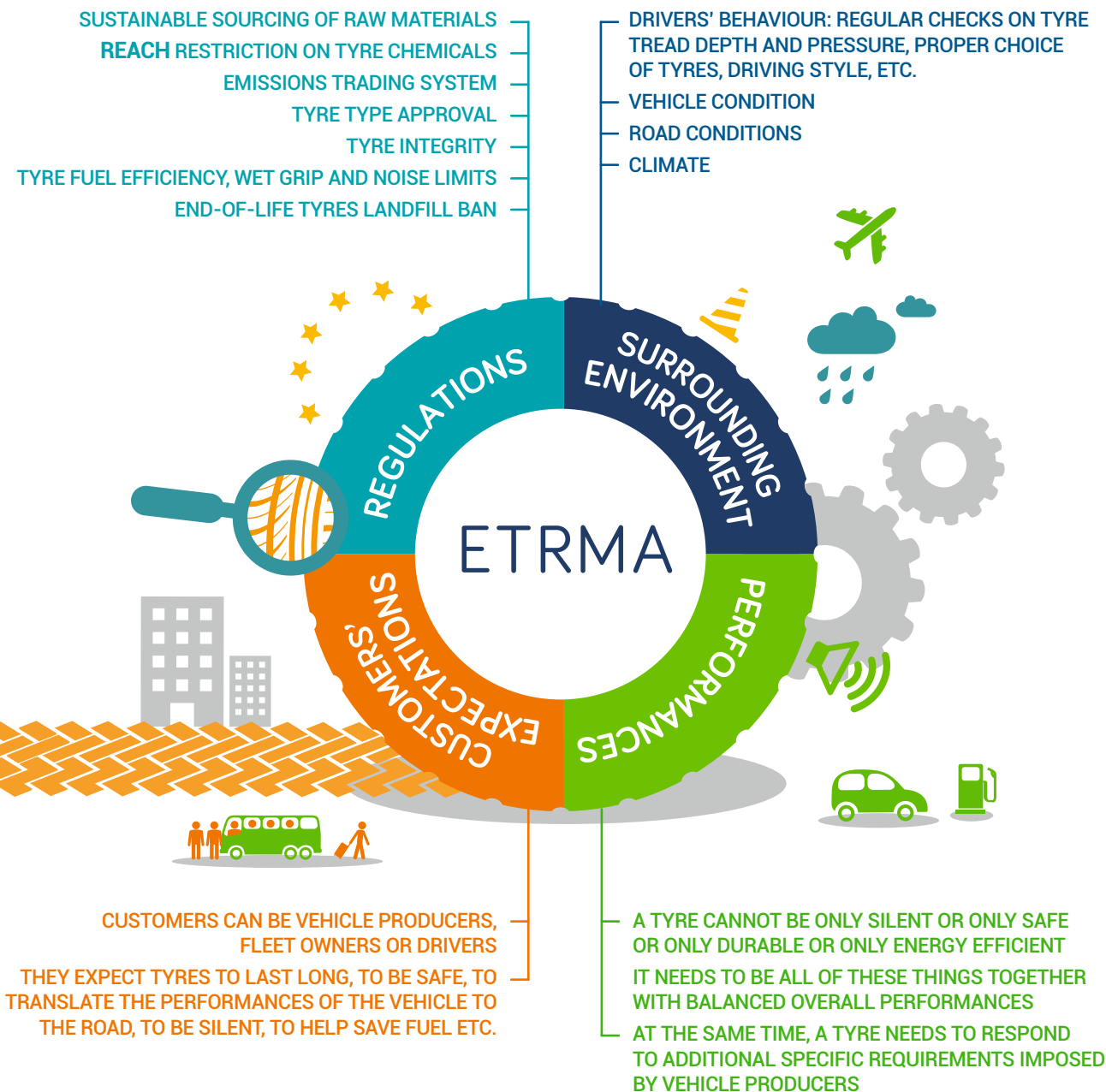


TYRE INDUSTRY DRIVERS



THE EUROPEAN TYRE INDUSTRY OUR VISION FOR 2030

ETRMA recommendations for the European Parliament and the European Commission



FOREWORD

The European tyre industry and policy makers should work towards a sustainable regulatory framework. One which incentivises innovation, and helps the sector both to maintain its economic and technological leadership and meet its societal objectives (road safety, environmental performance). This means that Europe needs a regulatory environment which encourages proactive action, and consists of predictable, smart, effective and enforced legislation.

The European tyre industry has proven to be a reliable partner for European regulators. Our credentials include:

- ② **Commitment to quality**
- ② **Commitment to regulatory compliance**
- ② Readiness to **contribute proactively to the European environmental agenda**, such as CO₂ and noise emission reductions through tyre technology; promotion of extended producer responsibility for end-of-life tyre collection and treatment.
- ② **Commitment to road safety**: tyres are the only contact point between the vehicle and the road. For this reason, they make a critical contribution to road vehicle performances. The contribution of the tyre industry to road safety through continued investments in research and innovation has been fundamental. Advanced winter tyre technology and extended mobility technologies are just some of the most recent examples.
- ② **Commitment to sustainability**: The tyre industry has significantly improved the sustainability of tyres at every stage from design to end-of-life. Weight reduction, voluntary commitment to phase out PAH-rich oils in tyres, supporting the chemical industry in evaluating the risks connected to their products and the Sustainable Natural Rubber Initiative are some of the most recent examples of that commitment.

By sharing our VISION for 2030, we want to highlight to the European Institutions and key policy makers the importance and the needs of an industry which contributes to European competitiveness, jobs and growth and which is a key enabler of sustainable mobility and safer road transport.

Fazilet Cinaralp, *Secretary-General*

THE ACTIONS NEEDED

FOSTERING GROWTH



GOAL: The tyre industry to remain a stronghold of European manufacturing.

TASK: Work on the enforcement of legislation and compliance; promote industrial competitiveness through affordable energy and international trade.

ACTIONS:

- **Effective enforcement and compliance:** provide the necessary technical, testing and financial resources to Market Surveillance Authorities and secure better coordination with Customs Authorities;
- **Improved access to worldwide markets** through an ambitious and balanced trade agenda and internationally harmonised regulations (not only on product performance, but also on emissions, environment, safety, chemicals etc);
- **Coherent Energy and Climate Change targets:** ETS reform post-2020 and Climate Policy should be aligned to the EU's declared industrial ambitions;
- **Increased resource efficiency:** currently 95% of end-of-life tyres are used again in the economy. Recycling markets will benefit strongly from harmonised EU-wide end-of-waste criteria and from the promotion of the use of such secondary raw materials.

DRIVING INNOVATION



GOAL: Maintain the EU tyre industry's leadership in terms of design, manufacturing processes and performance.

TASK: Increase the availability of EU funding for (collaborative) research programmes to leverage industrial investments, create synergies and secure Europe's technological lead.

ACTIONS:

- **Support dedicated research** for optimised Tyre/Road interaction and innovation on new sustainable materials;
- **Corporate engineers and policy makers to team up** in technology platforms (e.g. European Road Transport Research Advisory Council, European Institute of Innovation and Technology, Bio-Based-Industries, ...);
- **Foster a research & innovation friendly environment, where new ideas and concepts can lead to growth.**

SMART REGULATION



GOAL: EU to guarantee regulatory predictability.

TASK: Take into account the full impact of policies in different fields which may entail technology trade-offs for the tyre industry. A careful balance is needed between ambitious climate and traffic noise policy objectives on the one hand, and road safety targets on the other.

These objectives must also be set in a way which is not prescriptive, and respects technology neutrality.

ACTIONS:

- **Deliver robust impact assessments**, which take into account the cumulative effect of regulations – to avoid the risk of double legislation;
- **Provide sufficient transition period and lead time for implementation**, reflecting the complexity of the industry and the impact on its supply chain;
- **Promote evidence-based policy making**, in particular on chemicals under evaluation, restriction, authorisation (REACH);
- **Ensure that road safety objectives are enforced** through awareness campaigns and thorough vehicle inspections.