

# WHAT WILL THE TYRE LABEL NOT HELP YOU WITH?



The new EU Tyre Label provides drivers with information on the fuel efficiency, the wet grip performance and the external rolling noise of a tyre. The label is being brought in to:

- Increase road safety
- Help make driving cost effective
- Reduce the environmental impact caused by tyres

## So, what does the tyre label tell me?

The tyre label informs drivers about three key performance criteria of a tyre:



The tyre label **fuel efficiency** rating is all about the £££'s in your pocket. An A-rated tyre is the most efficient, a G-rated tyre the least efficient. 20% of a car's fuel consumption is influenced by its tyres, so the better the performance rating on the tyre label the more fuel you are likely to save.



The tyre label **wet grip** rating is all about your safety. An A-rated tyre is the safest stopping in the shortest distance, whilst a G-rated tyre is the least safe as it has the longest braking distance. The stopping distance between an A and G rated tyre is 18 metres, that's 4 car lengths or eight SMART cars. That's seriously something to think about when you and your loved ones are driving.



The tyre label **noise** rating is all about the environment. A tyre's noise is measured in decibels (dB). One wave gives the best performance and 3 waves the worst. In fact 3 bars is the current limit whilst 2 bars meets the future legislation requirements and 1 bar is a further 3dB below. The middle noise level on a tyre label is equivalent to one toilet flushing, four tyres – four flushes. Now think of all the cars on the road and the impact that makes on noise pollution, by choosing quieter tyres makes a better environment for us all.

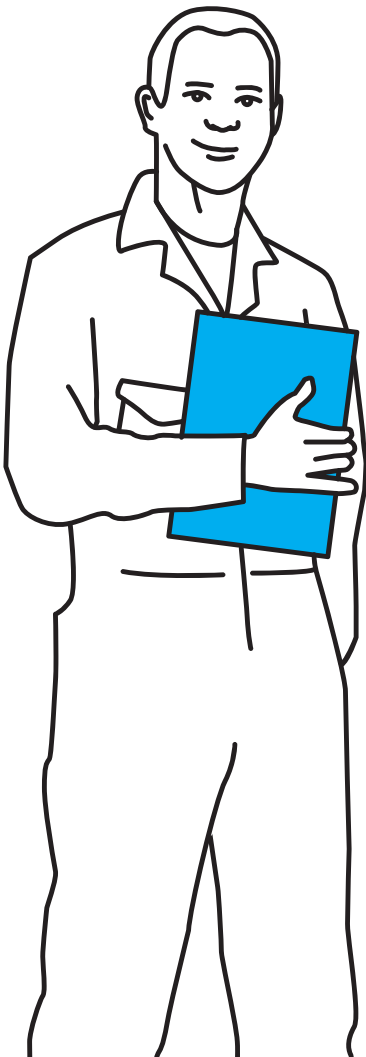
The tyre label is great news as it helps drivers to make a decision on the right tyres using information which is:

- Objective
- Reliable
- Comparable

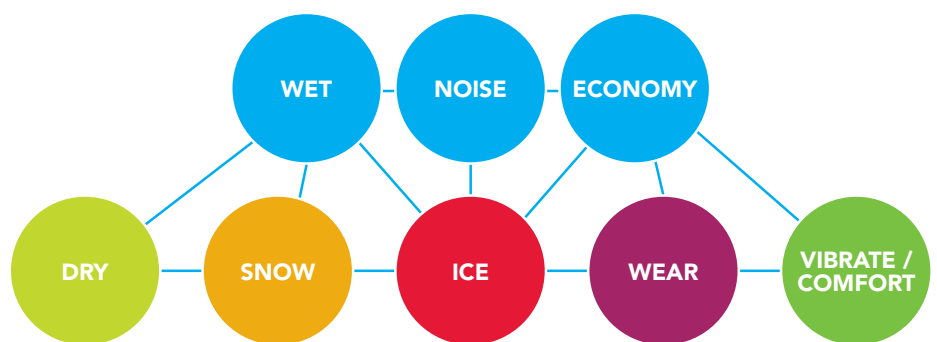


## OK, so what won't the tyre label tell me?

The tyre label only currently covers three parameters of a tyre's performance. Just to put this into context, independent magazine surveys will specify 15 parameters whilst tyre manufacturers will specify over 50 performance criteria.



This means if you need a tyre to do a specific job then the tyre label may not give you the information you need to know. For example, if you need a tyre to get you up a muddy hill; overland across rough terrain; to be safe on cold (below 7 degrees), icy or slippery roads; to get you through the snow; that needs to be long lasting, or a tyre for stop start city driving then tyre labelling won't be able to help you make the right tyre choice.



**The tyre label won't give you this information - the Tyre Expert will.**

Find out more at [HiQonline.co.uk](http://HiQonline.co.uk)

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