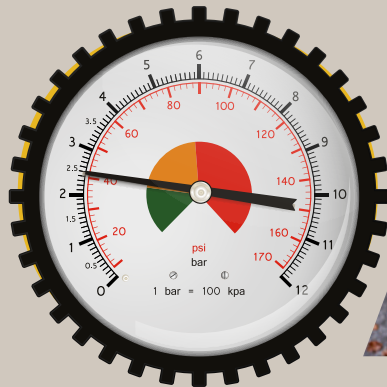


AUTUMN



SAFETY

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Supporting TyreSafe Campaigns

#CheckTyres #FatalFifth


TyreSafe[®]
tyresafe.org

Autumn Campaign

This autumn, it is crucial to re-emphasise tyre safety, especially as **road conditions rapidly deteriorate with unpredictable weather, reduced daylight hours and the wettest months of the year.**

Wet weather and worn tyres

Autumn weather magnifies the danger of worn tyres. Worn tyres are particularly dangerous in the wet because a tyre's tread helps disperse water away from the contact area between the tyre and the road.

- **Aquaplaning risk:** Less tread depth means less water can be moved – reducing grip and significantly increasing the risk of aquaplaning and loss of control.
- **Braking distance:** In wet conditions, the stopping distance for maximum force braking at 50mph increases by up to **14 metres** when comparing a new tyre to one at the legal minimum, that's **4 car lengths!**



By checking their tyres regularly using the **A.C.T.** routine, drivers can enjoy safer journeys and reduce the risk of incidents on the road during the autumn.

Tyre safety: The crucial 'Fatal Fifth'

In the road safety community, certain factors – commonly known as the 'fatal four': **speeding, mobile phone use (distraction), not wearing a seatbelt, and drink and drugs use (impairment)** – garner widespread attention as primary contributors to incidents and fatalities. However, there exists a silent yet equally significant threat on our roads: **the 'fatal fifth' – TYRES.**

Tyres are the only point of contact between a vehicle and the road, making their condition and maintenance paramount to road safety. Despite their critical role, they often take a backseat in safety discussions.



The compelling case for action (beyond Stats19)

Neglecting tyre safety carries severe financial, legal and human consequences. These statistics highlight the urgent need for focused action:

- **Human toll:** Incidents related to defective tyres claim the lives or cause serious injury to more than **150 people** every year – a figure close to those related to mobile phone-related incidents.

- **Legal and financial risk:**

Over **6 million tyres** in the UK have illegal tread each year, posing a significant risk to road users. Driving on illegal tyres carries hefty penalties of up to **£2,500 per tyre and three penalty points per tyre**. If all four tyres are illegal, a driver could exceed the maximum penalty points allowed and be at risk of losing their licence.



- **MOT failures:** Over **2 million MOT failures** occur each year due to tyre defects, with **one million classified as dangerous**. Nearly 40% of tyre advisories are ignored by motorists until they become a failure item at the next MOT! Tyres are the primary cause of MOT failures in the first seven years of a vehicle's life.



- **Wasted fuel:** Underinflated tyres contribute to over **£1 billion** worth of wasted fuel annually in the UK, accounting for more than 50% of tyres on the road.
- **Breakdowns:** One in five vehicle breakdowns on motorways and A roads result from tyre defects, amounting to roughly **54,000 breakdowns** each year on the motorway network alone. The AA attend over **620,000 tyre-related breakdowns each year**.

TyreSafe possesses a wealth of statistics and research which can support your road safety messaging and bring life to the true scale and importance of this issue, going far beyond the underestimation of Stats19 data.



Our call to action: The A.C.T. routine

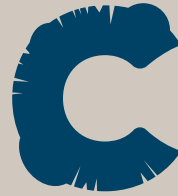
TyreSafe, the UK's only road safety charity dedicated to raising awareness about illegal and poorly maintained tyres, issues a compelling call to action, urging all drivers to **A.C.T.** on tyre safety at least **once a month and before any long journey.**

The A.C.T. acronym stands for three vital aspects to check regularly:



Air (Pressure)

- Ensure tyres are properly inflated to the manufacturer's recommended pressure using an accurate gauge.
- **Crucial Tip:** Heavily laden cars need different air pressure settings. Drivers must adjust pressures to accommodate the load they are carrying. These settings are typically found in the vehicle handbook, on the fuel filler cap, or door sill.



Condition

- Visually inspect the tyres for any visible damage or signs of wear.
- Check for **bulges, cuts, cracks**, or foreign objects like **nails or stones in the tread**. If any are present, the driver should seek advice from a tyre professional immediately.



- **Tyre Age:** Tyres can deteriorate over time, even with good tread. Inspect for visible perishing and cracking, and consider the age of your tyres. If a tyre is over seven years old, it should be professionally inspected.



Tread (Depth)

- Measure the tread depth to ensure it meets legal requirements. The UK legal minimum is **1.6mm** across the central three-quarters of the breadth of the tread and around the entire circumference (1mm for motorcycles and HGVs).
- TyreSafe advises considering replacing tyres when the tread depth reaches **3mm or less**, as performance and grip could be significantly compromised.
- An accurate tread depth gauge should be used, but a **20p coin** can be used as a guide. Insert the 20p into the main sections of the tyre and at various points around the circumference – if you see the outer rim at any point, the tread may be illegal.
- Wheel Alignment: Poor wheel alignment causes uneven and premature tyre wear, often on the inner edges that go unnoticed. Turning the front wheels to full lock allows for a proper inspection of the inner edges. Checking alignment regularly saves money and keeps you safe.

Remember to



Air Pressure • Condition • Tread

TyreSafe: Your Trusted Road Safety Partner



TyreSafe is a trusted partner with over 250 organisations who are all committed to reducing tyre-related incidents (these include local authorities, blue light services, road safety organisations and Government agencies like National Highways, DVSA, THINK! and many more). We offer a wealth of **free-of-charge** (FOC) resources, making us an ideal asset for Local Authority Road Safety Managers and their Partnerships.

Activation ideas: turning resources into action

Utilise TyreSafe's free resources and partnership opportunities to execute high-impact local safety campaigns:

1. Local press release with data:

- Issue a local press release to regional media (newspapers, radio, websites) highlighting the seasonal risk (e.g., wet

weather) and include a compelling local statistic (e.g., MOT failure rates in your area, or the UK-wide data on illegal tyres) to bring life to the issue.

2. Community safety engagement event:

- Organise a free **tyre check event** in a high-traffic area (supermarket car park, MOT centre).
- **Partner:** Use TyreSafe as a conduit to connect with a local tyre expert for technical support.
- **Data Capture:** Capture basic, anonymised tyre check data (e.g., number of illegal tyres found) to feed back to the partnership and generate follow-up press.

3. Social media blitz:

- Utilise TyreSafe's static images and short video resources on your social media channels (Twitter, Facebook, Instagram).
- Focus on bite-sized education using the **A.C.T.** acronym and the key seasonal message.
- Run a '**Fatal Fifth**' campaign week to drive traffic and engagement.

4. Targeted audience outreach:

- Identify key target audiences in your area (e.g., young drivers, farming community, local logistics companies).
- Utilise specific TyreSafe campaign resources tailored for those groups (e.g., Towing Safety materials for caravan clubs).

5. Print and display:

- Use TyreSafe's high-quality print-ready artwork (posters, leaflets) for local distribution.
- **Co-branding:** Take advantage of the flexibility to co-brand the print artwork with your own Road Safety Partnership logo for maximum local credibility.

- Place materials in high-footfall areas such as libraries, community centres, MOT stations, and driving test centres.

6. Partner collaboration:

- Work with local police or fire services during their routine vehicle checks to distribute TyreSafe leaflets and reinforce the **A.C.T.** message directly to drivers.

A resource for every road user

Our range of educational materials addresses the needs of various road user groups, including:

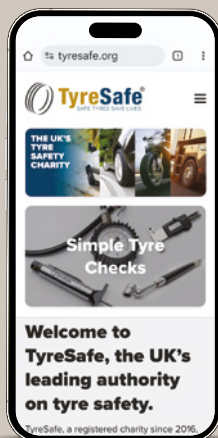
- **Young riders / drivers**
- **The farming community**
- **Road users who tow vehicles**
- **Drivers of the largest HGVs and PSVs**
- **Those driving for personal use and those driving for work**

No matter what road user groups are the priority in your area, tyres safety is relevant to all and TyreSafe have the materials to support you.

Year-round campaigns and planning support

TyreSafe develops strategic national campaigns throughout the year to ensure the tyre safety message reaches a diverse audience.

- **Campaign planning:** Our campaigns are carefully aligned with the Police and Fire & Rescue Service's Operational Calendars for maximum impact and synergy across the road safety community. They target a wide range of road user groups, ensuring inclusivity.
- **Free assets:** All campaign assets (posters, social media graphics, videos, etc.) are developed and made freely available for the road safety community to use via their channels, allowing you to amplify the message effectively.
- **Stay informed:** To be kept up to date with all our latest campaigns, initiatives, and to help you in the preparation of your operational calendar, please sign up for the TyreSafe monthly e-newsletter via our website.



Engaging the community: technical support

Local Authority Road Safety Partnerships often host community engagement events to directly promote safety messages. When you plan a check event for the public, TyreSafe can help you secure the technical expertise required.

- **Conduit to experts:** TyreSafe works as a conduit, connecting Road Safety Managers and Partnerships with local supporters from the tyre industry (tyre retailers, manufacturers, etc.). These local tyre experts are often happy to provide staff and technical equipment to help check the public's tyres at your events.
- **Promotional support:** Once your event is scheduled, TyreSafe will help promote it. We add details of these events to our website and issue a call-out to our partners via our monthly e-newsletters, ensuring maximum attendance and awareness.

Utilise our campaign materials

Take advantage of the extensive, **FREE** campaign materials available in the TyreSafe resources' area. These resources are designed to help you promote tyre safety effectively.

- **Assets include:** Posters, social media graphics, educational guides, leaflets, and videos.
- **Deployment:** These materials can enhance your outreach efforts whether you are hosting events, sharing content on social media, or distributing flyers.

We are happy to work with Local Authorities and Road Safety Partnerships to develop bespoke resources tailored to your specific needs. Please contact us to request access to these resources.





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Registered Charity Number 1168354 (England & Wales)