TyreTeam is an industry platform developed to fulfill the specific logistics requirements of the tire industry. Since it was founded in 2006/2007, the platform has grown to deliver over 18,500 tires a day across the UK. Today, TyreTeam continues to expand and adapt to changes in the market, reinforcing DHL’s position as the tire industry’s provider of choice.

**CUSTOMER CHALLENGE**
The tire industry faces a number of difficulties on various fronts such as sales, production and market competition. These include decreasing sales, increasing part worn sales, pressure from Far East imports, expanding factory warehouse direct volumes, the growing cost of raw materials and manufacturing, higher distribution costs and rising fuel prices.

Initially working with two of the top five tire manufacturers, the logistics provider sought to exploit synergies to deliver financial and environmental savings without compromising on service. Since then, leading manufacturers in the industry have sought DHL’s expertise to help mitigate these issues.

**DHL Supply Chain Solution**
- UK-wide collaborative delivery platform
- Consolidated orders and deliveries
- Developed custom-made IT solution for the tire industry
- Operated a core fleet while tapping on network of regional partners

**Customer Challenge**
- Decreasing sales
- Growing cost of raw materials and manufacturing
- Higher distribution costs
- Pressure from Far East imports

**Customer Benefits**
- Reduced costs
- Lowered carbon emissions
- On-time In-full rating of 99.92%
- Flexibility to accommodate peaks and troughs in demand
DHL SUPPLY CHAIN SOLUTION

DHL first recognized the opportunity to develop a collaborative platform for tire deliveries between 2006 and 2007.

Leveraging its scale and depth of experience, DHL used an industry-leading transport planning solution and order management system in order to plan the deliveries of 18,500 tires to 1,500 locations every day.

Instead of having separate deliveries for each brand, TyreTeam consolidated orders across the brands, making one delivery per destination. Although this is supported by a core DHL fleet servicing a central band across the UK, the distribution operations were further supplemented by dedicated regional partners that took on deliveries from strategic cross-docks for onward delivery to final destinations.

CUSTOMER BENEFITS

TyreTeam’s UK-wide collaborative platform has greatly reduced costs while retaining a tires-only next-day network, generating more advantages for tire retailers and wholesalers in comparison to a traditional dedicated service. Reducing the number of vehicles plying the road has also resulted in lowered CO₂ emissions.

Furthermore, with an On-time In-full rating of 99.92%, TyreTeam has a track record of stellar service standards its customers can rely on. By delivering tires to the right place and at the right time, the DHL team has helped its customers maintain their brand reputation.

Finally, the unique combination of using a core fleet together with regional partners has provided the network with the flexibility to meet daily fluctuations in volume and demand without the burden of fixed assets. Tapping on DHL’s network of partners has ensured its customers not only a robust pricing structure but also quality service levels.

“Our customers are at the heart of what we do – that’s the reason TyreTeam was created. It’s about providing customers with a robust yet flexible distribution model.”

Jim Marsh
DHL Head of Tyres

For further information

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