

Welcome to the first lesson, which is intended to answer the following questions about industrial pneumatic tires:

- What vehicle types are there?
- How big is the market volume?
- How is market volume distributed?
- What are the most important distribution channels

The following information is the prerequisite for knowledge about industrial pneumatic tires.

According to the German Engineering Federation (VDMA), **industrial trucks** are a sub-area of materials handling. They are fitted with industrial tires.

Industrial trucks are one of **the most extensive vehicle sectors**, both in terms of construction type and the variety of applications. There are many different types of industrial trucks. These include forklift trucks, tractors, heavy load trailers of up to 200 tonnes and self-driving transporters with several tonnes of load-carrying capacity.

Here we would like to show you industrial trucks for which pneumatic tires are recommended:

- **Forklift trucks**
- **Trailers for in-plant applications**
- **Industrial tractors**
- **Airport apron vehicles**
- **Heavy load transport vehicles**
- **Flat trucks**
- **Side stackers**



fig. fork lift

The size of the industrial pneumatic tire market is approximately **3,400,000 tires** worldwide. These are distributed as follows:

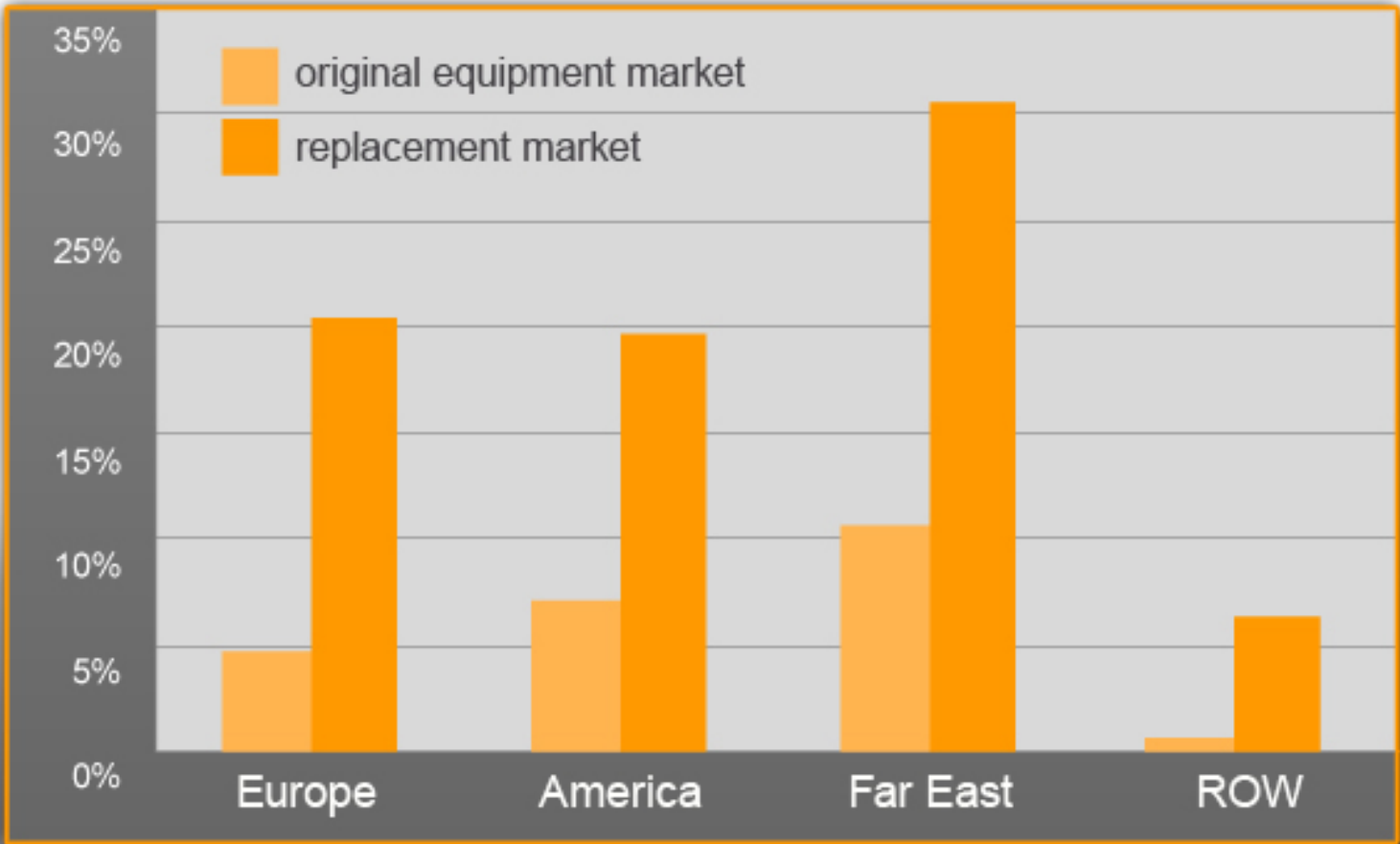


fig. market volume industrial pneumatic tires 2005

The diagram shows both the **original equipment market** and the **replacement market**. The Far East dominates the pneumatic tire business. In contrast, the fewest tires are changed in the rest of the world.

Far East represents Japan, China, Korea, Taiwan, ASEAN and ROW (Rest Of the World) Oceania, Africa, the Middle East and India.

There are **two important distribution channels**: the **original equipment market** and the **replacement market**. The distribution channels are set up as follows.

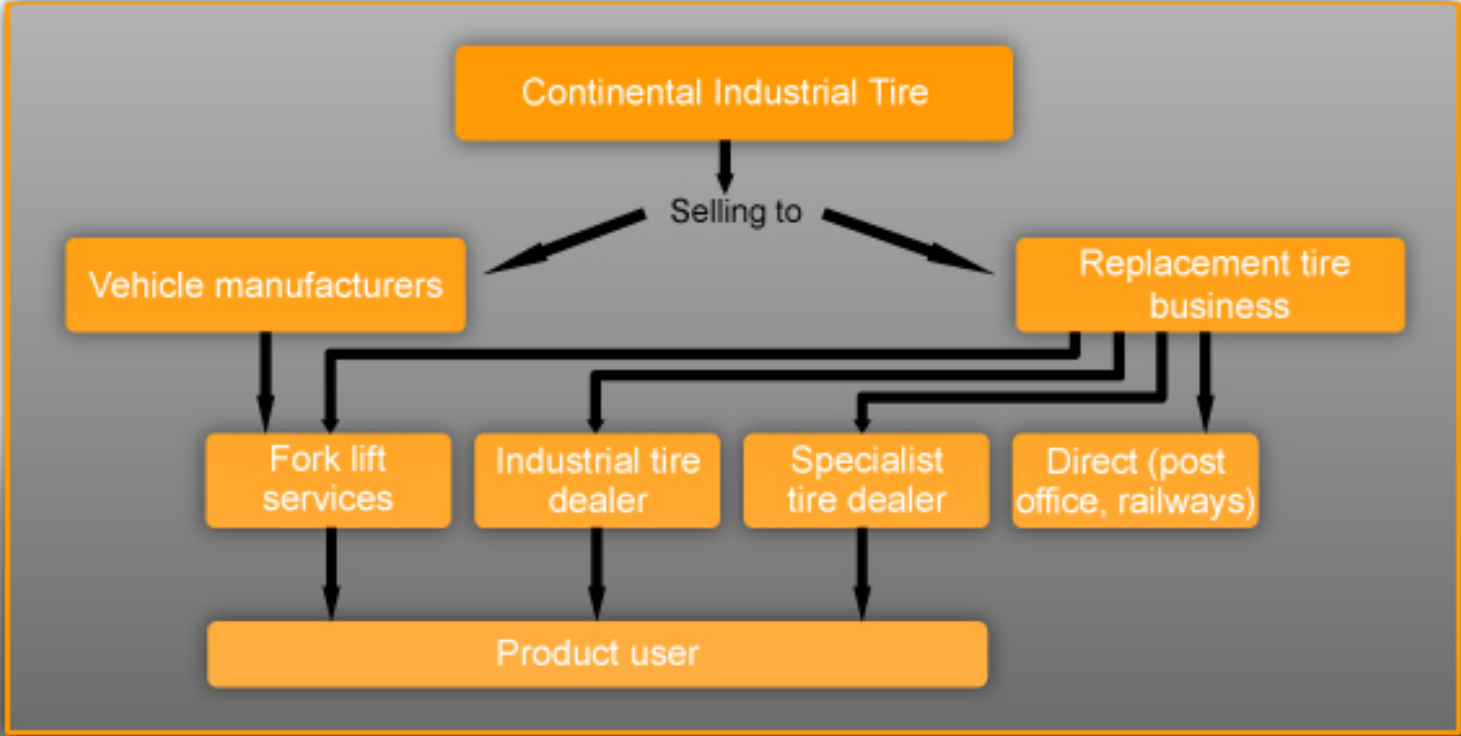


fig. distribution channels industrial pneumatic tires

With a market share of **around 85%**, the **replacement market** clearly enjoys priority.

What are the key distribution channels for pneumatic industrial tires?

by sea

replacement business

by land

OE business

by air

- **Industrial trucks are one of the most extensive vehicle sectors.**
- **Forklift trucks, trailers for in-plant applications, industrial tractors, airport apron vehicles, heavy load transport vehicles, flat trucks and side stackers are typical industrial trucks.**
- **Approximately 3,400,000 industrial pneumatic tires are sold worldwide.**
- **The Far East is the largest buyer of pneumatic tires.**
- **There are two distribution channels, the original equipment market and the replacement market.**
- **The replacement market is predominant with approximately an 85% share of sales.**