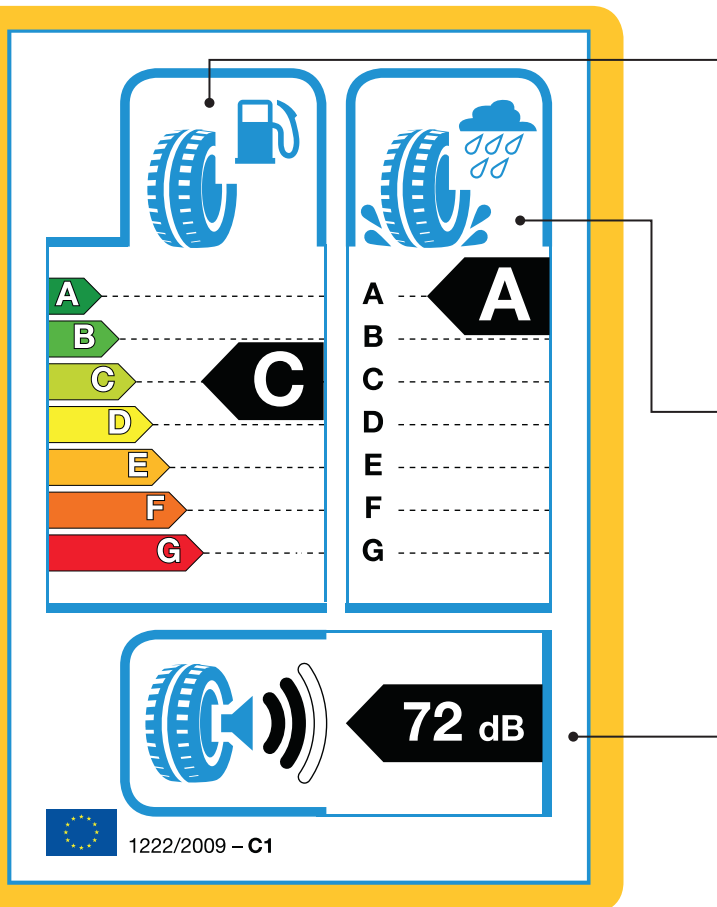


Since 2012, the EU tire labeling* is mandatory for passenger cars, light trucks and heavy trucks (except for retread, off-road, and racing) brought to the EU market. Its target is the significant overall reduction of energy consumption, carbon dioxide emissions and energy costs.

The EU tire labeling supports consumers to purchase energy-efficient tires based on the criteria fuel efficiency, safety, and noise.



FUEL EFFICIENCY



Reduced rolling resistance saves fuel and cuts carbon dioxide emissions

From G to A translates into savings of 7.5% fuel, 6 l/1,000 km, EUR 300** savings over the life of the tire.

SAFETY



Braking performance test on wet roads with braking distance from 80 km/h to standstill

Class G has 49 m and reduces by 18 m to 25 m for class A tire – a significant improvement of 38%.

NOISE



External pass-by noise test of a car at 80 km/h vs. EU maximum threshold***

3 filled waves: noise > EU max.
 2 filled waves: EU max. > Noise > EU max. -50%
 1 filled wave: EU max. -50% > noise

* Regulation (EC) No 1222/2009 of the European Parliament and of the Council of 25 November 2009 on the labelling of tires with respect to fuel efficiency and other essential parameters

** Based on an average consumption 8 l/100km, 35,000 km per year, 1.5 EUR/l fuel price

*** db scale is logarithmic: -3 db means 50% noise reduction