

Media Release

31st of March 2022

TyreConnect joins Tyre Stewardship Australia to drive positive environmental outcomes.

TyreConnect is the latest tyre importer to join Tyre Stewardship Australia. The importer and wholesaler, which along with tyresales is owned by leading Australia automotive, motorcycle and marine classifieds business, carsales, will partner with Tyre Stewardship Australia (TSA) in a commitment to the responsible disposal of end-of-life tyres.

TyreConnect's contribution to the national Tyre Product Stewardship Scheme takes the total number of importers to ten.

TyreConnect CEO, David Campsell said the decision to sign on to the stewardship program was recognition of the importance of TSA and its achievements.

"By cultivating win-win relationships like this one with Tyre Stewardship Australia, the carsales tyre group (which includes the TyreConnect and tyresales businesses) shows it is serious about preserving and protecting the environment for the next generation. Tyre stewardship is a responsibility we take seriously," Campsell explained.

carsales is a member of the ASX 100, and is committed to sustainability and appropriate environmental governance.

TSA CEO Lina Goodman congratulated TyreConnect: "In joining TSA as a financial contributor, TyreConnect joins our other importers in showing leadership towards sustainable practices for used tyres. We congratulate TyreConnect for taking this important initiative to drive positive environmental outcomes."

TyreConnect joins Bridgestone, Continental, Goodyear Dunlop, Hankook, Kumho, Michelin, Pirelli, Toyo, Yokohama as tyre importers contributing to finding alternate solutions for Australia's end of life tyres (EOLT). Car manufacturers Volkswagen, Porsche and Mercedes-Benz are also contributing to TSA.

Australia generates the equivalent of 56 million end-of-life passenger tyres (EOLT) annually. Whilst 72% is re-used, reprocessed or upcycled, 28% of the volume is still disposed to landfill, buried or stockpiled.

"TSA's mission is to deliver against circular economy principles, ensuring the lifecycle of tyres is maximised, the residual waste product is valuable, and the entire supply chain works cohesively to contribute to better sustainable outcomes," Ms Goodman continued.

"Since the voluntary Scheme's inception in 2013, we now have more than 1700 participants from across the tyre supply chain including retailers, online stores, manufacturers, auto-brands, recyclers and collectors.

“Through our globally admired Market Development initiatives, TSA has committed more than \$8 million nationally to find innovative and entrepreneurial ways to manage the used tyres generated in Australia for greater productive outcomes.

“Our Foreign End Market (FEM) verification program is the only global platform aimed at verifying that Australian-generated end-of-life-tyres are not causing environmental or social harm at their final destination.

“The recent Recycling and Waste Reduction legislation means while the Federal Government is making it easier for industry to participate in product stewardship schemes, they also have new tools to intervene and regulate when companies aren’t doing the right thing – including ‘naming and shaming’ those not participating in the Scheme.

“If you are an importer who is not contributing to the Scheme but remains happy to reap the profits offered by the tyre industry, I want to remind you that time for making a voluntary and positive impact is rapidly running out,” Goodman stated.

Background on TyreConnect

TyreConnect, founded in 2015, supplies tyres to over 550 OEM dealerships across Australia and is a preferred supplier to some of Australia’s largest dealership groups.

TyreConnect is a key partner to major tyre brands within Australia, and the importer and distributor of Delmax tyres into the Australian market.

The TyreConnect business was acquired by carsales in 2021, and together with tyresales has a focus of providing its clients with a one-stop shop for their tyre needs using innovative technology solutions.

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Background on Tyre Stewardship Australia

The National Tyre Product Stewardship Scheme, administered by TSA, helps to reduce the environmental, health and safety impacts of the 56 million equivalent passenger tyres that reach the end of their life in Australia every year.

TSA aims to increase domestic tyre recycling, support new technologies, expand the market for tyre-derived products and reduce the number of end-of-life tyres ending up in landfill or illegally dumped.

The voluntary scheme consists of representatives from across the tyre supply chain including retailers, manufacturers, auto-brands, recyclers and collectors.

In the eight years since the Scheme’s inception, TSA has committed more than \$6 million nationally to fund real-world outcomes for TDP.

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