

ETRMA: PRIORITY TO ROAD SAFETY AND GREEN TECHNOLOGY IN 2011 STOP IMPORTS OF NON COMPLIANT TYRES

The Association's board adopts next year's strategic guidelines, as illustrated by the Vice President of the European Commission, Mr. Siim Kallas, Commissioner for Transport.

Brussels, 5 October 2010 – Greater monitoring of imports to guarantee high quality tyres for EU consumers, increased road safety and lower environmental impact from traffic, these are the objectives set by the board of ETRMA (European Tyre and Rubber Manufacturers' Association) today in Brussels and conveyed to EU authorities. For 2011, Europe's tyre producers reaffirm their commitment to a long-term strategic compliance campaign, stressing the importance of the quality and maintenance of tyres.

Following the Board meeting, ETRMA Chairman Mr. Francesco Gori and a delegation of industry leaders met with the Vice President, Mr. Siim Kallas, Commissioner for Transport and discussed the state of the Tyre industry in Europe. They highlighted the need for national market surveillance, to ensure compliance with EU rules for tyre imports, and the importance of finalizing the technical specifications for an effective and timely implementation of tyre labelling, all in the name of enhanced road safety.

The elimination of trade barriers and better access to non-EU markets under reciprocal conditions also remains a high priority for ETRMA, as well as the ongoing EU-China dialogue aimed at achieving a level playing field. The meeting of European and Chinese Tyre Industry Leaders on 26 October is a step into this direction.

In 2011, ETRMA will promote better enforcement of EU tyre-specific regulations in the market and help increase road safety. ETRMA will encourage the European Commission to develop a robust market surveillance program for tyres, a campaign that should be supported by EU and national governments to increase awareness of all stakeholders.

ETRMA will continue highlighting the essential role of tyres in road safety by contributing to the Future Transport Policy agenda of the European Commission and renewing the Sector's commitment to the European Road Safety Charter.

Chairman Gori commented on the outcome of the day: *“Today we set clear and important priorities for our work which renew our commitment to ever higher quality in the tyres produced and sold in Europe. Our industry's technology in Europe guarantees the production of tyres which marry the need for safety with the reduction of harmful emissions, as called for by EU regulations.*

The discussion of our goals and concerns with the Commissioner was constructive and conducted with mutual understanding. While the work ahead is substantial, as we have serious concerns about European competitiveness and ensuring a level playing field both within the EU market as well as in external trade, we are confident that our joint efforts will bear fruit.”

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About ETRMA

The current ETRMA tyre corporate members are: Apollo Vredestein, Bridgestone Europe, Cooper Tires, Continental, Goodyear Dunlop Tires Europe, Hankook, Marangoni, Michelin, Mitas, Nokian Tyres, Pirelli, Trelleborg Wheel Systems. The Technical Rubber Producers are represented through national associations in Belgium (federplast.be), Finland (rmaf), France (snpc), Germany (wdk), Italy (fgp), the Netherlands (nvr) and Spain (consorcio). The industry provides direct employment to more than 360 000 people and support another 800000 jobs in related sectors. ETRMA members turnover estimated at €50b, of which upto 5% is invested in R&D.