

UK Tyre Market

By Keith Thomas



What are you looking to get from
the Bridgestone Champion
sessions?



**What are some of the changes
you have seen since joining the
tyre industry?**

UK Tyre market – Some of my thoughts

- Consumer lacks knowledge / education
- Product is undersold
- Price driven
- Transactional
- Summer only market
- Growing online presence
- Consolidating
- Opportunities for many
- Technology
- Changing vehicle parc
- Customer expectations
- Mobile Service
- New entrants
- Staff Issues – Shortage?
- Environmental concerns
- Lots of brands
- Tyres getting bigger
- Retailers stock less tyres



The Changing Face of the UK Tyre Market



Wholesale now Logistics experts



Retail control sell-out
(want/need - **exclusivity, margin control, same day delivery**)




Pure Online – Stable
Clicks & Bricks - Growing
Price disruption



Market consolidation ongoing

Large dealers getting larger & continue to be on the acquisition trail

Micheldever  (Retail growth)

Halfords Group
TOTD, Universal Tyres, Axle/NTA, McConechey's, Lodge  (Growing stores & mobile)

Quality RNDs  (ETB, Elite, Bush, F1, ETS etc)


EXIT

SELL

Medium to small players likely to exit the business and sell out



Competitors in retail / distribution

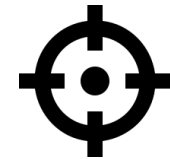
 → Euromaster Blackcircles (2015)

SUMITOMO → Micheldever (2017)
Plus numerous acquisitions since

GOOD YEAR → HiQ

Continental → Bandvul/Tyre Maintenance (2016)

Who else might come into this space?



Large Players have 'control' across 'all/many sectors'

Vertical consolidation - Distribution, Retail, Online, Fleet service provision, Mobile, Car dealer)



Company A



Distribution

↓
Retail
↓
Car Dealer
↓
Online

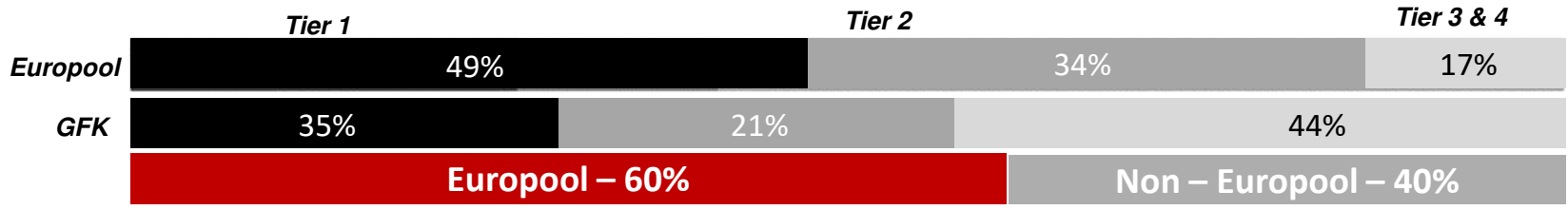


Retail

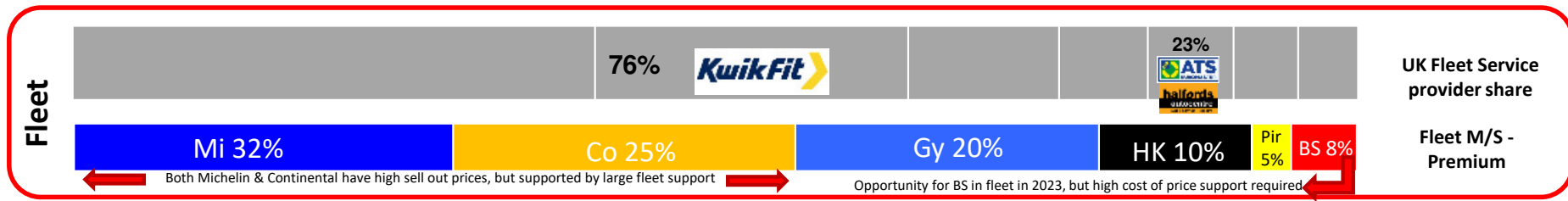
↓
Fleet
↓
The Boss
↓
Online

UK Market at glance

Total c32M
Europool 19M
GFK - 15M



- NR/WS
- RR/WS
- NWS
- RWS
- INDY
- RR
- NR
- OL
- CD





The Future

BRIDGESTONE
Solutions for your journey

Innovation accelerates

A Brief History

- Wheel invented
 - c4,000 BC – Caveman days!

- 1st car invented c1886
 - Electric car c1888 – it didn't catch on
- Production car – Model T 1908

- 1st UK Motorway – 1958 @ Preston





What are some of the things that will/may happen in the future that will impact the automotive industry?

Future Automotive

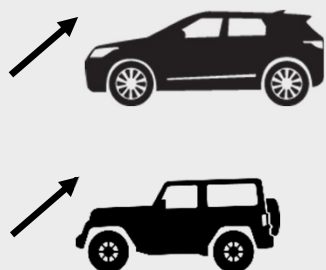
- Technology – in vehicle & tyres (EV, Safety, Automation)
- AI
- Vehicle Ownership – will we own as many cars?
- Sales Channel – Car dealer, main road location, Online
- Vehicle manufacturers – traditional v new entrants
- Growing online presence
- Consolidation - Small players leave the market?
- Changing vehicle parc – Power train, shared mobility, self drive. Flying!!!
- Customer expectations - Mobile Service
- New entrants – Amazon, Ebay,
- The environment – sustainability
- Legislation



A Market Full of Opportunities

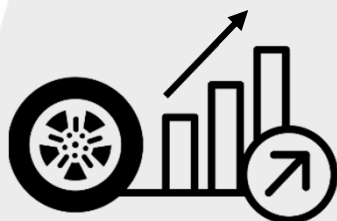
VEHICLE TRENDS

SUV / 4X4



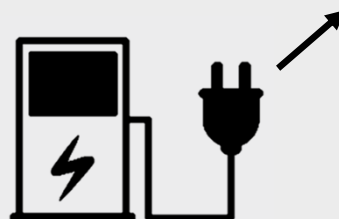
c43% of the vehicle market

HIGH RIM DIAMETERS



≥ 18"
55% of new car & SUV sales

ELECTRICAL



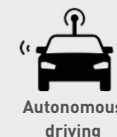
BEV + PHEV
c25% of new car sales in 2023

FUTURE TRENDS

C A S E



Connected Cars



Autonomous driving



Car Sharing



Electric Cars



A Market Full of Opportunities

Vehicle trends translate into tyre trends

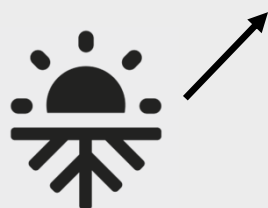
TYRE TRENDS

HIGH RIM DIAMETERS



18 becomes
the new 17"

ALL SEASON



All Season Growing

ELECTRICAL



Increased focus on
OEM technologies

EXTENDED MOBILITY

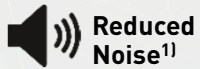


Cutting-edge tyre technologies for car manufacturers

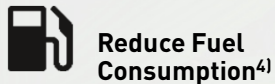
Also meet specific EV requirements



Engineered to reduce in-vehicle noise.
A special sponge absorbs disruptive sounds that come from tyre cavities.



Helps improve fuel efficiency. Also results in reduced CO₂ emissions.



Large tyre diameter
To reduce tread deformations to
reduce rolling resistance

Narrow tyre width
To reduce aerodynamic resistance

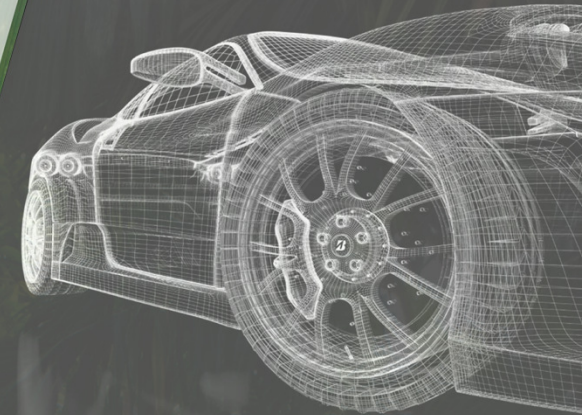
HL (high load) capacity



For powerful electric and hybrid vehicles.

Reinforced design and construction enable the tyre to carry the extra load with the same size and at the same pressure as XL tyres.

1 Technology decreases the sound inside a vehicle 2 The same performance as a conventional tyre without B-silent technology, in the same size and with the same pattern 3 B-Silent retrofit is available for any vehicle 4 Less air resistance and tread deformation with higher inflation pressure resulting in reduced rolling resistance 5 Improved dry and wet performance thanks to unique construction and pattern design



ELECTRIC VEHICLE (EV) MARKING

The Bridgestone EV Marking

- is applied to OE passenger car tyres that are tailor-made for electric vehicles.
- indicates the tyres underwent a rigorous testing process and
- confirms that they meet the requirements of the vehicle manufacturers for battery range, vehicle control and tyre life.

Bridgestone OE

Partner for Leading Manufacturers



BRIDGESTONE EMIA DELIVERS
SUSTAINABLE INNOVATION THROUGH
ORIGINAL EQUIPMENT BUSINESS

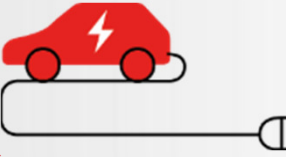
 **80+** NEW OE FITMENTS

FOR **13** CAR MANUFACTURERS, INCLUDING:



HRD+  **OVER 60%** OF NEW OE LAUNCHES WERE $\geq 18''$

AROUND 30% EXCLUSIVELY DESIGNED FOR **ELECTRIC VEHICLES**



POTENZA SPORT
OUR NEW FLAGSHIP
ULTRA-HIGH PERFORMANCE TYRE
CUSTOM DEVELOPED
IN 2020 FOR

Lamborghini Maserati
Huracan STO MC20

INEOS GRENADIER 
ARRIVING ON BESPOKE
DUELER A/T001

DEVELOPING TYRES VIRTUALLY

20% FEWER PROTOTYPE TYRES USED IN OE DEVELOPMENT PHASE FROM 2019



REDUCING RAW MATERIAL CONSUMPTION

AROUND 10% AVERAGE **DECREASE IN MASS** FROM 2019 ON OE SUMMER AND ALL SEASON TYRES






PIONEERING GROUNDBREAKING TECHNOLOGIES

ENLITEN

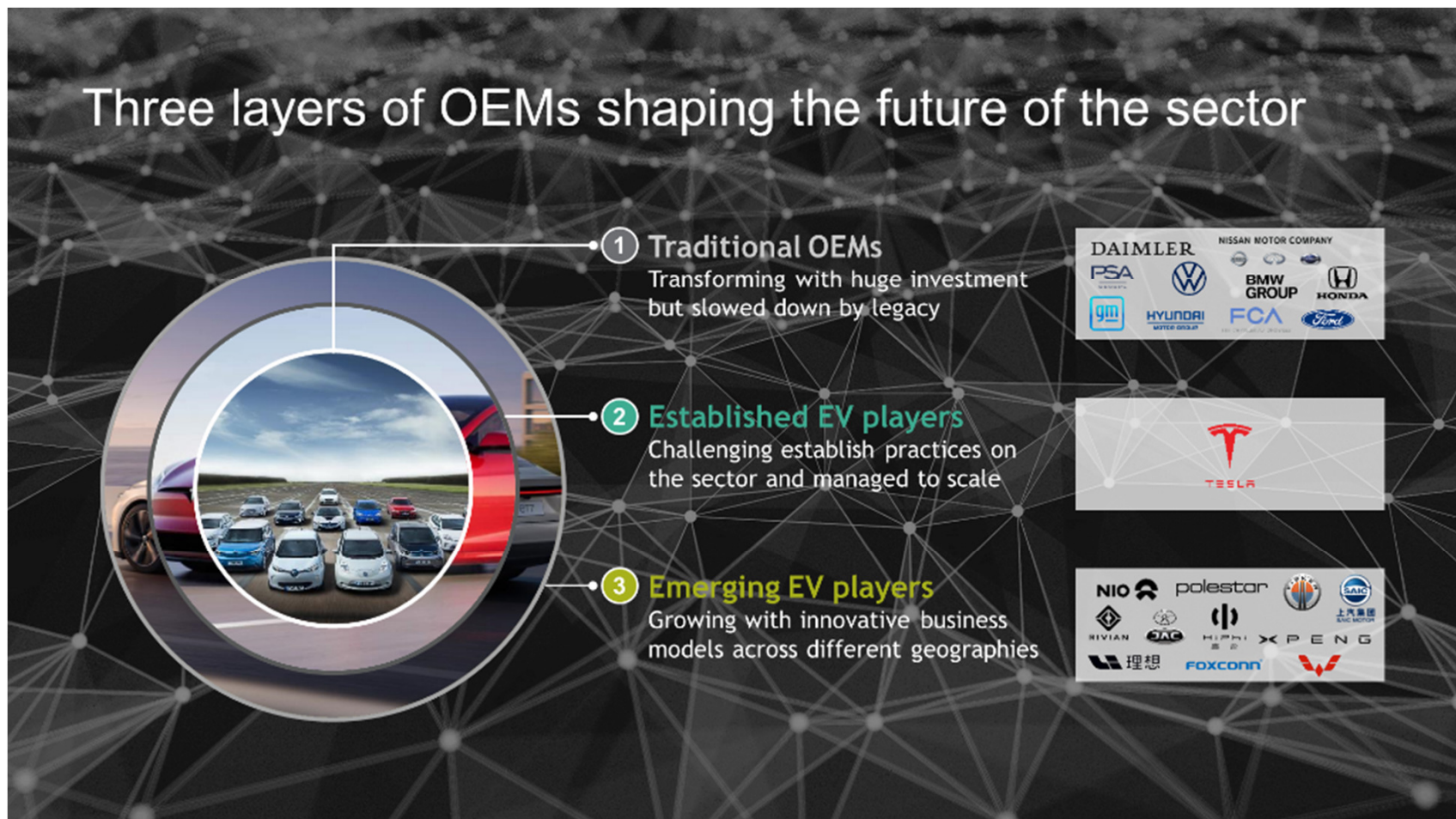
UP TO **30%** ROLLING RESISTANCE REDUCTION*
UP TO **20%** DROP IN WEIGHT
UP TO **2KG** FEWER RAW MATERIALS REQUIRED / TYRE

BROUGHT TO THE ROADS ON

-  ID.3
-  ID.4
-  GOLF 8

**TOGETHER WE'RE ON A JOURNEY
TO SHAPE A SUSTAINABLE
FUTURE OF MOBILITY**

Bridgestone OE...



Our Premium Tyre Range

BSHD Remark: Use locally purchased labels only

SUMMER

TOURING



TURANZA 6

Inch 16 - 22" ¹
 Replacement Sizes (≥ 17") 136 (110)
 Warranty Sizes (≥ 17") 2 (2)

PERFORMANCE



POTENZA SPORT

Inch 17 - 22" ¹
 Replacement Sizes (≥ 17") 96 (96)
 Warranty Sizes (≥ 17") 32 (32)



POTENZA RACE

Inch 17 - 20" ¹
 Replacement Sizes (≥ 17") 13 (13)
 Warranty Sizes (≥ 17") 3 (3)

VAN



DURAVIS VAN

Inch 15 - 17" ¹
 Replacement Sizes (≥ 17") 26 (3)

Inch
 Replacement Sizes (≥ 17")
 Warranty Sizes (≥ 17")

ALL SEASON

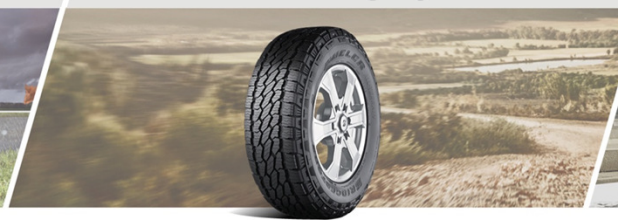
TOURING



TURANZA ALL SEASON 6

Inch 16 - 21" ¹
 Replacement Sizes (≥ 17") 85 (65)
 Warranty Sizes (≥ 17") 2 (1)

4X4



DUELER A/T 002

Inch 15 - 19" ¹
 Replacement Sizes (≥ 17") 43 (21)
 Warranty Sizes (≥ 17") 2 (2)

VAN



DURAVIS ALL SEASON

Inch 15 - 17" ¹
 Replacement Sizes (≥ 17") 26 (3)
 Warranty Sizes (≥ 17") 4

1) 15" remains available in Turanza T005. 2) Rank 2 of 12; 3) Rank 1 of 9; 4) Rank 2 of 13; 5) Rank 1 of 10

Click on the tyre for more info

Our Mid Segment Tyre Range

SUMMER



TOURING 

ROADHAWK 2 ENLITEN

NEW



86 sizes | 17 – 21" ¹

PERFORMANCE 

FIREHAWK SPORT



36 sizes | 18 – 20"

VAN 

VANHAWK 2



17 sizes | 15 – 16"



ALL SEASON



TOURING 

MULTISEASON GEN 02



39 sizes | 15 – 19"


VAN 

VANHAWK MULTISEASON



21 sizes | 15 – 17"

1) 15-16" remains available in Roadhawk. 2) Rank 4 of 11

 Click on the tyre for more info



What Next?

What Next – Some suggestions from me;

- Set out what you would like to achieve this year
 - Change in your business or personal development
 - Share with business management to secure commitment
- Set goals with clear steps / actions
 - Focus on what you can influence – Control the Controllables
- Break them down into manageable chunks
 - 1 year actions can be too long – focus on 90 days
- Share regular progress
 - Open yourself to accountability
- Bring issues to the group for support
 - Offer your expertise and advice to others
- Encourage best practice across your business

Book reference - Traction by Gino Wickman

