

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.



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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 should we prepare ourselves for different future scenarios?

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



Creating the **technological capabilities to win market shares** in the 2030s by having technologically **superior product offering**, thus significantly improving the safety and sustainability of Finnish & European mobility (together with new business models).



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.

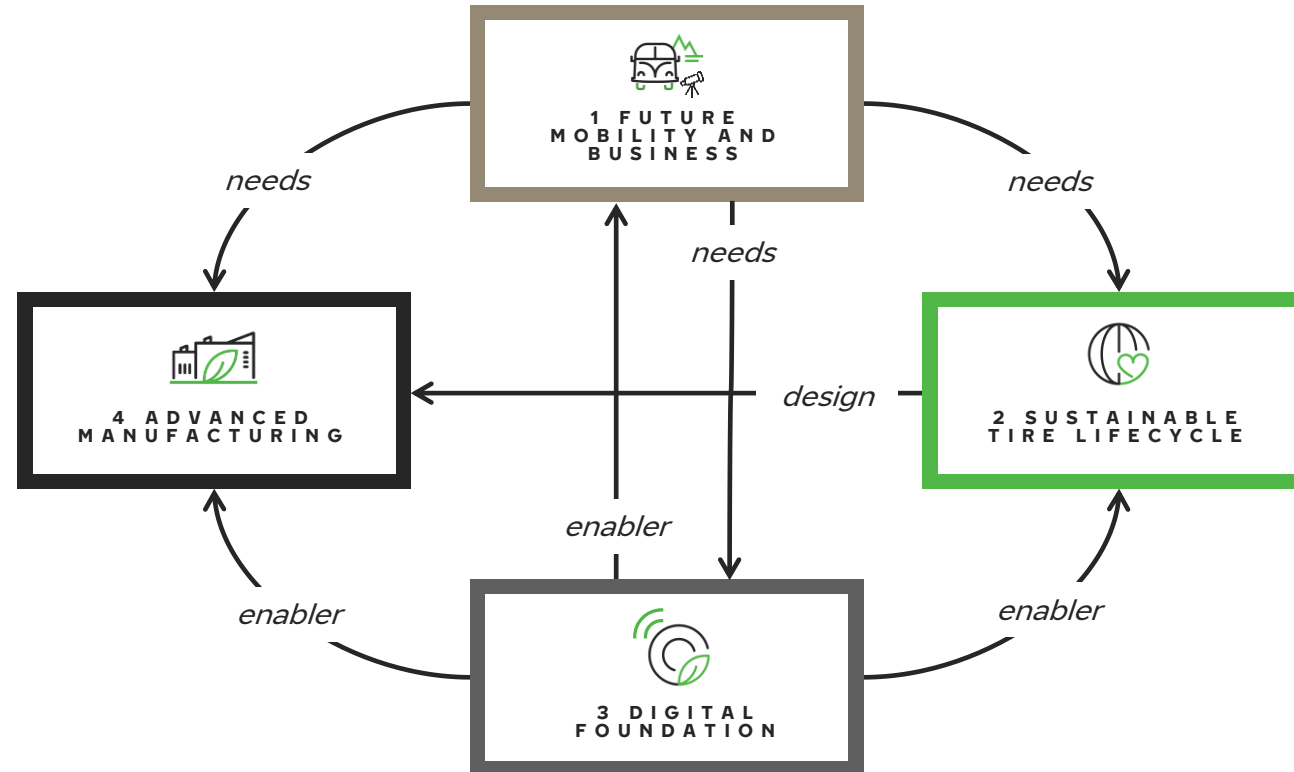


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ROADMAP FOR CROSS-INDUSTRIAL ECOSYSTEM 2025-2029 AND BEYOND



SYSTEMIC APPROACH AND STREAM INTERCONNECTIONS



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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



RESEARCH opportunities identified together with each industry sectors



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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.



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