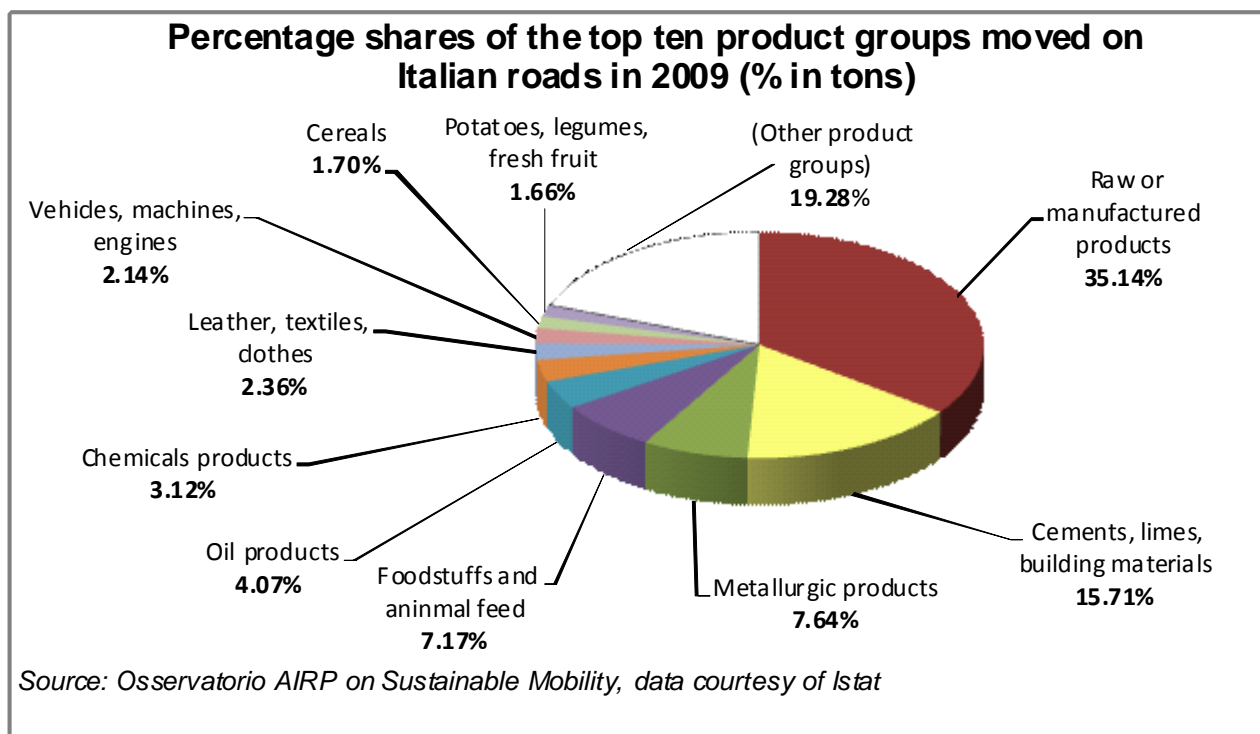


PRESS RELEASE

According to a survey by the Osservatorio AIRP on Sustainable Mobility

Minerals represent over one third of road freight

Minerals (raw or artificial) were the most commonly carried freight in Italy in 2009, representing 35.14% of all the goods moving on rubber. The 2009 list of the top ten categories of national shipments by truck goes on to include respectively “cements, limes, building materials” (15.71% of total freights), “metallurgic products” (7.64%), “foodstuffs and animal feed” (7.17%), “oil products” (4.07%), “chemical products” (3.12%), “leather, textiles, clothes” (2.36%), “vehicles, machinery, engines” (2.14%), “cereals” (1.70%) and “potatoes, legumes, fresh fruit”, representing 1.66% of all the goods moving on rubber in Italy in 2009. Altogether, the top ten product groups make up 80.72% of Italy’s road freight transport in 2009. These results are revealed in a survey conducted by the Osservatorio AIRP on Sustainable Mobility based on Istat figures. In the midst of continuing hardships – highlights the Osservatorio AIRP on Sustainable Mobility – due to the global economic crisis and the consequent shrinkage in trading volumes, the trucking industry keeps



doing its job of serving the national economy by moving large amounts of raw materials, semi-finished and finished products. From the building to the mechanic industry, from the food to the textile and fashion industry, from the automotive to the agricultural and food industry, trucking ensures regular supply to the national production and distribution chain. Trucking – continues the Osservatorio AIRP – by far represents the most popular mode of transport in Italy and is accomplished by a fleet consisting of – between light and heavy trucks - over 4,700.000 vehicles. This is quite a number of vehicles that always need to be in perfect working order, in full compliance with safety and environmental sustainability standards. To cope with the hardships currently experienced by the national trucking industry, interventions on costs are also needed, which would improve competitiveness among companies within the industry. Take for example tyre costs; remarkable savings can be achieved in full compliance with reliability and safety standards through increased use of retread tyres, which allow new premium tyres to get a second life. Huge savings and remarkable environmental benefits could also be achieved in Italy through increased use of retread tyres. We should in fact remember that besides ensuring important economic and environmental benefits, retreads deliver the same performance standards as comparable new tyres. This is due to the retreading process recovering 70% of a tyre's prime raw materials, namely its supporting structure. To ensure safety, tyre retreading is carried out in accordance with strict international regulations regarding each step of the manufacturing process (UNECE Regulations 108 for motor vehicles and 109 for trucks) and the checks to be performed on retreads. In compliance with these regulations, retread tyres are subject to the same duration, load and speed tests as for new tyres.



High resolution photos can be requested by phone at: +39 051/271710 or by e-mail at: info@econometrica.it

Bologna, June 24, 2010