

ETRMA – Press release

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ETRMA welcomes the provisional agreement reached by the final Trilogue on the review of the European Tyre Labelling Regulation

ETRMA has followed the inter-institutional legislative process on the review of the 2009 Tyre Labelling Regulation and welcomes that the new text will address shortcomings of the existing Regulation: the lack of market uptake of high-graded tyres and low market surveillance activities in EU Member States.

Six years after the tyre label's implementation, ETRMA supports the commitment and efforts by the European Institutions to pursue a new Tyre Labelling Regulation, which promotes industry innovation and benefits consumers by increasing consumer awareness of the tyre label and strengthening market surveillance and enforcement in EU Member States.

The tyre label is an important instrument to inform both consumers and professional users on the fuel efficiency, wet grip and external rolling noise performance of the individual tyre, but the slow market uptake of high-grade tyres, as demonstrated by the European Commission's impact assessment and the ETRMA-commissioned [Lizeo Study](#), indicates that limited awareness surrounding the label persists and that the label system needs to establish itself further to deliver its full potential.

ETRMA therefore welcomes the inclusion of improved surveillance through sanctions and penalties, increasing the visibility of the label and introducing stronger obligations of Member States. Further, the Product Information Database should strengthen the information chain between tyre manufacturers and authorities and a renewal of the label's appearance to also include a QR code, as well as the logos indicating if the tyre is for use in snow/ice conditions.

ETRMA Secretary General, Fazilet Cinaralp said: *"The review is a positive step towards an ambitious, forward-looking Tyre Labelling Regulation. The European tyre industry particularly recognises the benefits of the tyre label in creating healthy competition between manufacturers to produce the highest performing tyres and informing consumers."*

ETRMA also agrees with the European Commission's commitment to the development of a suitable and reliable test method to measure tyre tread abrasion before assessing the feasibility of adding this information to the tyre label. The process is still in its infancy and needs to be completed before any measure can be introduced in this – or other – regulations.

On a standard test method for tyre abrasion, Mrs. Cinaralp concluded: *"The European tyre industry is fully engaged in the environmental challenges of tyres including the need for development of a reliable test method to measure abrasion performances, a work already initiated by the industry. Our ambitions are high and we remain devoted to provide technical solutions that respond to societal needs."*

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The European Tyre & Rubber Manufacturers Association (ETRMA) represents nearly 4.400 companies in the EU, directly employing about 370.000 people. The global sales of ETRMA's corporate members represent 70% of total global sales and 7 out of 10 world leaders in the sector are ETRMA Members^[2]. We have a strong manufacturing and research presence within the EU and candidate countries, with 93 tyre-producing plants and 17 R&D centres.

^[2] ETRMA's membership include the following tyre manufacturers: APOLLO VREDESTEIN, BRIDGESTONE EUROPE, BRISA, COOPER TIRES, CONTINENTAL, GOODYEAR, HANKOOK, MARANGONI, MICHELIN, NOKIAN TYRES, PIRELLI, PROMETEON, SUMITOMO RUBBER INDUSTRIES AND TRELLEBORG WHEEL SYSTEMS. Furthermore, members include Associations in the following countries: Belgium, Finland, France, Germany, Hungary, Italy, the Netherlands, Poland, Spain and the UK.