

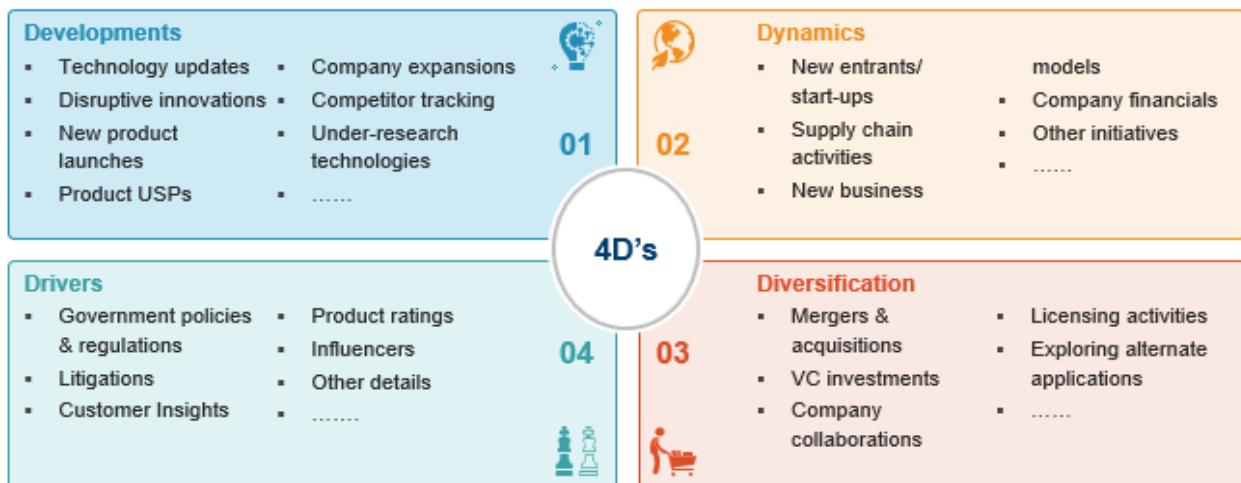
# INTELLOTRACKER

## SUSTAINABLE MATERIALS IN AUTOMOBILES

May 2023



### ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS....





## DEVELOPMENTS

Disruptive innovation		Bridgestone is investing in research on guayule, a tough desert-growing shrub that can be used to make natural rubber. The manufacturer has cultivated 281 acres of the new crop so far and has announced plans to switch to unlimited resources like plant-based rubber by 2050 completely. <i>Source: <a href="#">The Cool Down</a></i>
Technology/Innovations		Volkswagen aims to manufacture the interiors of its cars using recycled materials and non-animal leather. Using cellulose or recycled plastic-based seat finishes will help the company's vehicles be produced more sustainably. <i>Source: <a href="#">Company News</a></i>
Technology/Innovations		Apollo has developed tyres using 75% sustainable materials. It contains recycled rubber, sustainable carbon black from end-of-life tyres, bio-based oil, recycled nylon in different components of the tyres. <i>Source: <a href="#">Company News</a></i>
Technology/Innovations		Goodyear has announced a demonstration tyre made from 90% sustainable materials that meet all the necessary regulations and has passed its own internal tests for performance and safety. The tyre isn't only substantially greener than conventional counterparts but has a lower rolling resistance too, reducing the carbon footprint during use of any car fitted with them. <i>Source: <a href="#">Autocar</a></i>



## DYNAMICS

Supply Chain activities		United States Steel Corporation will provide General Motors with its cutting-edge, environment-friendly verdeX steel product. The steel is produced using up to 75% fewer emissions than conventional blast furnace production, is made up of 90% recycled material, and is infinitely recyclable without degrading. <i>Source: <a href="#">Green car congress</a></i>
Supply Chain activities		Thyssenkrupp has agreed to provide Benteler Automotive with a steady supply of environmentally friendly bluemint® steel. Both companies have signed an associated memorandum of understanding (MoU). <i>Source: <a href="#">Company News</a></i>
Supply Chain activities		For its global manufacturing of components and sealing materials, primarily for the automobile industry, Meneta has partnered with SSAB to source fossil-free steel. <i>Source: <a href="#">Autocar</a></i>
Other initiatives		Audi is looking into the possibility of using post-consumer materials recovered from used vehicles at the end of their service life to manufacture new automobiles. As part of the company's circular economy strategy, the project provides valuable insight on how a circular economy can be put into practice. <i>Source: <a href="#">Autocar</a></i>
Other initiatives		The BMW Group is working to lower CO2 emissions throughout the supply chain. The company has signed a memorandum of understanding (MoU) with Rio Tinto to source aluminium with significantly reduced CO2 emissions from the latter's hydro-powered operations in Canada starting from 2024. <i>Source: <a href="#">Company News</a></i>



## DIVERSIFICATION

Company Collaboration		Honda Motor announced a basic agreement with Ascend Elements. The companies intend to collaborate toward stable procurement of resources from recycled lithium-ion batteries in North America necessary for Honda electrified vehicles, including EVs. <i>Source: <a href="#">Company News</a></i>
Company Collaboration		ArcelorMittal and Kirchhoff Automotive have signed a memorandum of understanding (MoU) which focuses on developing low carbon-emissions steel for cars and trucks. <i>Source: <a href="#">Company News</a></i>
Company Collaboration		Engineers can now create parts for future vehicles that are more recyclable and have a smaller carbon footprint. Thanks to a collaboration between Hexagon's Manufacturing Intelligence division and Sumika Polymer Compounds Europe to digitize the performance of new sustainable automotive-grade polypropylene (PP) compounds. <i>Source: <a href="#">PR Newswire</a></i>



## DRIVERS

Others		German consortium consisting of 19 leading industrial companies and research institutes, including the BMW Group, Evonik, Thyssenkrupp, the Fraunhofer Institute, and the Technical University of Munich, has been established with the aim to develop new processes for using sustainable materials in large parts of the value chain, for circular automotive production. <i>Source: <a href="#">Sustainable Plastics</a></i>
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## SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY

IP Strategy	Technology Intelligence	Growth & Strategy
<p>How best can we proactively manage and monetise our technical knowhow / intellectual property?</p>	<p>How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?</p>	<p>Which technologies do we invest in? How do we ensure quick wins? Speed to market?</p>
<ul style="list-style-type: none"> <li>IP Portfolio Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Competitor Benchmarking</li> </ul>	<ul style="list-style-type: none"> <li>R&amp;D Strategy Roadmaps</li> </ul>
<ul style="list-style-type: none"> <li>IP Monetisation</li> </ul>	<ul style="list-style-type: none"> <li>Tech / IP Landscapes</li> </ul>	<ul style="list-style-type: none"> <li>Technology Scouting</li> </ul>
<ul style="list-style-type: none"> <li>IP Valuation</li> </ul>	<ul style="list-style-type: none"> <li>Technology Watch</li> </ul>	<ul style="list-style-type: none"> <li>Open Innovation</li> </ul>
<ul style="list-style-type: none"> <li>Prior Art Searches</li> </ul>	<ul style="list-style-type: none"> <li>Market Analysis / Trends</li> </ul>	<ul style="list-style-type: none"> <li>Product Development</li> </ul>



GROWTH ADVISORY



INVESTMENT RESEARCH & ANALYTICS



VALUATION & FINANCIAL ADVISORY



TECHNOLOGY RESEARCH & ADVISORY



PROCUREMENT & SUPPLY CHAIN INTELLIGENCE

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