

Drive to the Future: One of the world's first carbon neutral tire

RadAR Tires is proud to lead the industry in its Carbon Offset Activities, and plans to continue diversifying its green activities in order to generate positive Carbon Credits in the future. We have always believed in proactively engaging and influencing all functions along our value chain towards sustainable management of resources. We are aware of the impact of our operations and products on the environment and we aim to reduce their negative effect by collaborating with our external partners. We lead by example with zero carbon emissions.



In 2012, we commissioned Ernst & Young to do an in-depth study on the impact of our production footprint on the environment. Ernst & Young examined and quantified the amount of greenhouse gases (primarily carbon dioxide) produced from procuring raw materials, manufacturing, distribution, as well as energy used in the company's offices and employees' travel. Based on the study recommendations, we undertook a number of changes to our business processes and actions geared to off-set the carbon footprint. We also invested in projects that remove or reduce carbon dioxide from the environment. As a result, RadAR Tires became the world's first tire brand to be 100% carbon neutral by late 2013.