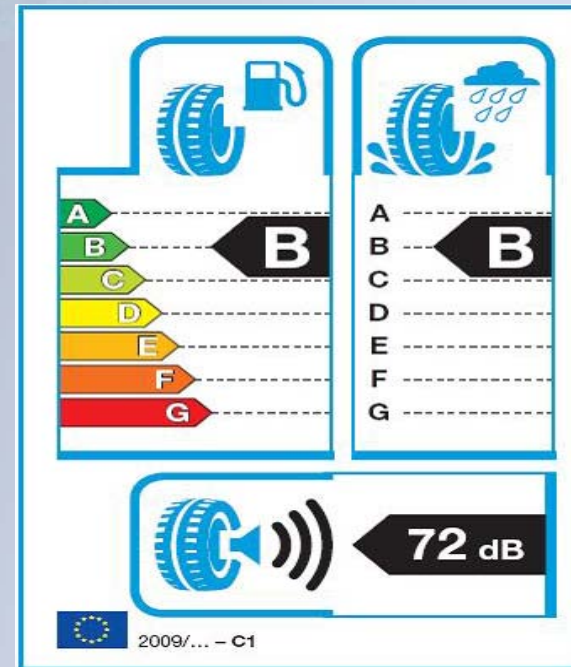


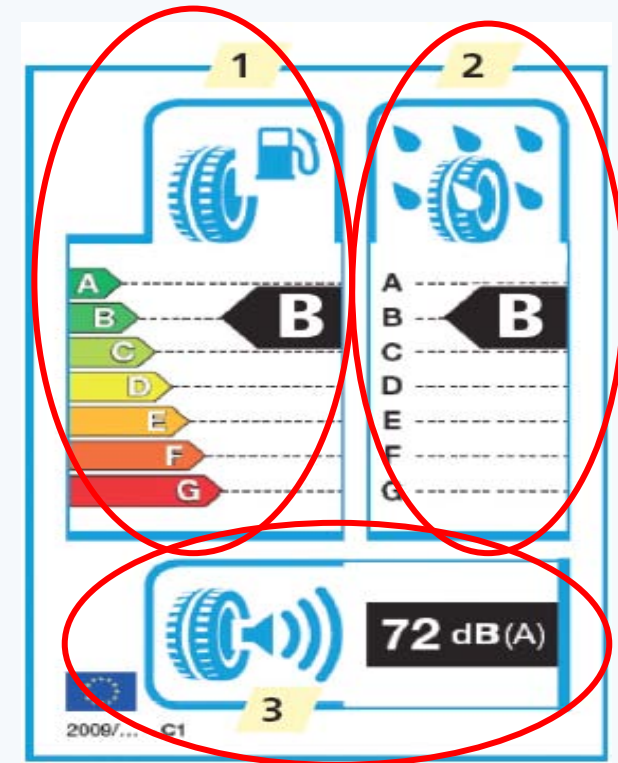
# New European regulation on tyre labelling



# Inform the user with the label

## This label will comprise:

- 1/ The level of rolling resistance (from A to G)  
= tyre contribution to fuel savings
- 2/ Wet braking level (from A to G)
- 3 / The external tyre noise level



# Performance thresholds

Tyres must satisfy minimum performance thresholds in order to be marketed

## Objective

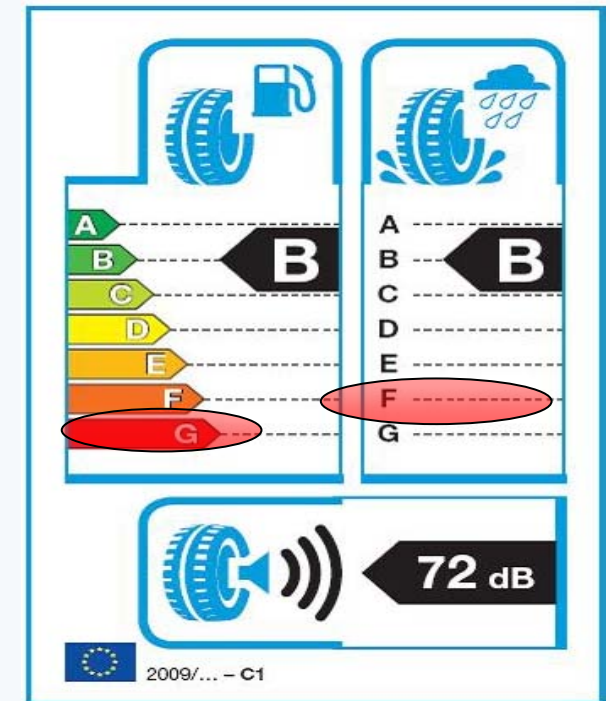
- Increase road safety, reduce fuel consumption, road traffic noise

## Performances concerned

The 3 performances on the label

## Date of application

- November 2012: new approved tyres



# Other information media for users

For all tyre categories, the grading information will be present:

- On the manufacturer's promotional technical documentation, including on the Internet
- On/with the tyre sales invoice, given to the purchaser



The user will therefore have the possibility of increasing his/her knowledge about the products and of comparing them in accordance with these criteria.

# Grading deployment



The European Parliament approved the text on 25 November 2009

**HOWEVER, the test methods for the following 2 performances remain to be officially specified and validated:**

- Rolling resistance
- Wet braking

**These technical works will take several months, before a full grading will be able to be published by the suppliers in the statutory form.**





# MICHELIN supports this step

Michelin salutes this initiative, which will make things clearer for the consumer.

Michelin continues its commitment and efforts on other non-graded performances:

- In particular, in relation to one key consumer expectation: longevity

Balanced performances, which are in the best interests of the consumer, are at the heart of the Michelin process.





**Thank you for your attention**