

reTyre

SUSTAINABLE TYRES

Product Catalogue

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IT'S TIME

Ramping Up The Production

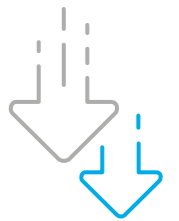
ReTyre is a global tyre brand and leading innovator within the tyre industry. As pioneers in tyre manufacturing, we're spearheading an ambitious production method that will redefine the tyre industry's ecological footprint. Our portfolio consists of only sustainable products, and in our latest Life Cycle Assessment (LCA) we achieved a significant CO₂ reduction between 60 and 82% compared to conventional rubber tyres.

Our mission is clear: leading the charge in sustainability. reTyre is on track with the establishment of a state-of-the-art facilities, equipped with cutting-edge machinery.

Our advanced production methods open doors to new, reusable materials that replaces conventional rubber, a notorious environmental hazard, in tyres. Integrating cutting-edge technologies from multiple industries into tyre production, we are able to drastically improve the sustainability, performance and design capabilities for tyres. Our solutions have a disruptive potential to transform the industry, bringing tyres into a circular economy.

-82%

CO₂ emissions compared to conventional tyres.



ABOUT US

Experienced Tyre Innovators

reTyre specialises in designing and manufacturing innovative, sustainable tyres. We are backed by some of the largest institutional funds in Norway focusing on green innovation.

We are a growing international team of engineers, product designers, salespeople and marketers combining experience, knowledge, creativity and ambitions to develop and produce products and solutions for a sustainable future.



A GLOBAL CHALLENGE

4 Billion Tyres In Landfills

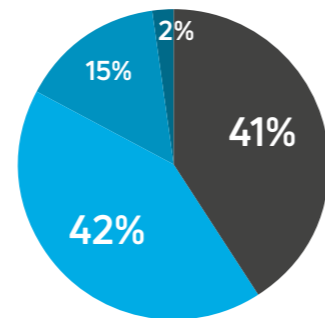
The world faces an escalating crisis with tyre waste, contributing to environmental deterioration, pollution, and poor waste management. The market growth in the tyre industry is estimated at 7.42%¹. About 1.5 billion car tyres were sold in total (original equipment² and after market³ together). In addition, 286 million new bicycle tyres were released from OEMs in 2022⁴.

Tyre recycling remains inefficient due to the complex composition of tyres, leading to improper disposal and illegal dumping. End-of-life tyres disproportionately burden developing countries with inadequate waste management, perpetuating environmental injustice and straining already vulnerable communities. A staggering 4 billion tyres occupy landfills globally⁵, posing threats such as fire hazards and emitting toxic fumes. The extensive space consumed by these stockpiles compounds environmental challenges.

Tyre wear generates particles 1,850 times more toxic than vehicle exhaust⁹. This poses health risks for both humans and wildlife, highlighting the urgent need for solutions.

Used tyres contribute up to 28% of the world's micro-compound waste in oceans⁶, jeopardizing marine ecosystems and aquatic life. Microscopic tyre particles released during degradation exacerbate the global marine pollution problem.

The hazardous conditions of tyre production, with chemical exposure and significant water consumption, underscore the industry's contribution to environmental degradation from inception.



End-of-life of conventional tyres





- Other (landfill, stockpiled or unknown)
- Material recover
- Energy recovery
- Civil engineering and backfilling

¹ Research and Markets, Tire Market - Global Industry Size, Share, Trends, Competition, Opportunity, and Forecast, 2018-2028 Segmented By Vehicle Type, By Demand Category, By Tire Construction Type, By Region, By Country (80 Countries), July 2023
² International Organization of Motor Vehicle Manufacturers (OICA), Production Statistics, 2022
³ Statista Research Department. Sales development in the global replacement tyre business for passenger cars in the years 2011 to 2022, 16.05.2023
⁴ Statista Market Insights. Bicycles - Worldwide, Unit Sales, Update Sep 2023
⁵ Francesco Valentini, Alessandro Pegoretti, End-of-life options of tyres. A review, Advanced Industrial and Engineering Polymer Research, Volume 5, Issue 4, 2022, Pages 203-213
⁶ Edge Environment Pty Ltd, Greenhouse Gas Emissions Analysis of Waste Tyre Recovery, Key findings prepared for Tyre Stewardship Australia, 17 June 2022
⁷ Tyre Stewardship Australia Limited (TSA), Equivalent Passenger Unit Ratios (EPUs) Tables, 16 March 2020, visited 28.11.2023
⁸ Boucher, J. and Friot D. (2017). Primary Microplastics in the Oceans: A Global Evaluation of Sources. Gland, Switzerland: IUCN. 43pp.
⁹ Emissions Analytics Ltd, Gaining traction, losing tread Pollution from tire wear now 1,850 times worse than exhaust emissions, visited 28.11.2023

ALWAYS SUSTAINABLE

Reducing Emissions In All Products

reTyre offers the world's first pneumatic tyres that are reusable in a circular loop. The sustainable tyres are made from sustainable, reusable materials and the automated manufacturing enables an on-site production with drastically lower CO₂ emissions and shortened supply chains.

-  **Renewable raw materials**
utilising reusable bio-based elastomers
-  **Low carbon footprint**
in production and product life cycle
-  **100% reusable materials**
allowing a circular economy
-  **Full data transparency**
for your compliance

reTyre has prioritised the following six Sustainable Development Goals (SDGs) set out in the UN 2030 Agenda for Sustainable Development.



Estimated CO₂ Reduction

Depending on material selection and product design



A NEW ERA

Smart Manufacturing

At reTyre, we revolutionise tyre manufacturing by integrating advanced technologies that enhance efficiency, quality, and sustainability. Our innovative approach is setting new standards, overcoming the limitations of traditional manufacturing, and scaling sustainable initiatives.

Our processes demand significantly less space, energy, water, and manpower, paving the way for sustainable manufacturing facilities across multiple continents. This leads to unique supply chain benefits and significant emission reductions.

Network of Manufacturing Hubs:

Global reach with local efficiency.

Seamless Supply Chain Integration:

Smooth operations from production to delivery.

Risk Reduction:

Minimized operational disruptions.

Operational Continuity:

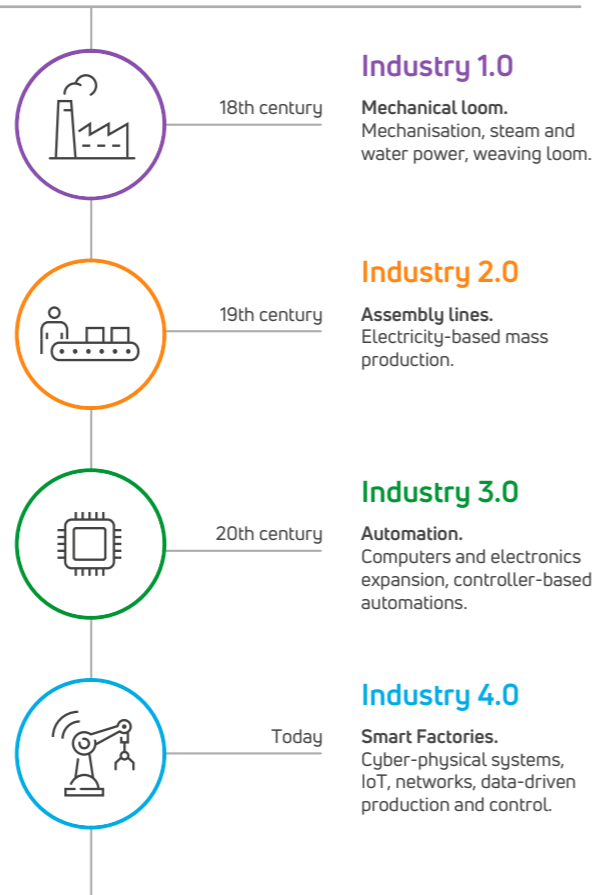
Consistent and reliable production.

Efficient Tyre Access:

Improved distribution channels and short delivery routes.

Swift Response:

Quick adaptation to market and production demands.



PRODUCTION

At Your Doorstep

Our production method leverages advanced technologies. Smart sensors and predictive analytics identify issues, facilitating proactive maintenance and reducing accidents, thereby enhancing safety and saving costs.

- Network of manufacturing hubs
- Seamless supply chain integration
- Reducing risks
- Operational continuity
- Access tyres efficiently
- Enabling swift response

reTyre enhances tyre access with real-time inventory insights, optimising inventory management and enabling just-in-time production. Swift response through data analytics and machine learning allows for quick adaptation to market changes, fostering agile and efficient production.



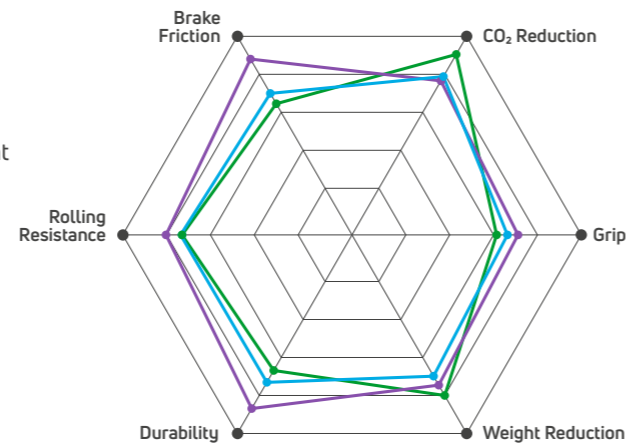
REDEFINING MATERIALS

Reusable Elastomers

Our production method gives us access to a wide range of materials previously unavailable for pneumatic tyres. With our expertise in sourcing, we're not merely choosing materials off a shelf; we're meticulously selecting the right materials tailored for specific vehicles, enhancing performance, safety and product design.

We set new product standards for the industry, also in terms of reduced emissions. reTyre is not just shaping the future of tyre manufacturing; we are leading a paradigm shift towards more efficient, safer, and environmentally friendly industrial practices.

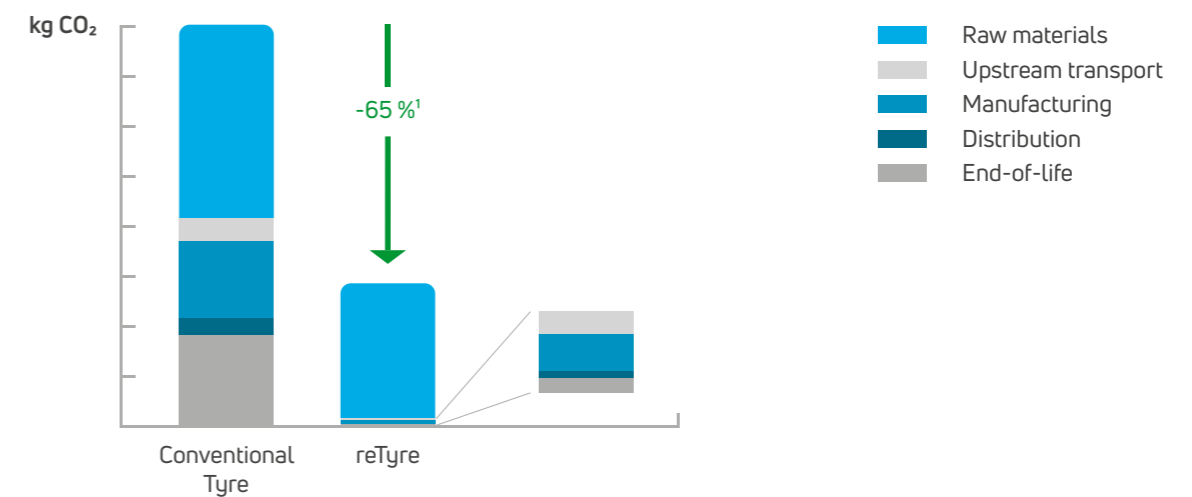
All our tyres are more sustainable compared to conventional vulcanised tyres, since every material we use will reduce the emissions.



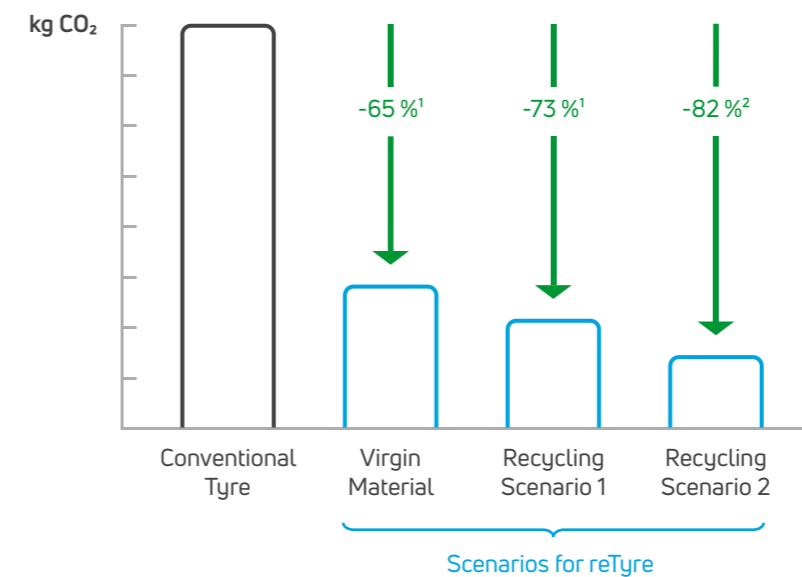
REDUCING EMISSIONS

3rd Party Verified LCA

Raw materials, end of life and manufacturing are the three major contributors in the conventional tyre life cycle. The main factor influencing the reTyre product's life cycle is the raw material. Just by material selection we have better control over the carbon footprint.



CO2 Reduction Through Recycling



If the virgin elastomers are replaced with recycled material, the CO2 reduction achieved will be even better, with reductions of 73% in Scenario 1 and 82% in Scenario 2.



¹ Emilce Romarion & Vijay Thakur. Products: Conventional Bike Tyre & ReTyre. Comparative life cycle analysis. Intertek. November 2023.
² reTyre AS. Comparative life cycle analysis. 2024. (Based on ¹)
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COMPLIANCE

Meet EU Regulations

Enhance your corporate sustainability and meet environmental goals. Detailed LCAs are essential for you to fulfil future regulations and meet the expectations of the next generation of customers.

ISO And REACH Compliance

- ✓ ISO 5775-1: Bicycle Tyres and Rims
- ✓ ISO 4210: Safety Requirements for Bicycles
- ✓ ISO 8098: Cycles – Safety requirements for bicycles for young children (ISO 8098:2023)
- ✓ EN 1888-1:2018+A1:2022: Child care articles Wheeled child conveyances – Part 1 and 2

Further regulations are fulfilled

- Regulation (EC) 1907/2006 REACH
- Regulation (EC) 1272/2008 CLP
- Regulation (EU) 2019/1021 (POP)
- Directive 94/62/EC PPWD
- Directive 2000/53/EC on end-of life vehicles
- Directive 2011/65/EU RoHS
- Directive 2012/19/EU (WEEE)
- Directive 2001/95/EC on general product safety
- Concerning absence of certain substances



CHILDREN'S BICYCLE TYRE RANGE



AURA

Lightweight Design

Aura with its *twin-tread*, non directional design and low weight is designed specifically for early years riders, perfect for balance bikes, smaller pedal bikes, and even bike trailers. This tyre provides unmatched stability and predictability, ensuring a safe and confident ride for young cyclists.

Engineered for excellent rolling speed and minimal drag, it performs exceptionally well on hard pack or paved surfaces, making it an ideal choice for a variety of riding conditions. This tyre offers the performance and reliability children need for a smooth and enjoyable ride. It guarantees stability, speed, and versatility, helping them to develop their cycling skills with ease and confidence.



Diameter 8" / 137mm to 26" / 559mm
Width 1.75" / 47mm to 2.25" / 55mm
Carcass 60TPI
Bead Aramid Folding

Rolling

Road Grip

Off-Road Grip



JORD

Extra Grip

Jord offers a rougher tread design that provides added grip when cornering and in challenging conditions. Its low rolling resistance makes it a great choice for multiple surfaces.

The tyre boasts a fun and dependable tread design, offering a perfect balance of grip wherever your adventure may lead. Drawing inspiration from traditional mountain bike tyres, it features a shallow knob profile, ensuring a smooth ride and keeping the bike rolling effortlessly for younger riders.



Diameter 8" / 137mm to 26" / 559mm
Width 1.75" / 47mm to 2.25" / 55mm
Carcass 60TPI
Bead Aramid Folding

Rolling

Road Grip

Off-Road Grip



INTI

Incredibly Versatile

This tyre delivers a perfect blend of speed and grip, making it well-suited for a variety of riding conditions. Designed for fast acceleration on hard-pack surfaces, it's an excellent choice for young riders seeking performance and reliability.

Compatible with most rigid fork kids' bikes, from 14" up to 26" wheels, this tyre is built to meet the needs of growing cyclists. The high quantity of knobs ensures multiple contact points with the ground, promoting stability without sacrificing traction. Whether racing around the neighbourhood or tackling trails, this tyre provides the confidence and control young cyclists need, offering versatility, speed, and stability for any riding adventure.



Diameter 8" / 137mm to 26" / 559mm
Width 1.75" / 47mm to 2.25" / 55mm
Carcass 60TPI
Bead Aramid Folding

Rolling Road Grip Off-Road Grip



TERRA

For The Next Adventure

Introducing our new kid-focused MTB trail tyre, specially designed to meet the unique needs of young riders. This tyre features a versatile tread pattern that strikes the perfect balance of knob spacing and height, enhanced with additional features to maximise traction.

Thanks to its centre knob pattern, this tyre rolls fast, ensuring a smooth and swift ride on any trail. The shoulder knob design, with optimised height and spacing, allows for hard cornering, providing stability and confidence for young cyclists navigating turns.

Perfectly suited for a variety of off-road riding conditions, this tyre is ideal for children and young adults seeking adventure and performance on their mountain biking trails, delivering speed, control, and versatility on every ride.



Diameter 8" / 137mm to 26" / 559mm
Width 1.75" / 47mm to 2.25" / 55mm
Carcass 60TPI
Bead Aramid Folding

Rolling Road Grip Off-Road Grip



CITY BICYCLE TYRE RANGE



ALTA



For Big City Bikes

This tyre is designed for speed and efficiency on urban roads. It features a smooth and minimal tread pattern to reduce rolling resistance, with a slick centre section and sipes on the outer edges to effectively disperse water.

Engineered for fast and dynamic city riding, its lightweight construction enhances speed and manoeuvrability, allowing the cyclist to navigate through city streets with ease. The compound provides excellent grip in both dry and wet conditions, ensuring a safe and reliable ride. Additionally, its compound ensures long-lasting performance, making it an ideal choice for daily commutes and urban adventures, delivering superior speed, control, and longevity.

Diameter 20" / 406mm to 29" / 622mm

Width 1.2" / 30mm to 2.6" / 66mm

Carcass 60TPI

Bead Aramid Folding

Reflective Sidewall ECE-R88 Certified

E-Bike Ready ECE-R75 Certified

Rolling

Road Grip

Off-Road Grip

Puncture Protection



LEKA



The Daily Commuter

This tyre boasts a smooth centre tread with enhanced siping, ensuring a versatile ride that adapts seamlessly to different surfaces. Despite its lightweight construction, it offers a perfect balance of durability and performance, making it an ideal choice for daily commuting, provide excellent grip in various weather conditions. Plus, with a wide range of sizes available, this tyre is compatible with most urban bikes, ensuring that every cyclist can experience its exceptional quality.

- Diameter** 20" / 406mm to 29" / 622mm
- Width** 1.2" / 30mm to 2.6" / 66mm
- Carcass** 60TPI
- Bead** Aramid Folding
- Reflective Sidewall** ECE-R88 Certified
- E-Bike Ready** ECE-R75 Certified

- Rolling
- Road Grip
- Off-Road Grip
- Puncture Protection



HOLM



Urban Adventures

This tyre enables an easy transition between city riding and light trail biking. It features low-profile center knobs for smooth, fast rides, with higher side knobs providing increased traction and superior cornering stability.

Lightweight and agile, it ensures enhanced speed on light trails and streets, while its robust construction withstands the rigours of urban and trail use. The pronounced side knobs and water dispersion channels offer excellent grip and control, even in wet conditions.

Suitable for a variety of bikes, this tyre is available in sizes that fit both MTB and urban bike frames, providing the perfect balance of speed, stability, and durability.

- Diameter** 20" / 406mm to 29" / 622mm
- Width** 1.2" / 30mm to 2.6" / 66mm
- Carcass** 60TPI
- Bead** Aramid Folding
- Reflective Sidewall** ECE-R88 Certified
- E-Bike Ready** ECE-R75 Certified

- Rolling
- Road Grip
- Off-Road Grip
- Puncture Protection



SUND



Strong Suburban Character

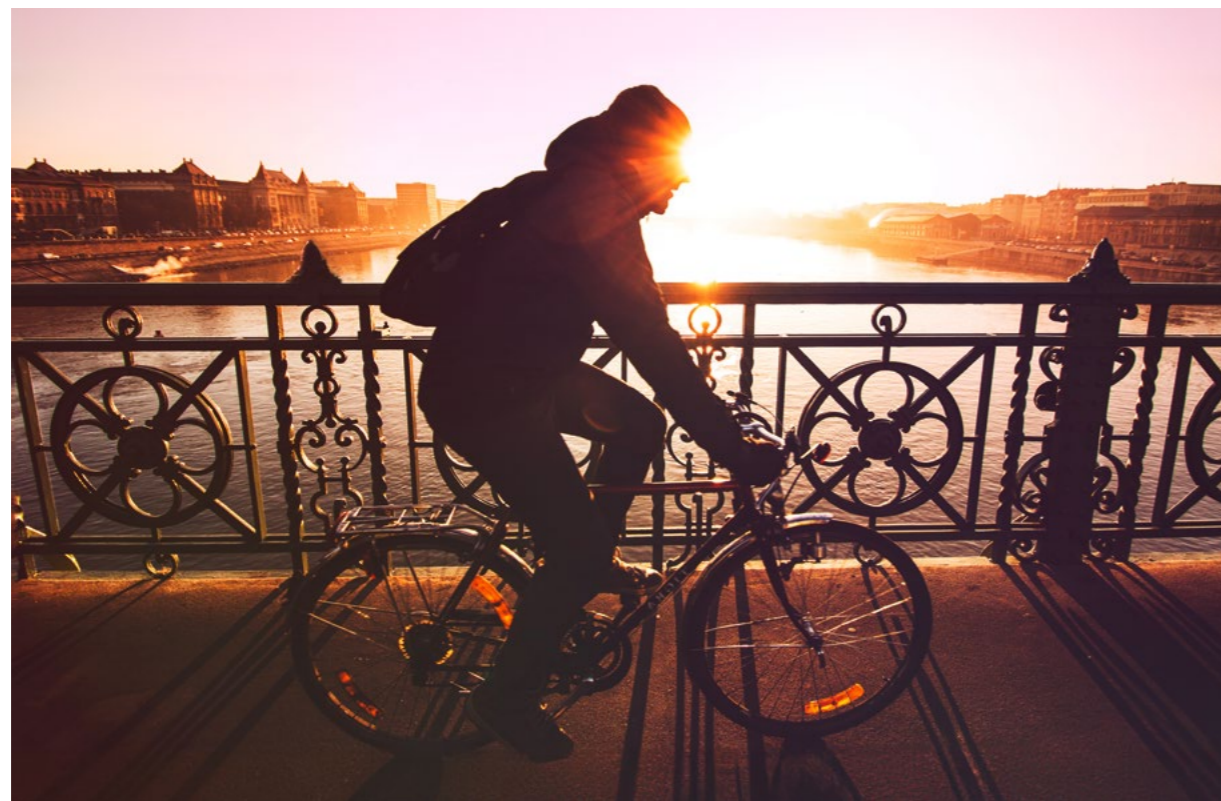
Introducing our latest hybrid tyre, providing performance on both paved roads and light off-road trails. Featuring a semi-slick centre with more pronounced side knobs, this tyre ensures excellent cornering grip on loose ground while maintaining a fast-rolling and efficient centre section.

With a unique puncture protection breaker, this tyre offers enhanced durability without sacrificing flexibility. Its lightweight construction strikes the perfect balance, making it an ideal choice for versatile riding.

Designed to handle a variety of terrains, from dirt and gravel to city streets, the compound is tailored for superior grip and wear resistance. Available in sizes suitable for hybrid and city bikes, this tyre delivers enhanced traction and reliable performance for every ride.

- Diameter** 20" / 406mm to 29" / 622mm
- Width** 1.2" / 30mm to 2.6" / 66mm
- Carcass** 60TPI
- Bead** Aramid Folding
- Reflective Sidewall** ECE-R88 Certified
- E-Bike Ready** ECE-R75 Certified

- Rolling
- Road Grip
- Off-Road Grip
- Puncture Protection



DEVELOPMENT



New Opportunities

The product team at reTyre is constantly working on new sizes and tread patterns. Tyres for numerous vehicle types will be launched continuously, with new opportunities in materials, design and qualities.

Our tyre test centre evaluates grip, traction, rolling resistance and durability under various conditions. By optimising these performance indicators, we can produce high-quality tyres that enhance driving experience, road safety and ensure long-term performance.

In addition to our own test centre are we commissioning external independent companies to test our tyres. This ensures full transparency for our customers and allows us to test for other criteria or under other conditions.



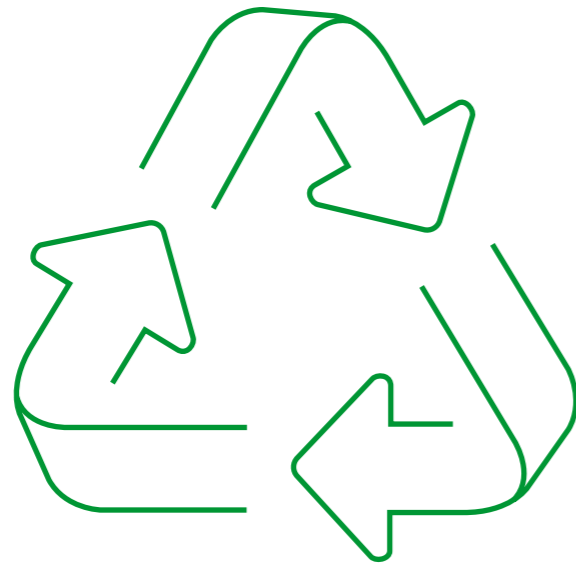
BREAKING BOUNDARIES

With Reusable Materials

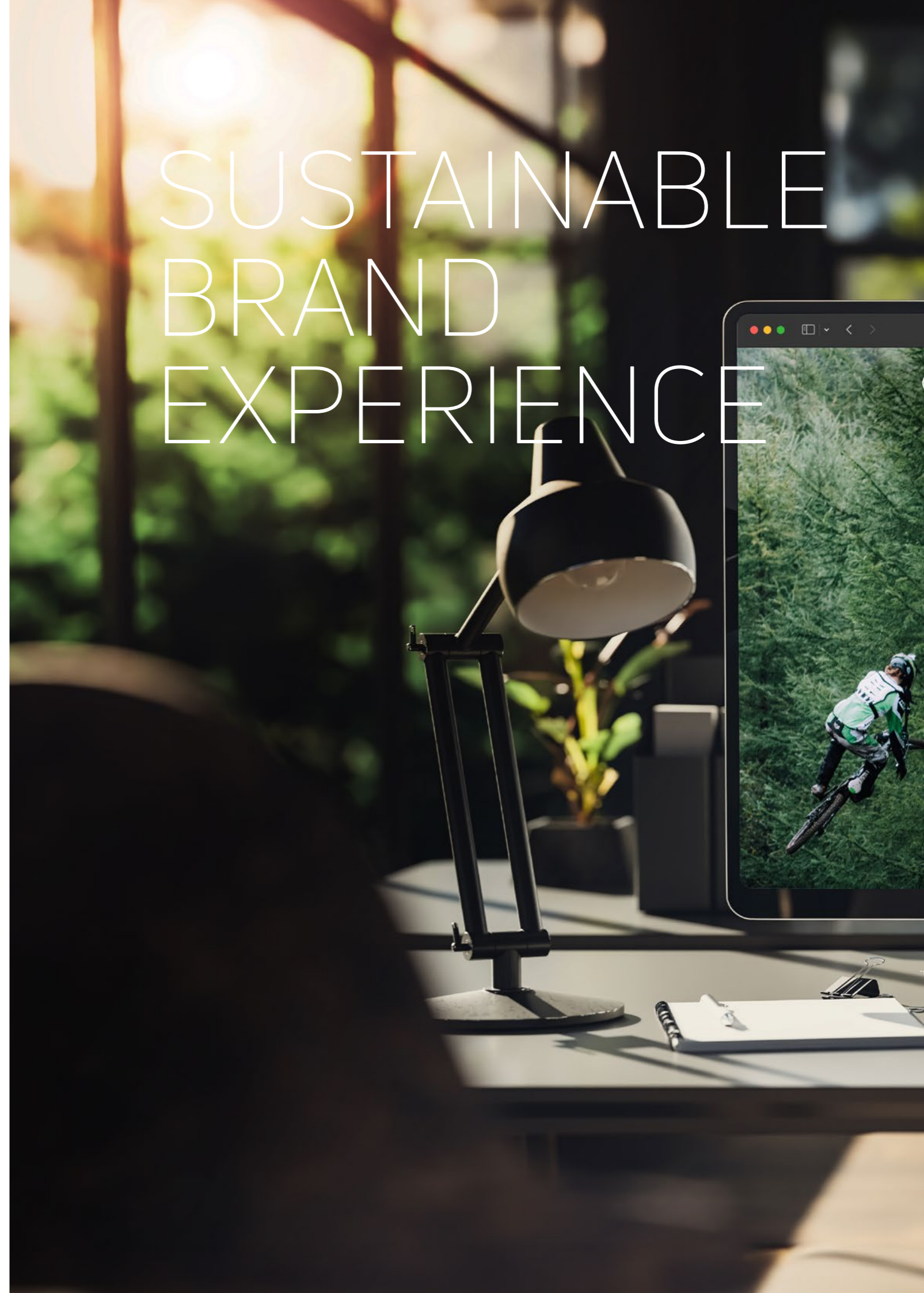
With sustainability and innovation as core values, reTyre is always working to break the limits for what is possible with materials in combination with our production method.

Establishing partnerships with world leading innovators in materials, facilitating collaborations and joint innovation has led us to utilise materials stemming from a wide range of sustainable sources, such as algae, recycled plastics or reclaimed fishnets.

With a focus on circularity, we are making sure to make the most out of the resources available and taking an active role in utilising sustainable and reusable materials in tyres.



SUSTAINABLE BRAND EXPERIENCE



ELEVATE

Customer Loyalty Through Sustainable Choices

Create A Retail Experience

Differentiation inside the shops will showcase your new environmental goals to your customers. Your products will be outstanding in new ways, on top of a global trend.

Make the products shine, right where the customers are making their decision for the next generation.

63%

of executives say that sustainability initiatives helped boost revenues

Source: Capgemini Research Institute
N = 750 Organisations



AMPLIFYING

Your Brand Through Sustainable Innovation

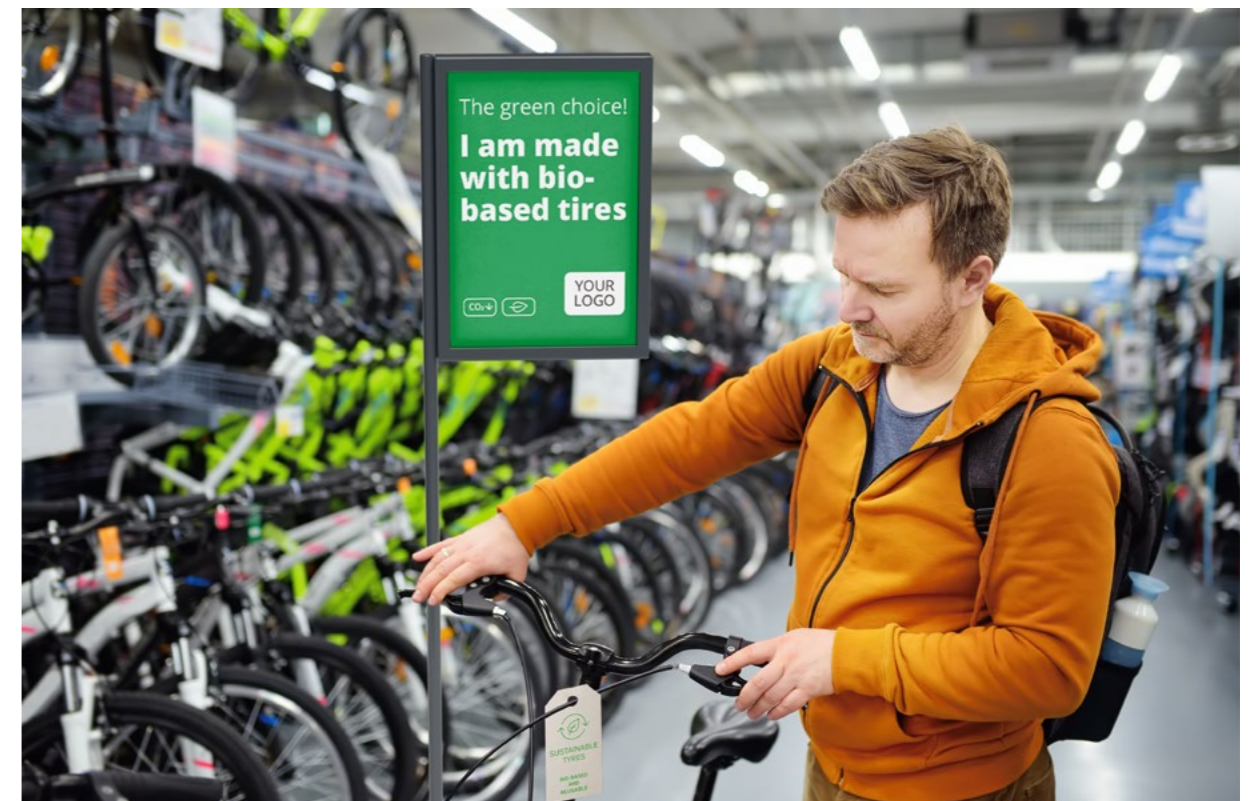
Make A Statement

Being a pioneer with sustainable tyres will immediately differentiate you from your competitors and show your customers that you are taking serious actions for the environment. This gives you wide range of new possibilities to market your brand.

91%

of households with children state that sustainability is important to them.

Source: KPMG
500 ≤ N ≤ 2,000



CONTACT



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Chief Commercial Officer

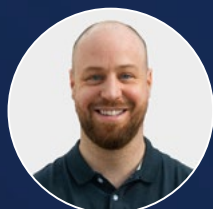
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