

# RECYCLE RETHINK

## THE MAXXIS ECO COMMITMENT

Since the beginning everything at MAXXIS was turning around the best tires. Today we also want to produce tires which make the most sense: Sustainable, circular tires which leave almost no traces. That's what drives us

**MAXXIS**

**THE CIRCULAR TIRE PROJECT**

**90%**  
RENEWABLE AND RECYCLED MATERIALS

### Renewable resources

**COTTON & Plant Resin etc.** En-case and glue tire bead and wire

**Natural Rubber**  
Basis for grippy and long lasting rubber compounds

### Recycled Materials

**Seawastex® Nylon**  
For Premium 60 TPI tire casing made from recycled fishing nets. Builds Shape and stability of the tire

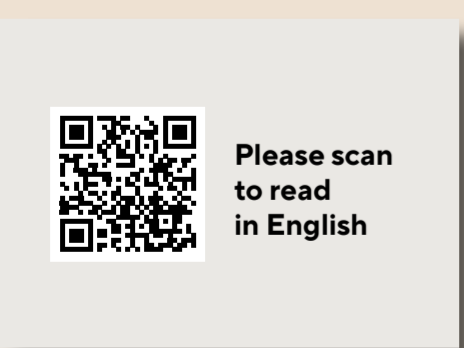
01 Old damaged fishing net

02 Nylon Pellets made from recycled fishing net

03 Recycled Nylon filaments with exactly the same properties as new material

Now used in 80% of all MAXXIS tires!

See the Seawastex film on Youtube



**Synthetic Rubber**  
Mixture of sustainable synthetic rubber compounds.

**Recycled Wire**  
Centerpart of the tire bead, provides fixation on the rim

**Functional Additives**  
Improvement of Grip, lifespan, puncture protection and rolling resistance  
Contains among others:

**RICE HUSK SILICA**  
Silica made from natural rice husk

**RECYCLED CARBON BLACK**  
Recycled carbon black from used tires