

## Ascenso Tyres joins Australia's Tyre Product Stewardship Scheme to drive sustainable outcomes for Off-The-Road tyres and reduce the burden of waste for future generations

Tyre Stewardship Australia (TSA) welcomes Ascenso Tyres as the newest contributor to Australia's Tyre Product Stewardship Scheme (TPSS).

Ascenso manufactures and distributes specialist Off-The-Road (OTR) tyres for the agriculture, construction, material handling and forestry sectors.

It will contribute to the Scheme by paying a voluntary levy on every tyre imported into Australia. This contribution will accelerate efforts, led by TSA in collaboration with industry and government, to ensure the sustainable management, recycling and productive use of Agricultural and OTR tyres that end their life in Australia.

"In the agriculture sector alone, each year, an estimated 37,000 tonnes of OTR tyres are consumed, with less than 15% recovered as a valuable resource" says TSA CEO Lina Goodman.<sup>1</sup>

"Ascenso's contribution will go towards understanding how best to recover those tyres as a valuable resource for reuse in innovative ways, such as roads, pavement, sporting fields, agricultural mats and fuel. Developing more end-market solutions such as these will stimulate sustainable resource recovery efforts and reduce stockpiling or on-site burials of OTR tyres.

"This is particularly important now as we struggle with disruptions to recovery, due to the global shipping crisis and labour shortages.

"Ascenso's commitment to mitigate the impact their business has on the environment, not just in the country in which they manufacture, but also in the countries they export to, reflects a responsible, global view that we welcome here in Australia."

Ascenso Managing Director Yogesh Mahansaria says: "Contributing to Australia's Tyre Product Stewardship Scheme is a natural extension of our Tread Green philosophy.

"We have a deep respect for the markets in which we operate. This means we not only design high-quality tyres purpose-built for the conditions they must operate in, but we also want to give our customers confidence that, by using our tyres, they are contributing to sustainable environmental, social and corporate governance practices.

"We look forward to working with TSA and operators all along the supply chain in Australia's tyre recovery circular economy to help it strengthen and fulfil its potential to extend the life cycle of our tyres."

The Ascenso brand is distributed by Australian Tyre Traders, which has over 700 locally-owned, independent tyre dealer partners around Australia.

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<sup>1</sup> TSA Off The Road Used Tyre Analysis Report – January 2020

Australian Tyre Traders Managing Director Shane Morrissy says: “As an Australian family-owned business we are delighted to partner with Ascenso and TSA to support Australia’s tyre recovery circular economy. Practical decisions like tyre choice can now help Australian private and public business reach their own net carbon targets.”

Ascenso takes the number of OTR tyre importers voluntarily contributing to the national Tyre Product Stewardship Scheme to seven. They include Bearcat, Bridgestone Mining Solutions, Goodyear, Kal Tire, Michelin and Yokohama.

Goodman concludes: “We applaud the OTR importers backing their commitment to sustainable solutions for used tyres by making voluntary contributions.

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### Background on Ascenso

- Ascenso Tyres is family-owned and operated by the Mahansaria family, which has been designing and manufacturing tyres for over three decades.
- The Ascenso Tyre range is designed keeping absolutely everything in mind: from vehicle types, terrain, and weather conditions to customer needs and environmental impact.
- This approach is backed by their Tread Green corporate philosophy to conserve and protect natural resources for future generations through environmental stewardship. This has seen them implement a raft of environmentally-responsible initiatives, such as:
  - a greenfield, zero-liquid discharge manufacturing plant in Gujarat, India
  - rainwater harvesting
  - tree plantations
  - product innovations like their unique Mud Breakers which ensure optimum self-cleaning whilst providing maximum traction reducing inefficiencies such as bogged tractors and increasing protection for topsoil.
- For more information:
  - <https://ascensotyres.com.au/>
  - <https://ascensotyres.com/about-us/tread-green/>

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### Background on Tyre Stewardship Australia

- Established in 2014 to implement the national Tyre Product Stewardship Scheme (TPSS), an ACCC-authorized industry framework to reduce the environmental, health and safety impacts of the 56 million Equivalent Passenger Units (EPUs) which reach their end of life in Australia each year.
- TSA’s vision is of a circular economy for end-of-life (EOL) tyres which contributes to a sustainable society.
- It works to drive sustainable outcomes for EOL tyres in Australia, by:
  - accrediting participants – now 1,700 and counting – including tyre manufacturers, retailers, collectors and recyclers who are committed to sustainable practices
  - working with levy contributors to invest in market development initiatives including:

- research and development
  - commercialisation of new productive uses for EOL tyres driving the transformation of a waste product into a useful commodity, creating new industries and jobs while reducing the environmental harm caused by the illegal dumping of old tyres
  - Foreign End Market verification platform - 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.
  - TSA Circular Collaborator platform which supports products manufactured in Australia using tyre derived material.
- For more information: [www.tyrestewardship.org.au](http://www.tyrestewardship.org.au)

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