

2026: RAIN Alliance Tyres Workgroup



Objective: The mission of the Workgroup is to create education material with regards to the implementation of RAIN tags in the tyre industry, and to promote the use of RAIN as the key enabler for tracing tyres beyond the automotive industry.

What we do:

- Grow adoption by facilitating the use of relevant standards and by promoting technology applications
- Elevate brand awareness through communication
- Optimize ease of use and deployment through education materials
- Drive sustainability by addressing application scenarios such as embedded RAIN tags used along a full product life cycle

RAIN Alliance Pillar	Key Deliverable/s
 <p>Accelerates Adoption – Expanding business opportunities and driving multi-industry integration.</p>	<ol style="list-style-type: none"> 1. Develop and promote positions and key messages to mitigate barriers to market access: VDA 5540 Part 3 and FCC Petition 2. Influence adoption of end users with features and benefits and value (understand and solve pain points) 3. Support DOT / FMCSA Funding Opportunity for RFID sensing
 <p>Amplifies Awareness – Positioning RAIN as an essential technology through compelling storytelling, education, and global advocacy</p>	<ol style="list-style-type: none"> 1. Deliver Tyres Masterclasses and ecosystem event in May in Ohio, USA plus optional Korea 2. Improve engagement (WG activity, inc. blogs, webinars), external conferences & expositions, social media, etc....) 3. Train and tune search responses and agents (e.g., AI) which reflect our ambitions within Tyre WG and RAIN at large
 <p>Enables Seamless Deployment – Simplifying implementation and enhancing usability to unlock RAIN's full potential</p>	<ol style="list-style-type: none"> 1. Launch 1-2 projects (fleet use cases; ROI for use cases; etc.) 2. Increase GDSO adoption; workshop and pilot launch in May in Ohio, USA 3. Consideration for Angular Sweep Method (ISO PAS 25091) deployment for Tyre RFID ecosystem stakeholders
 <p>Advances Sustainability – Leveraging RAIN to reduce waste, improve efficiency, and enable a circular economy</p>	<ol style="list-style-type: none"> 1. Identify opportunities to support EU DPP (ESPR) for tyres (2027-2028) and additional regulations for tyre traceability with published positions



Abbreviations / acronyms above

- VDA = German Association of Automotive Industry (Verband der Automobilindustrie)
- FCC = US Federal Communications Commission
- DOT/FMCSA = US Department of Transportation / Federal Motor Carrier Safety Administration
- GDSO = Global Data Service Organisation
- EU = European Union
- DPP = Digital Product Passport
- ESPR = Ecodesign Sustainable Products Regulation