



BRP and Heidenau team celebrate the 1,000,000th Mojo tyre with Matsudo Eisei and Kitatomi Megumu, Japan's Rotax distributors

BECOMING A MILLIONAIRE

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PHOTOS M. SIEGL

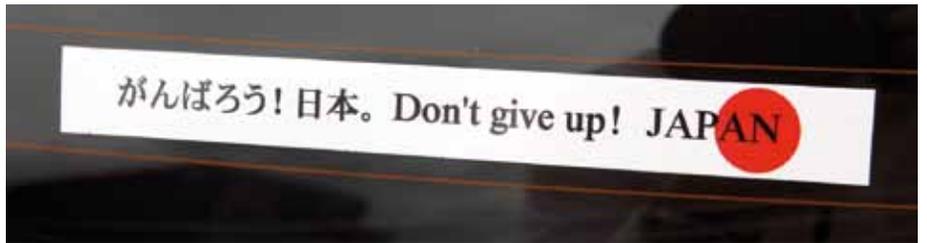
1,000,000, what a number!

Within a few years, from 2005 until 2011 to be precise, the cooperation between BRP-Powertrain (former BRP-Rotax) and Heidenau has proven to be a very successful story in the world of Karting. With the official handing over of the 1,000,000th tyre to Matsudo Eisei and Kitatomi Megumu, Japan's Rotax distributors, the path is set to continue towards new and ambitious goals. In 2004 Rotax approached German tyre manufacturer Heidenau to manufacture a tyre with very demanding requirements. Nothing else than the perfect tyre for the Rotax Max Challenge was defined in the specifications, thus requiring a stable grip level and a longer durability than comparable products on the market. As the following years proved, the challenging outlook of producing tyres in the

six-digit amounts should not be unrealistic. After a very demanding development phase, the first tyre rolled out in 2005 under the new brand name Mojo. Generally speaking, tyres are a simple product, they are black and round, but of course it is not that easy. In fact they are a very sophisticated product, and considering Mojo tyres are used in Rotax Max Challenge races all over the world, the requirements in terms of quality and equality are very high. Especially the equality is crucial to the concept of racing a single make engine/tyre class, which is why Mojo is rigorously having tested the quality and performance of every production batch by current and former Rotax Max Challenge race drivers. Therefore, Mojo tyres have been manufactured to the DIN EN ISO 9001 standard ever since, and with the introduction of the new PCA (Poly



Cyclic Aromatics) free and CIK homologated tyres in 2011, Mojo tyres can be raced all around the globe. This opened up completely new markets, such as Japan and England. The new opportunities were immediately



Above, different phases of Mojo manufacturing process by German tyre manufacturer Heidenau, one of which stamps a barcode on each tyre to make it identifiable through the digital Tyre Tracking System (TTS). The TTS is not only a tool for quality assurance, but also eases the distribution and the handling of tyres at the track.

followed by the substantial sales increases in England and Japan and finally the handing over of the 1,000,000th tyre to Kitatomi Megumu, only six years after the introduction. Every tyre is stored for a certain period at the factory to guarantee an even curing time. Barcodes on each tyre make them identifiable and provide the possibility to follow and analyze the life of the tyre, from leaving the assembly line at the factory until the very last lap on the track. The system that is used is called TTS (Tyre Tracking System), it is fully digital, and not only a viable tool for quality assurance, but also eases

the distribution and, most importantly, the handling of tyres at the track. Through the use of this system, Rotax was able to reduce the stress and excitement from handling tyres and fuel at the Parc-Fermè. Everybody who has witnessed how hectic it is during these minutes before the race knows how important it is to let the drivers and mechanics focus on the preparation of the

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kart and themselves. From the first D1 tyre in 2005 to the current product portfolio, Mojo has come a long way. Not less than six different tyres, CX (Dry/Wet crossover), C2 (Slick soft), D1 (Slick hard), D2 (Slick medium), D3 (Slick soft) and W2 (Rain tyre) are used in Micro MAX (CX, C2), Mini MAX (CX, C2), Junior MAX (D1), MAX (D2) and MAX DD2 (D3) classes at the Rotax Max Challenge Grand Finals, and almost every Rotax race on this planet. Interesting to note that the usage of the specific tyre types may vary from country to country. "The success of Mojo tyres - they care to point out at BRP - would not have been possible without the support of Reifenwerk Heidenau, our distributors and dealers, race organizers and the drivers, mechanics and their families and sponsors!"