



combats increasing costs

Transport companies are being hit with increasing diesel costs, higher tyre prices and escalating interest rates, all of which are contributing to already challenging conditions. In response, Bandag Southern Africa has developed a product it believes will help curb tyre running costs.

Unlike fuel costs over which they have no control, transport operators realise that tyre expenses can be managed. Cheaper tyres and retreads tend to lure fleets into mistakenly thinking a cheaper price equates to lower running costs, whereas quite the opposite is true. Only through ongoing product performance tests, can fleets benchmark the tyre products best suited to their operation and thereby be able to make qualified purchasing decisions.

The process begins with R&D (research and development) at Bandag's corporate offices in the USA and continues along the line to the stage where the product is locally tested with one objective in mind – to outperform its competitors and by so doing, deliver the optimum mileage to its fleet customers.

A new Application Specific ® design to be launched - BDR-HT2 - is further testament to Bandag's commitment to fleets. Manufactured using the Infinity tread compound, this tread design offers a long wearing design in over the road conditions. Because this tread is specifically designed for these conditions, it allowed the men in white coats at the Bandag R&D lab to develop a compound that would offer peak performance in these conditions.

Infinity tread compound – another Bandag first for uncompromising performance.

Why not take on the Bandag challenge by contacting your nearest Bandag or BTS franchise? It's a great way to evaluate the performance of Bandag's products and achieve the best result in your fleet.

For a list of franchisees, or to contact Bandag, please visit www.bandag.co.za



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PROMOTION