



Press Release: European launch of TyreAWARE campaign

Brussels, Monday, 23rd May 2016 - Tyre manufacturers' associations across Europe have today launched the TyreAWARE campaign. This project aims to raise awareness of best practices and procedures on tyre maintenance, storage and service life for dealers, authorities and consumers.

TyreAWARE has been developed in collaboration with the European Tyre and Rubber Manufacturers' Association (ETRMA) and its members. The materials have been consolidated and translated into 14 European languages and are available to download for free on an interactive microsite (www.tyreaware.org).

The comprehensive materials include facts and advice on tyre storage, purchase, maintenance and service life. There is also a selection of videos explaining the correct time to replace tyres, the importance of monitoring correct inflation and when to fit winter tyres.

Visitors to the microsite can test their knowledge on how to best care for their tyres by taking part in the TyreAWARE quiz, which is currently available in English.

Fazilet Cinaralp, Secretary General of the ETRMA, said: *"Tyres are a complex and highly technological product and are the only element that connects a vehicle to the road. By following the information and the recommendations provided in this campaign, tyres will be safer, last longer, consume less fuel, emit less CO2 and be quieter."*

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The ETRMA is the voice of the tyre industry in Europe, and is committed to reducing environmental impacts from tyres while ensuring high standards for safety-related performance of tyres.

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