

Welcome to the first lesson and undoubtedly our most popular product - industrial solid tires. These are divided into two sorts – Super Elastic tires and Press on Bands. In this lesson we will address the following questions:

- What vehicle types are fitted with industrial solid tires?
- How is market volume distributed?
- What are the most important distribution channels

The following information is a prerequisite for knowledge about industrial solid tires.

All transportation systems that travel along the ground are classed as **industrial trucks**. These vehicles are fitted with **industrial solid tires** as well as **industrial pneumatic tires**. However, industrial solid tires are more suited to **slow-moving industrial trucks** or **trailed vehicles**. They offer an impressive **load-carrying capacity** and can withstand **extreme operating conditions**. These vehicles include:

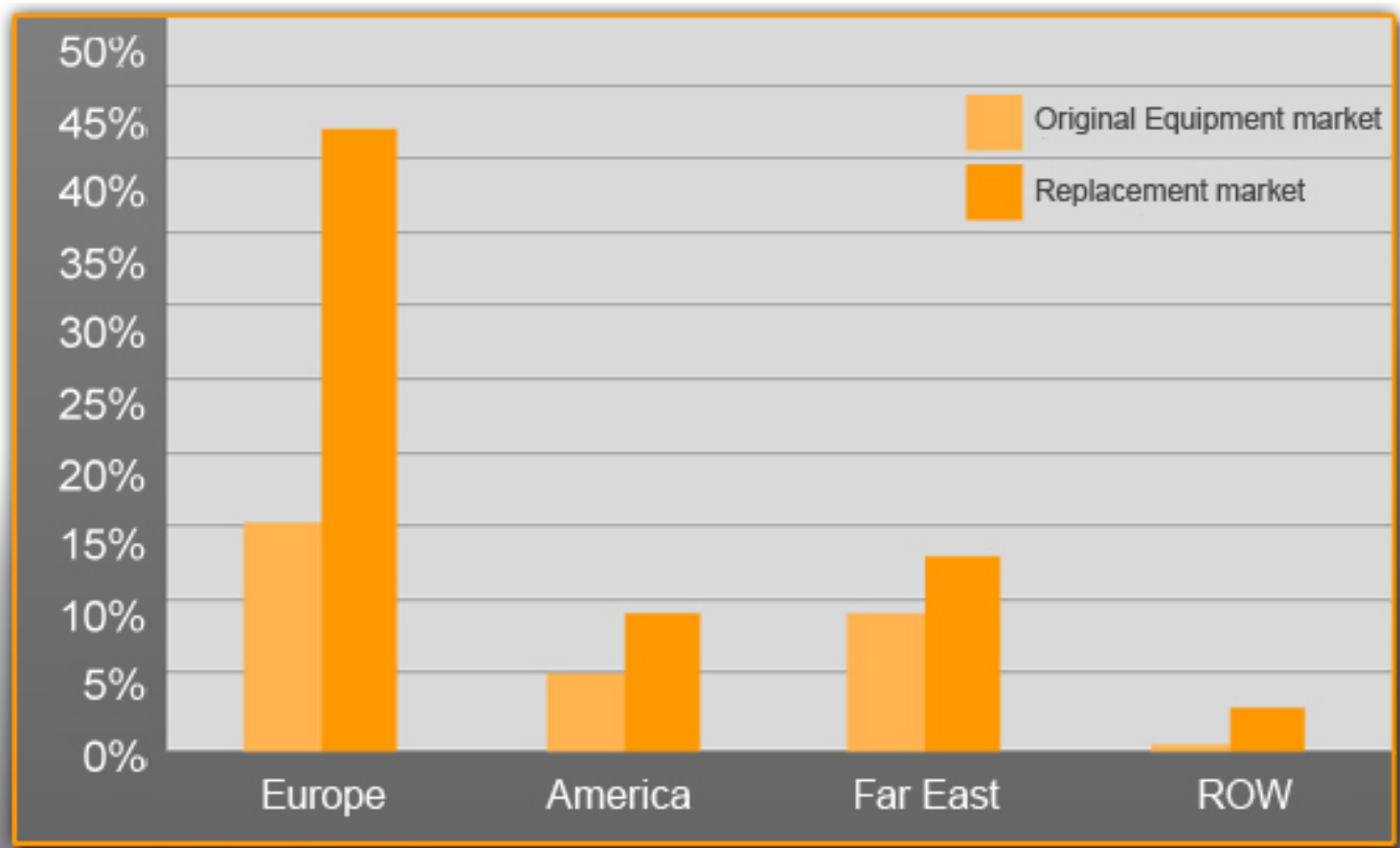
- **Forklift trucks**
- **In-plant towing vehicles**
- **Trailers for in-plant applications**
- **Industrial tractors**
- **Airport apron vehicles**
- **Heavy load transport vehicles**
- **Self-driving lift trucks**
- **Flat trucks**
- **Side-loading tractors**

Exceptions include all-terrain, telescopic and mobile container forklift trucks which should only be fitted with **pneumatic tires**.



*fig. forklift trucks*

The **market for industrial solid tires** is operating at an extremely high level worldwide in spite of fluctuations in economic activity. At present the market accounts for around **5,100,000 units**.



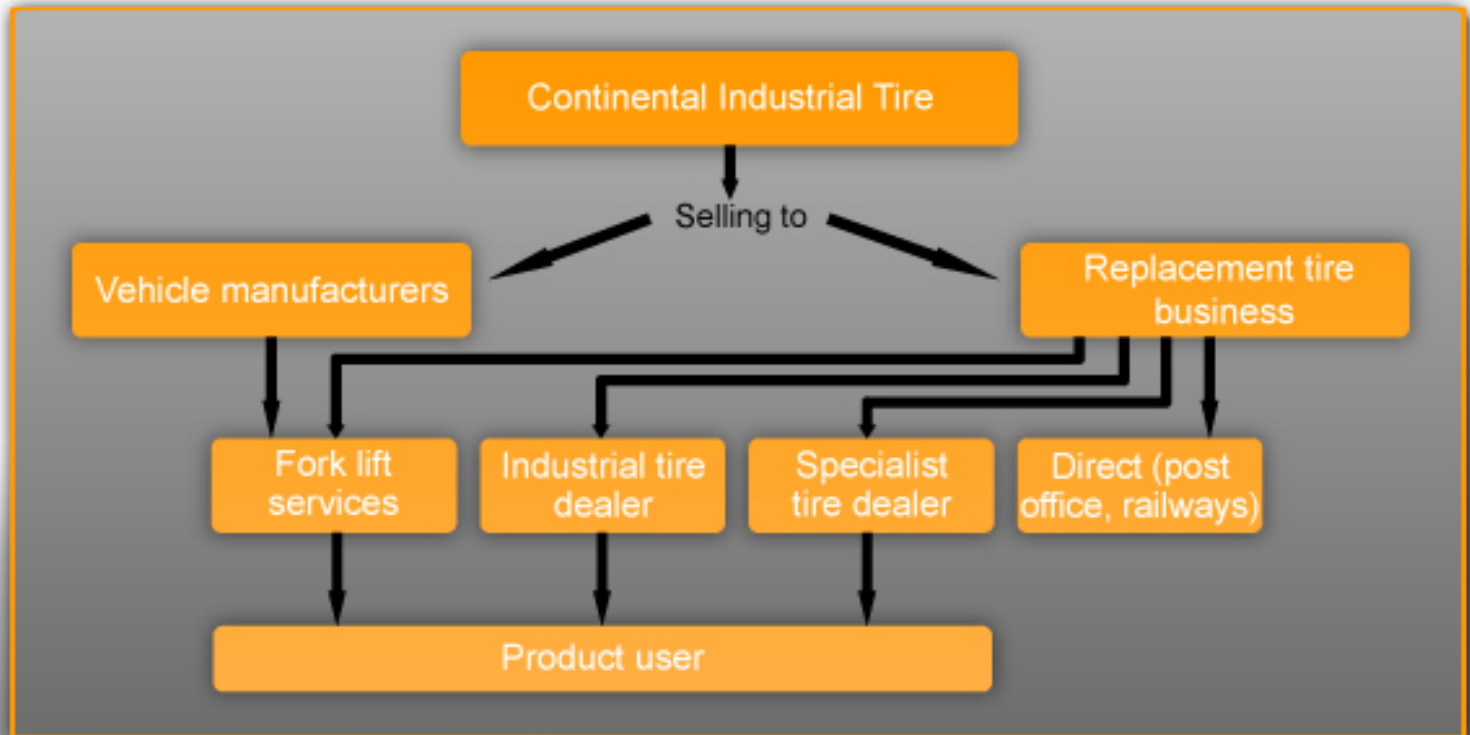
*fig. market volume Super Elastic tire 2005 worldwide*

The diagrams show both the Original Equipment market and the replacement market for Super Elastic tires and Press on Bands. In Europe the majority of tires sold are **Super Elastic tires**. However, the American market is dominated by **Press on Bands**.

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

Industrial solid tires are similar to industrial pneumatic tires not only in terms of vehicle tires, but also in terms of the **distribution channel** structure. Distribution is divided into **two business sectors**:

- **Original Equipment market**
- **Replacement market**



*fig. distribution channels solid tires*

The **replacement market** is larger accounting for around **77%**.

**Which of these are industrial vehicles that can be used with industrial solid tires?**

tractors

trailers for in-plant applications

airport apron vehicles

self-driving lift trucks

expedition vehicles

side-loading forklifts

- **Industrial solid tires are more suited to slow-moving industrial trucks or trailed vehicles in extreme operating conditions.**
- **The size of the market is approximately 5,100,000 tires worldwide.**
- **In Europe the majority of tires sold are Super Elastic compared to America where the majority of tires are Elastic.**
- **Approximately 77% is accounted for by the replacement market.**