

Tire Technology Expo 2011
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Akira Inoue
New Business Development Division

Focus on development of energy-efficient vehicles has pushed the tire industry to develop more energy-efficient tires. Tires are the most important component of a vehicle since they are the only contact point between the vehicle and the road. Furthermore, tires are not a simple chemical compound but a sophisticated vehicle part that determines the drivability and safety performance of the vehicle.

One of A&D's missions is to support the automotive industry with our advanced sensing and control technology. With this in mind, we decided to forge into the tire industry in Europe, starting with the most authoritative tire conference and expo in Europe.



A&D has more than 30 years of experience with weighing and balance technologies, and first entered into the automotive industry with powertrain testing and measuring the output torque of the internal combustion engine. Applications of rotating and static-force measurement include not only the measurement of engine power but also vehicle dynamics, which covers high-accuracy measurement of tire behavior at the contact point with the road. With this in mind, we have introduced cutting-edge force measurement technology for tire testing applications.

See your grip...

...utilizing our new Force Matrix Sensor FMS



Find us on booth # 8625

AND

Even more to see...



Wheel Force Sensor WFS

Plate Force Sensor PFS

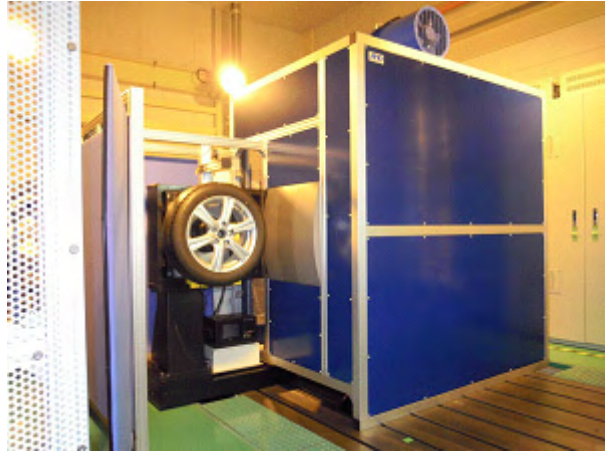
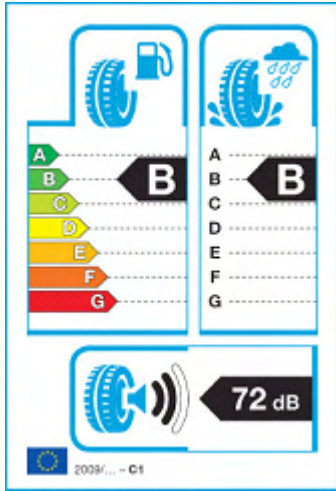
Belt System

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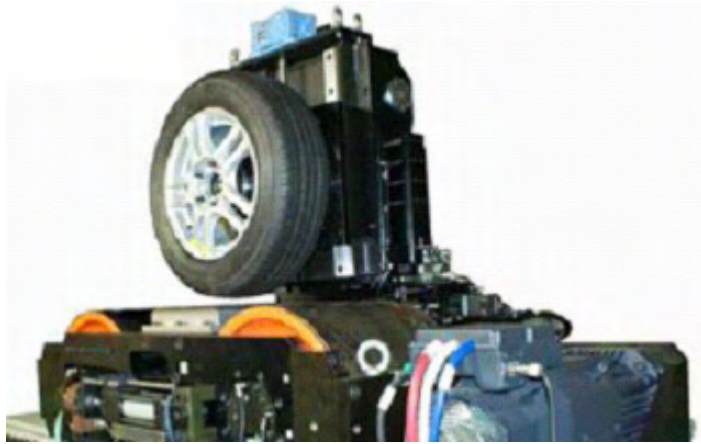
AND

Moreover, in line with the global trend of environmental protection, the US, Europe and Japan have started to focus on improving vehicle fuel efficiency. This has improved tire rolling resistance performance and spurred the creation of new measurement methods and standards. In July 2009, the ISO had established a new testing standard for measuring and evaluating rolling resistance. (ISO 28580)

This new method of measuring rolling resistance coefficient requires more precise tire testing equipment.



As these standards and regulations increase the demand for improved drivability, more realistic testing is required, including the introduction of flat-surface tire testing with a testing machine equipped with a steel belt.



We would like to thank the many people from various countries who visited our booth at the Expo. We believe the tire-testing solutions we introduced will encourage future innovation in tire technology.