

# News Release



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## Tyrata Opens European Office to Support Demand for the IntelliTread™ Drive-Over System

*The company ships its first Drive-Over System to major European tire manufacturer for testing and qualification purposes*



**DURHAM, NC— November 11, 2020 —**

Tyrata, Inc., a tire sensor and data management company, has opened an office in Germany to manage sales, distribution and service for its IntelliTread™ Drive-Over System (DOS) in Europe. DOS meets the need for low-

cost, easy-to-deploy tread wear monitoring in commercial fleet depots and enables growth of the tires-as-a-service offering where tire manufacturers sell tires on a "per mile" basis. The company shipped its first DOS to a major tire manufacturer in Europe for testing and qualification before scale-up and deployment to depot customers in the region.

Tread wear monitoring is becoming a critical element in the tires-as-a-service business model. The [IntelliTread™ Drive-Over System \(DOS\)](#) collects tire wear data when a vehicle drives over a speed-bump-like unit and provides the user with actionable, cloud-based tire data analytics in real time. The system is fully automated and optimizes the tire management process by determining the optimal time to maintain tires in a fleet. The DOS system reduces risk for the operator and significantly improves efficiency, which leads to higher customer satisfaction, loyalty and retention, and increased profits for both the fleet operator and the manufacturer.

Vehicles or tires can be identified through RFID solutions from FineLine Technologies enabling the IntelliTread™ Data Analytics to monitor, track, analyze, and report vehicle- and tire-specific tread depth via the DOS.

“We see an increased market need for an automated, low-cost, tire monitoring and tracking solution,” said Jan Svoboda, Director of RFID Business Development at FineLine Technologies. “DOS is such a solution and once deployed it will play a critical role in enabling the next generation of tire sales and maintenance business models for fleet owners and operators.”

The first customer engagement in Europe represents a major milestone for the DOS platform. Earlier this year, Tyrata successfully completed extensive testing at the Durham NC City Transit Company where buses were tagged with RFID technology to correlate tread-depth information of each individual tire as part of an asset management system. Due to COVID restrictions, product installation in Europe will be done entirely remotely with the customer, and the system will be managed and monitored remotely by Tyrata from its Durham headquarters, demonstrating ease of install and use of the product. Successful qualification of the product in large-scale depot operations in Europe will signal the beginning of scale manufacturing in 2021 to satisfy initial demand for the system.

“We are excited to open our European office to give us a firm foundation to build and support our customer base there,” said Luka Lojk, Tyrata’s VP of Sales and Marketing. “Europe’s aggressive push for a tire-as-a-service business model represents an important market for Tyrata.”

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

Tyrata recently announced that it has raised \$2.9M to complete customer qualification of the Drive-Over System, establish high-volume manufacturing in global markets and speed development of the Tyrata Internal Tread Sensor product line. The company is seeking additional investors to close out the current round of financing. Interested organizations may contact Luka Lojk.

### **About Tyrata**

Tyrata, Inc., is a tire sensor and data management company offering tire health solutions for fleet management, tire manufacturers and automotive service centers. The company's IntelliTread™ technology monitors, tracks and predicts tire tread life, and is the only technology on the market that delivers direct measurements of tread depth in real-time. 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 and increasing profitability for its customers. For more information, visit [www.tyrata.com](http://www.tyrata.com).

### **About FineLine Technologies**

FineLine Technologies develops and produces barcoded, and RFID integrated labels, tags, and stickers for major tire manufacturers, retailers, re-treaders and fleet operators, worldwide. Our innovative RFID enabled tags for mold management, tire production, logistics and fleet management organizations are helping to improve the global tire market, with better inventory accuracy, traceability and connectivity. Learn more at [www.finelinetech.com/tires](http://www.finelinetech.com/tires).

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