NOKIAN TYRES VETURI 2025-2029

FUTUREPROOF

VISION: LEAD THE FUTUREPROOF CONTACT WITH THE EARTH.

MISSION: FUTUREPROOFING RESILIENT EUROPEAN ON- AND

OFF-ROAD MOBILITY THROUGH SAFE, SUSTAINABLE

AND SMART TIRES.







THE CHALLENGE

Climate change mitigation

Road transport is a major source of carbon emissions.

The rapid emergence of global changes is occurring at an unprecedented pace.

Increasing vulnerability of the global value chains.



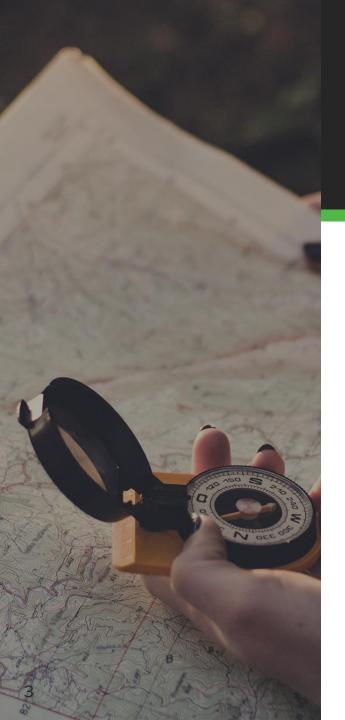
How could we significantly reduce the emissions of mobility, and what role do tires play in it?



Only together we can rise to the challenges.

Cross-industry ecosystem will be needed for holistic solutions.





STREAMS AND OBJECTIVES







Targeting **ultra-low GHG emissions throughout the entire supply chain**, from materials via efficient RDI cycles and zero GHG factories to the ultra-low GHG logistical chains.



Smart tires solutions which allows together with ecosystem partners to launch world class novelty solutions for ADAS (Advanced driving solutions). Utilization of **data driven RDI tools and capabilities** for world class products.



Accelerate the **implementation of Industry 5.0**, utilizing data, and developing solutions that enable **zero-emission manufacturing** in selected industrial segments.



ROADMAP FOR CROSS-INDUSTRIAL ECOSYSTEM 2025-2029 AND BEYOND

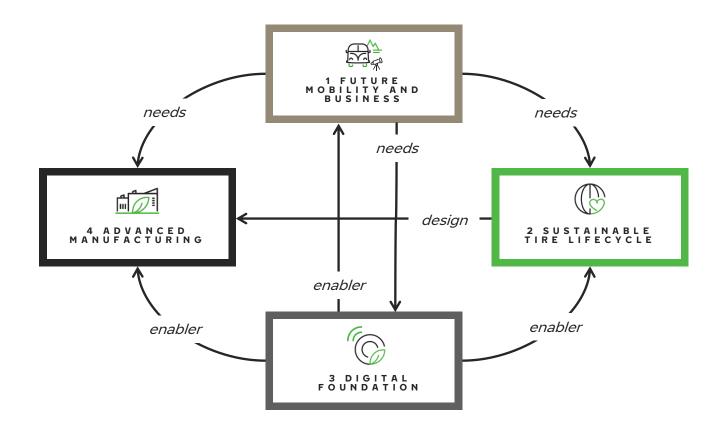
SCENARIOS FOR FUTURE MOBILITY SYSTEM TECHNOLOGICAL PIONEERING WITH OPEN INNOVATIONS NEW BEYOND ORDINARY PERFORMANCE FEATURES MOBILITY AND BUSINESS **NEW DATA-DRIVEN BUSINESS MODELS** DURABLE TIRES WITH IMPACT TO LOW EMISSIONS DURING THE USE PHASE SYSTEM ALTERNATIVE RAW MATERIALS, WITH SUSTAINABLE FEEDSTOCK WITH MINIMAL GHG EMISSIONS FORESIGHT OF FUTURE REQUIREMENTS AND DATA NEEDS RELATED TO SUSTAINABILITY 2 SUSTAINABLE TIRE LIFECYCLE **FUTUREPROOFED RDI TO BOOST** SUSTAINABILITY AND PERFORMANCE AI BOOSTED DATA DRIVEN AGILE INTEGRATED PRODUCT DEVELOPMENT CREATING SMART TIRE ROADMAP AND BUILDING A TIRE ADAS PROOF-OF-CONCEPT PRODUCT LIFECYCLE DATA COLLECTION AND UTILIZING IN PRODUCT AND FACTORY RELATED DIGITAL TWINS FOUNDATION INDUSTRY 5.0 BUILDING BLOCKS FOR HIGHLY EFFICIENT AND SAFE FUTURE MANUFACTURING VALUE CHAIN RESILIENT. EFFICIENT FUTURE MANUFACTURING PROCESSES AND SUPPLY CHAINS SYSTEM R&D FACTORY ENABLING ADVANCED MANUFACTURING FUTURE OF ALL-STEEL TIRES FOR CRITICAL APPLICATIONS 4 ADVANCED MANUFACTURING ZERO GHG FACTORY 2025 2026 2027 2028 2029 2030



EFFORT

STREAMS

SYSTEMIC APPROACH AND STREAM INTERCONNECTIONS



MISSION: FUTUREPROOFING RESILIENT EUROPEAN ON- AND OFF-ROAD MOBILITY THROUGH SAFE, SUSTAINABLE AND SMART TIRES



KEY BENEFITS TO JOIN FUTUREPROOF ECOSYSTEM

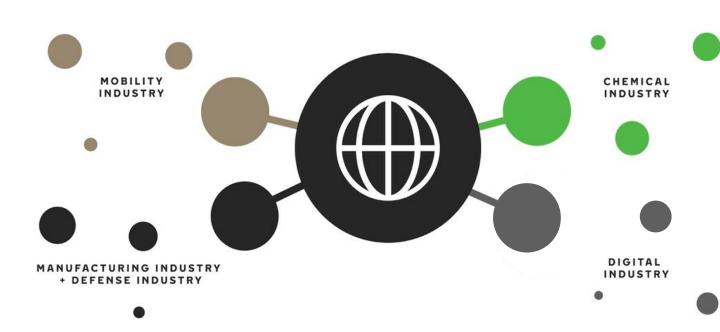
CROSSLINKING INDUSTRIES AND RESEARCH

FORMULATE HOLISTIC
SOLUTIONS TOGETHER FOR
GLOBAL OEMS

SEE YOUR TECHNOLOGY AS A PART OF EVERY TIRE IN THE FUTURE

NEW PRODUCTS FOR DEFENSE SECTOR

BUSINESS OPPORTUNITIES RELATED TO INDUSTRY 5.0



CO-DEVELOP NEW PRODUCTS
AND IDENTIFY NEW BUSINESS
OPPORTUNITIES FOR MOBILITY
SECTOR

OPPORTUNITY TO IMPACT EUROPEAN MOBILITY GHG EMISSIONS

CO-DEVELOPMENT OF ADAS SMART TIRES IN VEHICLE ENVIRONMENT

CO-CREATE ENABLERS FOR DATA-DRIVEN RDI TO SHORTEN TIME TO MARKET





futureproof

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suom. tulevaisuudenkestävä

Verb, Adjective

"Futureproof" refers to the ability of a product, system, or technology to remain useful and relevant in the future, despite changes or advancements. It implies that the item is designed to withstand obsolescence and adapt to future developments.

