



PRESS RELEASE 20/06/23

Tire closes the loop: Schwalbe introduces Green Marathon

To date, the world's first bicycle tire made from used tires



A new benchmark in environmental friendliness: Schwalbe presents the Green Marathon, the first bicycle tire that closes the loop and was made from used tires, among other things. It is also produced with 100% fairly traded natural rubber and consists of a total of 70 percent recycled and renewable materials. Schwalbe has achieved this percentage through years of research and development work, incorporating the currently largest possible range of recycled and renewable raw materials.

Compared to the predecessor model, the production of the new Marathon saves more than a third of CO₂ - around 34% CO₂. To determine the CO₂ savings, a detailed Product Carbon Footprint (PCF) of both models was calculated and evaluated according to the common IPCC AR6 standard (GWP 100, excl. biogenic CO₂).

Frank Bohle, CEO of Ralf Bohle GmbH, the company behind Schwalbe, said: „The Green Marathon combines innovation and environmental friendliness on a new level. It is the result of years of research work that we have carried out together with our production partner Hung-A. We at Schwalbe are immensely proud to be able to present a model on the 40th anniversary of the popular Marathon that represents a milestone in terms of ecological responsibility. And most importantly, the Green Marathon doesn't compromise on performance in any way and continues to lead the way in puncture protection and mileage.“

First product to come out of Schwalbe's tire recycling program



The goal at Schwalbe from the beginning was to develop the most environmentally friendly bicycle tire ever. In the summer of 2022, the family-owned company unveiled the Schwalbe Recycling System, which was developed together with recycling specialist Pyrum Innovations AG, the world's first and to date only holistic process for recycling used bicycle tires. Now, the Green Marathon is the first product on the market that uses 100% recycled carbon black (rCB). The rCB is a direct product of the recycling process and replaces fossil-derived industrial carbon black. It thus saves 80% CO₂eq compared to the previously common combustion of bicycle tires.

In addition, the tire relies entirely on Fair Rubber. The fairly traded natural rubber comes from certified tappers. Through Fair Rubber e.V., Schwalbe pays all small farmers at the beginning of the supply chain an additional premium of €0.50 per kilo of natural rubber. This corresponds to about one third of the current world market price of rubber.

Other environmentally friendly components of the Green Marathon:

- **The ADDIX ECO rubber compound not only consists of 100% rCB, but also of a particularly high proportion of natural rubber, as well as recycled rubber and silica from rice husk ash. At the same time, it is 98% pollutant-free.**
- **The puncture protection belt GreenGuard is made from one third recycled latex products, the other two thirds are Fair Rubber.**
- **The bead core wire is made of recycled steel.**

Benchmark for mileage and puncture protection - for bicycles and e-bikes

Compared to its predecessor, the Marathon not only impresses with its environmental friendliness, but also with a much more modern and sporty tread design. At the same time, it continues to set the standard for mileage and puncture protection. The Green Marathon is ideally suited for daily use and for all everyday situations for urban and touring riders.

This makes it ideally suited for both e-bikes and bicycles - it manages the balancing act between the two segments without compromise. The size portfolio has also been expanded, with modern e-bike sizes consistently added.

