

VMI wins Tire Manufacturing Innovation of the Year Award at Tire Technology Expo 2025

During the annual award ceremony at the Tire Technology Expo on March 4th 2025, VMI was presented with the Tire Manufacturing Innovation of the Year award for the next level of integrated quality monitoring for MAXX and MILEXX platforms.

Each year, the Tire Technology International Awards for Innovation and Excellence are presented to reward the successful companies in the tire design and manufacturing industry. The shortlist of nominees is compiled based on input from the readers of *Tire Technology International* and the magazine's editorial team. Voted for by a judging panel of more than 25 leading tire industry professionals, the Tire Technology International Awards for Innovation and Excellence recognizes the latest advances and developments from across the industry.

Mr. Mike Norman, CCO of the VMI Group: *"We are delighted to receive this prestigious award, a testament to both our commitment to the continuous innovation of our MAXX and MILEXX platforms, as well as our desire to build a foundation for our vision for tire manufacturing technology of the future. This year, VMI celebrates our 80 year anniversary, and for the majority of that time we have worked hard to maintain our position at the forefront of tire technology, driving progress and pushing boundaries. Now, we have further developed our hands-off, eyes-off principle to deliver an integrated solution, which utilizes the latest market developments in high speed cameras and crucially is prepared for future AI based innovations. Our goal is to deliver enhanced levels of efficiency, whilst also ensuring the production of highest OE quality tires on our full range of tire building machines."*