

ETRMA joins GDSO to advance data services in the tyre industry

The European Tyre and Rubber Manufacturers' Association (ETRMA) announced it has become an associate member of the [Global Data Service Organisation \(GDSO\) for Tyres and Automotive Components](#).

Established in 2022, GDSO is a collaborative platform that aims to standardise data-related aspects around tyres and define solutions to access and exchange data.

"ETRMA's decision to join GDSO underscores the European tyre industry's commitment to driving technological advancement and sustainability within the sector", said Adam McCarthy, ETRMA Secretary General.

"Digitalisation has an increasingly important role in supporting the circular economy. We look forward to collaborating with GDSO as it develops solutions to facilitate online tyre data access, which will form the basis for developing future digital tools to improve the safety, efficiency and environmental performance of vehicles", he added.

For further information, please contact Veronica Sarno, ETRMA Communications Manager, at v.sarno@etrma.org.

About ETRMA

The European Tyre & Rubber Manufacturers Association (ETRMA) represent nearly 4.400 companies in the EU, directly employing more than 350.000 people. The global sales of ETRMA's 13 corporate members represent 70% of total global sales and 7 out of 10 world leaders in the sector are ETRMA Members. We have a strong manufacturing and research presence within the EU and candidate countries, with over 80 tyre-producing plants and 17 R&D centres.