



## PRESS RELEASE

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# THE RFID CHIP, A REVOLUTION FOR THE TIRE INDUSTRY EDUCATIONAL SPACE 3H038

Among its many actions, the Tire Union carries out continuous technological and regulatory monitoring, with the aim of informing automotive aftermarket players and encouraging them to organize and plan the necessary investments to adapt to these changes. More than just an evolution, RFID technology is a true revolution that offers new perspectives in the management of all operations related to tires, being the only standardized and accessible data carrier working at this level, from cradle to grave. On the regulatory side, tyre's electronic identification will soon be essential for the implementation of the Digital Product Passport (DPP), which will become mandatory by 2029.

An ecosystem approach has been established with the creation of the GDSO – Global Data Service Organisation for Tyres and Automotive Components, which, since 2022, has been working to create and deploy worldwide a single, interoperable standard for the use of tire data in the cloud. This builds the IT infrastructure on which the entire system relies, in collaboration with all stakeholders in the tire value chain. To date, a dozen manufacturers have already joined this organization, as well as many players involved in tire use, sales, and aftermarket services.

RFID technology impacts logistics and warehouse management, diagnostics and roadside assistance, retreading, collection, reuse of used tires, and recycling of end-of-life tires. It therefore supports the tire throughout all stages of its lifecycle, optimizing traceability, operational efficiency, sustainability, and control of its environmental impact.

### The Educational Exhibition

With the progressive shift of the vehicle fleet toward all-electric mobility, the tire has become the essential lever for the aftermarket, representing a priority market to drive workshop traffic and generate margins. This is why the organizers of the Equip Auto trade show offered the Tire Union the opportunity to organize an exhibition to inform visitors involved in tire use or trade. Designed as an immersive educational journey, it takes the form of a guided tour through the lifecycle of a tire equipped with RFID technology, from manufacturing to disposal.

This exhibition was organized in partnership with companies that have already developed solutions or equipment integrating RFID technology, in the logical order of the visit: Michelin, Cross ID, ATEQ, Corgi, Devel, FASEP, Regom, Aliapur, who will present concrete demonstrations and highlight the benefits and effectiveness of this interoperable standard.

Upstream, Michelin plays a major role in the development and implementation of RFID technology in the tire supply chain. Michelin showcases a range of tires with integrated RFID tags, already fitted as

### Syndicat du Pneu

Syndicat professionnel régi par les lois des 21 mars 1884 et 12 mars 1920, conformément au livre II du Code du travail  
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original equipment on some car models, as well as truck tires, both new and retreaded. Pioneer in RFID innovation, Michelin, together with its partners, will demonstrate all the practical advantages of this technology at each stage of the tire lifecycle, including at the industrial level: design, production, shipping, logistics, inventory management, use, retreading, end-of-life management, and circular economy.

Downstream, RFID technology also supports tires in logistics and aftermarket activities:

- Cross ID announces a strategic breakthrough with the integration of RFID chips into its business management system. This enables complete tire traceability, simplifies management by automating stock movements, and eliminates identification errors caused by misreading information on sidewalls.
- ATEQ offers advanced portable diagnostic tools that simplify operations related to TPMS sensors and RFID patches integrated into tires. They improve accuracy, reduce service time, and provide technicians with user-friendly and reliable interfaces.
- Corghi presents an innovative dynamic pre-check system capable of generating a full work order through integration with the Tyre Information Service.
- Devel and FASEP respectively showcase a next-generation automatic tire changer with integrated RFID readers and a wheel balancer equipped with RFID readers to automate and optimize overall efficiency.

In the final stages of the tire lifecycle, RFID technology already provides tangible benefits:

- Regom offers a complete sorting process—from separation to data analysis—using artificial intelligence and RFID to identify and sort used tires at an industrial pace, an increasingly essential solution in the recycling chain.
- For Aliapur, the widespread adoption of RFID chips in all tires placed on the French market will allow eco-organizations to better fulfill their public service mission: improved reuse through easier sorting of used tires, development of pyrolysis thanks to qualified feedstock, and combating fraud in eco-contributions

### Wide Dissemination of Information

These insights will be further developed during the tire roundtable to be held at the Conference Area on Tuesday 14th at 3:45 p.m., and during the press conference scheduled for Thursday 16th at 10:00 a.m. at the RFID Educational Space, followed by a guided tour. For professional visitors, guided tours and demonstrations will be organized twice a day.

### Exhibition Partners

#### ALIAPUR

For over 20 years, Aliapur has been collecting and recovering more than 70% of used tires in France. To meet its obligations, this state-approved eco-organization ensures compliance with the hierarchy of waste treatment methods: selecting second-life tires for reuse, energy or material recovery for non-reusable tires, and tomorrow, manufacturing new tires from used ones thanks to pyrolysis.

#### ATEQ

A global leader in measurement equipment, present in 40 countries with 9 production sites and over 5,000 clients. Its tire pressure monitoring division (TPMS) aims to simplify tire management in the automotive industry. The VT 67 RFID is a portable workshop tool that directly retrieves data from RFID-equipped tires and programs it into dedicated TPMS sensors.

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#### CROSS ID

A specialist in innovative ERP solutions for garages, Cross ID has integrated RFID technology into its management system to improve complete tire traceability throughout its lifecycle, from manufacturing to recycling, including distribution, use, and maintenance.

#### CORGHI

A subsidiary of the Nexion Group and global leader in workshop equipment, Corghi presents Rapide Go, an innovative dynamic pre-check system integrated into the WeNext ecosystem. It interconnects all Nexion brand equipment and automatically detects the tire's unique electronic identifier (SGTIN), integrating real-time data thanks to the Tyre Information Service.

#### DEVEL

With its Top Automatic 5.0, a next-generation automatic tire changer, Devel integrates an RFID reader to read and directly transmit tire data to the machine, which automatically adjusts its working parameters.

#### FASEP

Is a world specialist, since over 50 years, in wheel balancing equipment, introduces the world's first wheel balancer with integrated RFID technology. The V788 RFID, a 100% Made in Italy product, reads the RFID tags of new generation tires, ensuring full traceability throughout tire lifecycle. Thanks to RFID, FASEP wheel balancers can be a productivity center in a modern tire shop, monitoring accuracy and productivity of the entire tire service process.

#### GDSO

Works to unlock the potential of tires through the Tyre Information Service (TIS), based on a unique electronic identifier. Already adopted by industry pioneers, it enables new services for safer, more sustainable mobility.

#### MICHELIN

A pioneer in RFID innovation, Michelin will demonstrate, with its partners, the importance of RFID as an interoperable standard for digital tire identification, key for the Digital Product Passport and the Cirpass2 project.

#### REGOM

Revolutionizes end-of-life tire sorting with AI-based machines integrating RFID readers. An innovation partner of Michelin, Regom optimizes tire recycling processes.

#### About the Tire Union (Syndicat du pneu)

Founded in 1929, the Tire Union represents the collective voice of the tire industry in France. With more than 1,500 member groups and companies, the organization unites tire specialists, online distribution players, manufacturers, importers, wholesalers, as well as numerous equipment makers and service providers engaged in the tire sector. The Tire Union brings together all stakeholders across the tire value chain and actively defends the interests of the profession.

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