

# Press Release: World's First Carbon-Neutral Tyre Made from 100% Reclaimed Materials Unveiled by reTyre

**June 28, 2024 – Oslo, Norway** – reTyre will proudly unveil the world's first carbon-neutral tyre at Eurobike 2024. The tyre is made of 100% reclaimed materials, demonstrating reTyre's cutting-edge manufacturing technology and commitment to reducing emissions. Crafted from groundbreaking materials, this innovative concept marks a monumental step towards sustainable tyre production. Join reTyre in Hall 12.1 at booth D21 to experience the future of eco-friendly tyre technology.



## A Revolution in Sustainable Tyre Manufacturing

The carbon-neutral tyre by reTyre incorporates several unique materials, each chosen for its ability to minimise environmental impact:

- **Algae in the Tread:** Sourced from algae blooms to restore aquatic ecosystems, preventing eutrophication and methane release.
- **Recycled Para-Aramid in the Beads and Puncture Protection:** Utilised from used body armour in a closed-loop recycling process, incorporating renewable carbon and reducing waste.
- **Post-Consumer Recyclate (PCR):** Sourced from local waste streams with a low CO<sub>2</sub>-equivalent (Kg CO<sub>2</sub>-eq).
- **Recycled Fish Nets for the Casing:** Collected from the ocean, reducing emissions by 49% and energy use by 15%.



## The Path to Carbon Neutrality

Friedemann Ohse, who is leading the Carbon-Neutral Tyre Project at reTyre, elaborates on the meticulous process behind achieving carbon neutrality: "The product carbon footprint of this tyre is based on our third-party verified LCA, including the end-of-life, which is how we measure all our products. Our production and transportation processes are optimised to be close to zero emissions. End-of-life is reduced to almost zero due to the recycling of the tyres. The algae used in the tyre has a negative CO<sub>2</sub>-equivalent, balancing any remaining emissions to achieve a net-zero impact. In this way, we have a carbon-neutral product without using any of the well-known shortcuts, such as carbon quotas, subsidies or other non-product related contributions."

## A Global Effort

reTyre collaborates with suppliers globally to source materials responsibly. Algae are harvested from lakes and oceans worldwide, supported by the UN Ecosystem Restoration Programme.

## Unique Materials and Manufacturing Possibilities

reTyre offers a 100% sustainable product portfolio, providing brands with a range of sustainable tyres without compromising quality. By using bio-based and 100% renewable materials never used in pneumatic tyres before, reTyre significantly reduces emissions and produces fully reusable tyres. This approach reduces GHG emissions by up to 82% compared to conventional tyres, as documented in a [third-party verified, cradle-to-cradle LCA](#).

Friedemann O. continues: "This carbon-neutral tyre is at a concept stage and it is a result of continuous innovation that shows what our unique manufacturing is capable of."

## Always Sustainable Tyres

In addition to our groundbreaking carbon-neutral tyre, reTyre will showcase the [full range of sustainable products](#), including the new City Range bicycle tyre models, designed specifically for urban cyclists. These tyres feature:

- **Bio-Based and Sustainable Materials:** Renewable raw materials utilising reusable plant-based elastomers.
- **New Tread Patterns:** Enhanced for better performance and grip.
- **Matching Performance:** Ensuring eco-friendly cycling without compromising on quality.
- **Low Carbon Footprint:** Minimised emissions during production and throughout the product lifecycle.
- **Fully Reusable:** All reTyre tyres, including the new City Range, are designed to be 100% reusable, setting a new benchmark in tyre sustainability.
- **Full Data Transparency:** Providing complete data for compliance and sustainability tracking.

reTyre's entire product range is sustainable and built around the principle of reusability, a unique offering in the tyre manufacturing industry. This ensures that every component of our tyres can be fully recycled and repurposed, fostering a closed-loop circular economy.



## About reTyre

Founded in 2015 by visionary chemical engineers, reTyre specialises in developing and designing innovative, sustainable tyres and production technology. Initially pioneering a modular tyre system now used by clients in over 30 countries, reTyre shifted to mass-producing sustainable tyres in 2022, backed by major green innovation funds, including Statkraft, Europe's largest provider of renewable energy.

For more information about reTyre, please visit [www.retyre.eco](http://www.retyre.eco), and for the Press Photo Kit visit [here](#).

Media enquiries:

Cecilie Bøckmann Olsen, Chief Marketing Officer: [cbo@retyre.eco](mailto:cbo@retyre.eco)

## Coming to Eurobike?

Visit Us: **Hall 12.1/Booth D21**

Contact Trym Fagerhaug, Eurobike Press Contact: [Book a Press Meeting](#), Email: [tf@retyre.eco](mailto:tf@retyre.eco)

## Relevant Links:

<https://info.retyre.eco/press-photo-kit>

<https://www.retyre.eco/life-cycle-assessment/>

<https://www.retyre.eco/sustainability/>

<https://www.retyre.eco/performance/>

<https://www.retyre.eco/smart-manufacturing/>

<https://www.retyre.eco/sustainable-tyres/bikes/>

<https://www.retyre.eco/retyre-at-eurobike-2024/>

