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News & Events

TyreSafe - the way ahead for tyre safety

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A new proactive organisation drawing on the credibility and gravitas of the Tyre Industry Council

Promoting tyre safety through improving the knowledge of the importance of looking after tyres is behind the creation of TyreSafe, a new industry organisation that has grown out of the Tyre Industry Council.

TyreSafe will address the challenges facing the tyre industry related to tyre safety and in particular the issues of corporate responsibility and duty of care legislation as they relate to tyres and their use. TyreSafe will be proactive and target campaigns to all users of tyres – cars, vans, trucks, bus and coach, motorcycle, industrial and off road – with a simple yet effective message “look after your tyres and your tyres will look after you”.

The new TyreSafe organisation will take up the tyre safety mantle from the Tyre Industry Council. The TIC was formed some 18 years ago with the objective of moving tyre safety up the road safety agenda. The strong support TIC received from the industry and the road safety industry resulted in a significant reduction in the number of defective tyres on the roads in the UK. The percentage of illegal tyres has fallen from over 18% to 12% currently and this fact was recognised three years ago with the Council receiving the prestigious Prince Michael International Road Safety Award.

TyreSafe will, however, adopt a more proactive stance and generate greater levels of public

awareness by harnessing the power of the media and developing tyre safety campaigns that the tyre industry will associate with and more actively support.

Key to the creation of TyreSafe has been the move to a different funding mechanism and one that more closely reflects the needs and ambitions of tyre companies and retailers as well as other supporting companies and organisations. The TIC was traditionally finance by industry trade associations this link has been broken by TyreSafe which will be funded by direct contributions from companies within the tyre industry. In that way the TyreSafe agenda will now be directly determined and developed by the companies within the industry and will be able to be more responsive to market developments.

TyreSafe is developing clear and measurable objectives and will aim to;

- Become a national reference point for all aspects of tyre safety
- The first point of contact for all tyre safety related issues and enquiries
- Develop and implement a sustainable and focussed programme of communications
- Educate and inform key target audiences and opinion formers on tyre safety to include all users of tyres including the general public and commercial organisations.

One of the most important elements of the new TyreSafe organisation and key to delivering on the objectives, will be the development of a new website due to go live this month. More and more people are now turning to the worldwide web to gather information and seek help and advice. The TyresSafe website www.tyresafety.co.uk has been designed to be easy to navigate and provide help and advice to anyone seeking tyre safety information. All supporters of TyreSafe will have the opportunity of linking to this new website.

TyreSafe will also pioneer unique and regular research on tyre safety issues on behalf of its supporters. TyreSafe will work closely with CCB Fastmap to regularly gauge public opinion on a wide variety of subjects. CCB engages with over 8,000 individuals as part of a weekly omnibus survey, all of this research material will shared with supporters and in many cases TyreSafe supporters will be able to help determine what information is researched. This level of market intelligence has never been undertaken by the tyre industry on such a regular basis.

The initial response to the creation of TyreSafe has been very positive with all major tyre companies and many significant tyre retailing groups already signing up to the support the new organisation. These include ATS Euromaster, Bridgestone, Continental Tyres, Cooper Tyres, GoodyearDunlop, Hankook, Hi-Q, Just Tyres, Kumho Tyres, Michelin, National Tyres and Autocare, Pirelli, Stapletons and Viking International.

There are a number of ways in which companies can become involved with TyreSafe. A tiered structure has been developed to accommodate the wide range of businesses operating within the tyre industry plus organisations outside the industry but with an interest in tyre safety.

Member level. Limited to 10 members who each receive a place on the TyreSafe executive board. Members must be able to demonstrate a direct relationship with the tyre industry i.e tyre manufacturer, retailer or wholesaler.

Associate level. A two-tier structure to accommodate those organisations/companies seeking involvement but with a smaller financial commitment. Associate membership is only available by invitation of TyreSafe. Two elected representatives from this level will receive a place on the TyreSafe executive board.

Non Funding Members. Organisations outside the tyre industry who have a vested interest in tyre safety initiatives who can further the cause through their own activities.

As already indicated TyreSafe has received strong commitment from a number of key organisations and it represents an important opportunity for all involved in the tyre industry to contribute to:

- demonstrating a commitment to improving tyre safety
- to work together as a forum to promote tyre safety education and initiatives
- develop a common understanding of issues in the field and the provision of advance information on possible changes to tyre legislation
- shape, influence and establish future policy and actions as part of the Executive Board
- access trade associations outside of the tyre industry in key areas such fleet, truck and help to establish policy on tyres and tyre safety
- become involved in workshops for industry to demonstrate the importance of tyres and good tyre husbandry
- develop a relationship and become involved with fleet training companies of tyre safety modules
- gain accreditation for individual programmes that support the values of TyreSafe

TyreSafe represents a step change in the way the tyre industry will promote the importance of tyre safety and will spread the message that tyres are arguably the most important safety related component on a vehicle and that the impact of badly maintained or defective tyres can have serious consequences to other road users.

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Flash Poll

In 2009 do you expect your expenditure on car maintenance or tyre purchases to

- a. be about the same as in 2008
- c. be more than 2008
- b. be less than 2008

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TyreSafe, 6 Bath Place, Rivington Place, London, EC2A 3JE

Tel: 0845 301 6852 (Christine Joyce), [E-mail Us](#)

Media enquiries: 01295 277050 (Market Engineering)

Registered offices: 6 Bath Place, Rivington Place, London, EC2A 3JE