

***ETRMA distances itself from the Nokian Tyres ice and snow sticker based on the EU tyre label and asks the competent authorities to take all the necessary steps to put an end to this action.***

**Brussels, 14<sup>th</sup> November 2012**– On 1<sup>st</sup> November 2012, the new EU tyre labelling scheme entered into force. The EU tyre label provides information to consumers on three of the many performances of tyres. The three criteria are rolling resistance (fuel efficiency), wet grip (ability of tyres to brake on a wet surface), and external tyre rolling noise.

**The EU tyre label does not give any grading information on tyre's ice and snow performance since no official ice test method is available today.** The EU legislator indicated however that further analysis was needed to assess if a grip grading for tyres that are designed to perform in ice and/or snow conditions could be developed (as requested within article 11.b of Regulation 1222/2009).

Since 2010, the Industry has therefore been working on defining a reliable and objective ice test method to measure this performance, but this work has not yet been concluded. The result of the current work which was shared with ETRMA indicates:

- No seven-band grading and even no two-band grading is possible, due to the very high spread of results in ice tests. All test results generated so far indicate that the repeatability and reproducibility of results are too weak to allow a tyre grading.
- A segregation between snow tyres and “Nordic” tyres seems possible with a threshold which is under serious consideration.



For these reasons, **all ETRMA members** (obviously except Nokian Tyres) **are distancing themselves from Nokian Tyres' launch of an ice and snow sticker introduced for the winter season 2012/2013 in Finland, Norway and Sweden.** The classification from G to A of the tyre performance on ice and snow is not relevant from the test performance point of view.

As a result, this sticker would give consumers the *misleading impression* that today ice and snow grip grading is possible.

ETRMA has therefore asked authorities in Finland, Norway and Sweden to put an immediate end to Nokian Tyres Ice & Snow label initiative.

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*ETRMA's corporate members are Apollo Vredestein, Bridgestone Europe, Cooper Tires, Continental, Goodyear Dunlop Tires Europe, Hankook Tire Europe, Marangoni, Michelin, Mitas, Nokian Tyres, Pirelli Tyre, and Trelleborg Wheel Systems.*

**ETRMA is the leading voice of tyre and rubber goods producers.** The tyre and rubber sectors employ in Europe about 370 thousand people for a total turnover of the tyre industry of €29 Bn.