

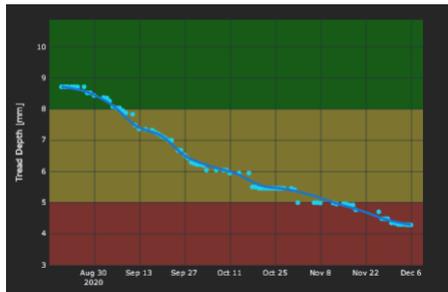
News Release



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Tyrata Launches Tyrata.io—a Data Portal for Real-time Monitoring of Tread Wear in Vehicle Fleets

New tire data management system delivers automated tire tread depth monitoring within hours of deployment with no hardware cost and no impact to fleet operations



DURHAM, NC— January 5, 2021 — Tyrata, Inc., a tire sensor and data management company, announces Tyrata.io, a cloud-based, comprehensive data portal for its IntelliTread™ tire tread monitoring products. Tyrata.io is an easy-to-use, interactive portal that works in combination with Tyrata’s Drive-Over System (DOS) to provide direct tire measurement and real-time tread wear analysis for large vehicle fleets. The system fully automates tread depth measurements and analytics needed for efficient tire-management and safe vehicle operation. The solution has no hardware cost and is deployed within hours with no impact to current fleet operations.

The IntelliTread™ Drive-Over System was developed based on the unmet need for low-cost, easy-to-deploy tire tread monitoring in both passenger and commercial vehicle fleets. The Drive-Over System collects tire tread wear data when a vehicle drives over a speedbump-like unit that is now linked to Tyrata.io, a cloud-based data analytics platform to inform service and depot managers about the actual condition of their tires in real time.

By logging into their account at [Tyrata.io](https://tyrata.io), fleet operators will open a secure data portal where they can monitor the health of any individual tire with an ability to obtain instant tire history and analytics at a click of a button. Operators can also get comprehensive, fleet-wide tire wear status and service recommendations for optimized tire maintenance and optimal vehicle safety.

Regular tire tread monitoring enhances data accuracy and provides clear tread wear trends, allowing the fleet operator to focus on tires that require service. With a DOS deployed at a vehicle service depot, Tyrata’s new data portal provides intuitive visualization of tire condition of the entire fleet, along with a

daily or weekly report on any tires requiring maintenance. Predictive analytics are also available for improved management of tires across the fleet. Outputs from the data portal can also be integrated with customer's existing reporting and maintenance systems.



"The Tyrata data portal provides comprehensive tire data management, data visualization and maintenance analytics that is very easy for our customers to use," said Luka Lojk, Tyrata's VP of Sales and Marketing. "Within a few hours of deployment, our customers can be up and running, collecting tread data on all their vehicles, with no impact on fleet operations, positioning them to make data-driven maintenance decisions that optimize resources and improve safety."

For a brief demonstration of Tyrata's data portal, visit the Tyrata website at Tyrata.com.

Companies wishing to qualify and deploy DOS in Europe may contact Tyrata at Tyrata.Europe@Tyrata.com. In Japan, organizations may contact our local representative at Tyrata.Japan@Tyrata.com. For the USA and other global regions, contact Luka Lojk at Luka.Lojk@Tyrata.com or +1-704-593-8418 for more information.

About Tyrata

Tyrata, Inc., is a tire sensor and data management company offering tire monitoring solutions for fleet managers, tire manufacturers and automotive service centers. The company's IntelliTread™ technology monitors, tracks and predicts tire tread life, delivering direct measurements of tread depth in real-time. Solid-state sensors are linked to cloud-based data management and analytics to warn drivers, service advisors and depot managers when tires are dangerously thin. Tyrata is dedicated to improving tire

safety, reducing maintenance costs, enhancing sustainability and increasing profitability for its customers. For more information, visit www.tyrata.com.

Keywords: tire safety, tire sustainability, fleet management, predictive analytics