



## Information

### Messe Essen is Already Reporting Records Before the Start:

### The Largest Tyre Trade Fair of All Time Will Begin on June 5, 2012

### Reifen Essen More International Than Ever: Two Thirds of the Exhibitors Will Come from Abroad

### Innovation Award Even More Coveted Than Until Now - 28 Applications to be Candidates

Venue for innovations: At the 27th international Reifen trade fair, everything will revolve around innovations and refinements at Messe Essen. On June 5 - 7, 2012, 645 exhibitors from 44 nations will present the range available on the world market in the sectors of tyres, wheels and chassis technology. Thus, the number of exhibitors will climb by over ten percent in comparison with the last Reifen trade fair. Reifen 2012 will be the largest since the premiere of the trade fair 50 years ago. And the most international: Over two thirds of the exhibitors will come from abroad.

The spectrum of the announced new products and services is widespread: Here, the trade visitors will find everything that moves the sector. Messe Essen and Bundesverband Reifenhandel und Vulkaniseur-Handwerk (BRV - "Federal Association of the Tyre Trade and the Vulcanisers' Skilled Trade") will highlight its high innovation and development potential with the presentation of the Innovation Award for pioneering new developments. 21 companies from six nations have submitted a total of 28 applications to be candidates.

### The Race for the "Oscar of the Tyre Sector" Remains Exciting

The competitors in the race for the "Oscar of the Tyre Sector" include (for example) a robot axle measurement system, a mobile in-situ service branch, rubber from recycled old tyres or the chassis which can be adjusted with an iPhone App. An independent expert jury will assess the applications to be candidates in the three categories: "Technology and Products", "Service Concepts and Process Optimisation" and "Environmental and Resource Savings". The race will remain exciting right up to the last moment: The winners will only be announced on the occasion of the presentation of the awards in the evening before the first day of the fair.



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## Specialist Conference Will be Dedicated to the Tyre Label

Traditionally, Reifen is the discussion platform from which important signals are sent out into the sector, e.g. on the subject of the tyre label too. As from November 2012, there will be one important reform not only for the specialised tyre trade but also for the ultimate consumer: For the first time, the tyre label will be an obligation for all the new tyres sold in the European Union and will ensure more transparency and orientation when they are purchased.

An expert from Wirtschaftsverband der deutschen Kautschukindustrie (wdk - "Economic Association of the German Rubber Industry") will examine the new marking for tyres in greater detail at the opening press conference on the first day of the fair. Moreover, BRV will stage a specialist conference on this subject on the third day of the fair.

## Ex-Formula 1 Driver Christian Danner is the "Face" of the Campaign Entitled "wdk Certification of the Fitting of UHP and Runflat Tyres"

Another important subject will relate to the ultra-high-performance (UHP) tyres and to the runflat tyres which are being fitted ever more frequently. Almost one in three car drivers already drive with tyres in this category today. The German tyre trade was able to register a substantial rise in sales here. Thus, around one million winter runflats and 700,000 summer runflats were sold in 2011. Until now, around 900 tyre service businesses certified by wdk have offered the fitting of these tyres; according to BRV, the objective is to certify all the around 3,440 member businesses in the association.

Christian Danner, traffic safety expert, TV presenter and ex-Formula 1 driver, is the face of the nationwide campaign of the associations of the tyre trade and the tyre manufacturers (BRV and wdk) for the safe fitting of UHP and runflat tyres. During the press conference for the fair, he too will be on the podium in order to answer any questions about the modern premium standard tyres. Moreover, show fitting sessions with Christian Danner are planned on the first day of the fair.

Further information:

[www.reifen-messe.de](http://www.reifen-messe.de)