# Inputs from a Mobility Service Business in Tyre Circular Economy
*Ladoux, 22nd November 2021*

BLACK CYCLE
Move to the green revolution

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EUROMASTER

# Euromaster at a glance

For 30 years, a European leader providing tyres expertise and light maintenance services professional & private customers

EXPERTISE

TRUST

CUSTOMER CARE

HONESTY

## Comprehensive Tyre Services

### High-performance tyres

An extensive range of premium and mid-range, all season and summer/winter tyres. We help find a solution right for your business needs, mileage and budget.

### Maximise fuel economy

Precision laser and computerised wheel alignment services to reduce any unnecessary fuel consumption.

### Maximising tyre life

Getting the most from your tyres and keeping your vehicles on the road.

High quality permanent puncture repairs to international standards.

| OVERHAUL | TYRES | BRAKES | AIR-CONDITIONING | OIL CHANGES | WHEEL ALIGNEMENT | DAMPERS |

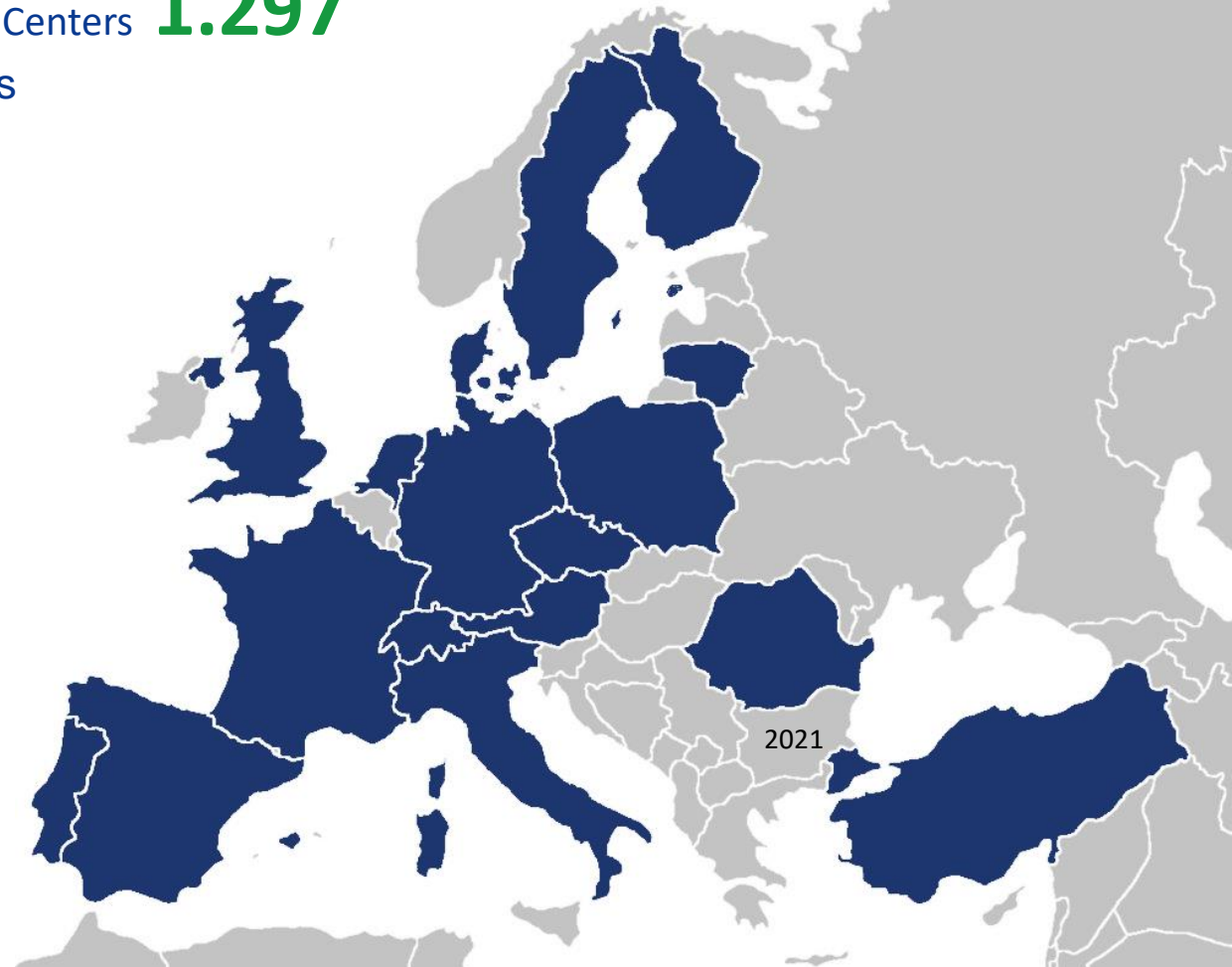**Emergency 24/7 cover for trucks by the roadside across all Europe**

# Euromaster : the largest european tyre mobility service network made both of owned & franchise service centers.

**2.437**

Services Centres spread over **18** countries*

* October 2021 : Austria, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Italy, Lithuania, Netherlands, Poland, Portugal, Romania, Spain, Sweden, Switzerland, Turkey, United Kingdom

**1.140** Equity Centers **1.297** Franchise Centers

2021

# Key Figures

**9 500** employees (Equity)

**>10 millions** of tyres sold (Light, Truck, AG, EM) (Equity + Franchise)

**1.645** mobile units (Equity)

# Contribution to Planet : main action areas

## Greener place to work

- Paperless
- Waste management
- Use of renewable energies

## Green Partner

- Promote tyre full potential use through services approach (Truck, multi life)
- Paperless invoices
- Driver efficiency advices

## Recycling

- End of Life management for Tyres
- Products used for SMR activities

## Greener commuting and business trip

- Promote home office
- Use of EV or hybrids company's cars
- Alternative to fuels use
- Improve planning management to reduce number of kms
- Use of alternative energies)

## EV Promoter

- Develop the know how in EV maintenance
- Develop specific partnerships with EV manufacturers
- Install charging stations in POS
- Develop tyre maintenance for different types of EV vehicles
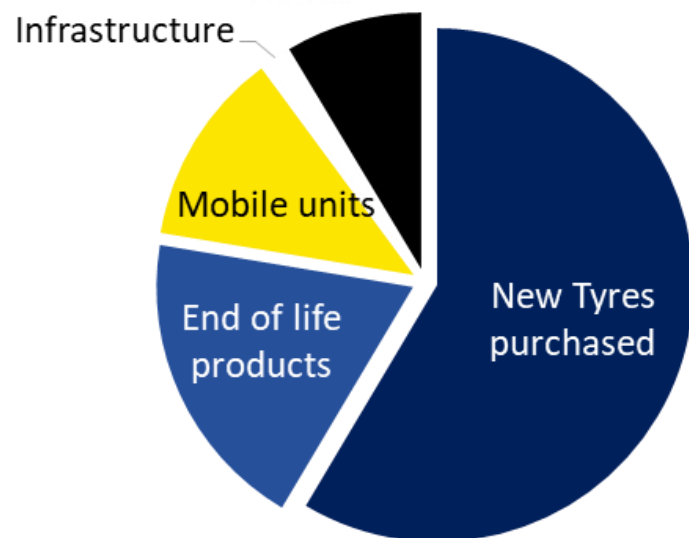
## A Green committed player

- Partnerships with Associations or projects related to sustainability
- Certifications programs (ISO…)

**Development of CSR strategies that encompass environment, social commitments, safety and responsible employer topics.**
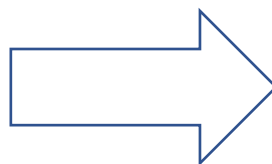
# Environmental Impact Analysis of a Service Center

## Environmental Impact of a typical Service Center



Pie chart segments: Infrastructure, Mobile units, End of life products, New Tyres purchased

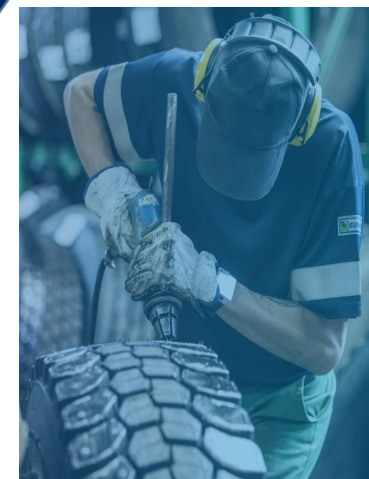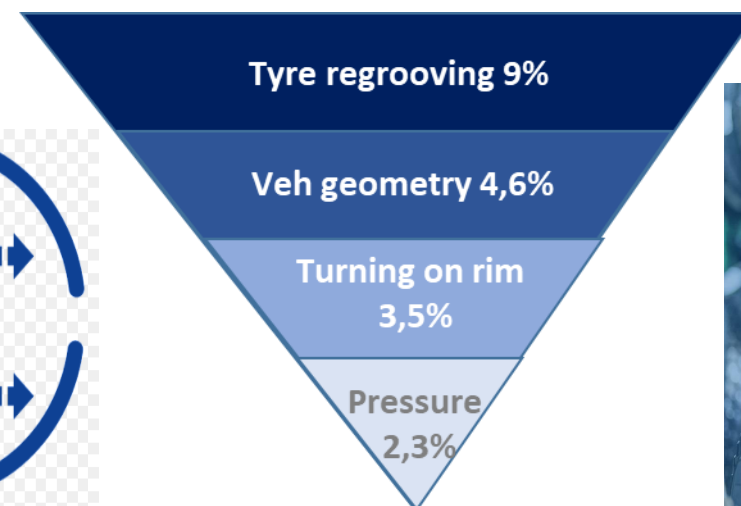- Service Center impact ~ 700 t eq. CO2

*Internal Euromaster study made to quantify for a typical multi tyre-products Service Center the CO2 emissions & scrap generated (impact modelized by a LCA tool)*

**Scope 3** (*indirect emissions from all value chain from tyre products purchased by the center incl. machines / buildings from the site*) : about **95%** of the CO2 impact

Focus on **service** to maximize product use / minimize emission impact :
> For **TRUCK** tyres, appropriate service can reduce the tyre use-impact by **20%** !

Tyre regrooving 9%
Veh geometry 4,6%
Turning on rim 3,5%
Pressure 2,3%

# Tyre Circular Economy : business perspective

- **Euromaster is committed to manage end of life tyres in all its activities**
  - ✓ France : working with Aliapur for many years     Switzerland : in 2021 consolidation of 100% of collection with SRS Global Services to valorize end-of-life tyres with Tyre Recycling Solutions SA (> rubber powder)
  - ✓ In « pure franchise » countries : support to Franchisees to offer end-of-life products
  - ✓ *BUT … market « collection » structure vary country to country depending on maturity (resales of used products towards other zones, etc…)*

- **In a rather « low margin » business, economic perspective for the tyre dealer / service provider is a key point**
  - ✓ Margin on « cheap / imported » is higher than for premium product  <-> quantity of end of life tyres !
  - ✓ Truck tyres : multi-life concept (tyre maintenance / regrooving / retread) is the most effective concept but relatively losing ground in past 10 years due to attractiveness of cheaper new tyres.

- **End-of-life tyres collection from multiple locations… capacity/scale will be key !**

- **Logistic & disposal business model for end of life tyres recycling should provide an true incentive for actors (users/dealers) to support the move.**

**Thank you**
**Q & A**