

TENNESSEE GREEN STAR PARTNERSHIP MEMBER HIGHLIGHT



NOKIAN[®] TYRES

By: Caleb Powell

Nokian Tyres, US Operations, LLC, stands at the forefront of tire manufacturing in Dayton, TN, producing premium tires for those who prioritize safety and sustainability. As part of its global mission, the company empowers drivers worldwide by crafting innovative products for vehicles, including passenger cars, trucks, and heavy machinery. In 2019, Nokian Tyres opened its state-of-the-art production facility in Dayton, positioning it as the cornerstone of the company's North American strategy.

Founded in Nokia, Finland, in 1898, as Nokian Rubber Works, the company boasts a rich history of innovation. In 1934, Nokian Tyres revolutionized the industry by inventing the world's first winter tire, a response to Finland's challenging winter conditions. Over the decades, the company continued to lead the way, introducing the Nokian WR in 1999 as the world's first all-weather passenger tire. This commitment to innovation culminated in the establishment of the Dayton facility in 2019, solidifying its role as a hub for North American operations. The ongoing expansion, initiated in January 2023, underscores Nokian Tyres' dedication to meeting the growing demands of the region.

Nokian Tyres, US Operations, LLC, has earned notable honors and certifications, cementing its commitment to excellence and sustainability. The Dayton facility stands as the only tire production facility globally with LEED v4 Silver certification, a testament to its environmentally conscious practices.

FEATURED THIS MONTH

- Nokian Tyres is based in Finland, with the Dayton facility producing products for the North American market.
- Employs approximately 475 team members
- Member since 2023

FUN FACT:

- The Dayton facility stands as the only tire production facility globally with LEED v4 Silver certification.



The factory harnesses the power of on-site solar panels, generating 3 megawatt-hours of energy. This commitment to clean energy aligns with the company's broader goal of sustainability. Beyond these accomplishments, the facility proudly holds ISO 9001, 14001, and 45001 certifications, demonstrating its dedication to quality, environmental responsibility, and occupational health and safety. The facility's active participation in the Tennessee Green Star Partnership showcases its commitment to environmental leadership for manufacturers in Tennessee.

In a significant move toward environmental responsibility, the company announced a EUR 650 million investment in 2022 to establish a new passenger car tire factory in Romania – the industry's first zero CO2-emission factory. With additional facilities in Finland and Spain, including test centers strategically located for winter and all-season testing, Nokian Tyres continues to demonstrate its global leadership in tire manufacturing and commitment to sustainable practices.

Looking ahead, by 2024, the facility aims to achieve full production capacity, doubling production and providing employment for more than 475 individuals in Rhea County. Nokian Tyres' Dayton facility is not only a manufacturing powerhouse but a symbol of sustainable innovation and community engagement. Through strategic goals, substantial investments, and a commitment to excellence, the facility is poised to play a pivotal role in meeting the evolving needs of North American drivers while setting new standards for environmental responsibility in the tire manufacturing industry.



[The Tennessee Green Star Partnership](#) is a voluntary environmental leadership program designed to recognize industries in the state that are committed to sustainable practices. If you are interested in joining Nokian Tyres and other sustainable industries in Tennessee by becoming a member, please contact us.