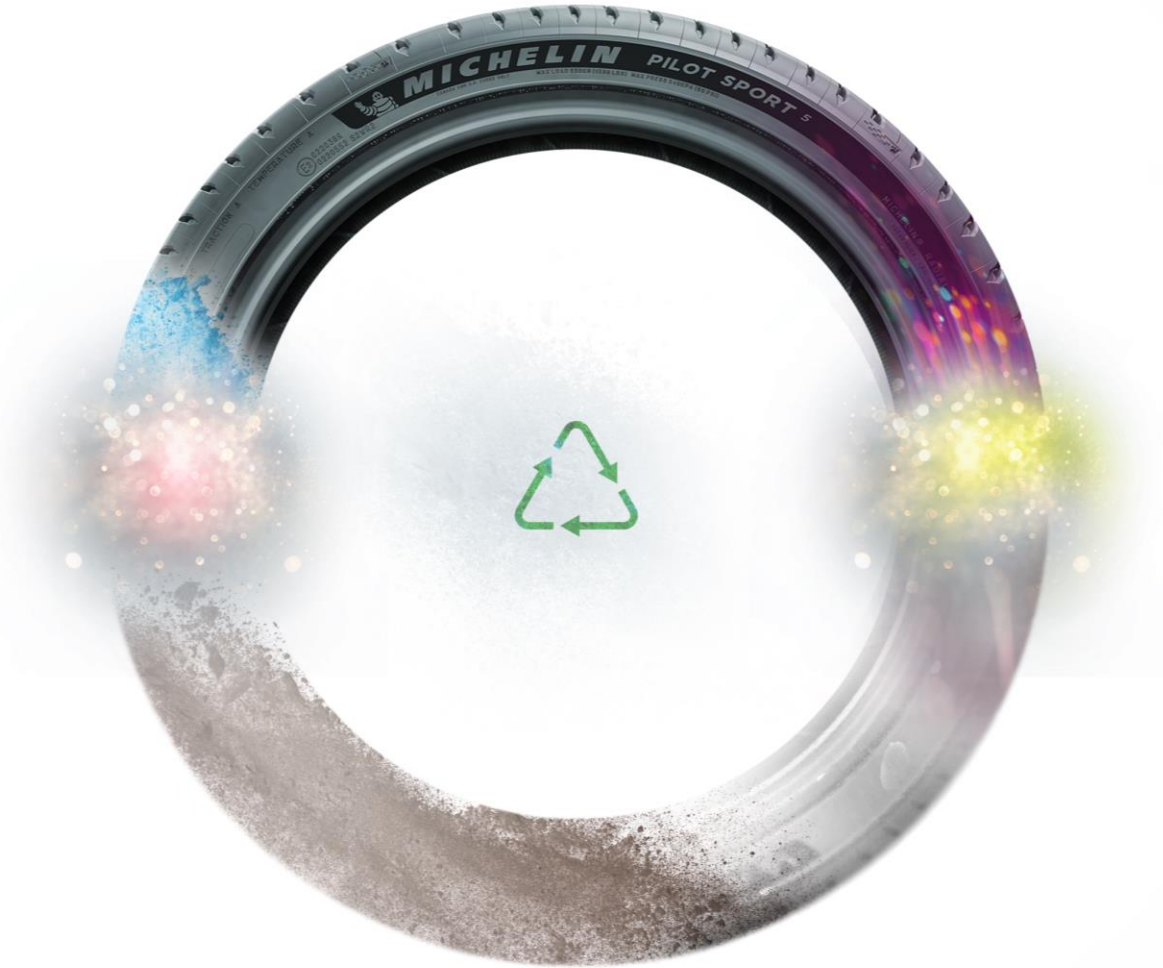




**COLLECTING AND
RECYCLING TIRES:
TODAY'S WASTE
IS
TOMORROW'S
RESOURCES?**

MICHAEL COGNE,
Head of the Blackcycle Consortium,
and Materials Research
Program Manager



MEDIA DAY

[November 25, 2021]



"TOWARDS A 100%-SUSTAINABLE TIRE",
AT EVERY STAGE IN ITS LIFECYCLE



MEDIA DAY

[November 25, 2021]



COLLECTING AND RECYCLING END-OF-LIFE TIRES: AN ENORMOUS GLOBAL CHALLENGE

**1.6 BILLION
TIRES**

**26 MILLION METRIC
TONS**

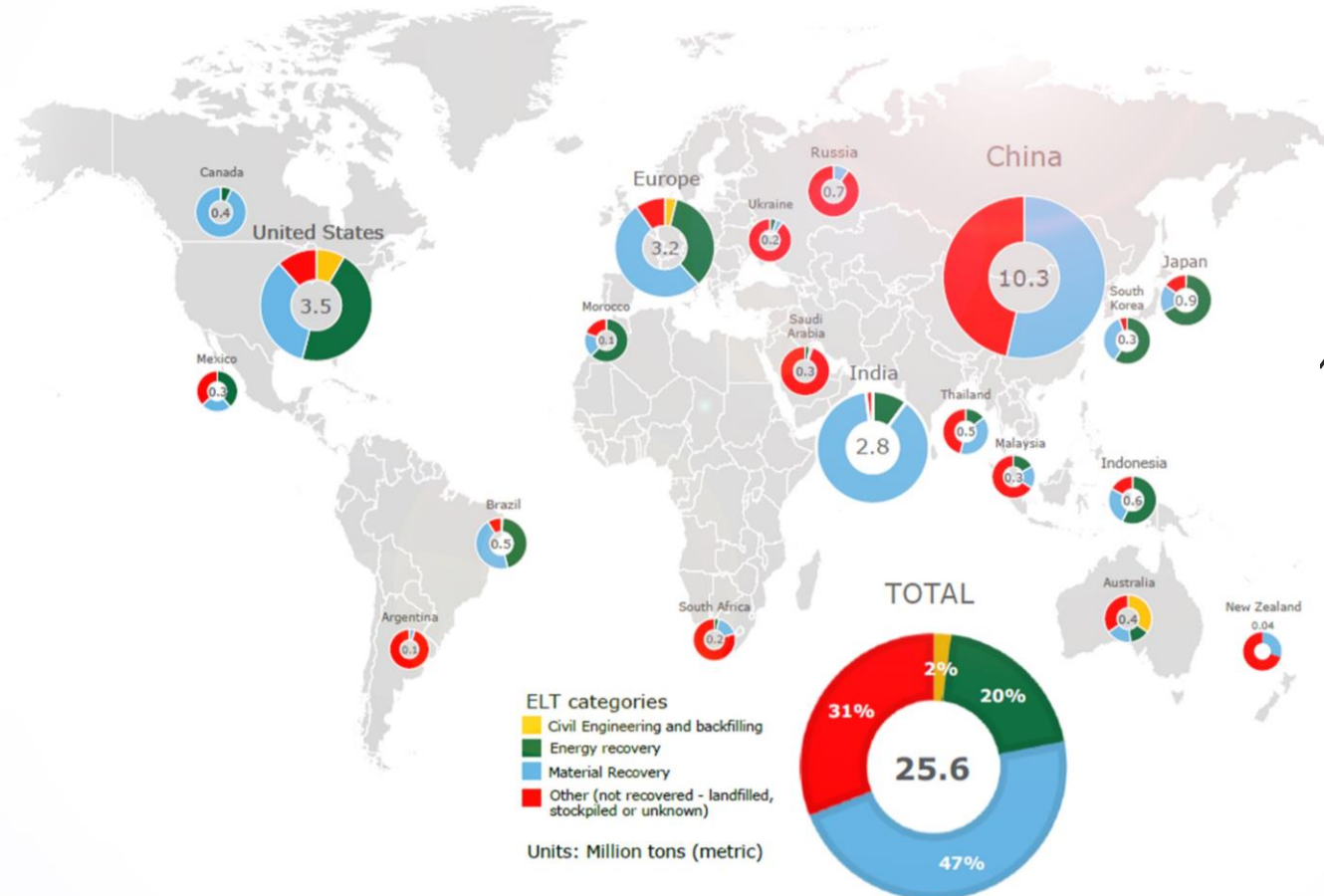


MEDIA DAY

[November 25, 2021]



COLLECTING END-OF-LIFE TIRES: AN ALREADY HIGHLY-ADVANCED INDUSTRY



ALMOST **90%** OF TIRES ARE COLLECTED THROUGHOUT THE WORLD

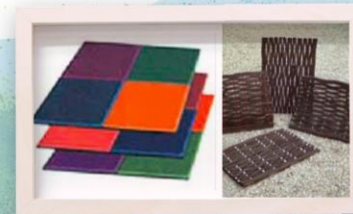
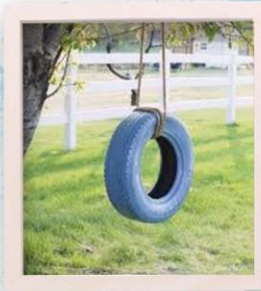
MEDIA DAY

[November 25,
2021]



RECYCLING END-OF-LIFE TIRES: A MAJOR CHALLENGE

REPROCESSING
MATERIALS



REPROCESSING
ENERGY



MEDIA DAY

[November 25, 2021]



**OUR GOAL:
MAKE TODAY'S WASTE INTO TOMORROW'S RESOURCES**



TOMORROW: CIRCULAR RECYCLING FOR A HIGH-ADDED VALUE TIRE

MEDIA DAY

[November 25, 2021]



TIRE RECYCLING:
*ECOSYSTEMS, COMPLEX KNOW-HOW AND
INDUSTRIES TO BE CREATED*



PYROWAVE

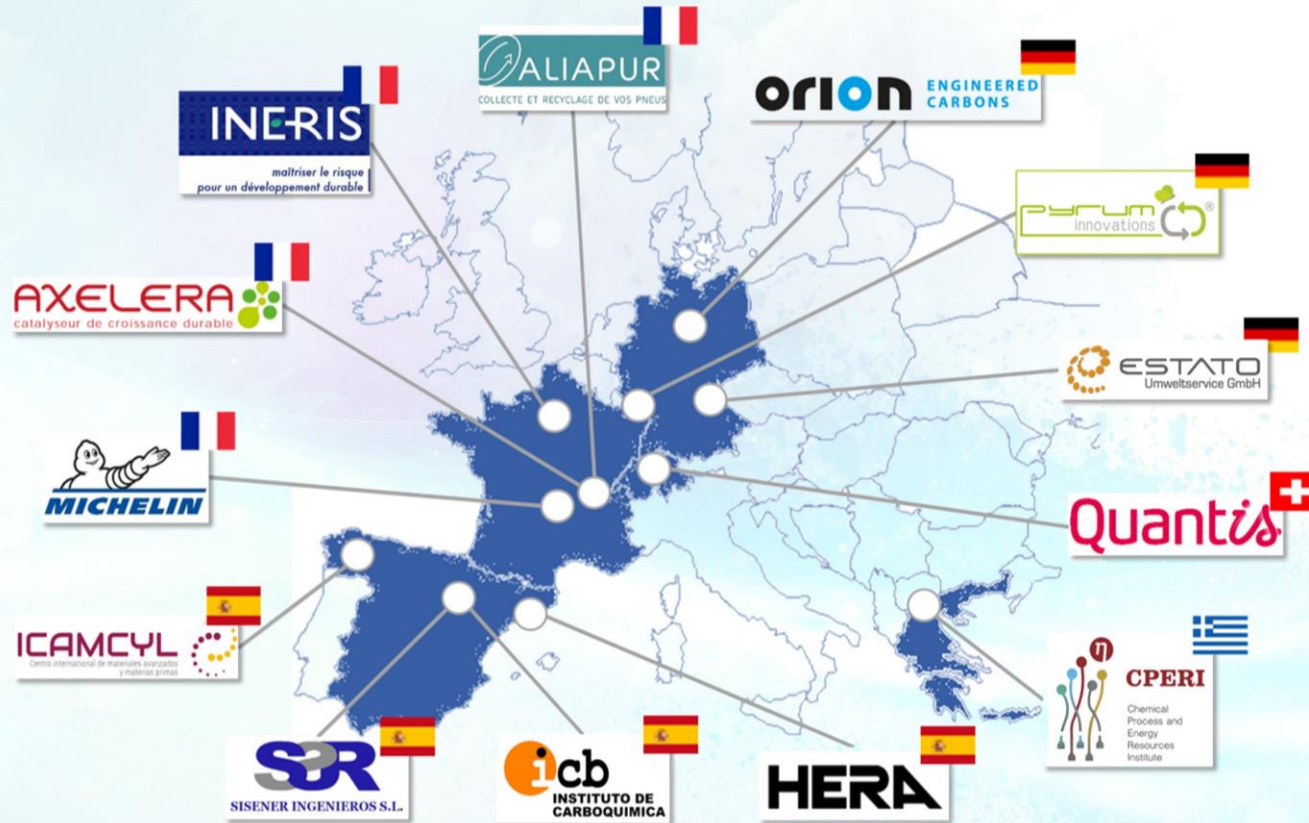


MEDIA DAY

[November 25, 2021]



BLACKCYCLE: BUILDING INDUSTRIES TOGETHER TO RECYCLE TIRES

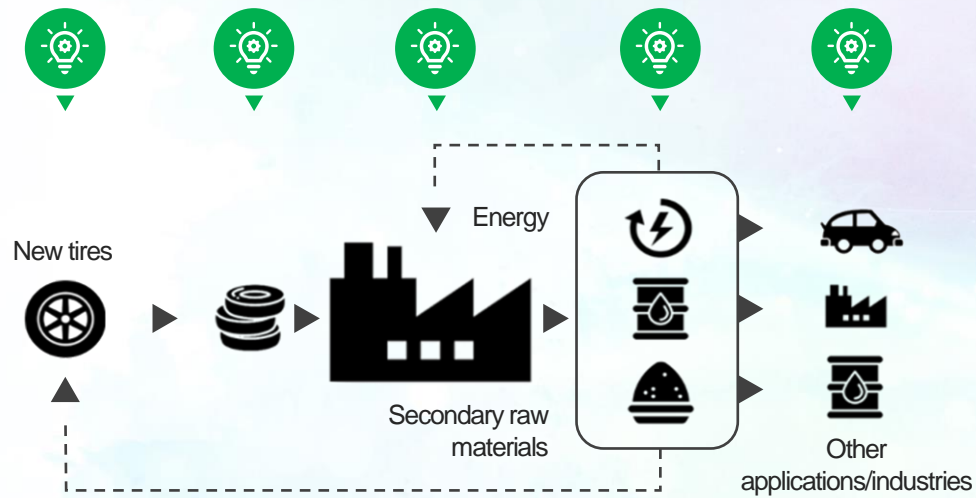


MEDIA DAY

[November 25, 2021]



BLACKCYCLE: INNOVATIONS NEEDED THROUGHOUT THE VALUE CHAIN



PARTNERS WITH TARGETED SKILLS

MEDIA DAY

[November 25, 2021]



OUR PARTNERSHIP WITH BRIDGESTONE

CARBON BLACK INDUSTRY



MEDIA DAY

[November 25, 2021]



"TOWARDS A 100%-SUSTAINABLE TIRE", AT EVERY STAGE IN ITS LIFECYCLE



MEDIA DAY

[November 25, 2021]

