





## 2014, a positive year following two contrasting half periods

**Brussels, 14 January 2015** – The European Tyre and Rubber Manufacturers' Association published today its members' sales in the last quarter of 2014 as well as for the whole year.

In '000 units	4 <sup>th</sup> Q 2013	4 <sup>th</sup> Q 2014	Variation %
	43.894	40.037	-9%
	2.366	2.308	-2%
	326	290	-11%
	988	1.004	2%

(source: europool ETRMA)

The last quarter of 2014 further confirmed the downturn in sales registered in the third quarter of the year, with the exception of motorcycle tyres, which remained positive all the way through 2014.

One of the reasons for these results may be linked to the lower sales of winter tyres, due to the mild winters experienced on the continent for last couple of years.





Nevertheless, the year-end results remain positive, due to the extremely good sales of the first half of 2014.

The consumer's tyre segment, after one year of decrease (2012) and one of stagnation (2013), show a positive, albeit timid, growth.

The truck and bus tyre segment has now been growing for two years in a row. "Although this segment has not yet recovered from its double-dip crisis, a steady growth gives the industry reason to hope that pre-2008 figures could be once more attained", said Ms Cinaralp, Secretary General of ETRMA. The motorcycle tyre segment also keeps steadily growing.

"Although the early sales figures of 2014 made us hope in a year of much greater expansion of the market, the final results confirm a year of positive stability" concluded Ms Cinaralp.

On top of these European cumulative results, the Annex gives a breakdown per country of the tyre trend sales for the past three years.

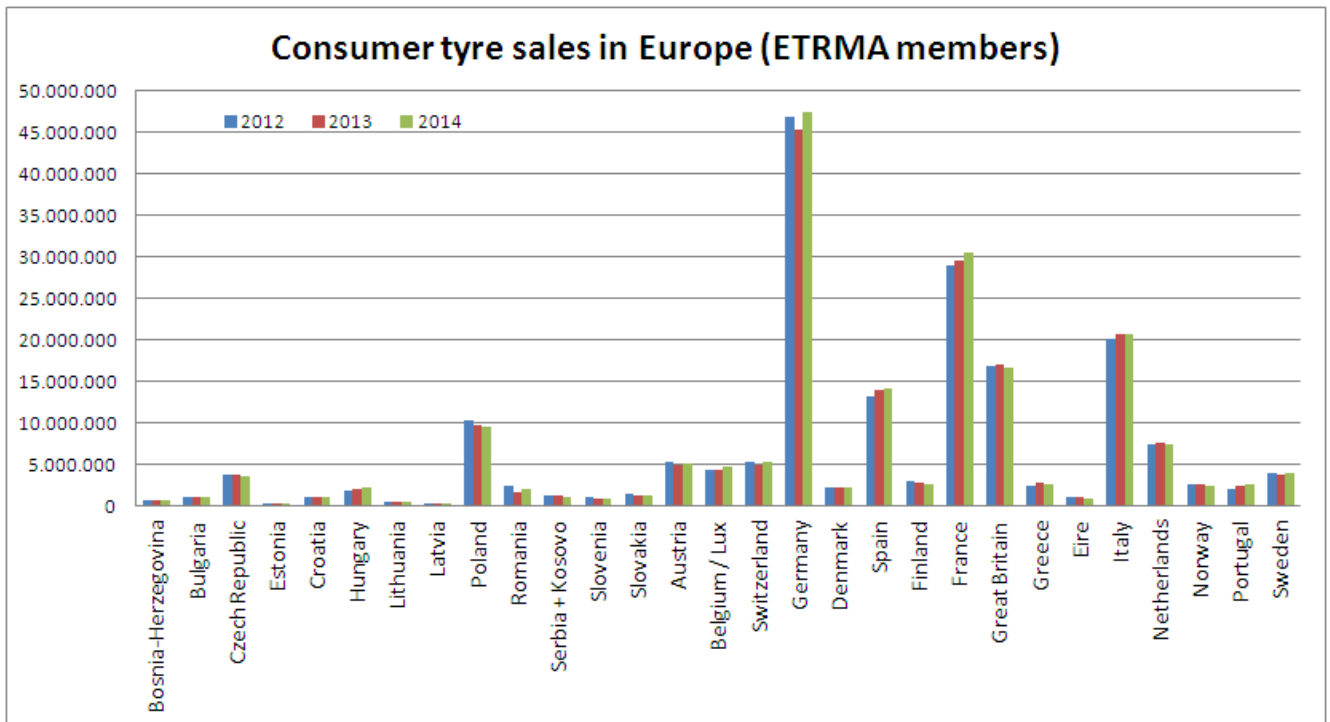
In '000 units	2013	2014	Variation %
	192.766	196.962	+2%
	8.849	9.180	+4%
	1.675	1.641	-2%
	7.908	8.390	+6%

(source: europool ETRMA)

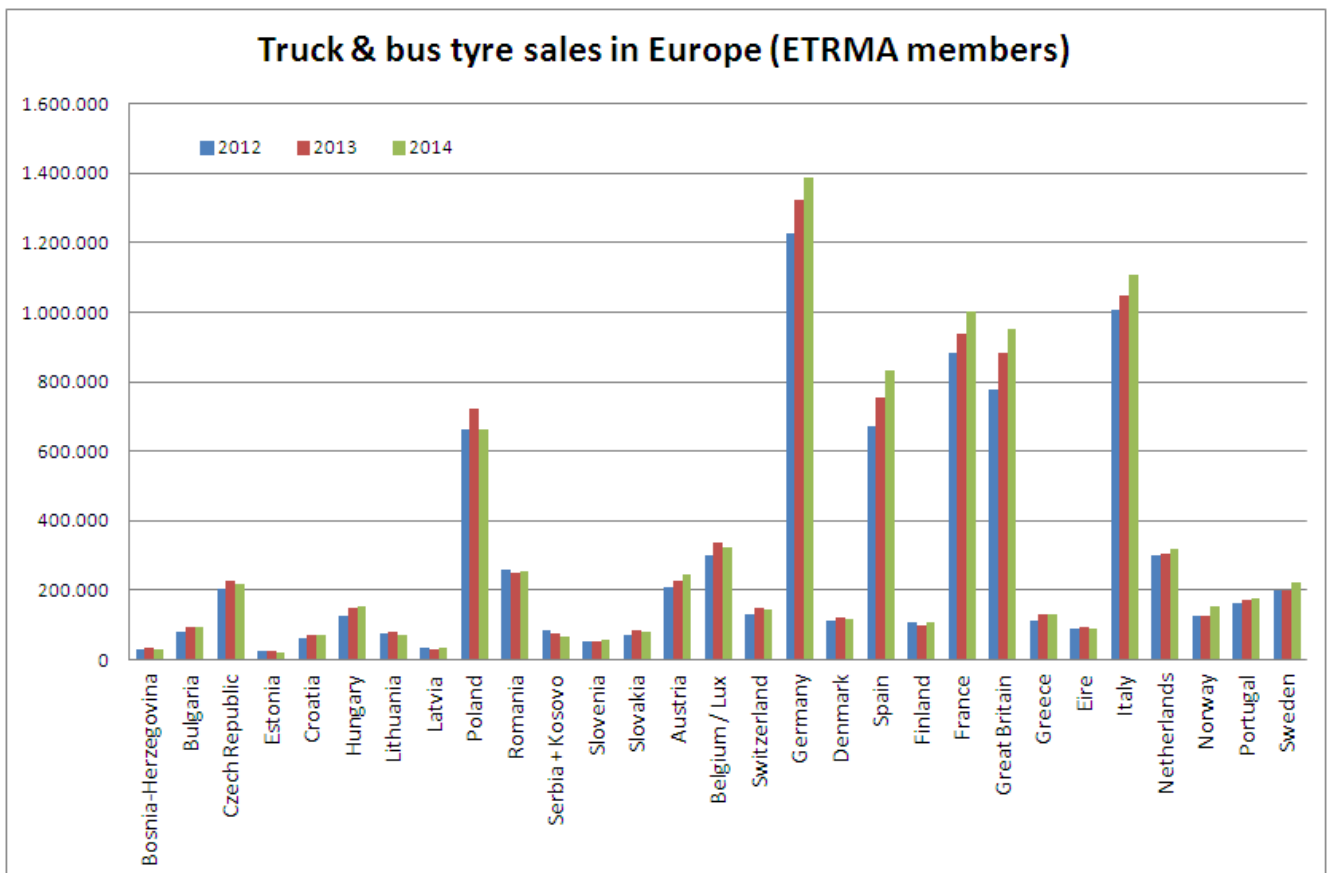
For further information, please contact [info@etrma.org](mailto:info@etrma.org)

ETRMA's membership include the following tyre manufacturers: APOLLO VREDESTEIN, BRIDGESTONE EUROPE, BRISA, COOPER TIRES, CONTINENTAL, GOODYEAR DUNLOP TIRES EUROPE, HANKOOK, MARANGONI, MICHELIN, MITAS, NOKIAN TYRES, PIRELLI AND TRELLEBORG WHEEL SYSTEMS. Furthermore, members include Associations in the following countries: Belgium, Finland, France, Germany, Hungary, Italy, the Netherlands, Poland, Spain and the UK. The industry provides direct employment for more than 360,000 people in the EU and supports another 800000 jobs in related sectors. ETRMA members' turnover in 2012 is estimated to € 46 b, of which up to 5% continues to be invested in R&D, annually.

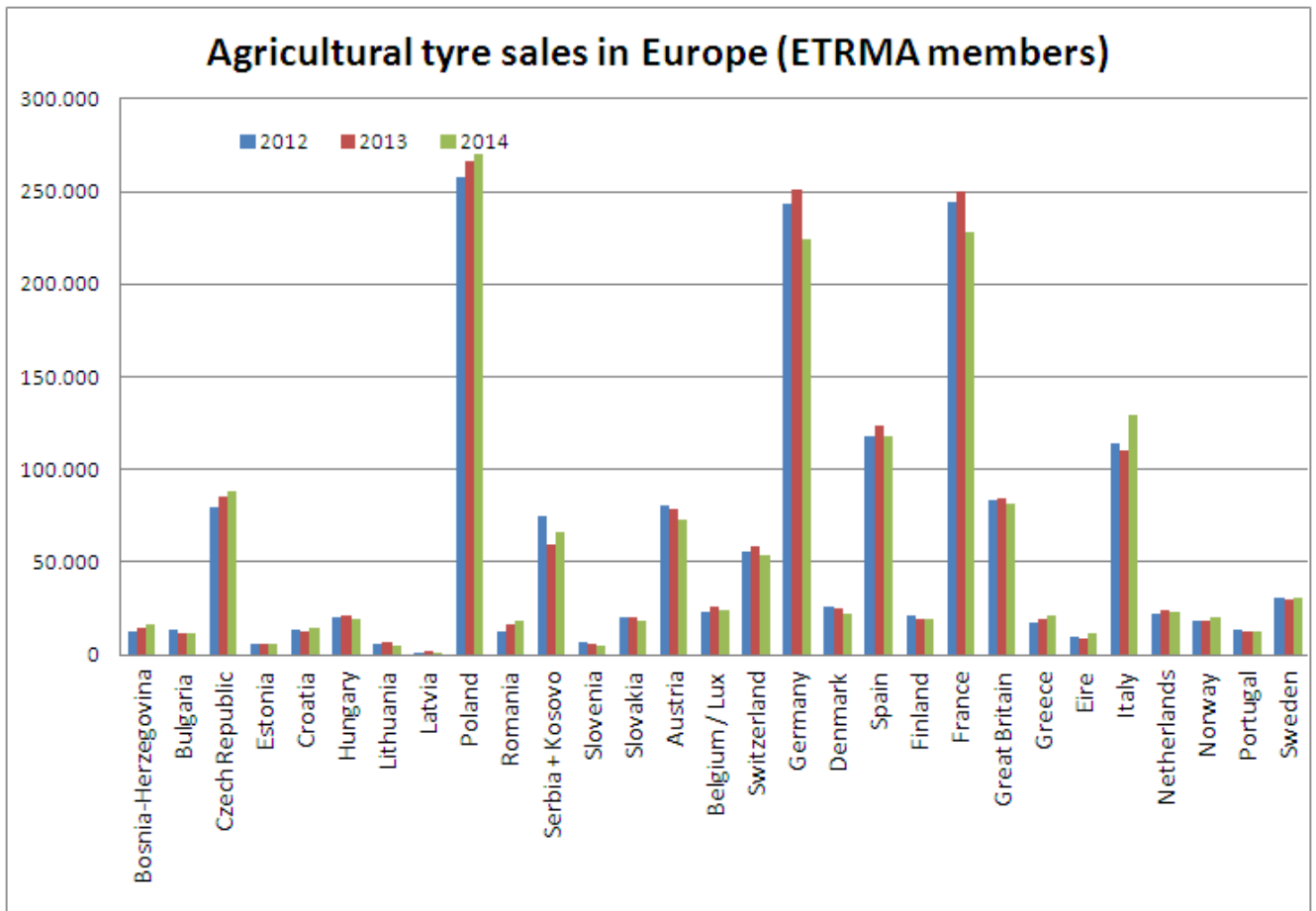
### ANNEX: COUNTRY DATA



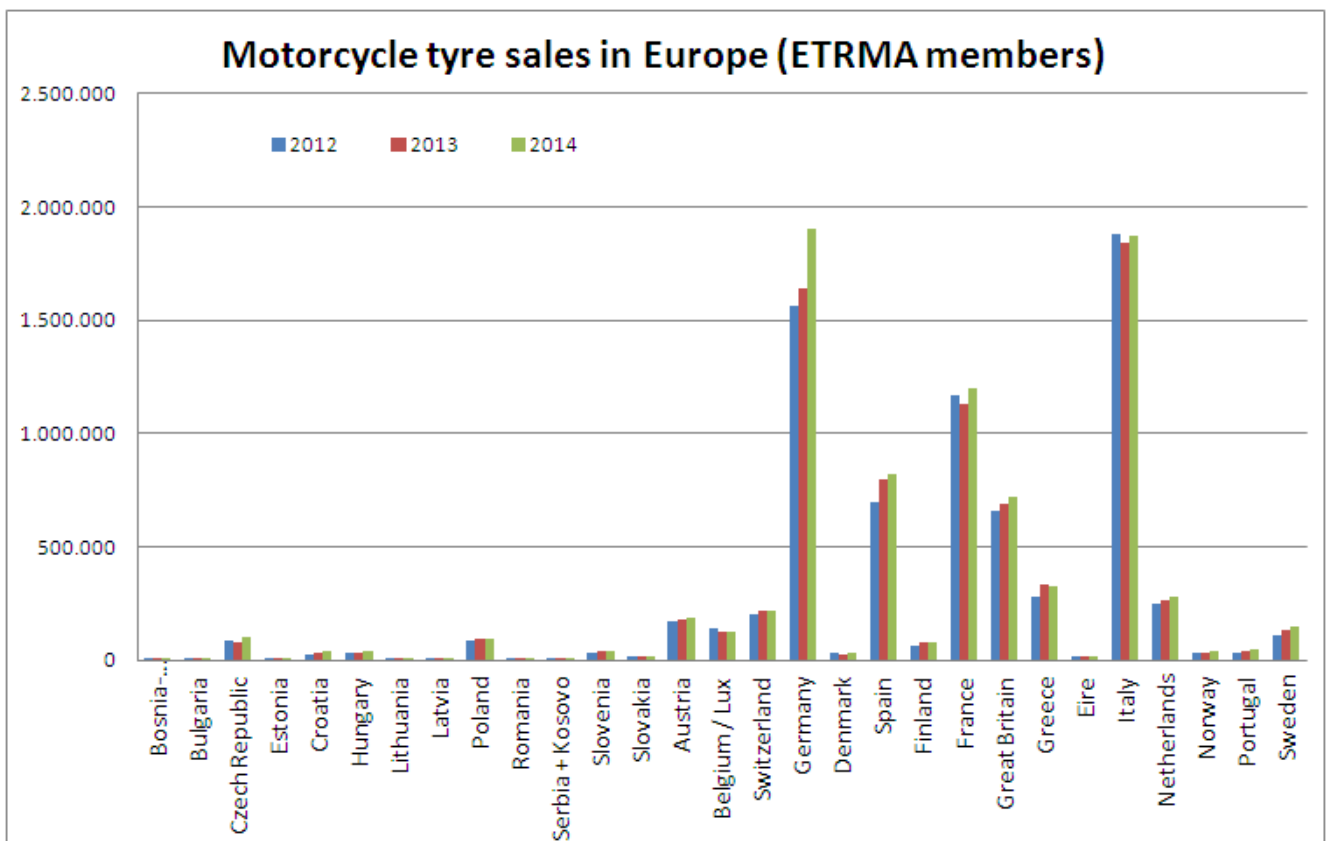
(source: europool ETRMA)



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