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Innovation is a funky word. It contains so much of power and knowledge but yet mystery. Innovations are always born because there is a need for it. Someone thinks that something could be done better or that something would be needed.

In car industry the innovations are everyday. Car industry is taking huge leaps constantly towards more sustainable, safer and faster future. Consuming less, doing more and being better are the keywords when it comes to innovation.

Something that you donâ€™t think so often is that every industry has its innovations. Tire companies like Nokian renkaat is doing it all the time and their innovation portfolio is quite extensive. Tyres are something that we, who have car, need all the time and that is a big safety issue for car industry.

From car manufacturers side Volvo for example created an airbag recently for pedestrians. There have been extensive studies of accidents and injuries so Volvo decided to create an airbag that would help in the case of an accident. The airbag for pedestrians will prevent serious injuries.

Innovations and executing ideas come often from consumers. Those of us who drive a lot and have an opinion to say should say it. There are several forums to do this but one of the best ones is Hakkapedia where people can share their thoughts about roads, conditions and tire safety. From these kinds of forums come great ideas. People realize that basically anything is doable but in order to execute something there has to be a proper need for it.

Tire industry and car industry share the same future goals. Less consumption lower noise level, friction and grip.

You would be amazed if you would know all the projects that are ongoing which are related to your safety and improving the quality of driving in all aspects. You can check for example hakka video clips to see what kind of project they have ongoing.

Hope you all share your ideas if itÂ´s worth sharing. Feedback is king in everything. With feedback and by feedback only companies can improve their products and come up with new, better products.

Drive safe and think about it while you are driving. You might just come up with a great innovation. If you do, make sure to share it.

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Wide selection of Nokian a hakka. Big Savings on Big Brand Tyres at Hakkapeliitta testikuljettajat!

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