

## For immediate release

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## **71% of motorists in Europe driving on under-inflated tyres wastes 2 billion litres of fuel a year, adding 4.8 million tons of CO<sub>2</sub> emissions**

Bridgestone checked the tyre condition of 38,000 cars in 9 European countries in 2010. The results show that 71% of motorists are driving on under-inflated tyres. Bridgestone calculates that this habit is leading to the equivalent of 2 billion tons of wasted fuel worth €2.8 billion a year. For the environment this means 4.8 million tons of additional and unnecessary CO<sub>2</sub> emissions annually – the equivalent of 1.8 g/km for every car on the road.

The 38,000 tyre safety checks were conducted by Bridgestone at shopping centres and public car parks as part of the company's regular tyre safety campaign activities.

Analysis of these test results show that **7.5%** of motorists are driving on **seriously under-inflated** tyres (at least 0.5 bar below recommended pressure) and **0.5%** are putting their **safety at high risk** by driving on severely under-inflated tyres (at least 0.75 bar below recommended pressure).

Almost **12% of tyres** on the road are also worn down below **the E.U. legal minimum** of 1.6 mm tread depth. Around **2%** of inspected tyres are both **severely worn** and **severely under inflated**.

### **Low inflation increases tyre rolling resistance**

The results suggest that many motorists are unaware that a tyre loses pressure naturally over time, like a balloon, and that driving on incorrect pressure is not only dangerous but also wastes fuel and adds significantly to CO<sub>2</sub> emissions. This is because inflation pressure strongly influences tyre rolling resistance, which is itself a key factor in determining vehicle fuel consumption. Depending on the type of road and driving style, rolling resistance represents 18% to 26% of the total force on a vehicle. Since low inflation increases rolling resistance, it has a direct effect on vehicle fuel efficiency and emissions.

### **Personal safety at risk**

Driving on under-inflated tyres and insufficient tread depth is doubly dangerous. The loss of vehicle handling control and increase in vehicle drift rise sharply as tyre pressure is reduced. Low tyre pressure also has an extremely negative effect on tyre durability, due to excessive shear stress in the tyre shoulder and heat build-up from sidewall bending. Motorists identified with seriously low tyre pressure face possible tyre failure due to these factors.

Tyres worn down below the legal tread-depth limit represent an immediate safety risk. For a car travelling on tyres with a tread depth below 1.6 mm, the speed at which hydroplaning starts is reduced by up to 40%.

**Bridgestone continues to promote greener motoring**




In 2010 Bridgestone expanded the Ecopia range of eco-friendly tyres across all car segments and introduced Ecopia truck tyres. Ecopia tyres contribute to the prevention of global warming by helping to reduce CO<sub>2</sub> emissions through higher vehicle energy efficiency brought about by lower rolling resistance. Thanks to Bridgestone’s new compound technology, Ecopia tyres achieve this lower rolling resistance without compromising grip and safety.

**Key Facts and Figures**

**1. Scope of the campaign**

<b>2005</b>	<b>8,700 vehicles checked</b>	<b>10 countries</b>
<b>2006</b>	<b>20,300 vehicles checked</b>	<b>19 countries</b>
<b>2007</b>	<b>38,867 vehicles checked</b>	<b>19 countries</b>
<b>2008</b>	<b>31,178 vehicles checked</b>	<b>14 countries</b>
<b>2009</b>	<b>52,400 vehicles checked</b>	<b>15 countries</b>
<b>2010</b>	<b>38,200 vehicles checked</b>	<b>9 countries</b>

## 2. Key Results 2010

<p><b>Inflation</b></p>		<ul style="list-style-type: none"> <li>❖ <b>7.5%</b> of vehicles checked were using seriously under inflated tyres (0.5 % severely under inflated)</li> <li>❖ <b>1 out of 14 motorists are putting their safety at risk due to seriously under-inflated tyres and/or worn out tyres.</b></li> </ul>
<p><b>Wear due to low inflation pressure + Tyre tread depth</b></p>		<ul style="list-style-type: none"> <li>❖ <b>2%</b> of the tyres checked have <b>30%</b> reduced mileage due to under inflation</li> <li>❖ <b>11.7%</b> of tyres checked had a tread depth below the legal level of 1.6 mm.</li> </ul>
<p><b>Consequences for the environment due to low inflation pressure</b></p>		<ul style="list-style-type: none"> <li>❖ <b>12.2 million tyres</b> are lost because of premature wear</li> <li>❖ 18-26% of the total force on a vehicle comes from tyre rolling resistance</li> <li>❖ <b>7.5%</b> of checked drivers face <b>significantly higher fuel consumption</b> because of low Inflation pressure</li> <li>❖ Because of under-inflation, <b>€2.8 billion and 2.0 billion litres</b> are being wasted. This adds another <b>4.8 million tons of CO<sub>2</sub> emission</b></li> <li>❖ That's the equivalent of <b>an extra 1.8 g/km of CO<sub>2</sub></b> output, for every car on Europe's roads!</li> </ul>

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*Bridgestone Europe (BSEU), with European headquarters in Brussels, Belgium, is a key regional subsidiary of Tokyo-based Bridgestone Corporation, the world's largest manufacturer of tyres and other rubber products. Bridgestone Europe operates an R&D center, 8 plants and offices in more than 30 European countries, with over 13,000 employees. BSEU's premium tyres are sold both within Europe and globally.*