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# Omni United appoints Mika Lahtinen associate vice president, raw materials and compounds

Omni United has announced the appointment of Dr. Mika Lahtinen as Associate Vice President, Raw Materials and Mixes, further strengthening the company's technical capabilities and innovation roadmap for its flagship brand, Radar Tyres.

Dr. Lahtinen has over 20 years of experience in tire material innovation, with deep expertise in the development of advanced rubber compounds and raw material technologies. In his new role, he will lead Omni United's strategy for raw materials and compound development, enabling a more scientific and integrated approach to material development, research and rubber compound for the entire Radar Tyres portfolio. His experience will be critical to further advancing the technology of the compounds in order to improve the performance, durability and safety of the tires.

Before joining Omni United, Dr. Lahtinen has held leading roles in global companies in the tire and materials sector. Previously, he led the material development at Nokian Tyres and coordinated global technology development for tire oils at Nynas, operating between Europe and Asia. He holds a PhD in Polymer Materials Technology and is widely recognized as one of the leading experts in the innovation of tire materials and compounds.

Commenting on the appointment, **GS Sareen**, President and CEO of Omni United, said: *"As we build the Radar brand with high-level performance and features, the time has come to further strengthen our capabilities also in the development of materials and in the formulation of rubber compounds. We have consolidated a multinational global production presence and a solid design and research and development capacity and, with the entry of Dr. Lahtinen in our team, we are accelerating our laboratory and materials science capabilities. We are certain that Dr. Lahtinen will lead the development of a team of high-level scientists who will further boost the brand and help consolidate our promise of "Premium Accessibility", which means offering customers high-level performance at an affordable cost."*

With this appointment, Omni United continues to invest in advanced material research and gear development, as part of its broader strategy to improve the performance, durability and sustainability of the entire range of Radar tires.