reTyre

SUSTAINABLE TYRES

Product Catalogue

INDEX

LEADING THE CHANGE

Redefining Tyre 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 CO_2 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. 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 %

CO_2 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.

2015 — Founded by chemical engineers in Norway

2017 — IP patented the first product from reTyre

2019 — Red Dot Design Award

2020 — B2B partnerships and sales in 30+ countries

2021 — ADAC TEST *"CLEAR TEST WINNER"* — Test winner at Europe's largest automobile association ADAC

2022 — Company wide pivot

2023 — Introducing sustainable tyres

2024 — Start of mass production up to 24"

2025 — Mass production 26" and above

2026 — Opening of additional strategically placed factories

Shortlisted for Environmental breakthrough of the year – manufacturing

Co-funded by the European Union

The Research Council of Norway

Statkraft

NTNU Norwegian University of Science and Technology

Innovation Norway

European Commission Horizon 2020 European Union funding for Research & Innovation

WE SUPPORT UN GLOBAL COMPACT

A GLOBAL CHALLENGE

4 Billion Tyres In Landfills

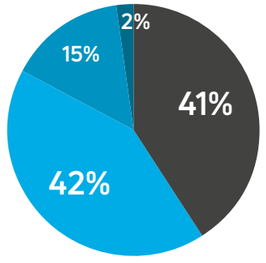
The world faces an escalating crisis with tyre waste, contributing to environmental deterioration, pollution, and poor waste management. The market growth in the tyre industry is estimated at 7.42 %[1]. About 1.5 billion car tyres where sold in total (original equipment[2] and after market[3] together). In addition, 286 million new bicycle tyres where released from OEMs in 2022[4].

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 globally[5], 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 exhaust[9]. 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 oceans[8], 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 Our Products

reTyre offers the world's first pneumatic tyres that are reusable and enable a circular economy. The sustainable tyres are made from sustainable, reusable materials and the automated manufacturing enables an on-site production with drastically lower 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 CO_2 Reduction

Depending on material selection and product design

A NEW ERA

ReTyre Smart Manufacturing

At reTyre, we've compressed traditional tyre manufacturing—once reliant on massive facilities, outdated processes, and resource-heavy methods—into a smart, automated system powered by advanced technology. By doing so, we've achieved unmatched levels of **sustainability**, **efficiency**, and **scalability**

	Conventional	reTyre
Production	Manual vulcanising	Automated injection moulding
Machinery	Complex	Smart, automated
Flexibility	Difficult to adapt	On-demand manufacturing
Material	Vulcanised Rubber	Diverse material options
Sustainability	Reliant	High
Innovation	Slow speed	Fast, agile

MADE IN ...

Unique Supply Chain Benefits

Our processes demand significantly less space, energy, water, and manpower, paving the way for sustainable manufacturing facilities across multiple continents.

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.

Sustainability
Reduced emissions and waste through localised production.

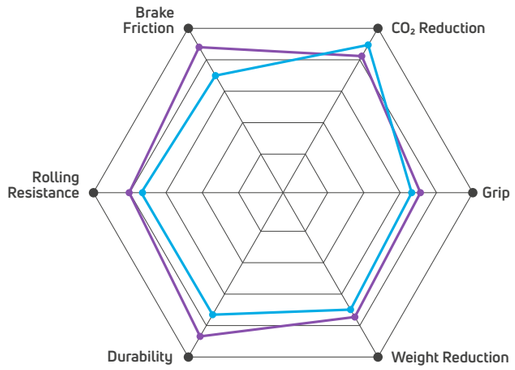
Efficient Tyre Access
Improved distribution channels and short delivery routes.

Swift Response
Quick adaptation to market and production demands.

REDEFINING MATERIALS

Reusable Elastomers

Our distinct compound groups offer the maximum of sustainability with a unique characteristic, tailored for specific vehicle needs.



GREEN

A robust and reliable option tailored for the mass market, providing a sustainable alternative at an accessible price point.

GREEN Performance

Engineered for elevating endurance and heat resistance for high-load/high speed vehicles.

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.

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

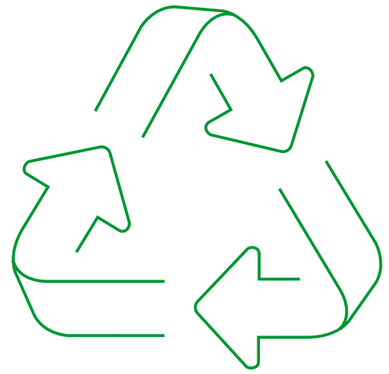
BREAKING BOUNDARIES

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 lead 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.



Recycled feedstock
For example:
- Used kitchen oil
- Residue from the pulp industry
- Post consumer recyclate (PCR)
- Post industrial recyclate (PCI)

Plant-based feedstock
For example:
- Hops
- Citrus fruit waste
- Castor oil plant
- Industrial corn
- Sugar cane

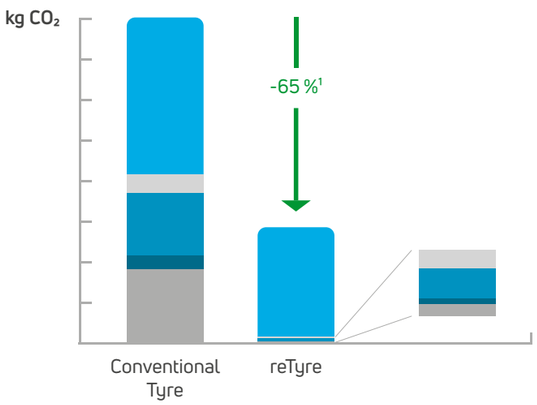
reTyre
SMART FACTORY

REDUCING EMISSIONS

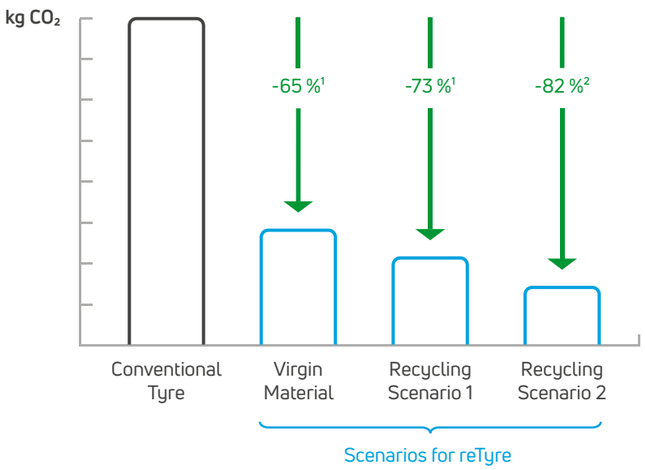
3rd Party Verified LCA

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.

intertek
Total Quality. Assured.



CO_2 Reduction Through Recycling



If the virgin elastomers are replaced with recycled material, the CO_2 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])

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

REVOLUTIONISING

Conventional Tyre		reTyre
✗	Reusable tyres in a circular economy	✓
✗	Sustainable, responsible material usage	✓
✗	Localised production	✓
✗	Reducing CO_2 emissions in all products	✓
✗	Fully transparent, providing LCAs for all products	✓

CHILDREN'S BIKE 8–26"

AURA

Lightweight Design

Aura features a lightweight construction with a *twin-tread*, bi-directional design. It's ideal for balance bikes, smaller pedal bikes, and even bicycle trailers and jogging strollers, where its reliable performance ensures a stable and smooth ride.

Offering exceptional stability and control, Aura provides a safe and confident experience for early cyclists. Engineered for optimal rolling speed and minimal drag, this tyre performs beautifully on hard-packed or paved surfaces, making it perfect for a wide range of conditions. This tyre delivers the performance and reliability young riders and trailer passengers need for a smooth, enjoyable experience, supporting cycling development with ease, speed, and versatility.

Diameter	8" / 137mm to 26" / 559mm
Width	1.75" / 47mm to 2.25" / 55mm
Carcass	30TPI
Bead	Aramid Folding

Product Emissions (in kg CO_2-eq)

Example Tyre in 10"	
Conventional	1.0 kg CO_2-eq
reTyre	0.3 kg CO_2-eq

The emissions for Aura in 10" are based on our third-party verified LCA using the cradle-to-cradle design (see p. 12). The calculation may vary depending on the choice of material and product design.

Rolling	Road Grip	Off-Road Grip

FORTI

Easy Rolling

A durable and reliable tyre for younger riders, offering easy rolling for effortless, efficient cycling. The tread design ensures minimal resistance, excellent traction, and durability.

Forti provides young cyclists with confidence and stability as they begin their two-wheel journey. Versatile enough to cater to riders of all ages and skill levels, this tyre is designed to support young cyclists with dependable performance and ease of use.

Diameter	8" / 137mm to 26" / 559mm
Width	1.75" / 47mm to 2.25" / 55mm
Carcass	30TPI
Bead	Aramid Folding

Product Emissions (in kg CO_2-eq)

Example Tyre in 16"	
Conventional	2.5 kg CO_2-eq
reTyre	0.8 kg CO_2-eq

The emissions for Forti in 16" are based on our third-party verified LCA using the cradle-to-cradle design (see p. 12). The calculation may vary depending on the choice of material and product design.

Rolling	Road Grip	Off-Road Grip

VIRA

Road Meats Dirt

Vira is a versatile multi-surface tyre engineered for tarmac, hard-pack trails, and light gravel adventures. Its 60 TPI carcass with folding construction and an aramid bead ensures a lightweight yet reliable performance. The tread features a slick central line for fast and smooth riding on paved surfaces, while gradually rising small knobs enhance grip on light gravel. Larger shoulder knobs provide added confidence and control when cornering, ensuring a stable and secure ride across varied terrains.

Diameter	8" / 137mm to 26" / 559mm
Width	1.75" / 47mm to 2.25" / 55mm
Carcass	30TPI
Bead	Aramid Folding

Product Emissions (in kg CO_2-eq)

Example Tyre in 18"

Conventional	3.0 kg CO_2-eq
reTyre	0.9 kg CO_2-eq

The emissions for Vira in 18" are based on our third-party verified LCA using the cradle-to-cradle design (see p. 12). The calculation may vary depending on the choice of material and product design.

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 8" 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	30TPI
Bead	Aramid Folding

Product Emissions (in kg CO_2-eq)

Example Tyre in 12"

Conventional	1.5 kg CO_2-eq
reTyre	0.5 kg CO_2-eq

The emissions for Inti in 12" are based on our third-party verified LCA using the cradle-to-cradle design (see p. 12). The calculation may vary depending on the choice of material and product design.

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	30TPI
Bead	Aramid Folding

Product Emissions (in kg CO_2-eq)

Example Tyre in 24"	
Conventional	4.0 kg CO_2-eq
reTyre	1.3 kg CO_2-eq

The emissions for Terra in 24" are based on our third-party verified LCA using the cradle-to-cradle design (see p. 12). The calculation may vary depending on the choice of material and product design.

Rolling

Road Grip

Off-Road Grip

CITY BIKE FROM 20"

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

Product Emissions (in kg CO_2-eq)

Example Tyre in 24"	
Conventional	4.0 kg CO_2-eq
reTyre	1.3 kg CO_2-eq

The emissions for Alta in 24" are based on our third-party verified LCA using the cradle-to-cradle design (see p. 12). The calculation may vary depending on the choice of material and product design.

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

Product Emissions (in kg CO_2-eq)

Example Tyre in 20"	
Conventional	3.3 kg CO_2-eq
reTyre	1.0 kg CO_2-eq

The emissions for Leka in 20" are based on our third-party verified LCA using the cradle-to-cradle design (see p. 12). The calculation may vary depending on the choice of material and product design.

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

Product Emissions (in kg CO_2-eq)

Example Tyre in 20"	
Conventional	3.3 kg CO_2-eq
reTyre	1.1 kg CO_2-eq

The emissions for Holm in 20" are based on our third-party verified LCA using the cradle-to-cradle design (see p. 12). The calculation may vary depending on the choice of material and product design.

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

Product Emissions (in kg CO_2-eq)

Example Tyre in 24"	
Conventional	4.0 kg CO_2-eq
reTyre	1.3 kg CO_2-eq

The emissions for Sund in 24" are based on our third-party verified LCA using the cradle-to-cradle design (see p. 12). The calculation may vary depending on the choice of material and product design.

Rolling	Road Grip	Off-Road Grip	Puncture Protection

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

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