PRESS RELEASE
EMBARGOED: 11:00 am Tuesday 28 October 2025

ETRMA BECOMES TYRES EUROPE AND ELECTS NEW LEADERSHIP TO FURTHER ADVANCE A COMPETITIVE EUROPEAN TYRE INDUSTRY

Brussels, 28 October 2025 - The European Tyre and Rubber Manufacturers' Association (ETRMA) today launches its new identity, **Tyres Europe**, reflecting a clear, tyre-focused mandate to promote a competitive and innovative European Tyre Manufacturing industry, advancing a safe, smart and sustainable mobility.

The Association's Board has also elected **Livio Magni (Pirelli)** as President and **Paolo Pompei (Nokian Tyres)** as Vice-President for a two-year mandate.

Livio Magni – Tyres Europe President & Pirelli CEO Region Europe

"The tyre industry is a strategic pillar for Europe's mobility, prosperity, and safety. Through Tyres Europe, we will continue to work closely with policymakers and key stakeholders to ensure a predictable business environment that enables manufacturers to **invest, innovate, and compete** in Europe. As an industry, we remain committed to driving innovation to deliver products that are increasingly safe and environmentally responsible."

Paolo Pompei – Tyres Europe Vice-President and President & Nokian Tyres CEO

"Our sector is investing in capacity, efficiency and R&D to serve European mobility, reliably. Tyres Europe is committed to advocating for **industrial policies** that empower manufacturers to deliver greater value to society and to be recognised for their performance."

Adam McCarthy, Tyres Europe Secretary General

"Tyres are as essential to vehicle performance as batteries and semiconductors and face multiple cross-cutting challenges that reflect the broader industrial transition. Tyres Europe will keep engaging with EU institutions to build coherent, **workable rules that deliver real-world outcomes** across competitiveness, circularity and innovation."

The **official launch event** will be held on **November 18th in Brussels**. The evening will commence with a strategic update from Tyres Europe leadership, followed by keynote addresses on Europe's mobility value chain from high-level representatives of the European Commission and the European Parliament. For registration and further information, please click here.

For further information, please contact Veronica Sarno, Tyres Europe Senior Communications Manager, at v.sarno@tyreseurope.org.

About Tyres Europe

Tyres Europe represents 13 corporate members whose global sales account for 70% of the worldwide tyre market, including 8 of the top 10 industry leaders. Collectively, these manufacturers maintain an extensive presence in the European Union (EU) and candidate countries, operating over 70 production facilities and more than 20 R&D centres. In total, the tyre sector supports nearly 500,000 jobs across the EU.

FAQ FOR EDITORS

What is changing today?

ETRMA changed its statutes to become a tyre-only association. We continue collaborating across the tyre value chain (e.g., materials, recycling, logistics) through partnerships and projects.

Why change the name?

The name change reflects the new tyre-only focus and makes our mandate instantly clear to EU stakeholders and the public: we represent Europe's tyre manufacturers.

Why now?

A new EU political cycle, evolving industrial priorities and market pressures make clarity of role and voice important. Tyres Europe provides a focused identity for constructive, evidence-based policy engagement.

What are Tyres Europe's immediate policy priorities?

Tyres Europe will continue to advocate for the tyre industry's positions on ongoing legislations and regulations, such as: EUDR, ESPR ELVR, Euro 7 and substances regulations. We will further promote the need for an active industrial policy that will support the competitiveness and viability of Europe's tyre manufacturing base.

Where can we find the media kit?

On the website's Contact Us page: logo files, boilerplate, leadership bios, headshots, and contact details. Brand guidelines are also available.

Are interviews available?

Yes. Interview slots are available with the President and the Secretary General. Please email v.sarno@tyreseurope.org with your outlet, angle, and deadline.

Will there be a launch event?

A launch event is scheduled for November 18th, from 17:00 at TownHall Europe, Brussels.

How should the name be styled?

Use Tyres Europe on first mention; "European Tyre Manufacturers' Association" thereafter.

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