

The European House  
Ambrosetti



In collaboration with



**BANGKOK**  
HIGH LEVEL DIALOGUE  
ON ASEAN ITALY  
ECONOMIC RELATIONS

October 4, 2023 - Grand Hyatt Erawan, Bangkok

PRESENTATION BY

**STIJN VRIENDS**

Main Partner



With the Patronage of



Institutional Partner



Technical Partner



Partner



Junior Partner



With the support of



Strategic Partner





# Vittoria Presentation

Stijn Vriends - President & CEO

ASEAN-Italy summit

Bangkok

4 October 2023

 **vittoria**<sup>®</sup>  
The Ride Ahead





# Vittoria is a leading bicycle tyre producer

**>105 million**  
€ sales

**>70**  
countries served

**>10 million**  
tyres sold

**7**  
sales & production  
hubs

**>1 million**  
daily rides

**>1400**  
employees



data for 2022

# Vittoria means Victory



**LA VUELTA**  
13 Wins  
(including 2023)



**Giro d'Italia**  
19 Wins  
(including 2023)

**PARIS ROUBAIX**



20 Wins  
(including 2023)



**TOUR de France**  
21 Wins  
(including 2023 Male & Female)



**UCI MOUNTAIN BIKE WORLD CUP**

**MilanoSanremo**



16 Wins  
(including 2023)



2022 #1 Male & #1 Female

**>60%**  
World Tour Victories  
Used Vittoria Group  
Products

**42**  
Tokyo Olympic  
Medals



2023 #1 Male & #1 Female



> 50% of medals won

**vittoria**

# Vittoria is a global company with Italy & Thailand as basis



## USA

OKLAHOMA CITY  
BENTONVILLE

## NETHERLANDS

OLDENZAAL

## ITALY

BREMBATE



*Headquarters*

## TAIWAN

TAICHUNG

## THAILAND

BANGKOK  
RAYONG



*Factories*

## BRAZIL

SAO PAULO

# Cycling plays an important role in the world's future



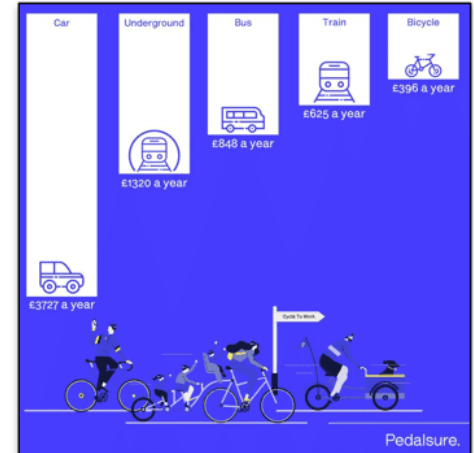
Stepping off that gas and onto bike pedals is one of the best things you can do to help the environment. Choosing a bike over a car just once a day reduces the average person's carbon emissions from transportation by 67%.

More than half of all daily trips are also less than three miles long — a perfect distance for a climate-friendly bike ride.



**If we all cycled like the Dutch, CO2 emissions would drop by 690 million tonnes**

The Netherlands is well known for their high bicycle use. We used the Health Economic Assessment Tool and life table calculations to quantify the population-level health benefits from Dutch cycling levels. Cycling prevents about 6500 deaths each year, and Dutch people have half-a-year-longer life expectancy because of cycling. These health benefits correspond to more than 3% of the Dutch gross domestic product. Our study confirmed that investments in bicycle-promoting policies (e.g., improved bicycle infrastructure and facilities) will likely yield a high cost-benefit ratio in the long term.



# Vittoria is making progress in sustainability



## Natural & recycled materials



Worlds first **“green” tyre**  
Presented in Bangkok

## Sustainable Operations



Worlds first **CarbonNeutral® factory**  
Opened in Bangkok

## End-of-life recycling



Worlds first **bicycle tyre recycling**  
Launched in Italy





## Policies could further support the needed transition

### Some policies that would support the transition towards sustainability:

- **Incentivise cycling** – dis-incentivise car use
- Support the use and image of **natural materials** (natural rubber, cotton, rice, palm oil, ...)
- **Facilitate recycling** (material traceability, permissions and transport)
- **Tax carbon** emissions – make sustainable products more competitive
- Subsidise **technology transitions** (move from gas to electricity)
- Regulate **renewable energy** – sources available, guaranteed and tradable



**Today was great.  
Tomorrow will be better**

 **vittoria**<sup>®</sup>  
The Ride Ahead