

## European replacement tyre market contracts: all segments register double digits decline in 2012.

**Brussels, 15 January 2013** – The European Tyre and Rubber manufacturers association published today figures concerning its members' sales in 2012. After two consecutive positive years - in which the total market expanded despite a decrease of European producers' market share - **the EU producers' figures dropped in 2012**, confirming that the economic crisis is far from being over.

ETRMA's Secretary General Fazilet Cinaralp said that these are very worrying data and that *"this is the lowest market volume since more than 7 years. This may be caused by lower mileage per car, the decision by the consumers to delay the purchase of new tyres or to choose second hand tyres instead of new ones!"* The latter emerging trend could have severe consequences on the safety of the vehicles on European roads, as second hand tyres could become over-used – and illegal! – very quickly. To avoid these safety concerns, checks on tyre tread depth during periodic and roadside roadworthiness inspections are increasingly important.

All tyre segments were negatively affected with the biggest fall affecting replacement truck tyres (-19%), followed by consumer replacement tyres (-13%). Furthermore, we noted a saturated demand in winter tyres sales, which recorded a further drop in sales of 20% in 2012.

Data for imports from non European manufacturers are showing a similar trend.

In this context, ETRMA supports a **rapid implementation of the CARS 2020 Action Plan** announced by the European Commission in November 2012. *"We hope"* said Ms Cinaralp *"that the action plan will bring a gleam of light in this very grim scenario by promoting investments in innovation, skills and training, promoting better regulation, and sanctioning unfair market players through more effective market surveillance"*.

### Replacement Market Europe in 000 of tyres

	2011	2012	
Consumer	223.597	194.618	-13%
Truck	10.172	8.231	-19%
Agro	1.866	1.652	-11%
Moto / Sooter	8.568	7.611	-11%

(source: europool ETRMA)

For further information, please contact Ms. Fazilet CINARALP, Secretary General

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**About ETRMA:** ETRMA is the leading voice of tyre and rubber goods producers in Europe. The tyre and rubber sectors employ in Europe about 370,000 people for a total turnover of €50 bn.

ETRMA's tyre 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.