

Brussels, 10 December 2020

The European Tyre and Rubber Manufacturers Association welcomes the ['Sustainable and Smart Mobility Strategy'](#) presented on 9<sup>th</sup> December 2020 by the European Commission.

### **Tyres can make a sustainable contribution to the decarbonisation and digital transformation of EU transport system.**

*“The tyre Industry is committed to reducing its CO2 footprint throughout the entire tyre life cycle and is investing in innovative and sustainable mobility technologies. Tyre manufacturers play an essential role in improving the safety and the greening of the mobility sector, in optimising tyre technology to improve vehicle’s fuel efficiency and in developing new digital services in transportation and tyre data solutions as an opportunity for economic recovery and sustainable mobility” said Fazilet Cinaralp, Secretary General of ETRMA.*

Safety is at the heart of sustainability both in the context of Sustainable & Smart Mobility strategy as well as in Green Deal. Tyres are inherently linked with safety, which remains our first priority.

Decarbonising transport does not mean just focusing on lower and zero emission vehicles; it also means making use of the most advanced tyre technology, which is essential to increase energy efficiency. Tyres are replaced several times throughout the lifetime of the vehicle. *“When properly inflated and maintained, tyres’ rolling resistance reduces significantly the fuel consumption of vehicles (whether ICE vehicles or battery lives of EVs). Clearly, tyre technology can contribute to an effective transition towards lower and zero emission vehicles”, added Fazilet Cinaralp.*

The EU tyre industry has taken a proactive approach in reducing CO2 emissions through new and advanced tyre technologies whilst improving and promoting road safety. This engagement was reflected by the industry’s commitment to the establishment of both tyre minimum performances’ requirements (since 2009) and tyre labelling.

On top of implementing these regulatory requirements, already in 2016, the European tyre industry committed to further reduce the rolling resistance coefficient of truck tyres by 1% per year until 2030. Taking into account the forecasted increase by 18% of road transport, this will result in removing from the European roads the equivalent of 81,000 40-tonnes trucks every year.

Whilst the European tyre industry is investing in increasingly performant tyres, excelling in balancing contrasting performances for safety and rolling resistance, we underline as the market uptake of tyres with the best environmental and safety performance still has a huge potential to grow.

### **Digital innovative solutions in need of a regulatory framework.**

The Strategy also affirms the need to rapidly deploy digital technologies to support transport sustainability and the competitiveness of the EU industry on the global scene.

For years, and despite the health crisis of the last few months, the European tyre industry has continued to develop digital mobility solutions around tyres.

Already today, tyre industry digital solutions translate vehicle data into alerts and advice used for: preventive repair & maintenance, remote dia- & prognostic services and spare parts wholesale & retail.

Tyres-as-a-Service can bring additional more benefits to drivers and fleet operators, such as: saving fuel increasing road safety and vehicle uptime; reducing congestion and contributing to decarbonisation and clean air.

To make this happen, the EU needs to speed up a consistent regulatory work on smart mobility and especially on access to in-vehicle data.

For any questions, please contact the ETRMA Secretariat at [communication@etrma.org](mailto:communication@etrma.org).

**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<sup>1</sup>. We have a strong manufacturing and research presence within the EU and candidate countries, with 93 tyre-producing plants and 17 R&D centres.

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<sup>1</sup> ETRMA's membership include the following tyre manufacturers: APOLLO VREDESTEIN, BRIDGESTONE EUROPE, BRISA, COOPER TIRES, CONTINENTAL, GOODYEAR, HANKOOK, MARANGONI, MICHELIN, NOKIAN TYRES, PIRELLI, PROMETON, 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.