

Key drivers of innovation in the tyre industry (Nanotechnology and Tyres: Greening Industry and Transport)

This chapter considers the drivers of innovation that can influence the uptake and diffusion of new nanomaterials in the tyre production process. It discusses the main market drivers that can affect the innovation process and the policy levers that could drive the uptake of different technologies. It discusses the nature of innovation and the likely future direction of the tyre industry regarding the development of new nanomaterials in tyre production.

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