

TYRE SAFETY MONTH OCTOBER 2017

CAMPAIGN TOOLKIT FOR SUPPORTING PARTNERS

**UK motorists could be
wasting £600 million pounds
in unnecessary fuel bills due
to underinflated tyres**

**Have a good air day and
check your tyre pressures
once a month and before
long journeys**

REMEMBER: #TyreChecks



TyreSafe, Peershaws, Berewyk Hall Court, White Colne, Colchester CO6 2QB
For general enquiries and to order materials: 01787 226995 or theteam@tyresafe.org
For support with publicising your event: 01787 221027 or pr@tyresafe.org

Charity Number: 1168354 (England and Wales)

SAFE TYRES SAVE LIVES tyresafe.org  

HAVING A GOOD OR BAD AIR DAY?



Introduction



Thank you for your interest in supporting Tyre Safety Month this October. In 2016, more motorists than ever heard TyreSafe's message during this focal point of the charity's campaign calendar as it reached an audience of nearly 50 million people through print and broadcast media. Online, tyresafe.org received more visitors than ever before and @TyreSafe's Twitter posts also reached an all-time high. Breaking those records in 2017 will be quite a task but with the increasing support from stakeholders, it's an ambition the TyreSafe team is determined to achieve.

Equally important to TyreSafe's media coverage is its work with road safety stakeholders and the increased engagement throughout the year will pay dividends in the forthcoming Tyre Safety Month. An important part of this will be the proposal to work more closely with National Roads Policing and the UK's constabularies to spread awareness of tyre safety and directly educate drivers. While the details of this initiative are yet to be made public, the resulting outcomes are anticipated to be significant.

TyreSafe's partnership with Highways England's Strategic Safety Team continues to deliver results for its safety programme and develop further opportunities. These opportunities include expanding TyreSafe's reach through the New Driver Initiative, Driving for Better Business and working with regional safety coordinators. Of course, the Fire Service continues to be a critical partner.

However, TyreSafe's supporters, drawn from across the automotive industry and beyond, are the cornerstone of the charity's success. This year's Tyre Safety Month campaign offers them materials and messaging which puts the spotlight on tyre pressures, a critical element of tyre safety. Despite this, the majority of tyres on the road are underinflated, not only increasing the risk of an incident on the roads but also wasting fuel and increasing tyre wear. That's why 2017's Tyre Safety Month campaign asks motorists whether they're having a Good Air Day?

Stuart Jackson, **Chairman, TyreSafe**

Raising awareness on these issues depends on your support to drive the change in attitudes needed to help reduce the number of tyre-related incidents on our roads.

I encourage you to do all you can to support the campaign and, as always, you're welcome to contact theteam@tyresafe.org for any assistance.

Wishing you the very best for a successful Tyre Safety Month 2017.

TYRE SAFETY MONTH 2017

Key messages

This year TyreSafe's campaign materials focus on the question "Are you having a good or bad air day?" Despite increasing the risks of being involved in an incident and wasting money, the majority of drivers are driving on over or underinflated tyres i.e. having a bad air day. If they carried out #TyreChecks, this avoidable safety and waste of resources issue could be rectified.

Below we have offered an overview of the key elements of the campaign.

While we would be delighted to have your support, please do consider activities which focus on other areas of tyre safety should you wish to. We have a substantial archive of materials and these may also be requested.

Key messages:

- More than half of Britain's motorists are driving on over or underinflated tyres
- Driving on underinflated tyres increases your risk of being involved in an incident on the roads
- Driving on underinflated tyres increases your fuel bill and how quickly your tyres wear

Facts & figures:

- 57% of tyres being driven on Britain's roads are underinflated
- The UK's motorists could be wasting £600 million pounds in unnecessary fuel bills due to underinflated tyres

- 3% more fuel is used when tyre pressure is 6psi below recommended inflation
- For every 10% a tyre is underinflated, it can wear up to 10% faster
- At 20% below recommended pressures a tyre is considered dangerous to use on the roads; at 40% it is very dangerous

Calls to action:

- Check your tyre's **Air** pressure, **Condition** and **Tread** depth at least once a month – **ACT**
- Visit your local participating tyre dealer during Tyre Safety Month for a **FREE** tyre safety check
- Sign up to TyreSafe's social media channels to receive regular tyre safety advice
- Where did you last do it? Post a photo of yourself practising #TyreChecks

TYRE SAFETY MONTH 2017

What you can do

Below are some ideas and suggestions to help you set up some activity for Tyre Safety Month. We have lots of campaign materials, including posters and leaflets that you can order to support your event.

All materials can be dual branded with your logo on request. Contact theteam@tyresafe.org for more information.

Events:

- Promote Tyre Safety Month by using our campaign materials in your workplace and local community
- Set up a local event offering free tyre safety checks and advice to drivers
- Hold a tyre safety day at your workplace
- Organise a tyre safety audit of all of your employees' cars
- Previous events have ranged from education evenings within dealerships to roadside checks and shopping centre exhibitions in conjunction with local emergency services
- Promote your event with your local press. Send them a press release in advance of the day and invite them down to have their tyres checked
- Get in touch with your local police force, fire service or road safety partnership and set up a joint awareness day in your local shopping centre or supermarket car park

Online:

- Add a page to your external website or company intranet as well as linking to TyreSafe's campaign pages
- Add a Tyre Safety Month campaign banner to your website
- Use your company's social media channels to remind drivers to check their tyres
- Add a seasonal message to your company's e-newsletter reminding recipients to check their tyre tread
- A series of case studies showcasing some of our partners' previous efforts is available to view on the TyreSafe website ('Campaigns' drop-down menu – 'Tyre Safety Month 2017' – 'Case studies' in the menu on the left).

TYRE SAFETY MONTH 2017

We're here to support



A critical element of Tyre Safety Month's success is the growing number of individuals and organisations who stage their own activities to raise awareness of tyre safety.

TyreSafe encourages all participants to think of Tyre Safety Month as their own campaign but the team is ready to support these initiatives with materials and advice. TyreSafe may be able to help further publicise the event, connect organisers with other local supporters or provide materials which may enhance the activities. The best time to let us know what your organisation is doing during Tyre Safety Month is at the planning stage.

Even if you don't need our support, the TyreSafe team would be delighted to hear about what you'll be doing in Tyre Safety Month via theteam@tyresafe.org.

Don't forget to tag your event on social media with #TyreChecks and if you secure any regional TV or radio coverage, TyreSafe has a number of experts on hand who are able to support interviews for comment and advice. Please contact the PR team on 01787 221027 or pr@tyresafe.org at the earliest opportunity.

For general enquiries and to order materials: 01787 226995 or theteam@tyresafe.org

Campaign resources


**AIR WE GO...
AIR WE GO...
AIR WE GO...**



Check you have the correct tyre pressure every month
Your tyres will last longer • Your fuel will go further
You'll have better handling and braking • You'll improve your safety

**CHECK YOUR TYRES EVERY MONTH
SAFE TYRES SAVE LIVES tyresafe.org**


**MAKE A MONTHLY
AIR APPOINTMENT**



Check your tyre pressure once a month
Your tyres will last longer • Your fuel will go further
You'll have better handling and braking
You'll improve your safety

SAFE TYRES SAVE LIVES tyresafe.org

**AIR WE GO...
AIR WE GO...
AIR WE GO...**



Check you have the correct pressure in your tyres

Check your tyres every month
Your tyres will last longer • Your fuel will go further
You'll have better handling and braking • You'll improve your safety

SAFE TYRES SAVE LIVES tyresafe.org

HAVING A BAD AIR DAY?



Check you have the correct air pressure in your tyres!

- ✓ Your tyres will last longer
- ✓ Your fuel will go further
- ✓ You'll have better handling and braking
- ✓ You'll improve your safety

**CHECK YOUR TYRES EVERY MONTH
SAFE TYRES SAVE LIVES tyresafe.org**

**MAKE A MONTHLY
AIR DATE**



Check your tyres every month
Your tyres will last longer • Your fuel will go further
You'll have better handling and braking • You'll improve your safety

SAFE TYRES SAVE LIVES tyresafe.org

HAVING A GOOD AIR DAY?



Check you have the correct air pressure in your tyres!

- ✓ Your tyres will last longer
- ✓ Your fuel will go further
- ✓ You'll have better handling and braking
- ✓ You'll improve your safety

**CHECK YOUR TYRES EVERY MONTH
SAFE TYRES SAVE LIVES tyresafe.org**

**MAKE A MONTHLY
AIR APPOINTMENT**




FREE TYRE PRESSURE CHECK
SAFE TYRES SAVE LIVES tyresafe.org

**AIR WE GO...
AIR WE GO...
AIR WE GO...**



FREE TYRE PRESSURE CHECK
SAFE TYRES SAVE LIVES tyresafe.org


**MAKE A MONTHLY
AIR APPOINTMENT**



FREE TYRE PRESSURE CHECK
SAFE TYRES SAVE LIVES tyresafe.org


TYRE PRESSURE FACTS

CORRECT PRESSURE



100% CONTACT WITH THE ROAD

UNDER INFLATED



50% LESS CONTACT WITH THE ROAD

3% MORE FUEL USED
when pressure is 6 psi below recommended inflation

£600 MILLION wasted yearly on fuel costs by British drivers driving with underinflated tyres

10%
for every 10% a tyre is underinflated, its wear can increase by 10%

56.8%
of car tyres in the UK are at least 4psi below recommended pressures

20%
below recommended pressures tyres are dangerous to use

40%
At 40% below recommended pressures tyres are VERY DANGEROUS to use

DRIVING WITH LOW PRESSURE CAUSES

- REDUCED VEHICLE CONTROL
- 10% REDUCED TYRE LIFE
- INCREASED FUEL COSTS

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HAVING A GOOD OR BAD AIR DAY?



CHECK YOU HAVE THE CORRECT AIR PRESSURE IN YOUR TYRES
tyresafe.org

Checking your tyre pressures is quick and easy. Many tyre retailers and garages will be happy to do this for you **FREE OF CHARGE**, but if you'd rather do this yourself, you'll need to follow a few simple rules.

- Check your pressures when the tyres are cold, i.e. you've driven less than a couple of miles.
- Use an accurate and reliable pressure gauge.
- Check your pressures against the vehicle manufacturer's recommended settings for the load being carried. These can be found in the vehicle handbook, inside the fuel filler cap or on the driver's door sill.
- Check the pressure in all four tyres and don't forget the spare if your car has one.
- When checking the pressures, also give each tyre a visual inspection to ensure it is in good condition. Look out for any bulges, lumps or cuts and remove any stones from the tread. If something doesn't look right, have it inspected immediately by a tyre professional.
- Replace the valve caps after checking the tyre pressures.

THE BENEFITS OF CORRECT AIR PRESSURE

- ✓ **Your tyres last longer**
If you drive with tyres which are underinflated by 20% they might only achieve 80% of their optimal life span, meaning you'll need to change them more regularly.
- ✓ **Your fuel goes further**
When your tyres are underinflated by just 20% (around 6psi) 3% more fuel is used, adding unnecessary expense to your motoring bills.
- ✓ **Improved handling and braking**
If your pressures are correct your vehicle will be easier to control, making you less likely to be involved in an incident.
- ✓ **You'll improve your safety and reduce the risks on the road**
On average, 1100 casualties a year result from incidents where illegal, defective or underinflated tyres were a contributory factor.

CHECK YOUR TYRE PRESSURE AT LEAST ONCE A MONTH AND BEFORE ANY LONG JOURNEY.

SAFE TYRES SAVE LIVES tyresafe.org

Posters

Infographic (digital)

A5 Leaflet

TYRE SAFETY MONTH 2017

Campaign resources



Online banners



Animation



PRINTED MATERIAL

Posters and leaflets are available FREE to download from tyresafe.org or call 01787 226995

DIGITAL MATERIAL

Web banner ads, an animation and film are available FREE to download from tyresafe.org

DUAL BRANDED MATERIAL

If you would like to personalise material with your logo, please call 01787 226995

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Social media



David had a good air day after checking his pressures #TyreChecks

Online and social media channels have never been more important as we reach out to new audiences. TyreSafe's Facebook and Twitter channels will be extremely active during Tyre Safety Month and just as we ask you to support by Liking, sharing and retweeting content, we're just as keen to do the same for our partners. Make sure you keep us busy with your updates and we'll help share your good work.

You don't need to be a techno-wizard to make a difference online, either. There are plenty of options open to you for increasing the reach of your online work but even simple ideas, for instance making sure work colleagues, friends and family share your content, can make a significant difference.

Follow us on Twitter @TyreSafe

Get involved in our #TyreChecks hashtag and let us know how and where you last did it.

Share images with TyreSafe on Facebook

For those who share their safe tyre checks with us on Facebook, we'll once again be offering a prize to the contributor of the best photo.

Contacts

For advice, help or to order campaign materials so you can get involved in Tyre Safety Month, contact us on any of the following: Tel: 01787 226995
Email: theteam@tyresafe.org

TYRE SAFETY MONTH 2017

Support TyreSafe



To help raise tyre safety awareness, TyreSafe is asking members to consider incorporating as many of the below suggestions into their external communications. They're low or no cost and will help considerably with increasing the reach of the potentially life-saving message.

- Ensure you Follow or Like TyreSafe's Twitter and Facebook channels
- Link to both tyresafe.org and partworn-tyres.co.uk
- Include 'Proud to Support' logo on relevant sections of your website
- Include one quote from TyreSafe in at least one press release a year
- Include @tyresafe in Twitter communications on tyre safety

- Whenever communicating safety issues, include a mention of TyreSafe and/or utilise the 'Proud to Support' logo
- Let theteam@tyresafe.org know about activities you have planned
- Include a mention of TyreSafe in Facebook posts
- Distribute a release to confirm support for Tyre Safety Month or other TyreSafe communications
- Smaller organisations/independents: utilise TyreSafe's template releases to promote tyre safety awareness in your locality