

When it comes to building a greener future, the tire industry has a powerful ally: retreading. This time-tested practice extends tire life, reduces waste, and delivers major environmental and economic benefits. Endurica provides new tools to understand and manage rubber oxidation, making tire sustainability potential by retreading even stronger.

Retreading: A Proven Sustainability Champion Every year, an estimated 18-20 million tires are given a second (or third) life through retreading:

- Truck & Bus: 15–17 million
- · Aviation, OTR (Off-the-Road), Consumer: 1-3 million 90% of RMT-OTR tires are retreaded at least once
- Each retreaded tire means... READ MORE

Aircraft tires are often retreaded 3–5 times

That's What It's All About



"I'm pleased to share that my latest article has been accepted for publication" is among the best email subject lines someone in a technical company can write. While Endurica's senior technical advisor, Dr. Mahmoud Assaad's message is in celebration of the imminent publication of an article in Tire Science & Technology, his words speak profoundly about what makes Endurica tick. READ MORE

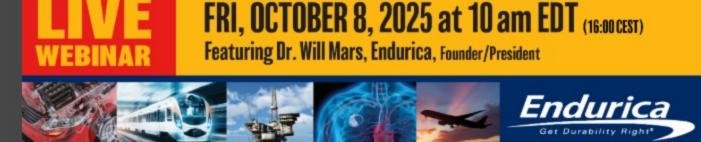


Learn how powerful it is to do multiple iterations simulating aspects of tire performance including self-heating, rolling resistance, high-speed, durability, ageing and oxidation. Training licenses included for all of Endurica's software packages. Live, hands-on, in-person training presented just before the Tire Society 44th Annual Conference. One-time, one-day-only event. Join us on Monday, September 22, 2025, at an exclusive Endurica location - Mars Hall in Kent, Ohio from 8:00 a.m. - 5:00 p.m. Breakfast, lunch, snacks, and refreshments included.

View Full Agenda and Details

WINNING ON DURABILITY

VALIDATING RUBBER DURABILITY AT SCALE



road loads for rubber parts. This webinar, presented by Endurica's founder Dr. Will Mars, features a verification and validation project conducted jointly with General Motors and Tenneco to compare multi-axis, rig-tested, full vehicle history fatigue life and failure mode to simulation predictions for a suspension bushing.

Discover how industry leaders are transforming their durability programs by simulating real-world

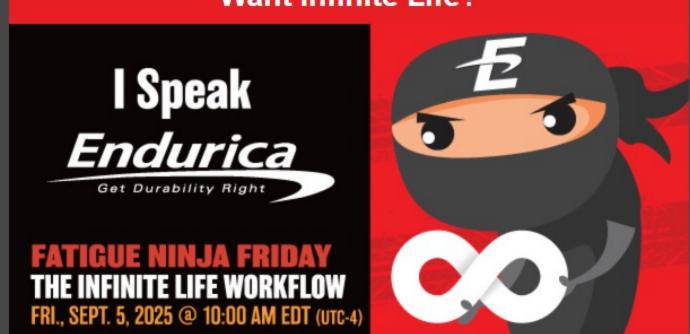
What you will learn: . How to fully specify realistic load histories / load cases that represent actual rubber part service conditions.

. How to precompute your part's load strain map with Endurica EIE for fast simulations.

See a real-world validation case comparing simulated fatigue life and failure mode to those observed in rig testing.

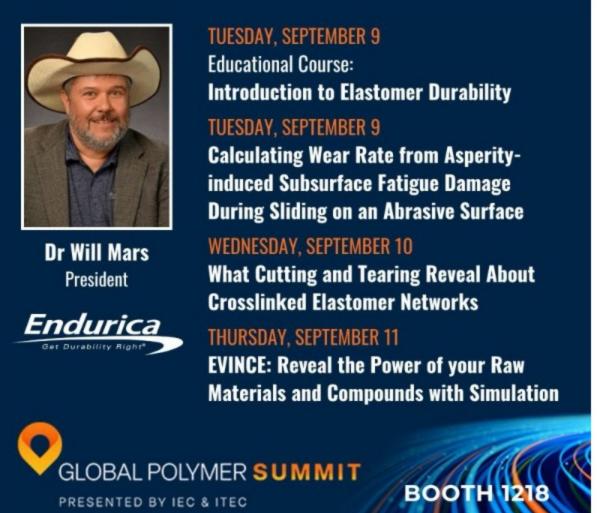
Learn More and Register

Calling all Customers: Want Infinite Life?



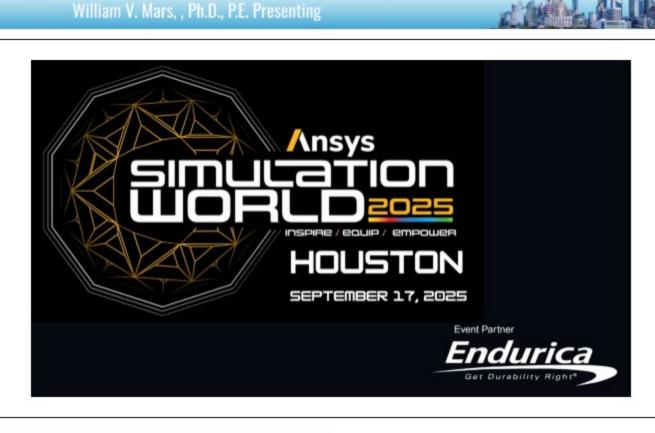
Endurica presents Fatigue Ninja Friday to keep you up-to-date on our latest developments and workflows. There is no charge for this advanced training. This episode includes a tutorial on another Endurica entitlement: Endurica Academy. EVERY Endurica user gets access to the entire Fatigue Ninja Friday toolkit at no extra charge. If you are a user and are not receiving invitations to our Fatigue Ninja Friday series, please email Pauline Glaza at pwglaza@endurica.com

Next Up: Conferences and Online Opportunities



Visit us at the GPS Expo Sept. 9-11 in Cleveland, OH! World Elastomer Technology and Engineering Forum 2025 Advancement · Collaboration · Innovation Sept. 15-18, 2025 · Shanghai, China

September 8-11, 2025 | Cleveland, Ohio





Learn Endurica's workflows for tires!

Gold Sponsor

Endurica

In person training on Monday, September 22 with Dr. Will Mars

for the Tire Society Meeting

Come in a day early

and Business Meeting on Tire Science and Technology Rolling Towards Sustainability: Tires for A Greener Future





Utilized in the laboratory for:

· Measuring chip and cut resistance of rubber compounds under cyclic impact

demanding applications – the ICCA is highly instrumented to enable control and measurement of forces and displacements during impact

Mimicking conditions experienced in

- · Friction and wear measurements when operated in full contact mode · The instrument can be also be
- friction and wear measurement device

operated in full contact mode as a





This material gets tougher as you break it This is a natural disaster to worry about The weirdest way to shut down the economy

The title of the episode keeps changing - by the time you click on the link it may be different from any of the above - but you will thoroughly enjoy this documentary overview of rubber as "the strange natural material that reshaped the world." Presented by an Endurica technical team favorite, Veritasium is a popular science and education YouTube channel. WATCH THE VIDEO



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