BRADY MOVILIZER

DIGITAL PRODUCT PASSPORT

Digital Tyre Passport: Trusted Lifecycle Traceability

Connect every tyre to trusted product, compliance and lifecycle information through its digital identity.

PASSENGER CAR

LIGHT COMMERCIAL VEHICLE

TRUCK · BUS · TRAILER

DIGITAL PRODUCT PASSPORT

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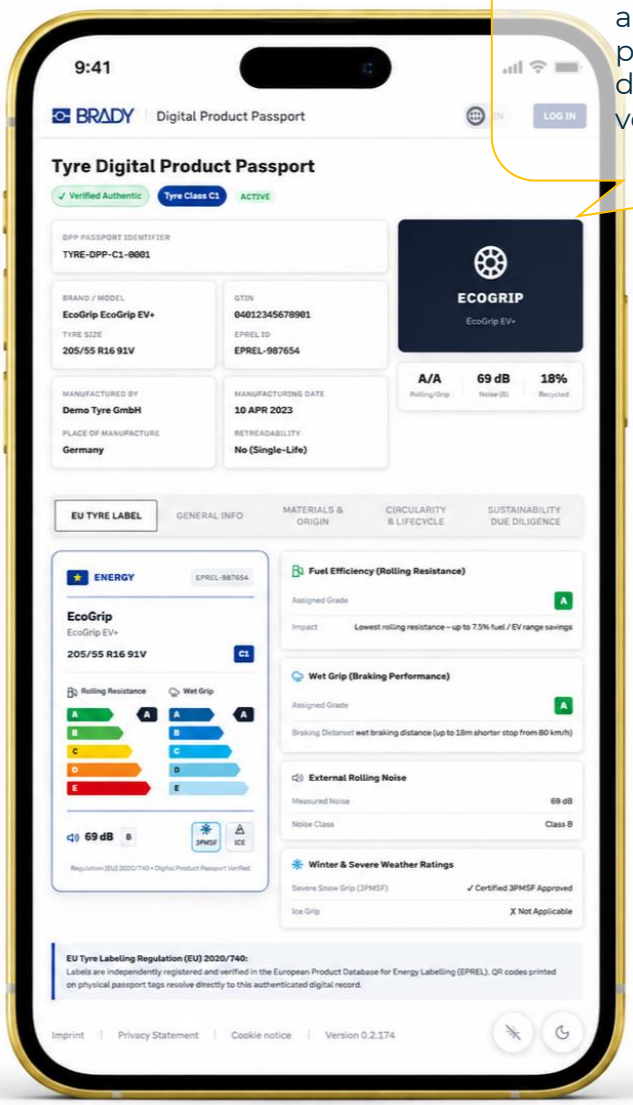
Beyond the Label:
A Digital Identity for Every Tyre

The EU tyre label provides essential information at the point of purchase. A Digital Tyre Passport goes further: it connects the physical tyre to a persistent digital record.



A simple scan gives drivers, retailers and service partners access to trusted product information, brand content, documentation and authenticity verification.

ONE PASSPORT BRINGS TOGETHER

- Tyre identity and specifications
- EU tyre-label and EPREL information
- Manufacturer and origin
- Materials and sustainability data
- Compliance documentation
- Service and lifecycle information

TR⁴: Track. Trace. Transparency. Trust.

ℹ C1 Passenger Tyre Example

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Beyond the Label:
One Digital Record Across the Tyre Lifecycle

The passport gives authorised users access to the information relevant to their role throughout the tyre's life.

1

Manufacture and market entry

Connect identity, specifications, production information and regulatory documentation.

2

Operation and Service

Provide relevant tyre history and support inspection and maintenance records.

3

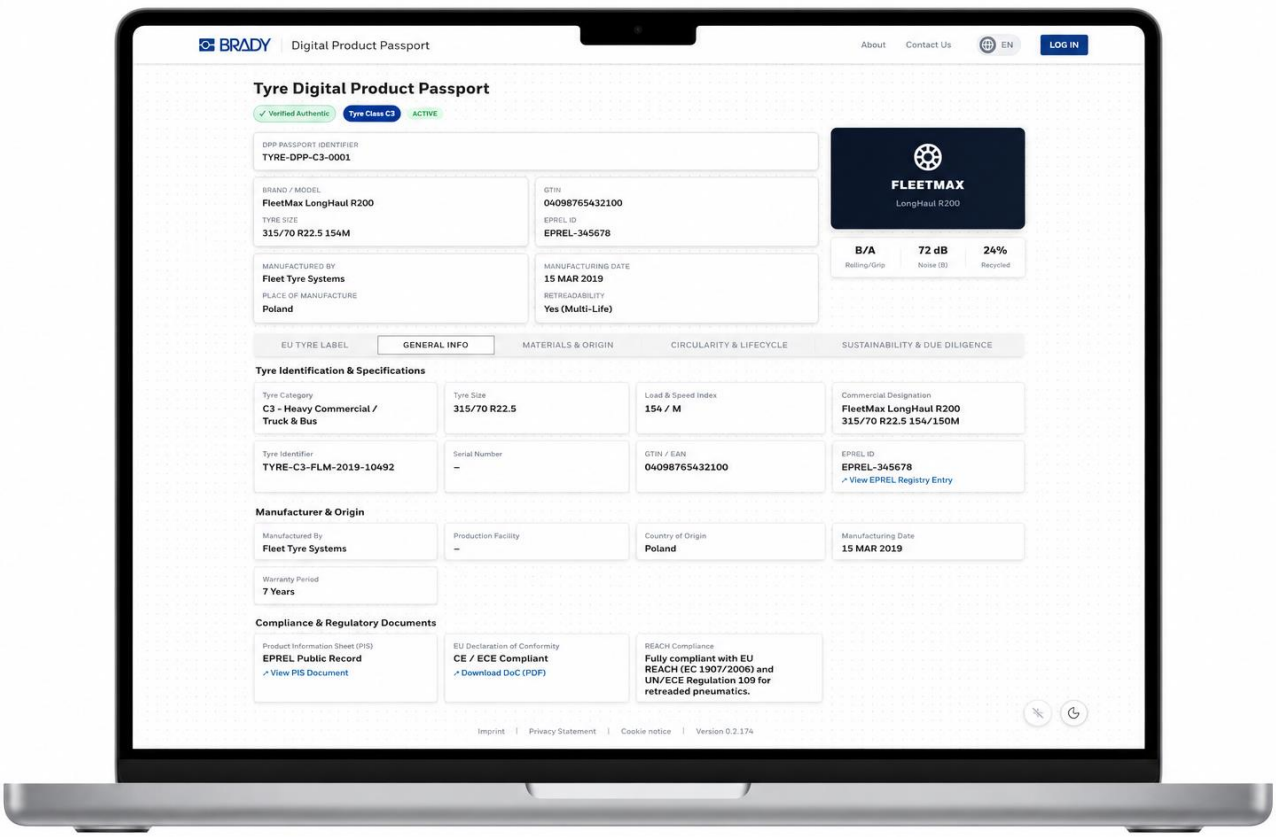
Retreading and continued use

Maintain traceability across repair, reuse and multiple tyre lives.

4

Product End of Life

Provide material information for collection, sorting, recovery and circularity.



C3 Commercial Tyre Example

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Beyond the Label:
What Can It Do Above Compliance

Movilizer combines Digital Product Passport capabilities with Brady's expertise in identification and data capture.

Brand and customer experience
Present the tyre in the manufacturer's own visual identity and communicate technology, materials and brand value.

RFID or other data carrier-enabled authentication
Connect the physical tyre to its digital record throughout the product life.

Authenticity and anti-counterfeiting
Link the physical tyre to its digital identity and verify that the two belong together.

Fleet and lifecycle use cases
Support service, inspections, retreading, traceability and end-of-life processes.

Tyre specific DPP requirements are taking shape.

Define what your passport will deliver.

EXPLORE A TYRE DPP PILOT