

Tyre circular economy in focus of the international tyre and wheel industry: AZuR network with 19 partners at THE TIRE COLOGNE 2026

Willich, 15 April 2026. The Allianz Zukunft Reifen (AZuR) will once again present itself in 2026 with a strong partner network at the leading international trade fair THE TIRE COLOGNE 2026. The proven concept of a joint exhibition stand will be continued—with even broader participation from all areas of the sustainable tyre circular economy and an expanded AZuR presence in the event programme in Cologne. A particular focus will be placed on tyre retreading—the key pathway of the circular economy.

Following the great success of recent years, AZuR is once again relying on close cooperation between industry, SMEs, trade and the recycling sector. The joint stand showcases the entire value chain of the tyre circular economy—from sustainable new tyre production and repair to retreading and mechanical and chemical recycling.

19 AZuR partners from all segments of the tyre and recycling industry

The following partners will be represented at the AZuR joint stand at THE TIRE COLOGNE 2026:

- Apollo Tyres (Germany) GmbH
- Bear-Machines GmbH
- detection-x GmbH
- Genan
- Granuband BV
- Hankook Reifen Deutschland GmbH
- KARGRO Banden BV
- Michelin Reifenwerke AG & Co. KGaA
- Nokian Tyres GmbH
- PneusGern SARL
- Pyrum Innovations AG
- REMA TIP TOP AG
- Reoil SP. z.o.o.
- Runderneuert
- SDS Systemtechnik GmbH
- Synthos S.A.
- TRM srl
- Werba-Chem GmbH
- ZARE

The growing number of participating companies once again underlines the increasing importance of a functioning tyre circular economy in Europe.

Advancing retreading as the key pathway of the tyre circular economy

In 2026, both THE TIRE COLOGNE and AZuR activities will focus on advancing tyre retreading. The multiple use of high-quality casings conserves resources, significantly reduces CO₂ emissions and lowers costs at the same time.

To further accelerate the breakthrough of retreading, AZuR is inviting European retreaders to attend the trade fair and actively integrating the topic into the event programme. In addition, AZuR is initiating new dialogue and event formats along the entire value chain.

Planned initiatives include a municipal dialogue bringing together decision-makers from cities and municipalities with experts to present practical solutions for the use of retreaded tyres in public authorities, municipal services, waste management companies and public transport. The focus is on the considerable ecological and economic potential for municipal fleets—from CO₂ savings to up to 30 per cent lower operating costs.

The planned education project “Retreading goes to school” aims to provide owners, employees and trainees in tyre retail, automotive trade and vehicle workshops with knowledge about technology, environmental and economic benefits, as well as the quality and safety of retreaded tyres.

Holistic solutions for a 100 per cent circular economy

The AZuR trade fair presence demonstrates in practical terms how sustainable tyre use can already be implemented today: highly sustainable new tyres are kept in use for as long as possible through repair, regrooving and retreading, and are subsequently directed towards climate-friendly mechanical and chemical recycling.

The network’s goal is to keep as close to 100 per cent of tyres in the cycle as possible, avoid waste, reduce CO₂ emissions and secure valuable raw materials in the long term. The potential is enormous: in Germany alone, a functioning circular economy can save hundreds of thousands of tonnes of waste and CO₂ emissions each year.

THE TIRE COLOGNE 2026 once again provides AZuR and its partners with the ideal platform to present innovative technologies, best practices and concrete solutions for the industry. At the same time, the joint stand serves as a meeting point for professional exchange with policymakers, academia and business. In 2026, the focus will be on: die Weiterentwicklung der Runderneuerung,

- the further development of retreading,
- new applications for recycled materials, advances in chemical recycling (e.g. pyrolysis),
- and the optimisation of policy frameworks for a functioning circular economy.

Proven concept with growing impact



“Our joint stand demonstrates how strong the industry can be when working together on solutions. The increasing number of partners confirms our approach and the relevance of the tyre circular economy,” explains AZuR network coordinator Anna-Maria Guth.

With its renewed presence at the trade fair, AZuR is sending a clear signal: the transformation towards a sustainable circular economy is not a vision for the future, but already a reality—driven by a unique Europe-wide network.

About the Allianz Zukunft Reifen (AZuR)

Since 2020, AZuR has been committed across Europe to a sustainable tyre circular economy. Used tyres should be reused or recycled as close to 100 per cent as possible in order to avoid waste, reduce CO₂ emissions, conserve natural resources and protect people and the environment.

More than 80 AZuR partners from industry, SMEs, trade and academia cover all sectors of the tyre circular economy—from sustainable new tyre manufacturing and certified end-of-life tyre collection to repair, regrooving and retreading, as well as mechanical and chemical recycling of tyre materials.

Through interdisciplinary collaboration, new approaches and solutions are being developed for an ecologically and economically viable tyre circular system. Universities within the AZuR network play a particularly important role by providing valuable input through scientifically sound studies and research to help close material loops.

In November 2025, the Allianz Zukunft Reifen received the special “Cooperation” award at the NRW Resource Efficiency Prize presented by the Efficiency Agency NRW. In September 2025, AZuR was recognised with the German Award for Sustainability Projects 2025. AZuR network coordinator Christina Guth received the Recircle Award 2025 in the category “Women’s Award for the Tyre Retreading Sector”. In November 2023, AZuR received the European Transport Award for Sustainability 2024 for its study on the positive environmental impact of retreading.

The AZuR success model is gaining global recognition and can—and should—be transferred to other industries and waste streams. More information: <https://azur-netzwerk.de>: <https://azur-netzwerk.de>

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