

TYRE SAFETY CAMPAIGN 1997-2018



**TYRE CHECKS
SINCE 1997**

4mm

**TREAD DEPTH
MINIMUM IN WET
CONDITIONS**

BACKGROUND

- In autumn wet conditions and worn-out summer tyres mean a dangerous combination
- Nearly half of Finnish drivers are not aware of the condition of their tyres

OBJECTIVES

- To remind drivers of the risks related to driving in wet weather
- To activate drivers to check the condition of their tyres regularly
- To get people to drive on safer tyres

MESSAGES

- Recommended tread depth of summer tyres in wet weather: **4 mm** minimum
- Use appropriate tyres for the prevailing road conditions
- Check the air pressure of your tyres at least once a month
- Even the best of tyres are not of any help if the driver takes too many risks
- Hand over your discarded tyres for recycling at no cost

EUROPAEN ROAD SAFETY CHARTER

- The campaign belongs to the European Road Safety Charter, which is a part of the EU road safety action programme

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TYRE RELATED RISKS



ROAD ACCIDENT RESEARCH *

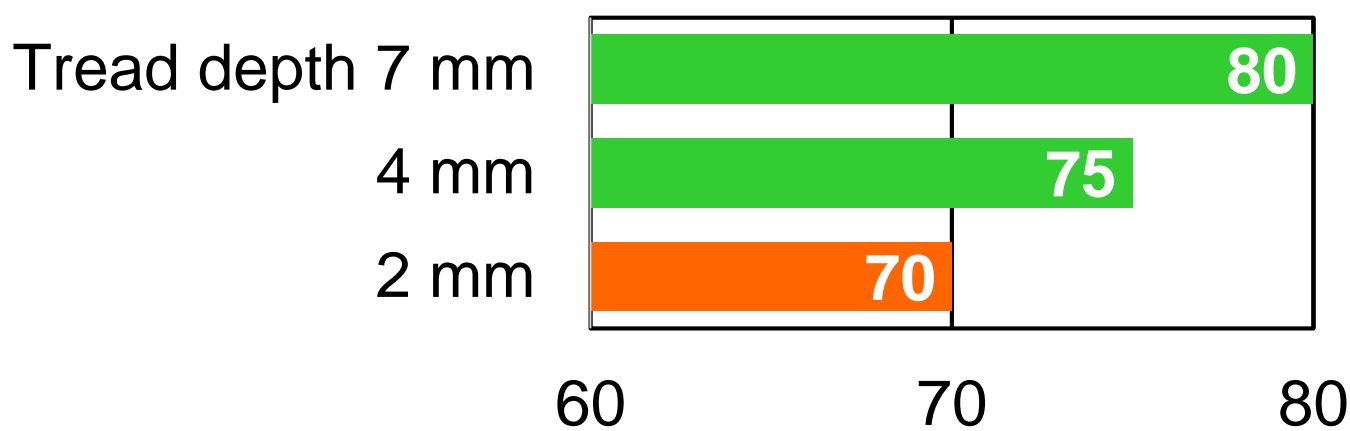
- Defective tyres are the main vehicle related cause of serious traffic accidents
- A tyre related risk has been identified in every seventh fatal collision (14.1 %)

* Based on car accidents studied by the Finnish Road Accident Research Board in 2000–2017

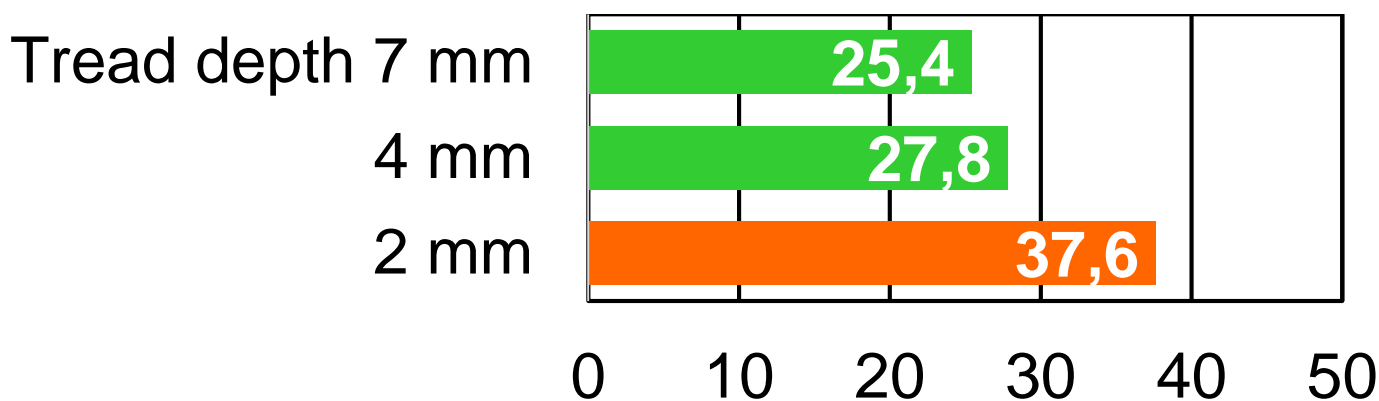
WET CONDITION TESTS **

- A car with worn-out summer tyres risks aquaplaning even at low speeds. Braking distances increase drastically in wet driving conditions.

Speed and aquaplaning (km/h):



Braking distances (m):



** Tekniikan Maailma 16/2016

EVERY YEAR

29

FATAL COLLISIONS RELATED TO TYRES

MOST COMMON TYRE RISKS

Worn tyres	47 %
Unsuitable tyres	31 %
Under-inflated tyres and divergences in tyre pressure	13 %
Other risks related to tyres	10 %

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CAMPAIGN CONCEPT



- ❑ Nation-wide traffic safety campaign with local operations taking a positive approach and emphasizing personal responsibility
- ❑ The Tyre Check campaign includes PR activities and "Tyre Raids" meaning informative roadside tyre inspections with no commercial aspects
- ❑ Results of tyre inspections are analysed and used for long term follow-up and media information
- ❑ The same campaign concept has been repeated every autumn since 1997 (except 2001, 2006, 2011, 2013, 2015 and 2017 which comprised PR activities only)

NATIONAL

LOCAL

POSITIVE

PERSONAL

INFORMATIVE

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ROLES AND ORGANISATION



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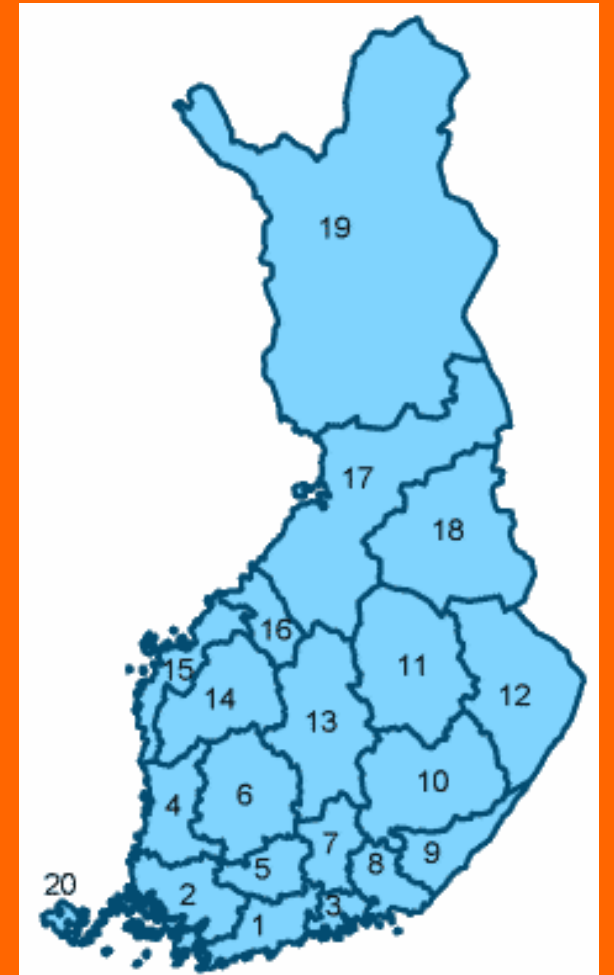
- Wide knowledge of traffic safety bringing fresh thinking in campaign planning and implementation
- Local media contacts together with tyre specialists

TYRE SPECIALISTS

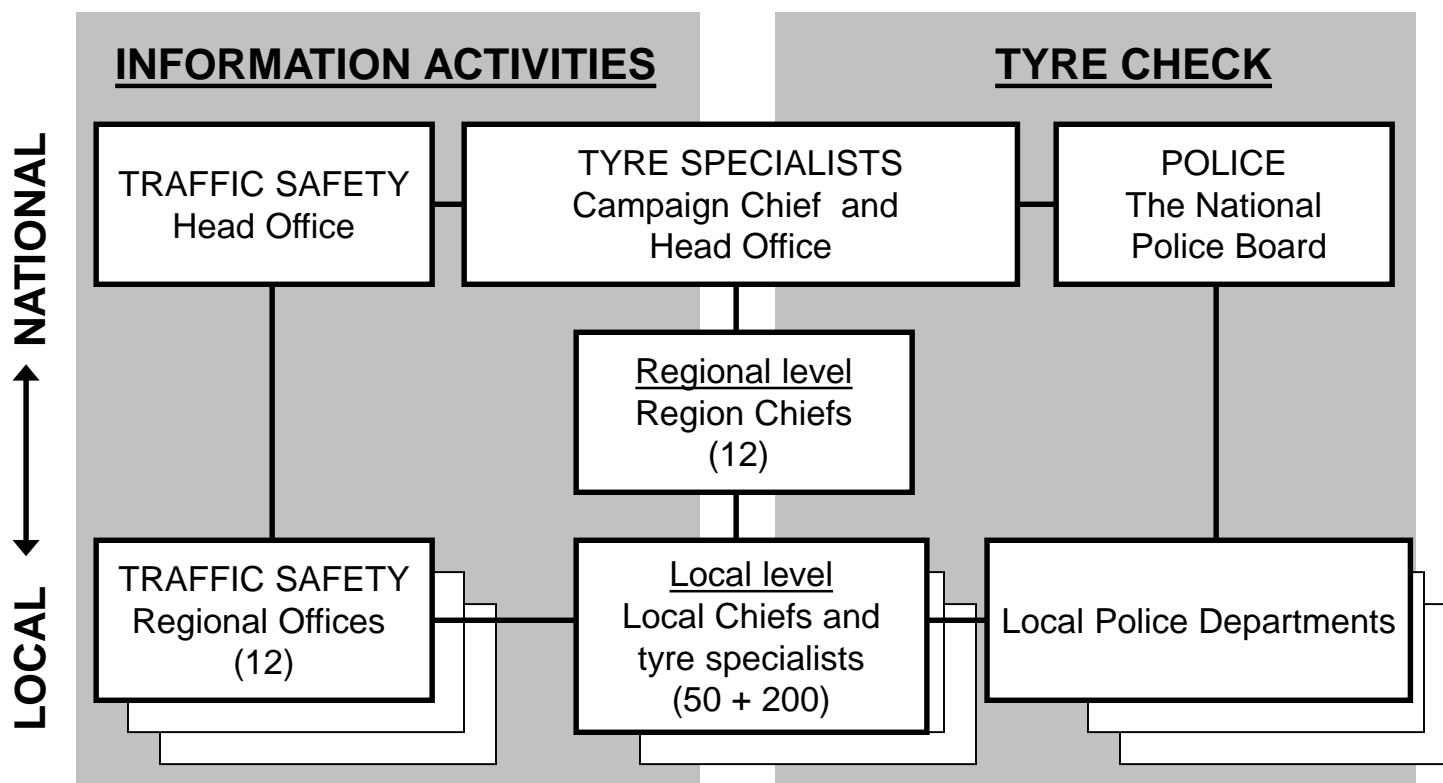
- Expertise in tyres and tyre service
- Campaign coordination, PR activities nationally and locally, tyre inspections and consumer information

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- Traffic surveillance and guidance for voluntary tyre inspections
- Information on risks related to tyres



**TYRE CHECKS
SINCE 1997**



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MEDIA COVERAGE 1997–2018

- ❑ The Tyre Check campaign and its key messages have gained media attention year after year
- ❑ More than 150 million media contacts have been established during the campaign period
- ❑ In the period 1997 – 2018 the total time of appearance on TV is about 8 hours. In the same period the total amount of printed media is over 161 Million

TV

National TV channels	237 x
Aquaplaning spots on TV	315 x

RADIO

National radio channels	299 x
Radio Nova (1998-99)	168 x
Local radio channels	no follow-up

PRINTED MEDIA 4 487 articles
Total circulation: **161 million** issues



MORE THAN

150

MILLION
MEDIA CONTACTS

PRINTED MEDIA

161

MILLION COPIES

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CONDITION OF SUMMER TYRES 1997-2018

- Tyre specialists have inspected over 192,000 passenger cars and vans



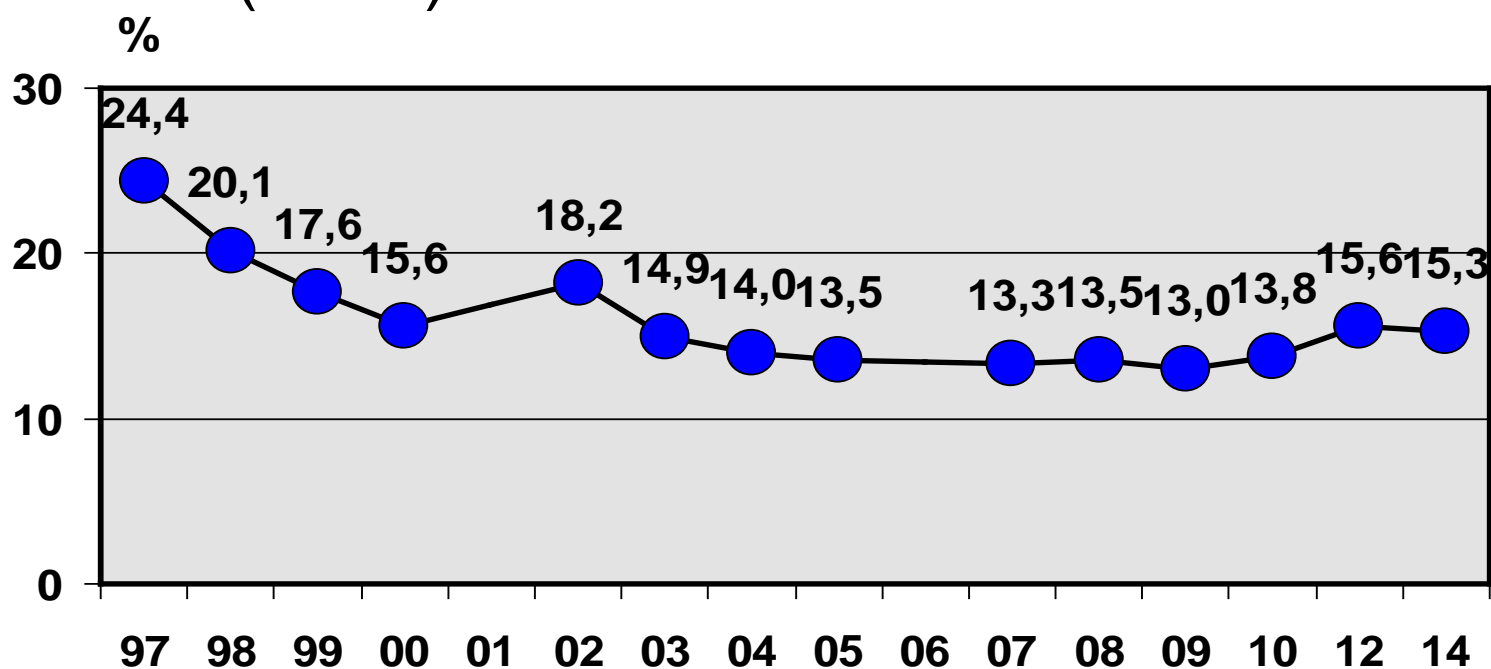
1997 1998 1999 2000 2002 2003 2004 2005 2007 2008 2009 2010 2012 2014 2016 2018 Total

	1997	1998	1999	2000	2002	2003	2004	2005	2007	2008	2009	2010	2012	2014	2016	2018	Total
Localities	85	78	94	83	93	89	98	80	90	84	74	73	62	56	45	34	184
Cars	11348	12140	12282	13663	13020	14286	13521	14921	13191	14052	13056	11865	11760	8844	8748	5948	192 645

- A car is classified as "equipped with poor tyres" if there is at least one tyre with a tread depth of 2 mm or less
- The proportion of cars with poor tyres has decreased from 24.4 % (1997) to 10.5 % (2016) and 10,3 (2018)

TYRE CLASSIFICATION BY TREAD DEPTH

Good	5 mm +
Satisfactory	3–4 mm
Poor	2 mm or less



Summer Tyre Survey 1997–2018

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