



# 2<sup>nd</sup> Call for Papers

## 29<sup>th</sup> Annual Meeting and Conference on Tire Science and Technology

**September 20 & 21, 2010**

**Four Points Sheraton (soon to be The Doubletree Hotel)  
Akron, Ohio, USA**

**Abstracts due: May 1, 2010**

**Submit electronically to: [conference2010@tiresociety.org](mailto:conference2010@tiresociety.org)**

Authors are invited to submit abstracts of papers on topics related to tire materials, mechanics, processing, manufacturing, and applications. The papers are intended for presentation at the 2010 conference and publication in the society's journal. Conference technical sessions are now being planned based on submitted abstracts. The following are example topics:

- Tire Performance / Tire Mechanics
- Tire / Vehicle Dynamics
- Tire Design and Development
- Rolling Resistance / Traction / Tread Wear
- Tire Noise
- Tire Influences on Ride / Harshness
- Tire Performance on Non-Dry / Deformable Surfaces
- Techniques for Model and Laboratory Test Validation
- Tire Test Procedure Development and Application
- Tire Interaction with Electronic Stability Control
- Predictive Models
- Properties of Tire Materials
- Fracture and Adhesion in Tires
- Aging and Endurance of Tires
- Advances in Tire Manufacturing Processes
- Tire Requirements for Future Vehicles (e.g., fuel cell, hybrid)
- Applications of Intelligent Tire Technology
- Examples of Virtual Tire Development

Abstracts will be selected on the basis of technical merit and timeliness. Submission details are provided below (page 2).

### Conference Information

The Tire Society is hosting its **29<sup>th</sup> Annual Business Meeting and Conference on Tire Science and Technology** during **September 20 & 21, 2010** at the **Four Points Sheraton Hotel** in **Akron, Ohio, USA**. This international conference is attended by engineering & science professionals representing the tire and vehicle industries, academia, and government. In addition to technical sessions of submitted papers, the conference features a keynote address given by a corporate leader in the tire industry, a plenary lecture given by a leading scientist, & an awards banquet with an after-dinner speaker.

The Tire Society is proud to announce that **Mr. Seung Hwa Suh, Vice Chairman and CEO of Hankook Tire**, will be giving the keynote address, **Dr. Yukio Nakajima, Bridgestone Corporation Tire Research Division Director**, will present the plenary lecture, and **Dr. David Cole, Chairman of the Center for Automotive Research**, will be the awards banquet after-dinner speaker.

The conference fee is \$250 US (see [www.tiresociety.org](http://www.tiresociety.org) for more info. and for student & retiree options). The fee covers attendance for the two day conference, Award Banquet dinner, session break snacks and refreshments, and a one year membership with subscription to Tire Science & Technology print journal & access to on-line journal archive. For accommodations, the Four Points Sheraton Hotel is offering a special Tire Society rate of \$99/night. Akron also offers many hotels, restaurants, lounges and entertainment facilities. The Four Points Sheraton Hotel is located at 3150 W. Market Street, Akron, Ohio 44333 USA. Cleveland Hopkins International Airport (CLE) is within 30 minutes; Akron-Canton Regional Airport (CAK) is within 30 minutes.

<b>Conference Program Committee</b>	<b>Chair:</b> <i>Barry Yavari, The Goodyear Tire &amp; Rubber Co.</i> <b>Assistant Chair:</b> <i>Saied Taheri, Virginia Polytechnic Institute and State University</i>
<b>Contact Information</b>	Abstracts & manuscripts should be emailed to <i>Barry Yavari</i> at: <a href="mailto:conference2010@tiresociety.org">conference2010@tiresociety.org</a> , Voice: 330-796-9177

for more author information see next page or [www.tiresociety.org](http://www.tiresociety.org)

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## Information For Authors

### Contact Information

Abstracts and manuscripts should be emailed to 2010 Conference Program Chair *Barry Yavari* at: [conference2010@tiresociety.org](mailto:conference2010@tiresociety.org), Voice: 330-796-9177

### Abstracts

Abstracts of papers intended for presentation should be submitted by **May 1, 2010**. Abstracts should observe style conventions as exemplified in *Tire Science and Technology* and should include the paper title. Authors are encouraged to visit the Tire Society website where abstracts are available for perusal. Abstracts should be submitted in text or Microsoft Word format using email or may be submitted by mail on CD-ROM. Please note that abstracts may be edited to provide consistent style for publication on the Society's web site and in the conference abstract booklet. An example abstract can be found at: [www.tiresociety.org/mainpages/SampleAbstract.html](http://www.tiresociety.org/mainpages/SampleAbstract.html).

### Speaker Information

Speakers are allotted 20 minutes for conference presentation. Upon abstract acceptance, the authors will be sent a form requesting information on the paper title, presentation media format, and speaker background. The completed form should be returned no later than **August 11, 2010**.

### Paper Achievement Awards

Paper presentations are judged for **Superior Paper Award & Honorable Mention Award**. A special **Student Paper Award** of \$500 will be given to the best paper authored by a university student (details available at [www.tiresociety.org/pdf/StudentPaperAward\\_Flyer.pdf](http://www.tiresociety.org/pdf/StudentPaperAward_Flyer.pdf)). To be considered for awards, the abstract and paper must be submitted by the deadlines.

### Manuscript of Paper

Final paper manuscripts must be submitted by **August 1, 2010**, unless prior arrangements have been made with the program chair. To be eligible for awards, papers must be submitted by the date of the conference. Submitted papers will be considered for publication in *Tire Science and Technology*. Only papers not previously published will be accepted, and authors must agree not to publish elsewhere a paper submitted to and accepted by the Society.

Manuscripts of submitted papers should observe style conventions as exemplified in *Tire Science and Technology*. See the Tire Society website for more information.

#### Order of Assembly:

- |   |  |
|---|--|
| a. Title page (including the authors' complete mailing address) | d. Bibliography                                |
| b. Abstract and keywords  | e. List of table titles, followed by tables    |
| c. Body of manuscript   | f. List of figure captions followed by figures |

SI units should be used throughout the text and on the figures; authors may include other units in parentheses.

Manuscripts must be double-spaced and should be submitted to the program committee in MS Word format using email. The MS Word document may also be submitted by mail using a CD-ROM. An example paper can be found at:

[www.tiresociety.org/mainpages/Example-Manuscript.html](http://www.tiresociety.org/mainpages/Example-Manuscript.html)

A Transfer of Copyright form must accompany each manuscript. The form may be obtained at:

[www.tiresociety.org/pdf/Transfer\\_of\\_Copyright\\_Agreement.pdf](http://www.tiresociety.org/pdf/Transfer_of_Copyright_Agreement.pdf)

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### About The Society

The Tire Society is a not-for-profit organization, managed by a duly elected executive board of tire industry professionals who serve on a volunteer basis. The society was established to disseminate knowledge and stimulate scientific and engineering development in the science and technology of tires through seminars, technical meetings, and publication of its authoritative journal, *Tire Science and Technology*.

#### Officers:

President: *Robert Wheeler, Hankook Tire Co.*  
Vice-President: *Dale Moseley, The Goodyear Tire & Rubber Co.*  
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