



Press release

ETRMA WELCOMES THE TYRE LABELING PROPOSAL

Brussels, 13th November 2008 - ETRMA, the European Tyre and Rubber Manufacturers' Association, welcomes the tyre labeling proposal of the EU Transport & Energy Directorate General. As always recommended by the Association, the proposal takes an integrated approach for tyres, to ensure the consumer receives standardized information not only on fuel efficiency, but also on wet grip and rolling noise, making it possible to make informed choices; this assumes that a reliable and complete information, established through a robust classification procedure, is given to the consumer.

A tyre is a product of integrated performances which needs an integrated approach. Any action on a single performance of the tyre may have an adverse impact on the others, altering the overall performance, above all in terms of safety. Acting on a parameter such as energy efficiency may affect other parameters such as noise, durability or wet grip, while modifying wet grip may have an adverse impact on rolling noise. A potential for improvement of tyre rolling resistance and wet grip performances has been identified by the tyre labeling proposal above the limit values set in the proposed legislation (2008/316).

Francesco Gori, President of ETRMA, said: *“EU demands on industry are more and more challenging. We agree on this line of action which offers to customers broad guarantees in terms of product quality and safety, and we are taking an active role in this virtuous process with our proposals, suggestions and requests. Europe demands the highest level of performance from vehicles, as well as from tyres, due to an infinite combination of different road and weather conditions, traffic and average speed ranges. In the end “safety” and Co2 reduction mean high standards for performance of tyres.”*

The proposal foresees the use of “stickers on tyres” to inform the end user on the features of the tyre. ETRMA members regret that this measure will not have the desired effect. Many customers will not physically see the tyre before it is taken out of the warehouse and fitted on their car. The choice of a tyre is made by the customer through magazine tests, information collected through the Internet, brochures, personal recommendations and discussions with the dealer.

Fazilet Cinaralp, ETRMA Secretary General, adds that this *“new initiative will increase the availability of information on all tyres in the market, which can only be beneficial for consumers; the question is “Can the European tyre manufacturers be competitive, when bringing these high quality products to the European market? We believe it is necessary to set up robust verification mechanisms in each member state to protect both industry and consumers from the less scrupulous producers and importers”*.

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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