

TIRE LABELLING

EU TIRE LABELLING REGULATION 1222/2009

The European Tire Labelling Regulation (EC/1222/2009) governs labelling requirements and information on the following performance parameters: fuel efficiency, wet grip and the external rolling noise of tires.

The intention of this regulation is to ensure a higher level of safety, reduce environmental impact, improve economic efficiency and reduce noise pollution on roads. The label empowers consumers to easily compare tires and will act as a driver of innovation. The label provides the end-user with the opportunity to get more transparency within the three key areas and the chance to take each of these into consideration before purchasing the tires.

Nevertheless customers should also consider that fuel savings and road safety is significantly influenced by the behavior of the driver, i. e. by eco-driving and ensuring proper tire pressure.

Labeling Criteria



Fuel Efficiency

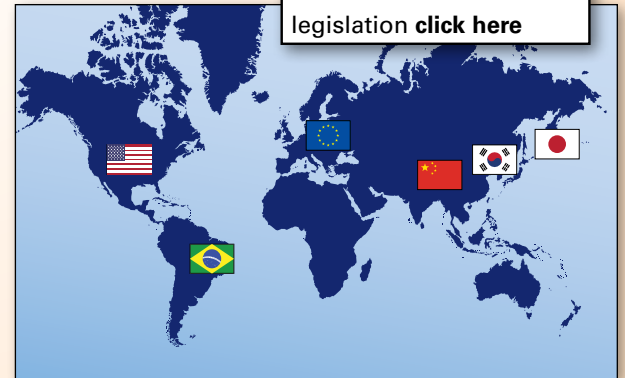


Wet Grip



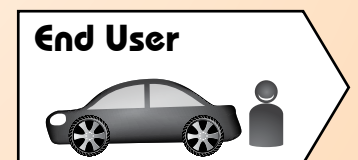
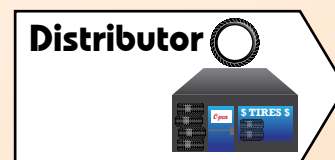
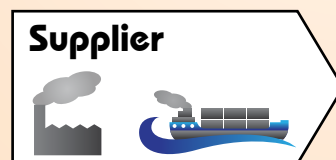
Noise Emission

Legislation



For an interview with Dr. Kai Zastrow from PSA on legislation [click here](#)

Distribution Chain



Single greatest challenge

Consumer expectations

