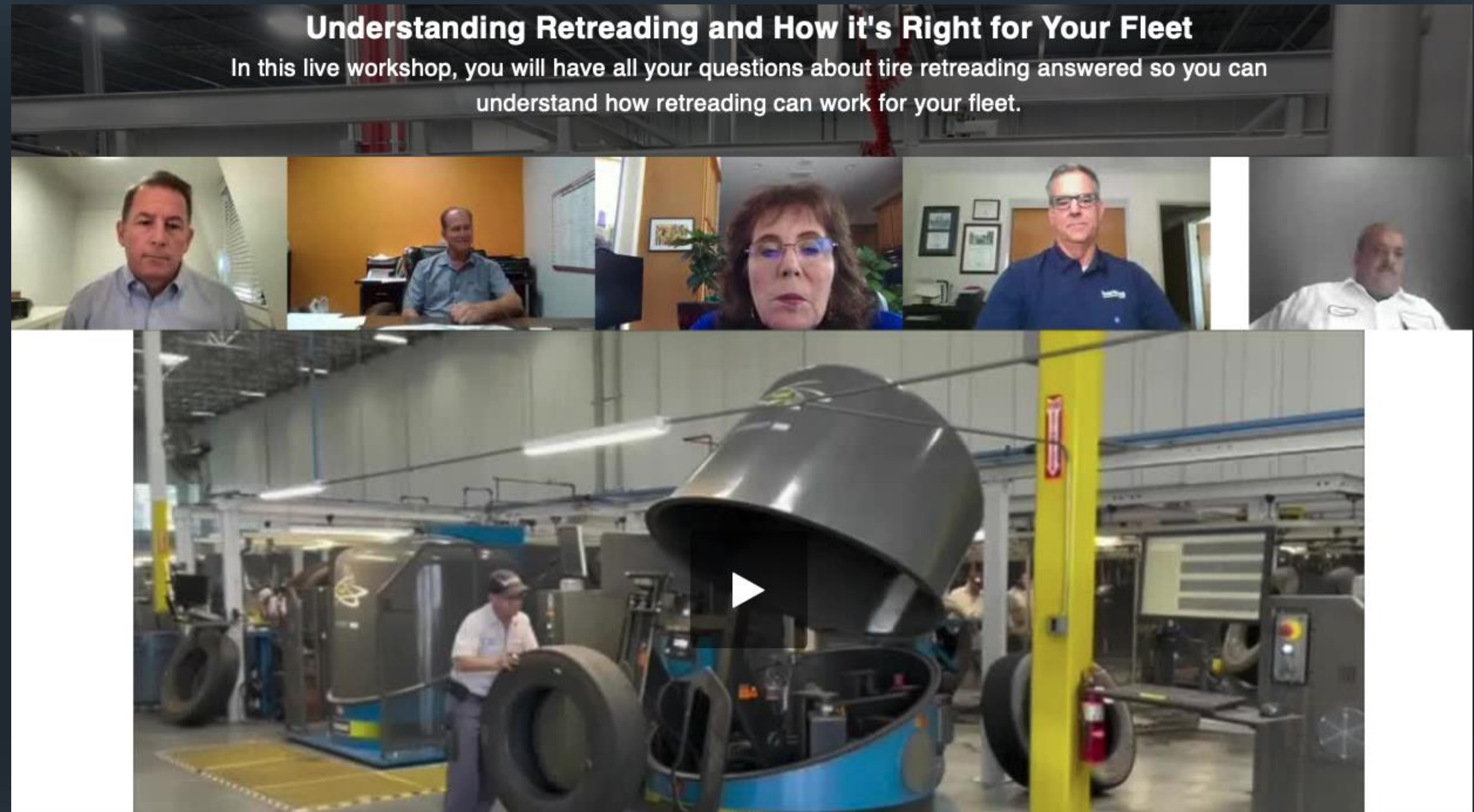


“RETREADS WORK” VIDEO



RETREAD EDUCATIONAL WEBINARS

- Hosted seven webinars on truck and OTR retreading
- Great exposure for prospects unable to make a plant tour
- Opened the door for continued internal agency and external retreader discussions



CONTINUED TECHNOLOGICAL ADVANCEMENTS IN RETREADING HELP MEET SUSTAINABILITY TARGETS

- Inspection Technology
- Data Integration - from new tire through multiple repairs and retreads
- Robotics - buffing, building and more
- Casing development and airless tires
- Tread designs and rubber compounds (technology transfer from new tire business)
- Recycled materials
- Meeting the needs of Electric Vehicles



www.retread.org

