

Tyre Quality – “I Drive Safe!”

ETSC's Tyre Safety Lunch
8th December 2011

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Tyres: Safety Factor No. 1

- Tyres are the only link between the motor vehicle and the road. They are among the most important safety features for every vehicle.
- DVR and its partners have been committed themselves to the issue of tyre safety for over ten years.



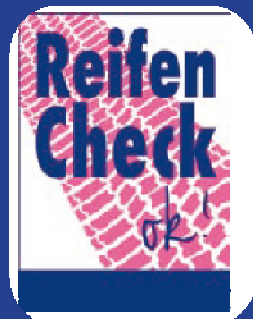
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How it all started

- 2000: "ReifenCheck" - a customer service action
- 2002: Launching the "PRO Winterreifen" Initiative (IPW)
on winter tyres
- 2005: Launching the "ReifenSicherheit" Initiative (IRS) on
tyre safety
- 2009: Campaign "Summer Tyres - for sure!"



The Initiatives' Objectives

- Raising awareness of car drivers for tyre safety
- Comprehensive and independent information to drivers
- Switching from summer to winter tyres and vice versa every six months and regular tyre checks (tread depth, tyre pressure, tyre age) shall become a matter of course



Success Record of the Initiatives

- With over 130 million contacts, every driver was reached several times through press reports, at events and through large horizontal banners, plus by an infinite number of contacts through online media, radio and TV
- The Traffic Code has been amended in May 2006
- The tyre dealers and auto repair garages have approached their customers talking explicitly about tyre safety
- More than 40 partners are engaged in the issue of tyre safety



2010: Reorientation

- In 2010, the initiative "Quality Tires - I Drive Safe!" was launched, because...
 - ... changing from summer to winter tyres and vice versa has become self-evident for many car drivers
 - ... for more and more drivers the purchase price has become the main aspect therefore they choose cheap tyres— at the expense of safety
 - ... regular tyre condition checks as well as maintenance and servicing by specialists continue to be neglected



What does the work of the
"I Drive Safe" Tyre Quality Initiative
currently look like?

Conventional PR

- Regular distribution of press releases, particularly at the beginning of the summer/winter seasons. The focus is always on safety and quality.
 - Target Groups:
 - Specialized Press
 - Popular Press
- Reader phone-in campaign in early autumn 2011 where experts answered the motorists' questions on the mandatory winter tyre use in specific weather conditions



Reaching drivers through tyre dealers

- The campaign material of the Tyre Safety Initiative "I drive safe" are increasingly accepted by the tyre dealers with the acceptance rising constantly every season. These are:
 - Information materials such as flyers, brochures and posters.
 - Give-aways such as ice scrapers, tread depth gauges or painting sets.
- The motorists are reached by tyre dealers precisely at the moment when making a purchase decision



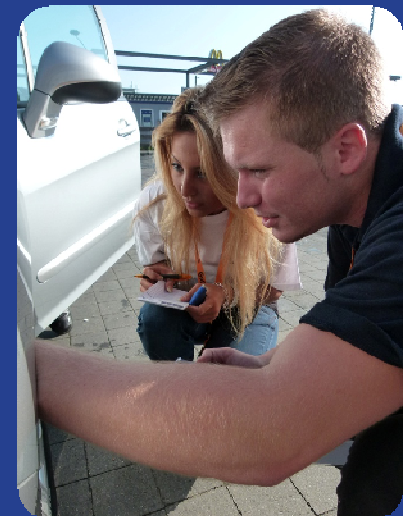
Awareness Raising Activities

- The Tyre Quality Initiative intends to reach directly as many motorists as possible.
- Trade Shows: AMI 2010, Reifen 2010 (International Tyre Fair), IAA 2011
- Other events: Road Safety Day, Baden-Wuerttemberg Highway Police

Prevention Days, Classic Car Rally 2011 kick-off event, events by local volunteer organizations

- Highlight: the "Wash and Check" Action"

In 2011, more than 50,000 drivers could be reached at over 140 car washes and petrol stations with car wash facilities



Reaching Motorists online

- The www.reifenqualitaet.de website is the core of online communication.
- Moreover, communication is maintained through social media presence on
 - Facebook (over 500 fans)
 - Twitter (over 80 followers, particularly journalists and repair shops)
 - YouTube

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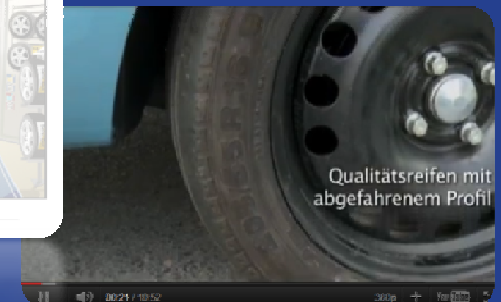
Reaching Motorists online

- Internet users are provided with information about tyres which is supplemented with elements such as:
 - Knowledge tests connected with competitions
 - Interactive Flash animated cartoon
 - Video "Und täglich grüßt der Reifen" on a gentlemen's everyday way to work which he can't manage due to wrong tyres (worn out, summer instead of winter tyres etc.)
- Co-operation with internet portals like mobile.de and familie.de (banner ads, adds)

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2012: Focus on the Tyre Label

- In November 2012, the standardized EU Tyre Label will be introduced.
 - People are familiar with the visual appearance of the Tyre Label since it is similar to existing ones for household appliances etc. called "eco-label"
- The Tyre Safety Label goes beyond environmental aspects: The key aspect is safety**
- The 2012 activities will therefore centre on the explanation of the label, with emphasis on the braking distance as a basic safety factor
 - The concrete measures envisaged for the coming year will be adopted in January 2012



Partner for more tyre safety



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