



PRESS RELEASE

Valebridge Media Services, Publisher of the Prestigious International Journals Retreading Business and Tyre & Rubber Recycling, Announce the Launch of The Recircle Awards at Autopromotec 2021



- New global event, The Recircle Awards launched to recognise contributions to the Circular Economy within the tyre industry
- Leading tyre and aftermarket show revealed as Title Sponsor

CREWE, UNITED KINGDOM, 17th of April 2020 – Valebridge Media Services (VMS), the British media services agency, together with its affiliate company, Retreading Business Ltd, publisher of the prestigious international B2B journals Retreading Business and Tyre & Rubber Recycling, is pleased to announce a partnership with Autopromotec, the 29th edition of which takes place from 26-29 May, 2021 in Bologna, Italy, which will see the latter host and be Title Sponsor of the first Recircle Awards, to be held on Thursday, May 27, 2021 during Autopromotec.



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The agreement will see Autopromotec become Title Sponsors of the Recircle Awards, a new Awards concept designed and owned by Valebridge Media Services to highlight the importance of the contribution of all participants in the tyre industry, be they tyre manufacturers, tyre retreaders, tyre recyclers, or their customers, to the role of tyres in the Circular Economy.

The event will co-supported by VMS's sister company, Retreading Business Ltd, who publish the specialist B2B journals *Retreading Business* and *Tyre & Rubber Recycling*, which service the global tyre retreading and tyre recycling industries respectively, as well as by the Italian Retreaders' Association – Associazione Italiana Ricostruttori Pneumatici (AIRP) and the leading Italian tyre trade journal, Pneurama.

The Recircle Awards: The Concept

David Wilson, Managing Director of Valebridge Media Services, explained the concept behind The Recircle Awards; “Our aim was to create an event which recognises the sustainable role that the tyre industry can and must play in the 21st century transport sector and reflects the concept of continuous renewal. The Recircle Awards aims to be a key global event for the tyre sector in terms of sustainable innovation, production processes, management and services, and will provide well-earned and valuable recognition for the contribution of key players in the sometimes undervalued tyre retreading industry and the burgeoning tyre recycling sector.”

The Recircle Awards Ceremony, scheduled for the evening of the second day of Autopromotec 2021 for maximum impact, will take place alongside a lavish gala dinner, including pre-dinner networking. A total of 20 key awards will be presented during the evening, recognising a diverse range of categories including Innovation in the Retreading & Recycling Sectors, Sustainability in the Tyre Servicing Sector, a Sustainable Fleet Award, a Circular Economy Award and a Lifetime Achievement Award.

Designed to promote the contributions of companies throughout the tyre distribution chain and covering the whole life cycle of the tyre, The Recircle Awards represent an opportunity for key players to celebrate success in the circular economy in the company of their customers. Suppliers from around the world will be invited to make their nominations for the various categories, which will be voted for by the global readership of *Retreading Business* and *Tyre & Rubber Recycling* as well as other selected tyre industry magazines from around the world.

Renzo Servadei, CEO of Promotec srl commented; “We are honoured to be working with Valebridge Media Services, *Retreading Business* and *Tyre & Rubber Recycling* to bring The Recircle Awards to fruition. We are convinced that this new concept will become a seminal event in the tyre industry calendar, helping to raise the awareness of the efforts of those striving to develop the Circular Economy within the tyre industry. We are convinced that the Recircle Awards will make a valuable contribution towards re-emphasising the status of



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Autopromotec as the leading event for the tyre industry, automotive aftermarket and retreading sectors in 2021.”

The Recircle Awards form part of a total co-operation package between Autopromotec and the Valebridge Media Services Group, including the second edition of the Future of Retreading Conference, which will be extended to cover tyre recycling topics, a series of Product Review Sessions and a Casing Village designed to increase the participation of tyre casing suppliers in the show.

Further information on award categories, the voting system, and sponsorship/participation packages for The Recircle Awards will be released shortly.



@therecircleawards



@TheRecircleAwards



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About Valebridge Media Services:

Valebridge Media Services is an innovative British communication agency specialised in the automotive industry. Featuring specific departments for communication and PR, production and video editing, graphic design, 3D, events, design and on-line programming, the agency offers comprehensive solutions for companies of the automotive industry. Valebridge Media Services, founded in 2017 with offices in Crewe (United Kingdom), Madrid (Spain) and Kuala Lumpur (Malaysia), provides creative solutions to more than 20 important companies from the automotive industry internationally.

The company operates as part of a wider publishing group specialising in business-to-business publications for the tyre and automotive sector, including Retreading Business, Tyre & Rubber Recycling, Commercial Tyre Business, The Tyreman and Truck & Bus News.

About Autopromotec:

Autopromotec is the international exhibition of automotive equipment and aftermarket industry held every two years at Bologna Exhibition Centre (Italy).

Founded in 1965, the event is organised by Promotec, a service company owned by AIRP - Associazione Italiana Ricostruttori Pneumatici (Italian Tyre Retreaders Association) and AICA - Associazione Italiana Costruttori Autoattrezzature (Italian Automotive Equipment Manufacturers Association).

Its exclusive trade exhibition formula is based on specialisation, professionalism and quality of the exhibited products, a true meeting point between manufacturers and users. The trade show - which includes more than 580 product categories, covering all sub-sectors of the aftermarket - takes the form of a selection of specialized fairs, where visitors can easily plan personalized itineraries based on their professional interests.

Through intensive promotional activities supported both at an institutional level and by trade associations, over the course of 28 editions Autopromotec has experienced a continuous increase in international growth. Each edition of the event focuses great attention on education with AutopromotecEDU, a think tank dedicated to sector analysis and to the most current and innovative topics regarding the automotive aftermarket.

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