

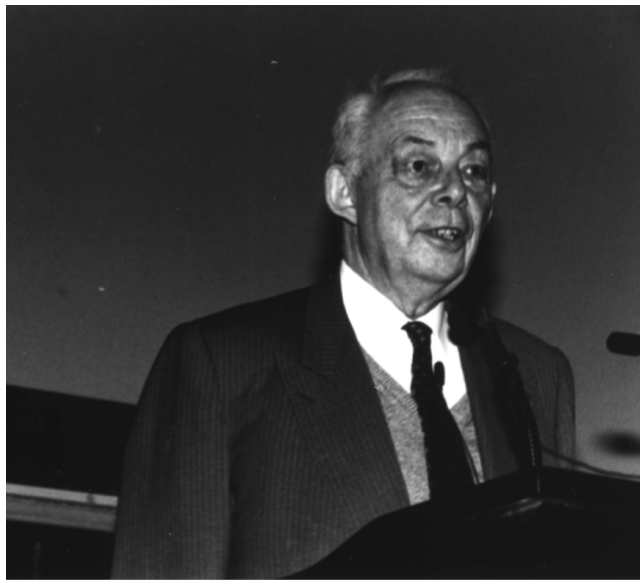


NEWSLETTER

March 2025

Please forward our Tire Society newsletters to any colleagues and friends you think might be interested in learning more about the Tire Society and our mission to increase and disseminate knowledge of the science and technology of tires.

Reflections from past Tire Society Keynotes



The Tire Society's vision of sharing and disseminating tire knowledge resonates in the conference Keynote Addresses delivered by eminent industry leaders. In this edition, we are sharing thoughts that Michelin's Chairman & CEO, François Michelin presented in his 1984 Tire Society Keynote Address.

During 1980's, quality of tires is paramount topic for all major tire companies. At present we are also in similar situation but delivering Top Quality "Virtual Tire models and Services (i-tire)" instead of tires itself. The key principles he shared are still relevant, and can help us answer, **"How can we deliver Top Quality models and services to our customers"**

[Click here the full content of his keynote address](#)

Credits – [Jim McIntyre](#)

Reflections form 2024 Tire Society Conference

The advent of “Chat GPT” era is changing how we engineer a product; the tire industry also cannot escape from the AI and ML tools influence. This year Tire Society conference has several papers on leveraging AI tools in the product development and mobility services. As an example, below are presentations given at Tire Society by Goodyear and CDTire colleagues. The proliferation of AI tools is increasing with the marriage of digital simulation and artificial intelligence. The terms used are Reduced Ordered Models, Hybrid Simulations, Multi-fidelity models. Physically informed neural network is also another active research.

End-to-End Data Driven Real-time Road Surface Condition Estimation using Vehicle Dynamics Data to Data Driven Road Condition Estimation using Vehicle CAN signals

Vishal Hariharan
The Goodyear Tire & Rubber Company

Overcoming Sensor Limitations Induced by Battery Life Requirements in Intelligent Tires

Ari Tuononen
The Goodyear Tire & Rubber Company

Using Machine Learning to Improve Efficiency within Virtual Tire Cavity Development

Brandon Kelly
Goodyear Tire & Rubber

Advanced Meta-Model Assisted FEM Tire Design Optimization

Christoph Burkhart
Fraunhofer-Institut für Techno-und Wirtschaftsmathematik

2025 Conference – Sep 23 - 25 @ University of Akron, Ohio

Call for Papers

Presenting and sharing of your work is the ideal way to serve our mission to disseminate the knowledge of tire science and technology. We would like you to be part the 2025 conference and contribute to its success. **April 14th** is last date for submission

Submit your abstract [here](#)

2025 Conference Sponsorship Opportunities Still Available

<https://tiresociety.org/sponsors-exhibitors/>

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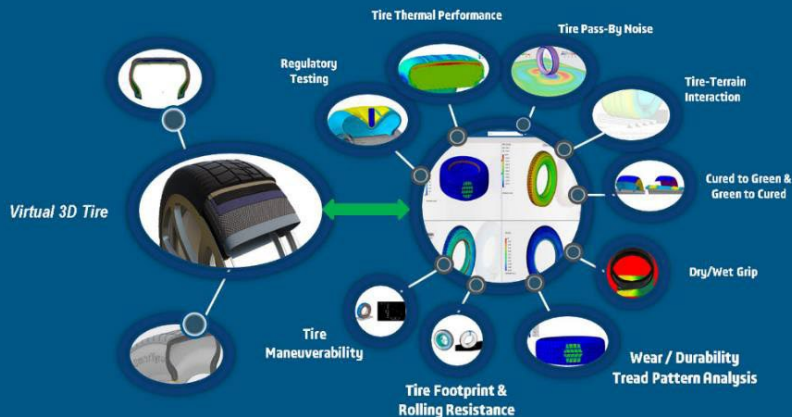
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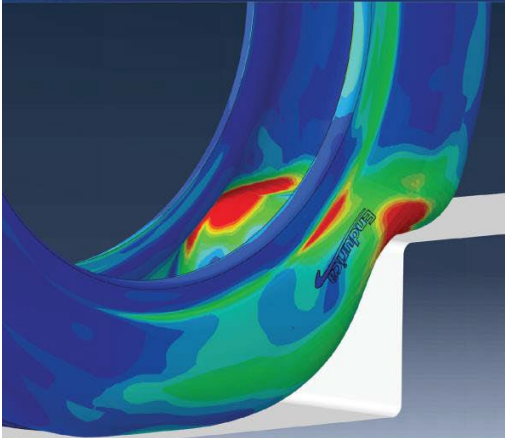


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and Engineering

Application of Rubber
Fatigue Analysis with Endurica

BETA^B

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October 10, 2024

Suburban Collection Showplace
Novi, MI, USA

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Suburban Collection Showplace, Diamond Center, Novi, MI



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