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Analysis of static tire/ground contact with FEM

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Abstract: A model for statically analysing the steel-reinforced tire with FEM was established and an example was given for three different network partitions (167, 182 and 313 nodes). The results showed that the maximum cross-sectional widths, the total reactions against the ground and the ground-contact areas as the function of the deflections calculated with different FE networks were similar, therefore the corresponding calculation could be completed with less networks (for example 167 nodes) to obtain predicted results. The model was valid and reliable because the pressure distribution at the tire-ground contact, the tire-ground contact area and shape were in accordance with those reported in the previous papers.

Keywords: tire; static contact; network; FEA; nonlinear; contact restraint

经营出高招 市场日渐宽

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面对轮胎原辅材料价格上涨、市场竞争无序、公司资金短缺等严峻形势,川橡集团有限公司瞄准市场,在经营策略上频出高招,使公司今年1~5月取得了良好的业绩:实现产值1.36亿元,销售收入1.035亿元,利税1483万元,分别比去年同期增长25.28%, 12.95%和13.77%。

(1)完善激励机制,充分调动经销人员的积极性

今年公司首先根据市场变化,及时对经销人员进行企业实用营销知识培训,使经销人员掌握营销技巧,提高业务技能和业务素质。其次,调整和完善分片包干、责任到人、内外勤人员“八项”评估等各种激励机制,并加大奖惩力度,严格考核。

(2)主动出击、广开渠道,保证原辅材料的正常供应

为缓解资金紧张局面,保证生产经营正常

进行,公司早在去年年底就调整了经营策略,加大欠款催收力度,加速资金周转。另一方面,又积极深入开展增收节支、增产节约等活动,集中有限资金,以较低价格采购原辅材料。公司还建立各种大宗原辅材料的合理储备定额,确保生产经营的正常进行。

(3)抓住时机、巩固拓展营销市场

今年国家实施西部大开发策略,这正是工程轮胎项目发展的大好时机,也是农业轮胎销售的旺季。公司领导采取灵活的销售措施,满足用户需要,认真履行供销合同,狠抓内部规范化管理和机构创新,成立售后服务科和市场策划处,加大产品的广告宣传和售后服务力度;坚持定期查访用户制度,了解产品使用中出现的問題,并及时整改。公司还根据市场需要,积极组织技术人员攻关,及时试制出适销对路的新产品。今年已完成8个新产品的研制工作,部分产品已投放市场,受到用户欢迎。

(四川川橡集团有限公司 王建斌供稿)