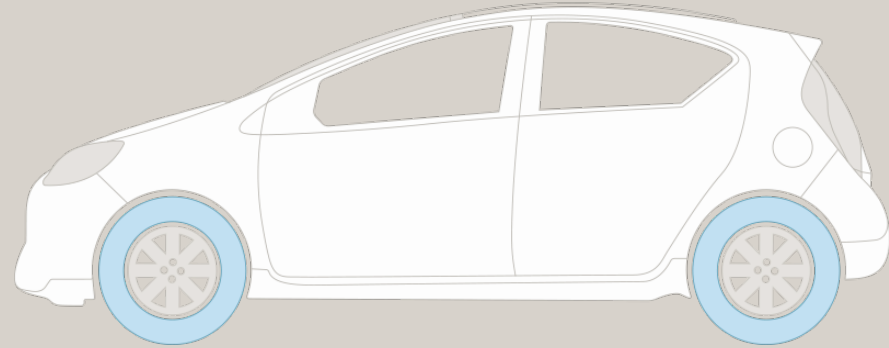


Bead wire and Tire cord

Best-in-class steel tire reinforcement going
for the extra mile

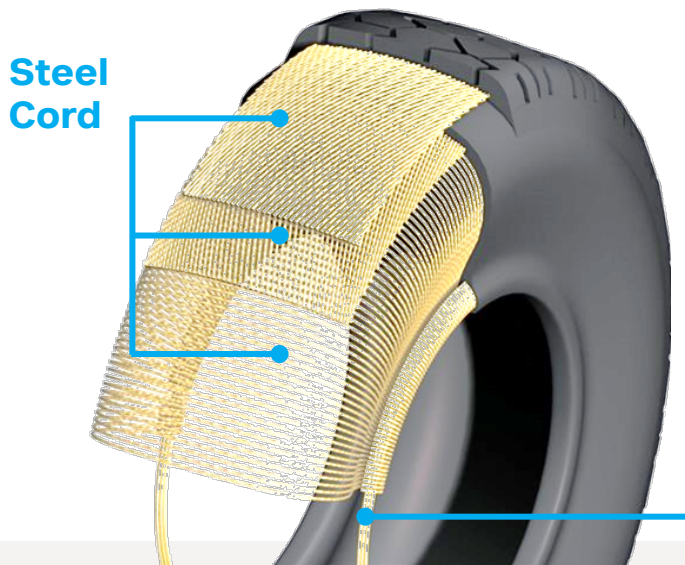


Tire Reinforcement

We supply the tire industry with high quality reinforcement across all end segments

**Contribution to
key tire features:**

- Safety
- Steering / handling
- Weight & rolling resistance
- Durability & load
- Sustainability



**Enabled by Bekaert
technology & capability:**

- Leading experts for product design
- Wire drawing to thinnest diameters
- Coating for adhesion
- Process capability for robust product properties

**Imagine a 50-tonne truck,
relying on a 3-mm diameter steel cord**

We have the trust of major tire makers around the globe

Examples of customers we supply

BRIDGESTONE



GOODYEAR

PIRELLI

Continental

TOYO TIRES

**SAILUN
TIRE**

LINGLONG TIRE

zc rubber
中策橡胶
Hangzhou Zhongce Rubber Co., Ltd.

petlas®

**apollo
TYRES**

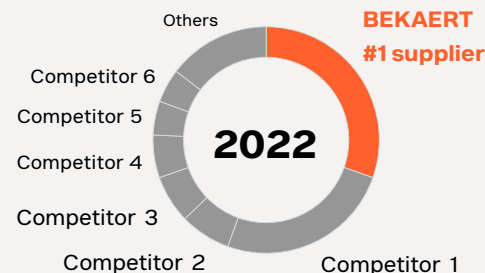
CEAT

We supply all of the **top 30 tire makers** around the globe



About **one out of three**
tires around the world is
reinforced with Bekaert
steel cord

Steel cord supplier landscape by vol.



Note: Excludes captive production. Others include suppliers of size <100 kT.

We support our customers with reinforcement solutions for all tire applications

We understand tire requirements and trends to offer fit-for-purpose solutions for your applications



Segments we serve...



Steel cord for **two wheelers / moto** tires



Steel cord for **passenger car** tires, ICE & EV from compact car to SUV



Steel cord for **truck and bus** tires, for short to long haul & all load classes



Steel cord for **off-the-road vehicle** tires from small to giant size incl. for mining, agri & construction



Bead Wire for all tire applications, brass & bronze coated

What shapes the way we move...

Electrification

SUV & light truck rise

Fleet professionalization

Last mile delivery rise

Giant tire innovation

Niche application dev.

Sustainability (decarbonization and circularity)