



NERCRT Golden Wheel Business Research Institute officially established, opening new chapter in Sailun channel empowerment

On April 28, 2026, the unveiling ceremony of the Jinlun Business Research Institute of the National Rubber Center was held in Qingdao. Lv Wanxiang, member of the Standing Committee of the Party Committee and Vice President of Qingdao University of Science and Technology, Yuan Zhongxue, Director of the National Rubber Center and Honorary Chairman of Sailun Group, Liu Yanhua, Chairman of Sailun Group, and other leaders, together with representatives of core dealers from Sailun Group and representatives of the first batch of benchmark store trainees from across the country, witnessed this important moment.

Jielun Business Research Institute is a channel empowerment platform built by the National Rubber Center leveraging the advantages of industry-university-research integration. It is committed to providing systematic training, operational support, and business empowerment for channels. Its establishment marks the shift from "hard innovation" in technology research and development to "soft innovation" in industrial ecology and talent cultivation between the National Rubber Center and Sailun Group, laying a solid foundation for promoting channel penetration, breaking industry internal competition, and driving the healthy development of the industry.

In her speech, Liu Yanhua reviewed the origins and mission of Sailun Group. She stated that Sailun was born at Qingdao University of Science and Technology, known as the "Whampoa of China's Rubber Industry," and is the industry's only National Rubber Center Research and Demonstration Base. Facing industry changes and internal competition,

Sailun has always adhered to long-termism and technological innovation. Relying on the National Rubber Center's Jinlun Business Research Institute, Sailun Group will precisely empower channels and assist partners in steady development.

Lv Wanxiang pointed out that the establishment of the Jinlun Business Research Institute marks a significant milestone in the high-quality development of the National Rubber Center. He reviewed the profound accumulation of Qingdao University of Science and Technology and the National Rubber Center in the integration of industry, academia, and research, scientific research breakthroughs, and talent cultivation. He emphasized that the university will fully support the construction of the Business Research Institute, providing comprehensive support in terms of curriculum system, teaching content, and expert resources, to jointly create an industry talent cultivation ecosystem.

Yuan Zhongxue provided a strategic analysis of the international and domestic economic situations and market environments. He emphasized that human development is inseparable from rubber tires, and car owners require high-quality tire products and services. In this era of intense competition, as a research and demonstration base of the National Rubber Center, Sailun Group must shoulder the mission of promoting high-quality development in the industry and actively contribute to the establishment of a unified Chinese market.

Amidst warm applause, Yuan Zhongxue and Lv Wanxiang jointly unveiled the plaque for the Jinlun Business Research Institute of the National Rubber Center.

Based on a new starting point, Sailun Group will leverage the China Rubber Center Jinlun Business Research Institute as a bridge to gather more high-quality forces and cultivate

more industry "golden seeds". It aims to empower channels with professional expertise, lead the industry with value, and facilitate the high-quality development of China's rubber tire industry and the innovative upgrading of the automotive aftermarket.

With both quantity and price declining, Chinas tire export value has seen a sharp drop

Recently, the General Administration of Customs officially released the tire export data for March 2026. In that month, China's tire exports exhibited a trend of both volume and price decline, while the overall situation in the first quarter remained stable with volume increasing and price slightly decreasing. The industry's export performance showed characteristics of phased differentiation.

Data shows that in March, China's rubber tire exports amounted to 800,000 tons, down 6.9% year on year; the export value was 13.475 billion yuan, down 11.3% year on year. Among them, new pneumatic rubber tires exported 780,000 tons, down 6.6% year on year, with an export value of 13.005 billion yuan, down 10.9% year on year; in terms of the number of units, 56.4 million units were exported that month, down 9.4% year on year. The exports of major categories all showed varying degrees of decline.

The cumulative data for the first quarter showed a relatively stable performance. From January to March, China's cumulative exports of rubber tires amounted to 2.35 million tons, marking a year-on-year increase of 5%. The cumulative export value reached 39.702 billion yuan, a slight decrease of 0.7% year-on-year. The cumulative exports of new pneumatic rubber tires were 2.26 million tons, up 4.8% year-on-year, with an export value of 38.07 billion yuan, a decrease of 0.8% year-on-year. The cumulative number of exported tires was 176.48 million, marking a year-on-year increase of 4.2%, highlighting the trend of volume growth.

According to industry analysis, the decline in exports in March was primarily influenced by increased trade barriers, escalating maritime risks, and the diversion of domestic production capacity. Countries such as Peru and Brazil have recently continued to advance anti-dumping investigations against Chinese tires. Geopolitical conflicts in the Middle East

have driven up maritime transportation costs and delivery risks. Meanwhile, as the traditional peak season for domestic procurement approaches, enterprises are shifting their production capacity towards domestic markets. Currently, Europe and Asia remain the main export markets, and emerging markets are maintaining growth. It is expected that exports will gradually recover in the second quarter.

Blockbuster! Steel cord giant Bekaert completes acquisition of Bridgestones business

On May 1st, Bekaert officially announced that it had completed the acquisition of Bridgestone's tire reinforcement material business in China and Thailand, with a transaction amount of 60 million euros.

According to China Tire Business Network, the acquisition transaction was announced as early as January 2026, covering two core production bases: Bridgestone (Shenyang) Steel Cord Co., Ltd. located in China, and Bridgestone Metalpha (Thailand) Tire Cord Production Plant in Rayong, Thailand. Both factories specialize in supplying cord products for Bridgestone tires.

About Bekaert

Bekaert, founded in 1880 and headquartered in Belgium, is a globally renowned technology enterprise. As a global market and technological leader in the field of steel wire deformation and coating technology, Bekaert holds a significant position in the tire reinforcement material sector, with approximately 25% of tires globally being reinforced using Bekaert steel cord.

The company's business departments include the Rubber Reinforcement Business Department (specializing in supplying tire steel cord and bead wire to the tire industry), the Steel Wire Products Business Department, and the Specialty Products Business Department, among others. The acquisition involves precisely its Rubber Reinforcement Business Department.

Deepen cooperation and enhance market position

Bekaert stated that this acquisition will further strengthen its long-term strategic partnership with Bridgestone, and the acquired businesses will continue to provide stable supply to Bridgestone. According to estimates, this acquisition is expected to increase Bekaert's annual sales by EUR 80 million.

Curd Vandekerkhove, CEO of Bekaert Rubber Reinforcement Materials, stated, "At this stage, our core task is to ensure a smooth transition and operational continuity for our business, and to continue providing quality services to Bridgestone as a key strategic partner."

He also mentioned that the completion of this acquisition has further consolidated Bekaert's industry position in the tire cord market and expanded the company's global production footprint. The long-term supply agreement previously signed by both parties will promote the continuous deepening of their cooperative relationship.

**Aeolus Tyres 2025 annual report: : Revenue of 7.4 billion yuan, net profit of only 236 million yuan—
revenue up but profits down**

On April 25, 2026, Fengshen Co., Ltd. released its annual report for 2025. The company's annual revenue reached 7.413 billion yuan, marking a year-on-year increase of 10.51%. However, the net profit attributable to shareholders was only 236 million yuan, representing a year-on-year decline of 16.14%. This trend clearly indicates that "revenue has increased but profit has not". The main reasons for the decline in profit include high raw material costs, increased expenses, and investment losses.

According to the annual report, in 2025, the company achieved an operating revenue of RMB 7.413 billion, representing a year-on-year increase of 10.51%. The revenue scale has been on the rise for three consecutive years, indicating the effectiveness of business expansion. However, the profitability performance was weak, with the net profit attributable to shareholders of the current period amounting to only RMB 236 million, a significant year-on-year decline of 16.14%. After deducting non-recurring gains and losses, the net profit stood at RMB 212 million, down 10.08% year-on-year. The weighted average return on net assets was 6.93%, a decrease of 1.61 percentage points year-on-year, indicating a decline in profitability efficiency.

On a quarterly basis, the company's performance

fluctuates significantly, indicating insufficient profit stability. The third quarter performed the best, with a net profit attributable to shareholders of RMB 121 million, which was the peak for the entire year. However, in the fourth quarter, profitability contracted sharply, with a net profit attributable to shareholders of only RMB 11.95 million, representing a nearly 90% decrease from the previous quarter.

High costs are the core reason for the decline in profits. In 2025, the prices of raw materials such as natural rubber remained high, and the gross profit margin of the main business decreased by 2.75 percentage points year-on-year to 14.62%, with a significant profit-eroding effect from costs. Meanwhile, changes in the structure of period expenses, coupled with investment losses in associated enterprises, further squeezed profit margins. The current period's investment losses in associated enterprises amounted to RMB 84.4158 million, an increase of RMB 22.6947 million from the previous year. In addition, sales expenses increased by 24.05% year-on-year, management expenses increased by 14.18%, and investments in market expansion and digital transformation increased, which temporarily dragged down profits.

It is noteworthy that Aeolus Tyre has demonstrated impressive cash flow performance. In 2025, the net cash flow generated from operating activities amounted to RMB 496 million, marking a significant year-on-year increase of 146.86%. The company's ability to collect sales revenue has been enhanced, providing financial support for subsequent operations.

As a core manufacturer of truck and bus tires, as well as off-highway tires in China, Fengshen shares its products in over a hundred countries and regions worldwide. Amidst intensified industry competition, fluctuating raw material prices, and ongoing pressures from international trade barriers, the company must continue to optimize its product mix, strictly control costs, and drive profit recovery in the future, addressing the challenge of increasing revenue without enhancing profitability.