TIRE POLLUTION

WHAT HAPPENS WHEN THE RUBBER MEETS THE ROAD

CLICK FOR VIDEO
TIRE POLLUTION IS ENORMOUS + GROWING PROBLEM

Tires are made from carbon-intensive fossil fuels, and are a major source of CO$_2$ emissions, particulate-matter (PM) air pollution in our cities, microplastic pollution in our oceans, and are hugely wasteful at their end-of-life.

6X
TIRES CAUSE AIR POLLUTION
TIRE PM IS 6X EURO6 TAILPIPE PM LIMITS
UNECE / DEFRA

28%
TIRES GENERATE PLASTIC POLLUTION
28% OF ALL OCEAN PRIMARY MICROPLASTICS
IUCN

2B
TIRES ARE CARBON INTENSIVE + WASTEFUL
2 BILLION MADE + WASTED EACH YEAR
INDUSTRY DATA
THE TIRE INDUSTRY MODEL DRIVES THE PROBLEM

More than 50% of all tires are produced by the Top-5 players, while tire distribution remains highly fragmented with multiple intermediaries – a supply chain that incentivizes high volumes of low-quality, highly polluting tires.

CONSOLIDATED PRODUCTION
HIGHLY CONCENTRATED
TOP-5 = +50% MARKET

COMPLEX DISTRIBUTION
HIGHLY FRAGMENTED
INDEPENDENT PLAYERS

HIGH VOLUMES
LARGE VOLUMES OF LOW-QUALITY TIRES

HIGH POLLUTION

BRIDGESTONE
MICHELIN
GOODYEAR
CONTINENTAL
SUMITOMO
EVS + TIRE WEAR

EV TIRES POLLUTE MORE

“UP TO 20% FASTER”

MICHELIN

“UP TO 50% FASTER”

GOODYEAR
QUESTIONS ON TIRE WEAR

WHAT IS IT MADE OF?
WHERE DOES IT GO?
HOW LONG DOES IT STAY?
WHAT HARM DOES IT DO?
LESS POLLUTION
BETTER EV TIRES
DIRECT TO CUSTOMERS
DRIVEN BY SUSTAINABILITY *

• ONLY CERTIFIED B-CORPORATION IN THE GLOBAL TIRE INDUSTRY
BETTER TIRES = MORE EV RANGE + LESS POLLUTION

EVs generate more tire pollution (20-50%) due to their greater weight and torque – so the ideal EV tire needs to address its environmental and health impact, while delivering EV performance and cost benefits to customers.

MORE EV RANGE
= 10-20% LESS KWH
TO INCREASE EV-RANGE + SAVE ENERGY COSTS

LESS POLLUTION
= 30-50% LESS PM
TO IMPROVE DURABILITY + REDUCE TIRE POLLUTION

NET-ZERO TIRES
= CARBON NEUTRAL
TO REDUCE CO2 EMISSIONS FROM MFG + END OF LIFE
ENSNO is focused on reducing the enormous volume of tire PM pollution and deploying novel technologies to first reduce and then ultimately remove toxic materials from tire formulations, including 6PPD and Zinc Oxide.
ENSO’s Direct-to-Customer (D2C) Tires-as-a-Service (TAAS) model captures higher margins per EV tire, offering superior EV performance and low particulate matter (PM) emissions at a competitive price per mile.

**DIRECT TO CUSTOMER**
**AT A LOWER TCO**
**SUPERIOR EV PERFORMANCE**
**+ COMPETITIVE PRICING**

**PAY-PER-MILE TAIRES AS A SERVICE**
**HIGHER MARGINS**
**+ ZERO UPFRONT COST**

**HIGH MILEAGE**
**= LOW PM POLLUTION**
**EFFICIENT, DURABLE**
**+ LOW-EMISSION TIRES**

FROM

$0.01

PER MILE
ENSO works with DPD and Royal Mail in London FreightLab, as well as with LEVC and ZETI on electric taxis, to deploy its tires at scale, ahead of its wider commercial roll-out targeting large electric vans in UK + USA in 2023.
WHAT CAN WE ALL DO?

- Drive less
- Drive more carefully
- Drive lighter cars
- Buy better tires
WHY BETTER TIRES?

- LESS TIRE POLLUTION
- MORE EV RANGE / LESS FUEL
- REDUCE OPERATING COSTS
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