



THE RUBBER ASSOCIATION OF CANADA  
ASSOCIATION CANADIENNE DE  
L'INDUSTRIE DU CAOUTCHOUC

2013

# OCTOBER

# e-Newsletter

## welcome

Dear Readers,

Welcome to the October edition of The Rubber Association of Canada's official e-Newsletter. With Canada's Waste Reduction Week nearing completion, we would love to hear how your organization was involved with this initiative. We encourage you to send us any relevant media releases or photos so that we may highlight your successes in our November e-Newsletter!

We also invite you to browse our completely redesigned website, which was launched on Tuesday, October 22.

Sincerely,

*The Rubber Association of Canada*

## RAC Hosts International Meeting

RAC was pleased to host tire and rim experts from around the world last week in Halifax as part of International Standards Organization (ISO) meetings of Technical Committee 31, Tires & Rims.

"These particular meetings are focused on Agricultural, Industrial and Off-The-Road Tyres and serve as the basis for updating and initiating new international standards for tires and rims", said Glenn Maidment. "The meetings can be long and difficult at times," said Maidment, "but as the photo shows, we try to inject some fun times too."



## Meet Our Newest Board Member



***Maureen Kline of Pirelli Tire Inc. was recently appointed to RAC's Board of Directors.***

Maureen Kline is responsible for Public Affairs and Sustainability for Pirelli Tire LLC for the NAFTA region. She is based in New York. Previously she managed Pirelli's global public affairs and international communications from the company's headquarters in Milan, Italy. Prior to her public af-

fairs and communications career, Maureen worked as a journalist. She was a Milan correspondent for the Wall Street Journal Europe and Business Week, among others. Maureen Kline holds a Bachelor's degree from Yale University and a Master's degree from the London School of Economics.

## News This Month

Fall is a Great Time to Start Thinking About Installing Winter Tires

With winter weather right around the corner, The Rubber Association of Canada reminds its members and Canadian motorists about the benefits of winter tires. We would like to remind everyone that now is the ideal time to start thinking about switching over to winter tires—remember; as soon as you can see your breath, it's time to install winter tires to your vehicles. It is important to keep in mind that while it may not be freezing outside just yet, nor have we yet to encounter snowy, icy, and slushy weather conditions, winter tires offer a dramatic improvement in driver control and traction in all cold-weather road conditions as soon as the temperature dips below 7°C. Therefore, fall is the perfect time to do your research on winter tires. If you already have winter tires, then now may be a great time to have them installed on your vehicle.

The RAC encourages you to get the facts about winter tires and to take a moment to consider the safety and performance benefits that they have to offer. It is important to know that winter tires offer superior traction, cornering and braking on ALL cold-weather road surfaces, be it they are dry, snow covered, icy, or slushy. To learn more about winter tires, please visit our newly redesigned website and browse our many resources under the "Winter Tires" drop-down menu. The RAC offers plenty of information about winter tires, their benefits, when and how to install them, and why they may be a great option for you. If you or anyone you know has questions about winter tires and their benefits, please do not hesitate to contact us at The Rubber Association of Canada.

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# Giti Tire Creates New North American and European Technical Centers

## Press Release

Giti Tire has established two new Technical Centers, one in North America and one in Germany, Europe.

The move marks a significant development in the research and development capabilities of the company, with both sites working in collaboration with existing facilities in China, Indonesia and the UK, the latter of which is based at the renowned MIRA facility. The company now employs over 600 R&D personnel.

The new North American site will be based in Akron, Ohio and will employ tire designers, engineers, compounders, and research personnel.

This new team will design and develop tires for the North American market across the entire portfolio of brands of the company, which encompass passenger car, performance, UHP, SUV/CUV, 4x4, light truck, heavy truck and bus tires.

The Technical Center operation will be led by Mr. Hamid Aboutorabi, who holds a PhD in mechanical engineering and is a 23 year veteran of the tire industry. He has experience in managing R&D teams as well as the development and application of advanced modelling techniques in tire design across both OE and replacement markets.

Mr. Aboutorabi regularly

participates in international tire conferences and has had several research papers published through the Tire Society, Inc.

He will have matrix reporting to both Mr. Phang Wai Yeen, Executive Director, R&D, Giti Tire and Mr. Herve Richert, Executive Director, Sales and Marketing (International) and President of Giti Tire (USA). Mr. Aboutorabi will sit on both the North American and Global R&D Leadership Teams. According to Mr. Aboutorabi, "North

America represents huge and diverse tire markets with evolving consumer expectations and regulations relating to tire labeling and fuel economy. We will be working hand-in-hand with every Giti Tire R&D Center and will use our collective knowledge and experiences to develop specific products that are best-in-class, utilizing cutting-edge materials and design technologies."

"The location is pivotal in ensuring the Center's success,"

Aboutorabi continued.

"Akron is still the rubber capital of the world in terms of available academic and commercial knowledge, as well as labs and services directly related to tires."

"This is not just a marker for our commitment to North America, but to improving our products and credentials worldwide," added Mr. Julianto Djajadi, Executive Vice President, Business

Operations for Giti Tire (USA). "The two sites mark a significant investment, but as we strive to position all our brands as best-in-class in their various market segments, it is essential we continue to drive for excellence and deliver the best value for our dealers and consumers."

Giti Tire's new European Technical Center will be based in Hannover, Germany, under the leadership of R&D Director, Mr. Stefan Fischer.

Mr. Fischer has over 18 years of experience in the tire industry working across different R&D projects including OE, passenger car and van tires. He will sit both on the European and the Global R&D Leadership Teams.

"With the new Technical Centers we have created one global R&D team which brings together the very best people and technologies across the US, Europe, China and Indonesia, and in doing so we are becoming a strong technology driven partner of the automotive industry," said Mr. Phang. "The appointments of Stefan and Hamid clearly highlight the excellent worldwide reputation of the company, and also its ambitions moving forward," added Mr. Richert. "They are welcome additions to what is an already exceptional worldwide R&D team."

# Michelin to Host Winter Driving Academy

Cold weather means it's time to get your winter driving skills in high gear. Using the latest in automotive testing technology – the skid pad – to recreate the experience of driving on icy roads, the Michelin Winter Driving Academy and professional race car driver Carl Nadeau will be in Montreal and Toronto to help media and other participants sharpen their winter driving techniques.

**What:** Hands-on demonstration of winter driving techniques (Taping & Interview opportunities)

**Who:** Michelin Winter Driving Academy expert Carl Nadeau, professional race car driver

**When & Where:** Tuesday, Nov. 5, 2013: Montreal, Île Ste-Hélène, P8 (La Ronde parking)

Wednesday, Nov. 27, 2013: Toronto, Exhibition Place

**Time:** 6 a.m. to 3 p.m.  
By appointment

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