

The Tyre Check 2019

TYRE SAFETY CAMPAIGN SINCE 1997



090919 1/24



TYRE SPECIALISTS OF FINLAND
LIKENNETURVA
POLICE

CAMPAIGN THEME



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”CHECK YOUR TYRES IN TIME”
underlines the driver’s own responsibility.



CAMPAIGN 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

PRIMARY MESSAGES

- Observe the recommended tread depth of summer tyres: minimum 4 mm in wet conditions
- Pay attention to the road conditions and use appropriate tyres
- Check the air pressure in your tyres at least once a month
- Do not take unnecessary risks because not even the best tyres are of any help if the driver is careless
- Worn-out tyres can be returned for recycling free of charge

FOCUS ON TRAFFIC SAFETY



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Defective tyres are in fact the biggest vehicle-related cause of serious road accidents. Tyres are a risk factor **IN ONE IN SEVEN** fatal car accidents.

Fatal road accidents studied by the road accident investigation teams in 2000-2017. Some kind of tyre related risk is included in every seventh case (516 cases/14,1 %).

TYRE-RELATED ACCIDENTS IN FINLAND IN THE 2000s

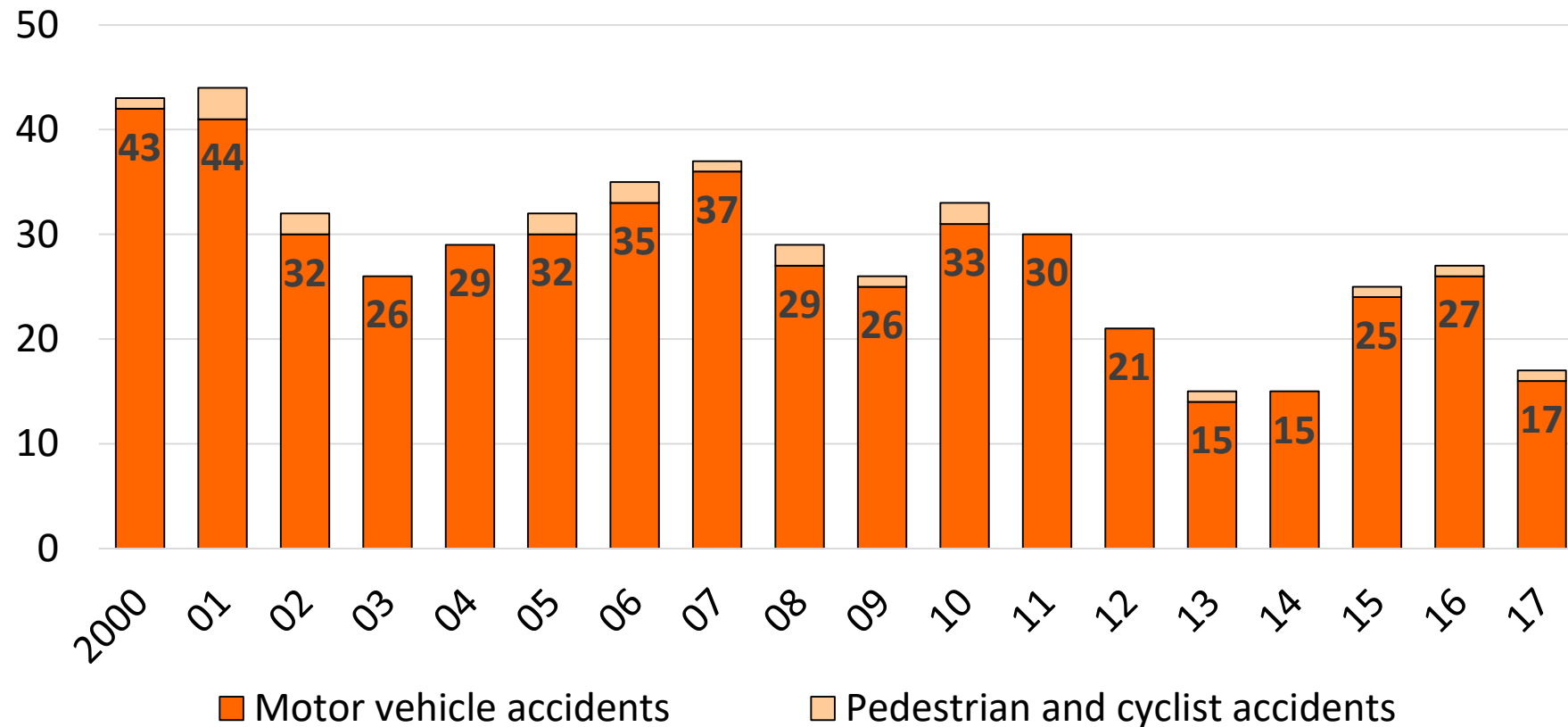


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On average there have been
29 FATAL CAR ACCIDENTS ANNUALLY
induced by tyre-related factors.

Fatal road accidents studied by the road accident investigation teams in 2000-2017.
Technical risk factors in passenger cars and light commercial vehicles.

TYRE-RELATED ACCIDENTS IN FINLAND 2000–2017



Fatal road accidents studied by the road accident investigation teams in 2000-2017.
Technical risk factors in passenger cars and light commercial vehicles.

TYRE-RELATED RISKS

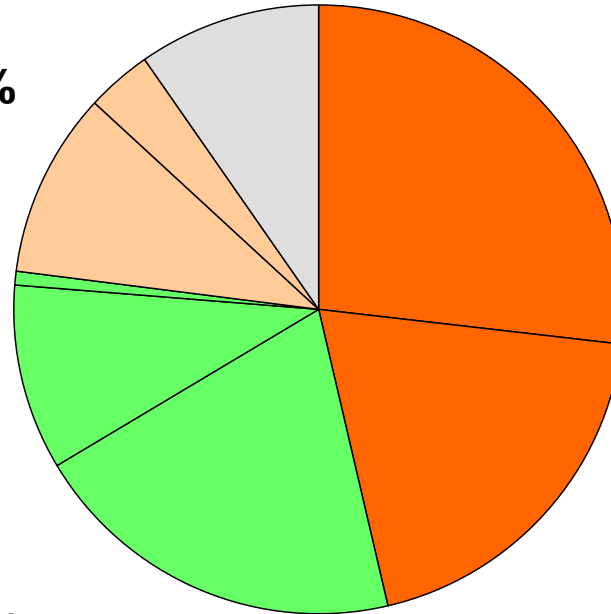
Other tyre-related risks 9,5 %

Incorrect tyre pressures 12,6 %

- excessively low pressure
- disparate tyre pressure

Unsuitable tyres 31,0 %

- unsuitable for the prevailing road conditions
- tyres of disparate properties
- tyres inappropriate for the vehicle

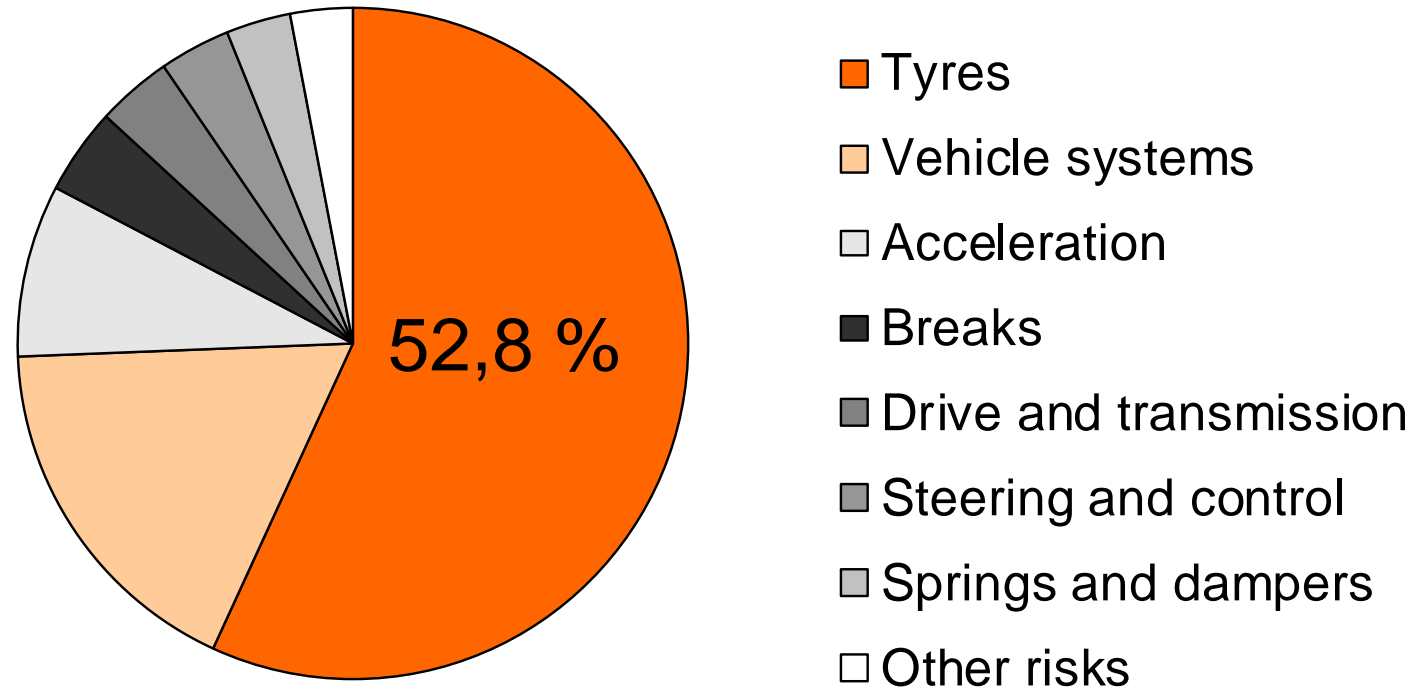


Poor tyres 46,9 %

- worn tyres
- studded tyres in poor condition

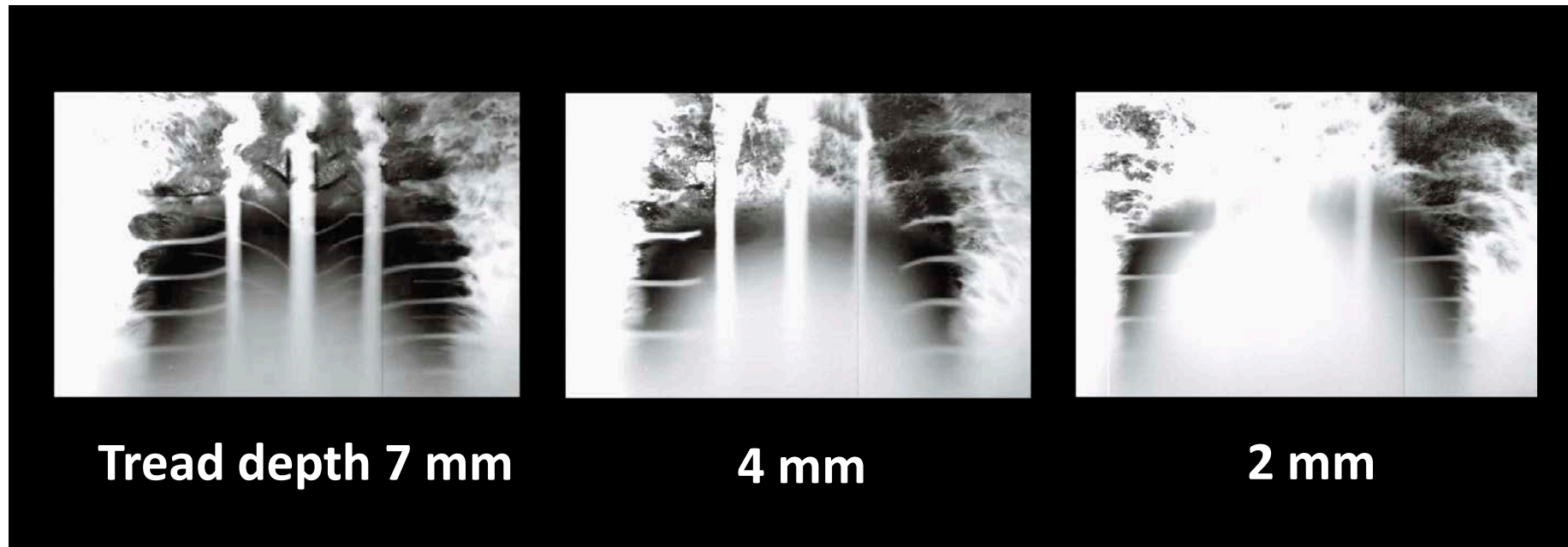
Fatal road accidents studied by road accident investigation teams in 2000-2017 (in total 661 cases).

VEHICLE-RELATED RISKS



Fatal road accidents studied by road accident investigation teams in 2000-2017 (in total 1 253 cases).

Tyre test 2016 carried out in wet conditions by Tekniikan Maailma:
Road grip hardly bigger than the size of your little finger?



Photographic illustration of how road grip deteriorates

- the superfast camera reveals the real area of contact between road surface and tyre when driving in wet conditions with summer tyres & different tread depths
- driving speed 80 km/h, when driving on a 6 mm layer of liquid on glass surface

AQUAPLANING THREATENS WHEN DRIVING ON WORN OUT SUMMER TYRES

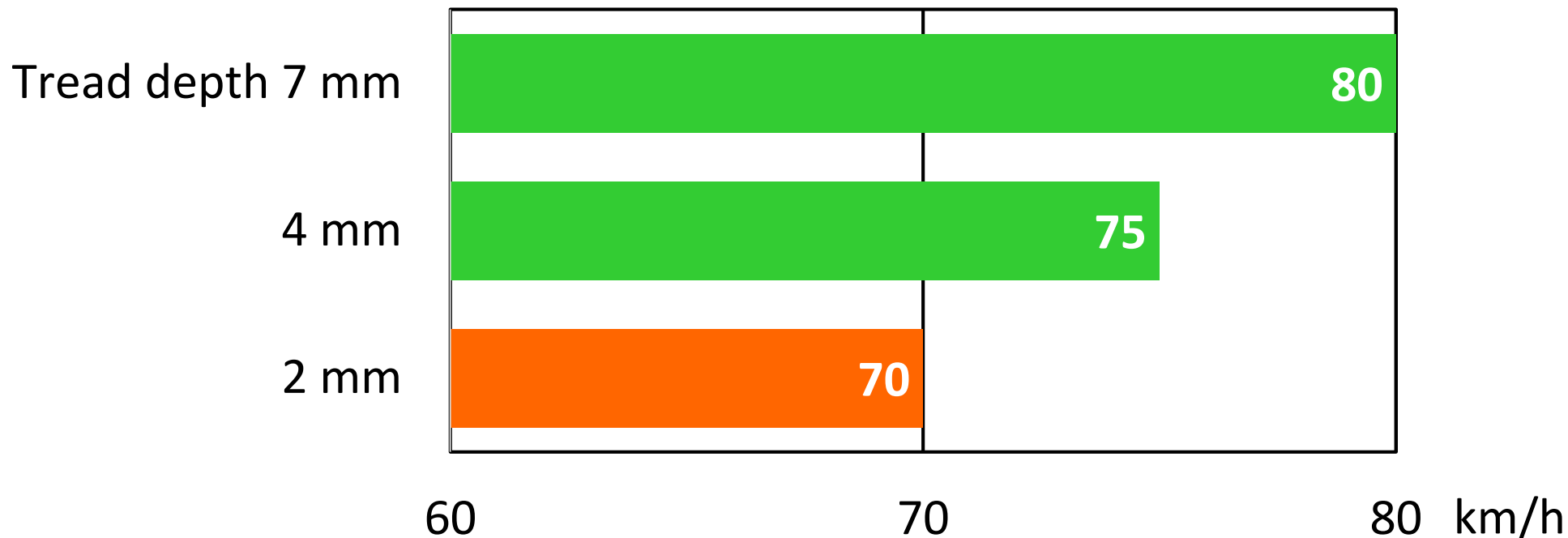


Aquaplaning can take you by surprise even at a speed of only **70 km/h**. The contact area vanishes and the road grip is totally gone.

* Tekniikan Maailma's Wet Conditions Test 2016
(TM/Test World Oy 2.5.2016)

AQUAPLANING AND SPEED

Behaviour of new vs. worn out summer tyres



Tekniikan Maailma's Wet Conditions Test 2016

- Test carried out by Test World Oy, release of results in TM 16/2016
- Good quality tyres in comparison/ different tread depths, acceleration test at a straight stretch section at different speeds, depth of water 6 mm

BRAKING DISTANCES INCREASE CONSIDERABLY IN WET CONDITIONS

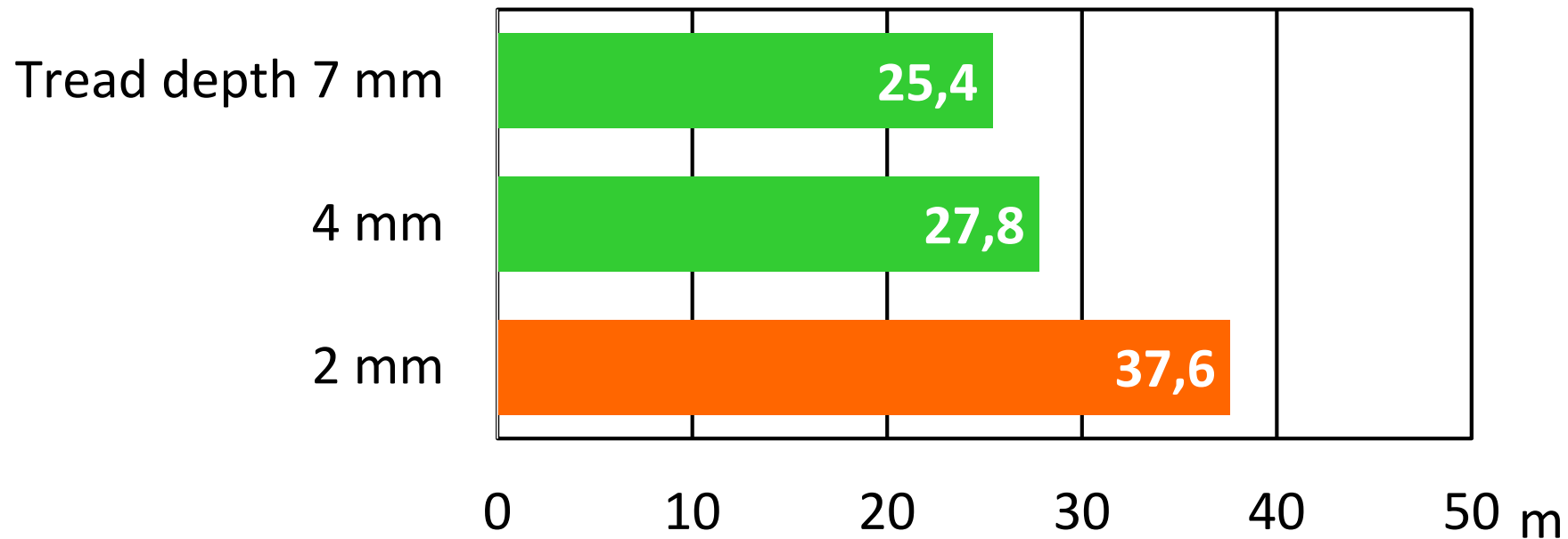
At a point, where a car with new summer tyres would have stopped totally a car with poor tyres is still continuing its course at a speed of **45 km/h**



* Tekniikan Maailma's Wet Conditions Test 2016
(TM/Test World Oy 2.5.2016)

COMPARISON OF BRAKING IN WET CONDITIONS

New vs. worn summer tyres



Tekniikan Maailma's Wet Conditions Test 2016

- test carried out by Test World Oy, release of results in TM 16/2016
- good quality tyres with three different states of wear, braking distance on wet asphalt, 80–5 km/h

WINTER TYRES ADAPT POORLY FOR DRIVING IN SUMMER

In wet conditions new, non-studded winter tyres designed for Nordic Circumstances, perform even worse than totally worn out summer tyres



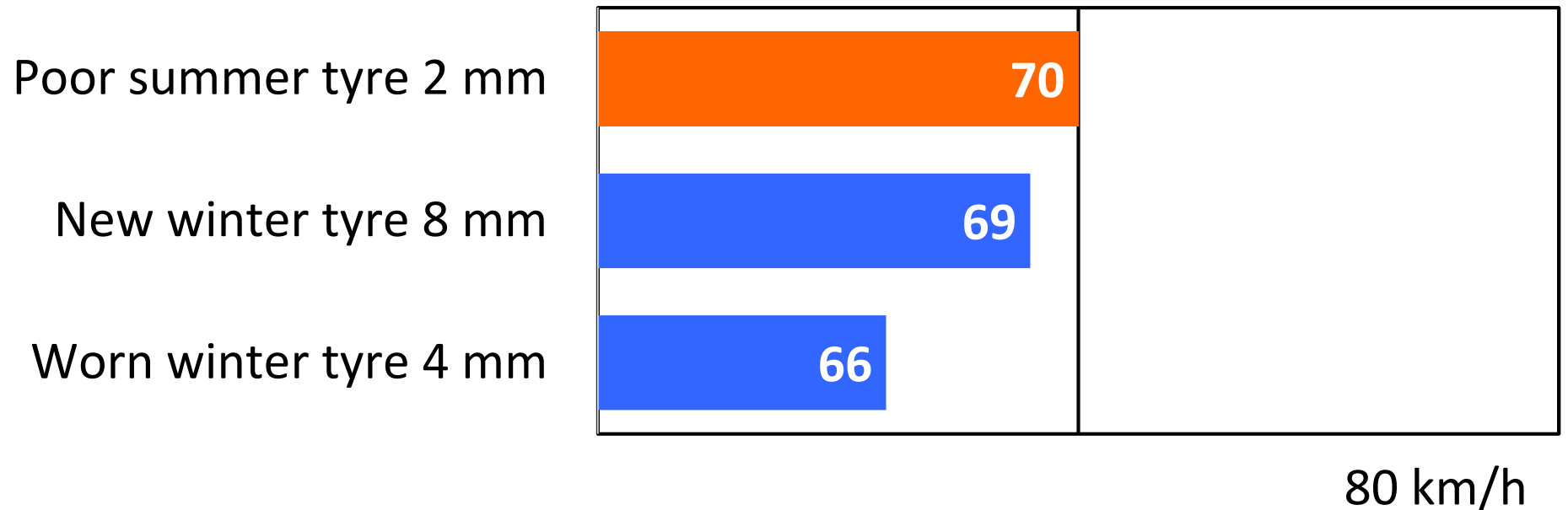
* Tekniikan Maailma's Wet Conditions Test 2016
(TM/Test World Oy 2.5.2016)

AQUAPLANING SPEEDS

Winter tyre vs. poor summer tyre



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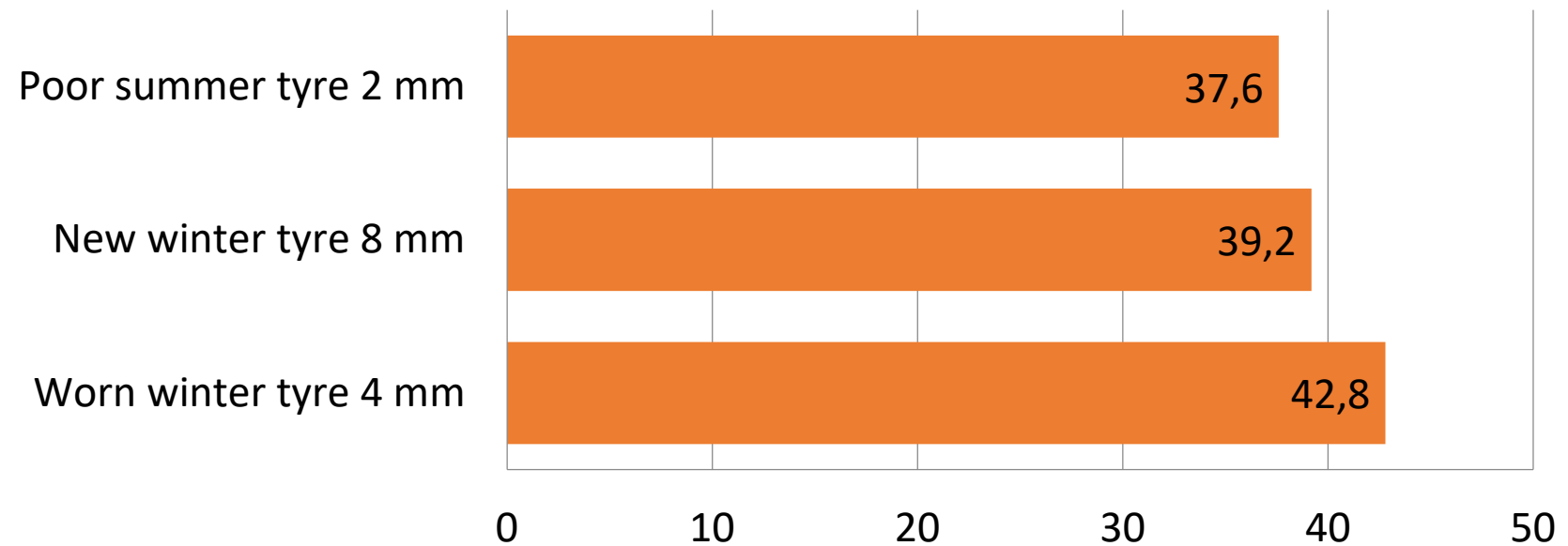


Tekniikan Maailma's Wet Conditions Test 2016

- Test carried out by Test World Oy, release of results in TM 16/2016
- A good quality non-studded winter tyre for Nordic circumstances in comparison

BRAKING ON WET ASPHALT

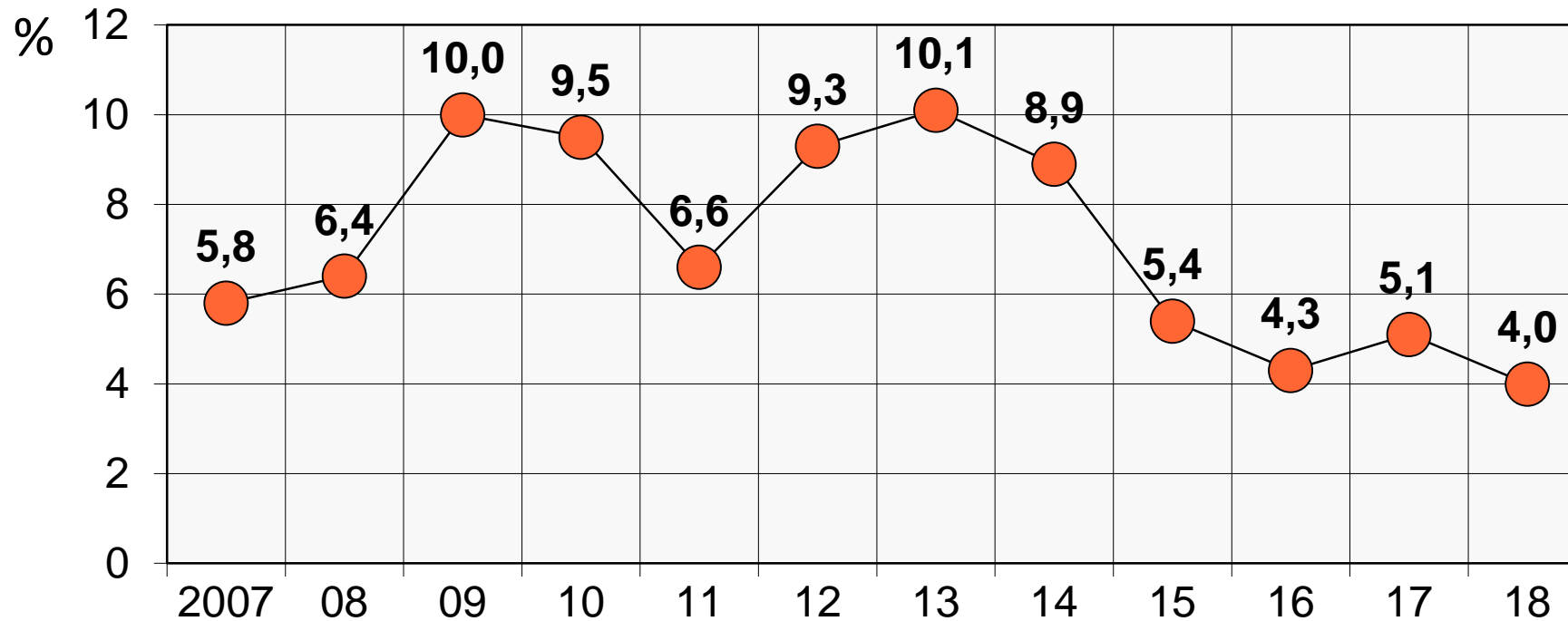
Winter tyre vs. poor summer tyre



Tekniikan Maailma's Wet Conditions Test 2016

- Test carried out by Test World Oy, release of results in TM 16/2016
- In comparison: A good quality non-studded winter tyre for Nordic circumstances

THE TYRE RAIDS THIS AUTUMN SHOWED BIG DIVERGENCIES IN TYRE PRESSURE*



* Passenger cars and vans on which the pressure of the tyres on the same axle diverged by at least 0,5 bar

Source: Tyre Specialists' Summer Tyre follow-up study 2007 - 2018

BIG DIVERGENCIES IN TYRE PRESSURE A BIG SECURITY RISK

In the Tyre Raids last autumn big divergencies (at least 0,5 bar) were found in the pressure **in 4.0 %** of the tyres on the same axle



Source: Tyre Specialists of Finland's Summer Tyre Survey 10.9.-14.9.2018, in which tyre pressures were measured of 1 891 passenger cars and LCVs in 7 different locations in Finland

IMPACT OF UNDER-INFLATED TYRES

Safety

Too low tyre pressure or diverging pressure are risk factors in 6–7 fatal car accidents per year

Economical aspects

Increases the motorist's fuel and tyres costs by at least 10 euro/month, which means nearly 100 Million euro per year*

Environmental aspects

The increased fuel consumption increases the carbon dioxide effluent in Europe by nearly 20 Million tons annually

According to the Bridgestone and Michelin researches low tyre pressure consumes 3–6 % more fuel and shortens the age of the tyre by 20–25 %.

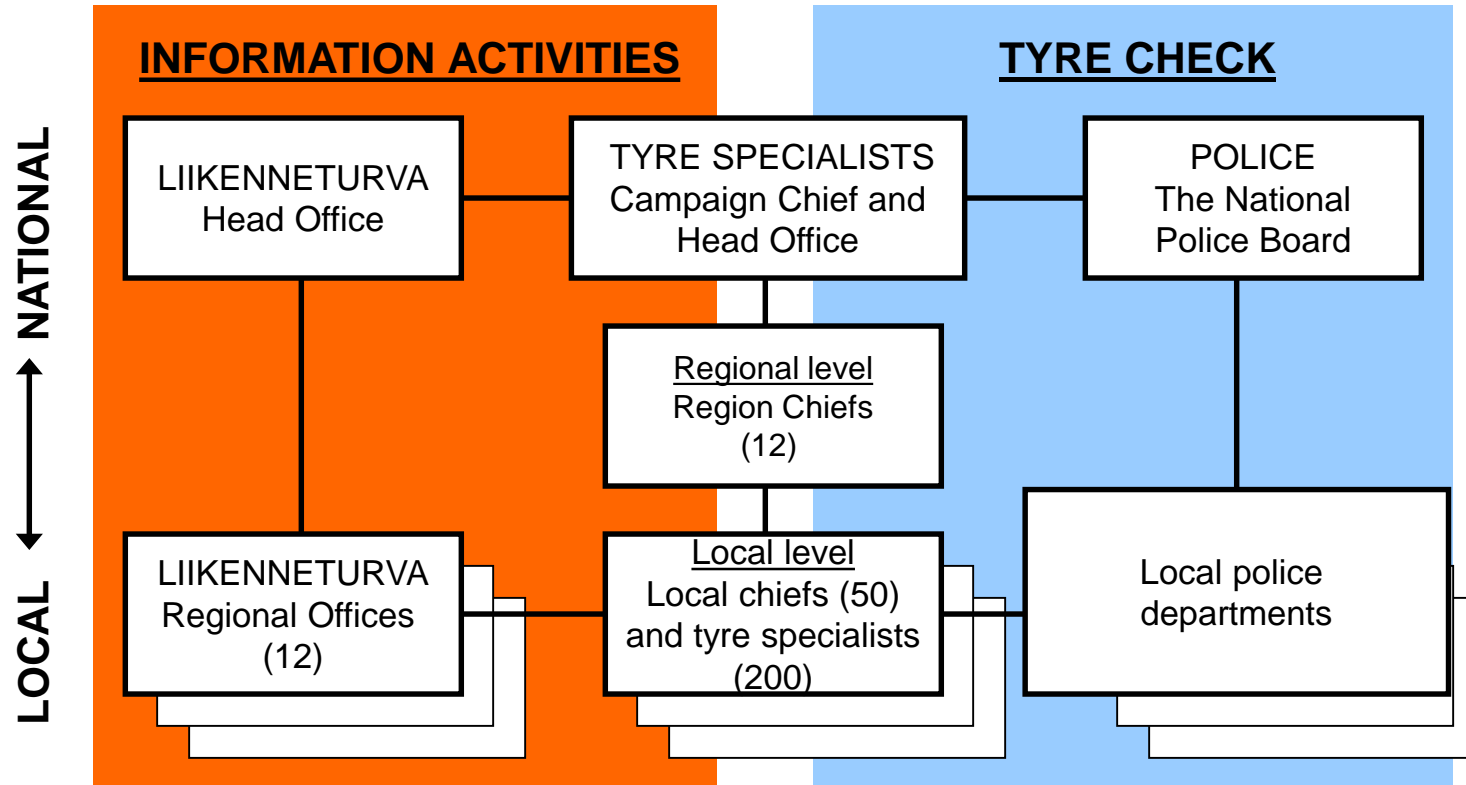
CAMPAIGN CONCEPT 2019



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- ❑ A long-term nationwide traffic safety campaign, which is local, positive, non-commercial and emphasizes personal responsibility
- ❑ Tyre safety is once more brought up by means of PR and communications together with tyre checks in Helsinki, Pori, Jyvaskyla, Kuopio and Rovaniemi
- ❑ Newest research data on tyre related risks, wet condition tests and summer tyre survey 2018 will be released

CAMPAIGN ORGANISATION



CAMPAIGN SCHEDULE 2019



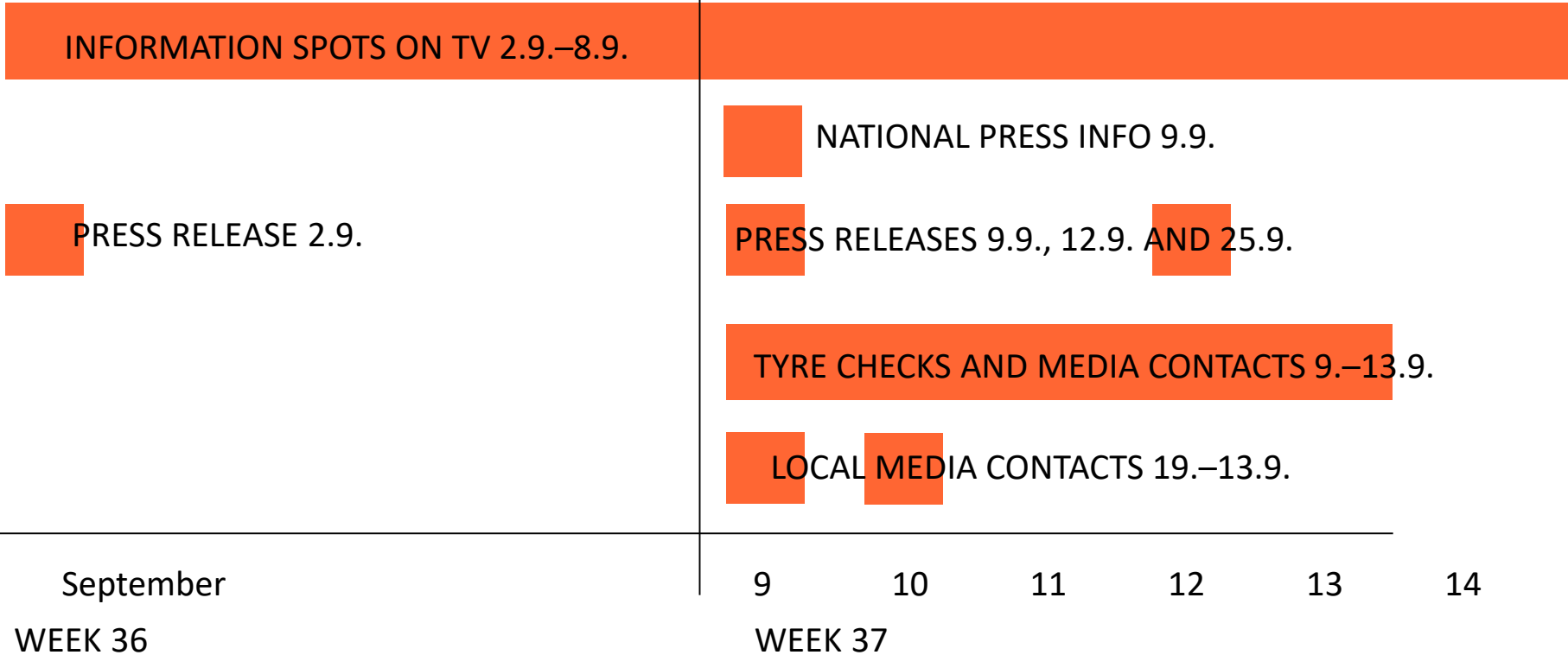
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PRE INFORMATION



CAMPAIGN WEEK



September
WEEK 36

9 10 11 12 13 14 15
WEEK 37

BACK-UP MATERIAL



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Tyre check equipment

- ❑ "Tyre Raid" caps, white overalls and waist purses for inspectors
- ❑ "Tyre Raid" signs, survey forms, clipboards

Handouts

- ❑ Campaign brochures "Check your tyres in time"
- ❑ Tread gauge meters, campaign gloves

Press material

- ❑ Instructions for the media and article tips for internal use
- ❑ Press portfolios, press releases and photos
- ❑ Links to the home pages of Tyre Specialists of Finland, Liikenneturva and Police

