RESEARCH AND PRODUCT DEVELOPMENT

Use of materials and size of the tires

- Tire companies must take into consideration how much material should be put into making the tires; this determines their budget

Pricing and budget

- Companies must think about how much making these tires will cost them relative to the profits that they will make

Designing the tread

Customer demographic

- These companies must also think about the consumers who will invest in their tires and what these customers are looking for
Advertising and commercials

- Tire companies must invest in both print and television commercials in order to advertise their product

Individual buyers, corporate organizations, and car companies

- Said advertisements must be appealing to individual car owners, corporate tire dealers (like Merchant’s tires), and car dealers
MANUFACTURING

There are many materials that are included in tire manufacturing.

**Beads** - made of high strength steel and coated in rubber, the beads hold the tire to the wheel of the car.

**Steel Belts** - Placed on top of the body to help make the tire immune to punctures and damage from road debris.

**Sidewalls** - made of rubber to help hold the parts of the tire in place and give it stability during side to side movements.

**Tread** - mixture of natural and synthetic rubber that line the outer edges of the tire; has a series of groves to maximize performance and safety when on the road.
Since tires are not solely made of rubber, the manufacturing process may be somewhat messy.

Once the materials are gathered together, they are placed on a “tire building” machine which presses them together.

However, the tire is not complete when it leaves the machine.

The materials have been put together, yet have not been cured and need the grooved patterned in the tread.

The rubber is heated to over 300°F, inflated, and put into a mold which leaves the patterned tread.
PACKAGING

Tires are not traditionally packaged as other products are.

They are simply stacked on top of one another and put onto a truck.

However, the tires are labeled with stickers identifying important information regarding the tires’ manufacturing.
SALES, DISTRIBUTION, AND TRANSPORTATION

Car tires are sold to corporate companies all over the nation.

The tires are loaded onto a truck and are driven across the country.

Since tires are a universal product and just about everyone needs them, they are distributed in every state.
CONSUMER USE

Individual consumers come into car dealerships and auto mechanic shops to purchase their tires.

When consumers buy a new car, the tires are included.

However, whenever the tires on their cars wear out, they must purchase new ones from tire sellers.
Americans wear out about 290 million tires a year, and they recycle 233 million of them, according to the U.S. Environmental Protection Agency.

According to the Environmental Protection Agency, there are at least 110 products that are currently made of material derived from used tires.
As tires wear out, consumers must purchase new ones, leaving the old ones to be recycled.

Common uses for recycled tires include:
- Playground “mulch”
- Tire swings
- Military base use
- Running tracks
- Basketball courts
- Turf fields
- Rubberized asphalt
- Gardening uses
WORKS CITED

http://auto.howstuffworks.com/recycle-tires.htm
http://auto.howstuffworks.com/how-tires-are-made.htm