



Press release
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ETRMA signs up to the European Road Safety Charter – commits to promote proper and safe driving and tyre use

Brussels, 27 April 2007

The European Tyre & Rubber Manufacturers Association, representing ten top tyre companies in Europe, has signed up to the European Road Safety Charter.

The signing ceremony was chaired by European Commission Vice-President Jacques Barrot in the presence of the Association's President, Mr Francesco Gori, Vice President Mr Eric de Cromières and Secretary General, Mrs Fazilet Cinaralp. Vice-President Barrot declared: "Today I am pleased that at the time of Europe's first Road Safety Day, the ETRMA has signed up to the Charter and is making strong commitments. The Tyre Industry's dedication represents an encouraging signal to achieving the European Road Safety Charter objectives."

President Gori, said: "We are committed to actively taking initiatives to promote proper and safe driving and tyre use in particular, to enhance the security of road users and vehicles."

The European Road Safety Charter is part of the ambitious European Commission goal to halve the number of road accidents victims by 2010. F. Cinaralp commented: "In becoming a signatory to the Charter, the ETRMA has demonstrated its continuous proactive involvement and initiatives to enhance security of road users and vehicles. There is much evidence that tyres are a key active safety element contributing to ensuring safer road use."

By signing the Charter, ETRMA has committed to initiate a wide programme of safety oriented education campaigns with its members' employees and with a special focus on drivers using their vehicle for professional purposes. In particular countries in Eastern Europe will be able to benefit by becoming aware of existing "best practices" from the national tyre safety campaigns being promoted in Western Europe.

The industry will initiate various dedicated actions to increase knowledge of the features enhancing tyre safety. These initiatives will include promotion of road user safety towards EU national authorities and insurance companies, the necessity for vehicles to be equipped with winter tyres in winter conditions, and to respect the minimum tread depth as laid down in national regulations.

A wide communication campaign based on tyre safety demonstrations will also be launched with authorities and road users to demonstrate the benefits of driving with tyres at the right pressure at all times.

The ETRMA will regularly assess the impact of this wide programme.

For further information, please contact:

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ETRMA, European Tyre and Rubber Manufacturers' Association, represents the 10 tyre manufacturers producing tyres for all type of vehicles in the EU i.e. **Bridgestone Europe, Continental, Cooper Tires, Goodyear Dunlop Tires Europe, Marangoni, Michelin, Nokian Tyres, Pirelli Tyre, Trelleborg Wheel Systems and Vredestein** and, several thousands of companies producing rubber products, through the national industry associations in the major European countries. The Sector presence in EU27 is dynamic with 4.200 plants employing 360 000 people. It generates a turnover exceeding € 49 b.