



Press release

‘Are you driving safely ?’

The European-wide safe driving campaign launched by the European tyre industry encourages pursuing further delivering key safety messages to road users

Brussels, 14th October 2008 – ETRMA, the European Tyre & Rubber Manufacturers’ Association, actively promoted its European-wide safe driving campaign yesterday at the 2nd European Road Safety Day organised by the European Commission, in Paris.

Based on the e-quiz ‘[Are you driving safely ?](#)’, the tyre industry widely diffused towards a large number of participants coming from public authorities, companies, road safety associations, driving schools, ... some key messages on the importance for drivers to look after their tyres along with easy tips to regularly examine them.

In particular the exchanges specifically focused on the safety, environmental and economical benefits of driving with the correct tyre pressure, and of regularly checking tyre tread depth. Additionally a sensitization was made on the need of equipping his vehicle with winter tyres in real winter season conditions. To illustrating these messages, the campaign material: leaflets, posters, ... provided by the Italian (Pneumatici Sotto Controllo) and UK (TyreSafe) tyre safety organisations were widely distributed and displayed.

The valuable contribution of ETRMA to the 2nd Road Safety Day was particularly recognised with the respective visits of the EC Vice-President in charge of Transport, Mr Antonio Tajani and of the EC Head of Road Safety Unit, Mrs Isabelle Kardacz to ETRMA booth. Both of them encouraged Industry to actively pursue the development of dedicated safe driving initiatives in the near future.

Fazilet Cinaralp, Secretary General of ETRMA, stated: *“It’s during events such as the European Road Safety Day that key road safety messages can be amplified. Indeed they represent a great opportunity to promote that simple and frequently repeated behaviours by road users can lead to increase road safety. We will no doubt maintain our efforts.”*

The e-quiz ‘[Are you driving safely ?](#)’, is available in English on ETRMA website during the whole month of October. The best drivers/road users will be awarded. In the coming months it will be extended to additional linguistic versions.

About ETRMA

Tyre Corporate members are: Bridgestone Europe, Continental, Cooper Tires, Goodyear Dunlop Tires Europe, Marangoni, Michelin, Mitas, Nokian Tyres, Pirelli Tyre, Trelleborg Wheel Systems and Vredestein

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