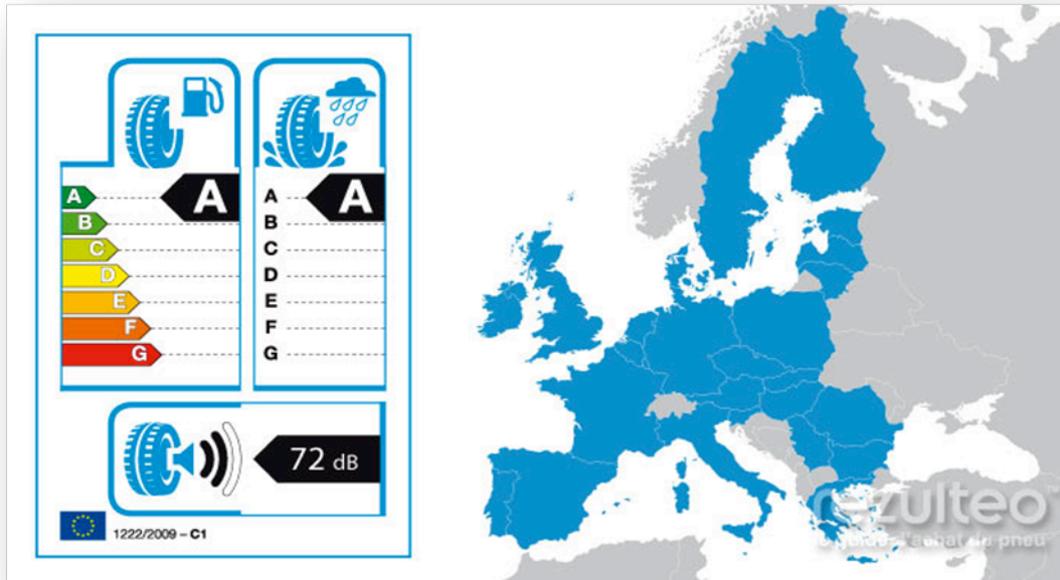


EUROPEAN TYRE LABELLING, INSTRUCTIONS



TYRE LABELLING IS MANDATORY IN EU COUNTRIES SINCE 1ST NOVEMBER, 2012. IT IS DESIGNED TO HELP CONSUMERS CHOOSE THEIR TYRES ON THE BASIS OF SAFETY AND ENVIRONMENTAL CRITERIA. INSPIRED FROM THE LABELLING FOUND ON ELECTRICAL APPLIANCES OR CARS, IT PROVIDES THE BUYER WITH INFORMATION ON THREE PERFORMANCE CRITERIA: FUEL EFFICIENCY, WET GRIP AND THE LEVEL OF EXTERNAL ROLLING NOISE.

ON ITS WEBSITE, REZULTEO.COM PROVIDES A [SIMULATOR](#) THAT CAN BE USED TO CALCULATE THE PERFORMANCE DIFFERENCES (CONSUMPTION, BRAKING DISTANCE, ROLLING NOISE) BETWEEN THE VARIOUS EUROPEAN TYRE LABELLING CLASSES.

1 – WHY IS THERE A LABEL ON TYRES?

THIS LEGISLATION CAME INTO FORCE 1ST NOVEMBER 2012 IN ALL EUROPEAN UNION COUNTRIES AND PURSUES A THREEFOLD OBJECTIVE:

- HELP THE CONSUMER MAKE A MORE INFORMED CHOICE WHEN BUYING TYRES.
- IMPROVE ROAD SAFETY.
- REDUCE TYRE RELATED ENVIRONMENTAL IMPACTS.

2 - HOW TO READ THE LABEL?

THE LABEL PROVIDES THE CONSUMER WITH INFORMATION ON THREE BASIC TYRE PERFORMANCES:



FUEL EFFICIENCY: TYRES ARE RESPONSIBLE FOR APPROXIMATELY 20% OF THE TOTAL FUEL CONSUMPTION. CHOOSING TYRES WITH A LOW ROLLING RESISTANCE HELPS REDUCE FUEL CONSUMPTION AND CO2 EMISSIONS.



WET GRIP: ON WET ROADS, THE STOPPING DISTANCE IS TWICE AS LONG AS ON DRY ROADS. CHOOSING TYRES WITH A GOOD WET BRAKING PERFORMANCE IS THEREFORE AN ESSENTIAL FACTOR FOR SAFETY.



EXTERNAL ROLLING NOISE: AT 70 MPH, 60% OF VEHICLE NOISE COMES FROM TYRES. CHOOSING QUIET TYRES IS A CONTRIBUTION TO REDUCING NOISE POLLUTION.

3 – HOW TO USE THE LABEL TO COMPARE TYRE PERFORMANCES?



FUEL EFFICIENCY: BETWEEN AN A RATED TYRE AND A G RATED TYRE, FUEL SAVINGS CAN BE AS MUCH AS 4.7 MPG, I.E. 17.6 GALLONS OF FUEL PER YEAR (ON THE BASIS OF 10,000 MILES PER YEAR). FOR CO2 EMISSIONS, THE DIFFERENCE CAN BE AS MUCH AS 12 G/KM.



WET GRIP: BETWEEN AN A RATED TYRE AND AN F RATED TYRE (THE G CLASS IS NOT USED), THE DIFFERENCE IN STOPPING DISTANCES MAY REACH 18 M FOR A CAR TRAVELLING AT 50 MPH, I.E. THE EQUIVALENT OF 4 CAR LENGTHS.



EXTERNAL ROLLING NOISE: THE PERFORMANCE DIFFERENCE BETWEEN TWO CLASSES CORRESPONDS TO 3 DB, I.E. THE NOISE LEVEL IS INCREASED OR DECREASED BY HALF. TO COMPLY WITH THE STANDARD, APPLICABLE IN 2016, THE LABEL MUST DISPLAY ONE OR TWO SOUND WAVES.