

SUBMISSION FOR GOOD PRACTICE PROJECT FOR ERSCharter

Project: TyreAWARE

Website (<http://www.tyreaware.org>) online since May 2016. Two information campaigns were carried out since its launch.

Information material available in 14 languages.

Interactive participation through a quiz and videos.

Project summary:

In the effort to promote good practice with regard to Road Safety, the ETRMA has launched the TyreAWARE campaign, which consists of basic guidelines and recommendations for tyre dealers and consumers.

The materials available on the website are intended to help the value chain to share best practices about tyre handling and storage, service life and basic tyre safety and maintenance for consumers.

Tyres are the only point of contact between the vehicle and the road, which is no larger than the surface of a postcard. It is therefore essential that drivers choose the right tyres and make proper use of all information available to them, starting with the information on the tyre label. Furthermore, once purchased, drivers are required to maintain them in good service conditions.

The campaign is built around 4 pillars:

- tyre selection (e.g. tyre label information)
- tyre storage
- tyre service life (e.g. tyre pressure, tread depth, maintenance, pressure, winter tyres),
- tyre maintenance (e.g. inspection, inflation).

It encourages and explains, through easily understandable text, pictures and videos, how to check

- e.g.:
- tyre pressure,
 - tyre tread depth,
 - tyre damage,
- and what to do in case of problems.

All of this information is translated in 14 languages and is aimed at raising awareness of tyre maintenance and service life to tyre dealers, authorities and drivers in order to improve overall road safety and tyre performance.

The quiz, proposed on the website, is a playful and educative way of testing the knowledge acquired.

The TyreAWARE website supports TISPOL and participates in the EDWARD Safety Pledge.