



Driving the Future



VISION

Be the tyre and wheel industry leader in digital transformation



MISSION

Harnessing technology to deliver innovative value-adding solutions for all stakeholders



VALUES

DICE

Our cultural preferences are results driven and caring
One team together - what we are when we are at our best

DECENT

Honest, fair, ethical, equitable, community minded, environmentally friendly.

INNOVATIVE

Agile, visionary, pioneering, “can do” attitude, thinking like a high growth company with state-of-the-art technology.

COLLABORATIVE

Inclusive, effective communicators, empowering, flat management structure, customer focused, committed to a healthy work-life balance.

ENERGETIC

Hard/smart working, thoughtful, looking outward, planning well ahead, pride in achievements.

