Jerry Gu
CEO, MESNAC Americas

1. **What’s the biggest challenge your customers are asking you to tackle today?**
   - Cost. Keep cost competitive.
   - Leadtime. Keep delivery on time.
   - Technology. Provide advanced technology.

2. **What trends are pushing your company to innovate?**
   - New technology. New technologies coming out all the time which push innovation for tire industry.
   - New ideas from tire manufacturers.

3. **When it comes to the future of the tire industry, what opportunities are you most excited to embrace?**
   - Automation technology to be applied in the tire industry.
   - Autonomous driving to be integrated with tire technology.