

TyreSafe Annual Review 2026

November 2025 to October 2026

Twenty years on: Going from strength to strength in partnership

20 2006-2026

TyreSafe®

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Introduction from the Chair

If 2025 was the year of partnership, 2026 is the year that partnership was recognised at the highest level.

In January, the Government published its new Road Safety Strategy, the first in over a decade. For the first time, the TyreSafe Programme was named within it. The Government has confirmed a two-year pilot of a National Work-Related Road Safety Charter for businesses, which TyreSafe will help to shape alongside National Highways and the DVSA. That is a landmark for our charity and for everyone who has campaigned with us.

Following the launch of the Strategy, the Parliamentary Transport Select Committee (TSC) called for written submissions on its content and on areas for further consideration. TyreSafe, on your behalf, submitted written evidence, and we have been invited to give oral evidence to the Committee on 18 November 2026 and to take questions from its members. TyreSafe continues to advocate strongly, at the highest levels, for change across the nation to raise awareness and understanding of good tyre safety management.

All of this came in our 20th anniversary year. In June, a record audience of more than 250 delegates joined us at The Belfry for our 20th Annual Briefing, Gala Dinner and Awards. It was a fitting celebration of two decades of work, and a clear signal that the sector wants to speak with one voice in support of the new strategy.

Our network has grown faster than ever. We now work with more than 260 organisations, up from around 220 a year ago. New partners this year include the Road Haulage Association, Logistics UK, the Rail Safety and Standards Board (RSSB), DUNLOP and FALKEN, West Yorkshire, Staffordshire and West Mercia Police, and fire and rescue services from Devon & Somerset to North Wales and South Yorkshire. Our reach now extends to India, Kenya, Australia and the United States, where we work with organisations such as the Automotive Tyre Manufacturers' Association (ATMA) and the Pamoja Road Safety Initiative to share lessons and our communication resources.

Yet the statistics remain stark. The Department for Transport's 2025 figures show 201 people killed or seriously injured in collisions where police recorded defective tyres as a factor, a rise of 19% in a single year[1].

Recognition in the national strategy is not the finish line. It is the platform from which we must now push for defect prevention and routine maintenance to sit at the heart of the Safe System.

My thanks go to every partner, member, supporter and volunteer who stood with us this year. Twenty years in, our vision is unchanged: zero harm from tyre-related incidents. Together, we will get there.





Stuart Lovatt
Chair, TyreSafe

vision

Zero harm to road users on the UK's roads due to illegal and poorly maintained tyres.

mission

To empower all road users with tyre safety knowledge to encourage a change in behaviour, reducing incidents related to illegal and poorly maintained tyres.

and the case for action

The DfT's Reported Road Casualties Great Britain 2025 shows tyre-related harm rising while overall progress stalls.

In response, TyreSafe has called on Government to adopt the DVSA's MOT database as a leading Safety Performance Indicator within the strategy's Safe Vehicles pillar.

The TyreSafe Programme and progress in 2026

1. Vehicle defects included in the National Police Chiefs' Council (NPCC) Roads Policing Strategy – ongoing, supported by our growing police partnerships.
2. A UK-wide THINK! campaign promoting tyre safety – ongoing; our Young Driver campaign continued to run in support of THINK!.
3. An NDORS (National Driver Offender Retraining Scheme) course. Ruth Purdie CEO of UKROEd confirmed at our Annual Briefing last year that this has been approved in principle and we will continue to urge that this is developed, with our support, as soon as possible as this is now urgently needed.
4. Inclusion of vehicle defect Safety Performance Indicators (SPIs) within the Government's Road Safety Strategy – ongoing. We continue to advocate for new vehicle defect-related SPIs within the strategy, beginning with DVSA data on tyre-related MOT failure rates.

201 tyre-related Killed or Seriously Injured (KSIs) in 2025

Up 19% on 2024 (169) and 38 above the five-year average of 163.[1]

120 car occupant KSIs

The largest share, up 15% on 2024 (104).[1]

39 motorcyclist KSIs

A decade high for tyre-related rider casualties.[1]

2 million+ MOT failures a year

Vehicles failing on tyre defects; 36% had been flagged by an earlier advisory.[2]

1 in 5 breakdowns

on England's motorways and major A-roads. Tyres were the largest single cause: 58,000+ in 2025.[3]

Around **6 million** tyres

a year are already illegal when they are replaced.[4]

75% of tyre defects

found on cars in fatal motorway and major A-road collisions were due to lack of maintenance.[5]

A landmark moment



Tyre safety in the National Road Safety Strategy

In January 2026, the TyreSafe Programme was named in the national road safety strategy for the first time.

The Government's new Road Safety Strategy ended more than a decade without a national strategy for road safety. TyreSafe hailed it as a hugely significant moment, and particularly welcomed its formal adoption of the Safe System approach: road safety as a shared responsibility, with safe roads, safe vehicles, safe speeds, safe road users and post-crash care working together.

What the strategy means for TyreSafe

- **Official recognition.** The TyreSafe Programme is explicitly named in the national strategy.
- **A seat at the table.** The Government will pilot a National Work-Related Road Safety Charter for businesses over two years. It will be informed by TyreSafe's expertise and a that of many of our road safety and industry partners.
- **An ambitious target.** 65% reduction in people killed or seriously injured on Britain's roads by 2035, against a 2022–24 baseline (70% for children).[6]
- **Continued partnership.** TyreSafe will support the strategy's Lifelong Learning aims and its work with devolved governments and local authorities.

"Today's announcement reflects a commitment to evidence-based policymaking. We are particularly encouraged to see tyre safety integrated into the national agenda. While we look forward to supporting the development of the Work-Related Road Safety Charter over its two-year pilot, this is just the beginning."

Stuart Lovatt, Chair, TyreSafe

Where we go next

TyreSafe is campaigning for greater awareness across the country of the benefits of improved tyre safety management, and for improved vehicle maintenance to be recognised as a fundamental element of a Safe System approach, not merely a peripheral consideration. The 2025 casualty figures, published in July, strengthened that case: tyre-related KSIs rose 19% in 2025, the year before the strategy launched.

"The evidence is clear and consistently identifies that tyres are one of the most critical, and most overlooked, safety components on every vehicle. This strategy gives us a continued mandate to articulate the entire TyreSafe Programme and to keep building on it with our partners. We must now ensure it evolves so that defect prevention plays a central role in reducing avoidable harm on UK roads."

Stuart Lovatt, Chair, TyreSafe

our impact

A year of exceptional engagement

A focused, integrated communications strategy helped TyreSafe reach more people, more effectively, than ever before. TyreSafe welcomed 46 new supporters and secured coverage across the UK's leading national media.

2026 at a glance

New supporters this year	46
Partners and supporters	260+
Annual Briefing delegates	250+ (record, The Belfry)
TyreSafe Awards presented	15
New international partners	3 (Brake Australia; Road Ready Foundation, USA; Together for Safer Roads, USA)
Named in the National Road Safety Strategy	Yes, for the first time
National coverage	BBC, The Times, The Telegraph, Daily Mail, Daily Express, and local and national radio

Communications that deliver

National reach. TyreSafe's message reached audiences across the country this year. We secured coverage with the BBC, The Times, The Telegraph, the Daily Mail and the Daily Express, alongside local and national radio, which is now amplified through our formal partnership with On Air Media Group.

An integrated digital strategy. We covered every base online.

Search: an ongoing SEO campaign has continued to grow the website's reach and engagement, with regular optimisation keeping our advice easy to find when road users need it.

LinkedIn: used to engage our partners and the wider industry.

Instagram, Facebook and X: used to reach consumers directly.

Paid social: a small paid budget, introduced this year, has increased impressions and sharpened our targeting.

Targeted PR. We took a more focused approach to PR this year, building strong relationships with the trade and specialist press that reach our key audiences: tyre, fleet, towing, and work-related road risk titles. Our partners have been integral to this activity, sharing and amplifying our campaigns across their own networks.

Making every pound count. As a small team with a precious budget, we have continued to invest in the platforms that deliver results. Our aim is that the tyre safety message reaches as many people as possible, in the right way, at the right time.

Partnersh

of the



Tyre and automotive industry

DUNLOP and FALKEN (July) joined as official supporters, bringing two global brands with strong positions across premium, performance, SUV, car and Light Commercial Vehicle (LCV) tyres to the top table of UK tyre safety.

TreadTracker (February) became Headline Sponsor of our 20th Anniversary Briefing, supporting our focus on fleet defect reporting and compliance.

Autogem Invicta (February) joined as a Commercial Supporter, backing education on tyre pressures and TPMS maintenance.

Hometyre (August), one of the UK's leading mobile tyre fitters, joined as an official supporter.

Fortix (September) – joined as a Commercial Partner. A brand of torque specialist Crane Electronics, it is raising awareness of correct wheel torque and of re-checking wheel nuts after tyres are fitted.

Straightset and Supertracker (October) – joined as Commercial Supporters. Straightset is a family-run garage equipment specialist, and Supertracker is the British wheel alignment manufacturer it owns. Together they are taking tyre maintenance messages to garages, workshops and the wider public.

Fleet, haulage and work-related road risk

Road Haulage Association (May) – access to over 8,500 member companies running more than 250,000 commercial vehicles, plus coach and van operators.

Logistics UK (August) – over 21,000 members operating almost half the UK lorry fleet.

DVSA Earned Recognition Scheme (August) – supporting high-compliance operators with tyre safety guidance and resources.

Rail Safety and Standards Board (RSSB) (July) – working with its Road Risk Group on occupational road risk across Britain's rail industry.

Mission Zero (October) – the fleet quality standard that helps operators work towards fewer collisions, lower emissions and no prohibitions. It is promoting good tyre management as a core part of fleet risk management and work-related road safety.

Wise (October) – a workforce technology specialist, partnering with TyreSafe to make tyre checks part of everyday compliance for the self-employed and subcontracted drivers behind last-mile delivery, logistics and construction.

ips year

46 new supporters joined TyreSafe this year, taking our network past 260 organisations across industry, enforcement, local government and road safety.

Police, fire and rescue

West Mercia Police (June), building on a multi-agency A5 checkpoint in Shropshire in April.

Staffordshire Police and West Yorkshire Police (September).

Devon & Somerset Fire & Rescue Service (January), North Wales Fire and Rescue Service (April) and South Yorkshire Fire and Rescue (September).

Road Safety Support (April), strengthening the evidence behind enforcement and education.

Joy Allen, Police and Crime Commissioner for Durham and Darlington (December 2025) – the Association of Police and Crime Commissioners' (APCC) Joint National Lead for Roads Policing, who is promoting TyreSafe campaigns and giving out tread depth gauges in the North East, which had the highest rate of illegal tyres in Great Britain in the National Tyre Distributors Association's (NTDA) TyreCheck 2025 (11.8%, against 7.7% nationally).[7]

Donna Jones, Police and Crime Commissioner (PCC) for Hampshire and the Isle of Wight (October) – a PCC who has made road safety a key priority, with a focus on tackling dangerous driving, improving enforcement and reducing deaths and serious injuries on local roads.

Local and regional authorities

Mat MacDonald, West Midlands Road Safety Commissioner (October) – the UK's first Road Safety Commissioner, an NHS doctor and former chair of Better Streets for Birmingham, working to put tyre safety at the heart of efforts to cut deaths and serious injuries across the region.

Transport for West Midlands (February)

City of Wolverhampton Council and Sheffield City Council (summer)

Leeds City Council (August)

Knowsley Council (September), supporting its Vision Zero strategy

Road safety, community and media partners

Older Drivers Forum (January) – reaching around 6.3 million drivers aged 70 and over.

Disabled Motoring UK (early 2026) – tyre safety for all road users.

Good Egg Safety CIC (May) – a national 'Whole Vehicle Safety' programme of joint child seat and tyre check clinics, piloted with Bradford.

On Air Media Group (May) – formalising our radio partnership to amplify campaigns nationally and regionally.

Brake – TyreSafe partnered on Road Safety Week 2025 (16–22 November 2025), themed 'Safe vehicles save lives'.

International

Brake Australia (February) – supporting a driver awareness curriculum delivered to more than 80,000 students in over 160 Queensland schools.

Road Ready Foundation, USA (August) – a Georgia-based non-profit founded after the loss of 19-year-old Jackson Bebiak in a crash caused by worn tyres.

Together for Safer Roads, USA (October) – a global coalition of more than 50 companies, cities and community partners, including some of the world's largest fleets, that uses its members' technology, data and expertise to make fleets and roads safer and work towards Vision Zero.

Campaigns

TyreSafe ran a campaign for almost every month of the year, each tied to a season, a police operation or an at-risk road user group, and each built on ACT: Air pressure, Condition, Tread.

November 2025

Road Safety Week with BRAKE; World Diabetes Day with the Diabetes Safety Organisation

Audience: Fleets, drivers with diabetes
Key message: Safe vehicles save lives

January

Keep the pressure up to save money

Audience: All motorists
Key message: Correct pressures cut fuel costs and risk

Spring

Operation Spotlight support

Audience: Drivers stopped at roadside
Key message: Prevention before enforcement

April

Drip Drip Drop – 'Little' April Showers

Audience: All road users
Key message: Worn or underinflated tyres cause aquaplaning

May

Equine tyre safety warning

Audience: Horse owners, transporters
Key message: Tyre safety is animal welfare



Operation Apex

With motorcycle fatalities up 13% in 2025,[1] TyreSafe backed the NPCC's Operation Apex with a free suite of rider resources: a guide, leaflet, poster, videos and social assets. The British Motorcyclists Federation and dealer press helped carry the message to riders.

Drip Drip Drop, 'Little' April Showers

Our spring campaign warned that aquaplaning can happen in seconds and without warning. It combined a short film with research by Cardiff University for Halfords, which found that at 70mph in the wet, tyres worn to the legal limit add around seven times more to stopping distance than alcohol's effect on a driver's reactions.[8]







Summer

Heatwave driving advice (with MoneySuperMarket)

Audience: Holiday drivers
Key message: Heat accelerates tyre wear

June

NPCC Operation Apex (1–14 June)

Audience: Motorcyclists
Key message: ACT before every ride

Child Safety Week with Good Egg Safety

Audience: Families
Key message: Think beyond the car seat

Britain's most dangerous roads

Audience: Rural road users
Key message: Tyres matter most on rural roads

# of 2026



Taxi and private hire vehicles

Following a series of enforcement cases, including a Sefton-licensed private hire vehicle suspended in Liverpool with its reinforcing cords exposed, TyreSafe launched new guidance for drivers, operators and licensing authorities.













Supporting THINK!

July

The Farmer's Five, Farm Safety Week (20–24 July)

Audience: Farmers, contractors
Key message: Pressure, Type, Weight, Inspection, Storage

August

The Working Trailer, with the UK Towing Safety Alliance

Audience: Trade and utility towers
Key message: Professional roadworthiness

Part-worn tyres warning

Audience: Consumers
Key message: Take care when buying replacements



September

Taxi and private hire vehicle resources

Audience: Drivers, operators, licensing authorities
Key message: Licensed vehicles must be roadworthy

Young Driver campaign reissued

Audience: New drivers
Key message: Two illegal tyres could cost you your licence

October

Tyre Safety Month 2026

Audience: Everyone
Key message: ACT before you REact

Tyre Safety Month 2026



"Tyres are your only contact with the road. And when the moment comes, it is already too late to prepare."

Stuart Lovatt, Chair, TyreSafe

Tyre Safety Month 2026 ran from 1 to 31 October under the theme ACT Before You REact. It used new national research to expose the gap between how confident drivers feel and how prepared their vehicles really are.

Every day, road users face situations they cannot control: sudden braking, poor weather, unexpected hazards and the actions of others.

Many people react to these moments, but far fewer take the simple preventative steps that could reduce risk before a journey begins. This year's campaign set out to shift behaviour from reaction to prevention, with a single message: Don't wait for a near miss to remind you.

ACT before you REact.

What our research found[9]

Drivers who believe they are in full control of their stopping distance — 83%

Drivers who correctly identify wet-weather stopping distance at motorway speed — 6%

Drivers who underestimate how much further it takes to stop in the rain at 70mph — 78%

Drivers who think they are better than average at handling emergencies — 42%

Drivers who have never checked their tyre pressure or tread depth — 10%

Drivers who had a near miss in the last 12 months — 38%

Drivers who gestured, shouted or sounded their horn after a near miss — 23%

Near-miss drivers who checked their tyres afterwards — 11%

Near-miss drivers who did nothing at all — 22%

Research by Opinium for TyreSafe among 1,245 UK drivers, 24–28 April 2026.

Too many road users react to danger, BUT DON'T PREPARE FOR IT.

Four weeks, four themes

- **Week 1: The Great British Brake Myth.**
  More than eight in ten drivers (83%) think they're in control, yet almost all misjudge stopping distances. You are not in control if your tyres are not road-ready.
- **Week 2: The Confidence Gap.**
  42% of drivers think they are better than average, yet one in ten has never checked their tyres. Skill does not override physics.
- **Week 3: Near-Miss Nation.**
  Two in five drivers (38%) had a scare this year. You cannot control others, but you can control your tyres.
- **Week 4: From Reaction to Action.**
  After a near miss, 23% gestured, shouted or sounded their horn, but only 11% checked their tyres. A near miss should trigger a check, not just a reaction.

Every message pointed back to ACT: Air pressure, Condition and Tread, the three simple checks every road user should carry out at least once a month and before long journeys.

TyreSafe supported the campaign with:

- **a national launch**
- **four weekly press releases**
- **regional and broadcast media opportunities**
- **a free toolkit of social media reels and statics, ready-to-use copy and print-ready posters**

Our members and supporters got behind the campaign

Goodyear, a TyreSafe partner for 20 years, launched its new Goodyear Community Champions programme. Its HiQ retail network and TruckForce service network brought the four weekly themes to motorists, professional drivers, fleets and local communities. Goodyear has committed to continue the programme as a year-round platform beyond October.

Micheldever displayed Tyre Safety Month graphics on point-of-sale screens in its workshops and customer-facing outlets. This put the message in front of motorists at the moment tyre conversations were already taking place.

British Tyre Manufacturers' Association (BTMA) cascaded the campaign across its Board and committees and planned website content showcasing its members' activity.

NTDA provided co-branded campaign materials, a dedicated email to members, editorial and promotional support through Tyre & Accessories, and a donated spread in Tyre Trade News.

Members, partners and supporters across the country took the campaign into radio and regional media, community events, workshops, customer-facing activity and local road safety initiatives.









Research and insight

TyreSafe's own roadside and data analysis this year exposed the biggest gaps in commercial fleets, vans and working trailers.

Commercial fleets at motorway service areas (January)

Roadside checks with partners found a clear divide between well-managed national fleets and smaller owner-operators.

- Only **11%** of HGVs checked used tyre pressure monitoring (TPMS).
- **38%** of drivers did not know the 1mm legal minimum tread depth for an HGV tyre.
- Smaller fleets showed technical errors, such as steer tyres fitted on trailers.



Vans failing their first MOT (November 2025)

With the BTMA, Imported Tyre Manufacturers' Association (ITMA), National Highways and Verifleet, TyreSafe found that light commercial vehicles fail their first MOT, at three years old, at **double the rate of cars**, with around one in four failing.[11] With over 5.1 million vans on UK roads,[10] partners called for six-monthly safety checks focused on tyres and brakes.

What MOT data tells us

Our analysis of DVSA's open MOT data found that cars given a tyre advisory were nearly twice as likely to fail on tyres a year later (9.6% against 5.3%), and that 36.6% of tyre failures had been flagged the year before. One car in four leaves its MOT with a tyre warning.[12]



Enforcement checkpoints (spring and summer)

Supporting police and the DVSA at checkpoints across the UK, TyreSafe found that at one Cumbria border checkpoint, 6 of 21 targeted vehicles (28.6%), all vans, had a critical tyre defect. (M6, Burton-in-Kendal, 19 May 2026). The findings were published with Driving for Better Business.



The Working Trailer: four years of Strategic Road Network (SRN) data (August)[14]

An analysis of National Highways data for 2022–2025, with the UK Towing Safety Alliance, found:

Rise in towing-related incidents, 2022–2025	**23%**
Change in collisions involving towed vehicles 2022–2025	**–17%** (330 to 274)
Share of towing incidents that are breakdowns	**77%**
Trailer incidents in 2025	**3,000+** (almost half of all towing incidents)
Share of all towing incidents caused by tyre issues in 2025	**25%** (1,577)
Trailer share of all towing tyre failures	**48%** (755 failures)
Rise in trailer incidents, North West / North East, 2022–2025	**+60% / +56%**

Driver behaviour is improving, but preventable mechanical failures are undoing the gains. The 2026 campaign shifts from holiday towing to professional roadworthiness for trade and utility users.







Advocacy recognition

PACTS backed and published our paper ***Strategic Interventions and Performance Indicators*** to support the TyreSafe Programme (September 2026).

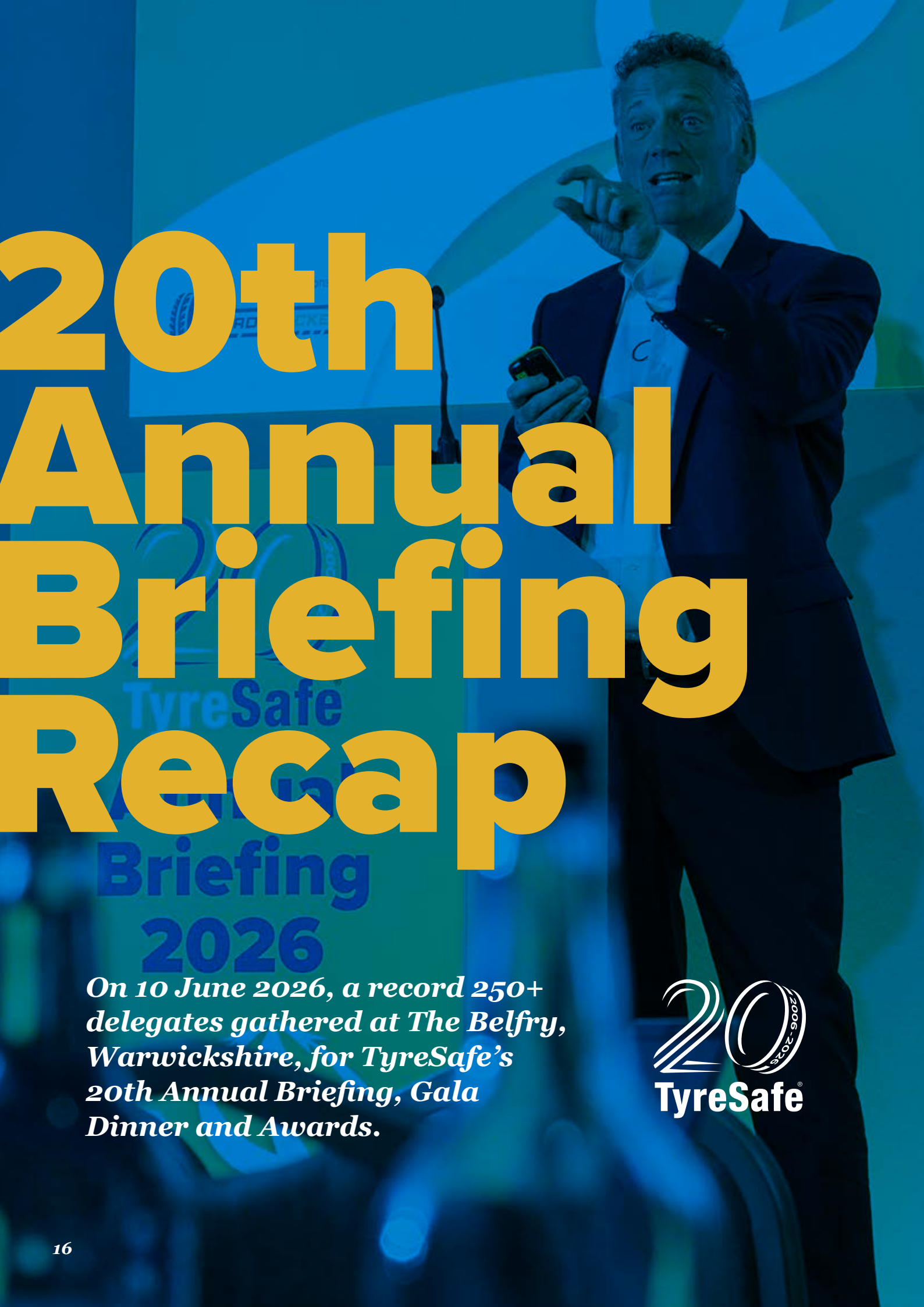
RoSPA's guide ***Tackling the dangers of work-related driving*** includes a 'Tyres and tarmac' chapter that uses TyreSafe's ACT checks and tyresafe.org advice. RoSPA's National Road Safety Committee now supports TyreSafe's programme (October 2026).

Rural roads (June)

Responding to the NFU Mutual Rural Road Safety Report, TyreSafe highlighted that 956 people died on rural roads in 2024, 72% more than on urban roads and ten times the motorway figure.[13]



20th Annual Briefing Recap



On 10 June 2026, a record 250+ delegates gathered at The Belfry, Warwickshire, for TyreSafe's 20th Annual Briefing, Gala Dinner and Awards.



Delegates came from across the automotive, road safety, enforcement, retail, manufacturing and government sectors. TreadTracker was Headline Sponsor, and the BTMA Charity Golf Day was part of the celebrations.

Throughout the day, expert speakers explored the challenges and opportunities facing road safety in the years ahead. A recurring theme was the value of collaboration, and of the sector speaking with one unified voice in support of the targets in the new National Road Safety Strategy.

The Briefing was followed by the return of the black-tie Gala Dinner and Awards Ceremony, marking two decades of TyreSafe campaigning.







"This year's record attendance demonstrates the strength and commitment of the tyre safety and road safety community. As we welcome the first National Road Safety Strategy in over a decade, it is more important than ever that organisations across our sector continue to work collaboratively, share expertise and deliver consistent messages that help save lives."

Stuart Lovatt, Chair, TyreSafe





2026 TyreSafe Awards

15 organisations and individuals were honoured at the 20th anniversary Gala Dinner, with Lisa Scott receiving the Lifetime Achievement Award.

AWARD	WINNER
Tyre Safety in the Community	Halfords
Online & Social Media	The Motor Ombudsman
Communications	Pneumatic Components Ltd
Road Safety Partnerships	Shropshire Fire & Rescue Service
Small Tyre Retailer	TMT Tyres
Emergency Services Partner	Sussex Police Road Safety Team
Innovation & Technology	Autogem Invicta Ltd
Road Safety Organisation	Driven To Improve Ltd (My Learner Driver)
Large Tyre Retailer	Protyre Autocare
Vehicle Manufacturer	Toyota (GB) PLC
Tyre Manufacturer	Bridgestone UK
Road Safety Individual	Brad Mawson, Safer Roads Greater Manchester
Special Recognition	Pirelli UK Tyres Ltd
Outstanding Achievement	Warwickshire Road Safety Partnership
Lifetime Achievement	Lisa Scott









Lifetime Achievement Award: Lisa Scott

Lisa Scott was recognised for a four-decade career dedicated to road safety. From her early work as a Road Safety Officer to her current role as Regional Road Safety Programme Manager for the North West at National Highways, she has championed casualty reduction, education and behavioural change.
As a long-standing member of the TyreSafe Steering Committee, she has helped shape many initiatives that protect road users across the UK.





Online & Social Media Award: The Motor Ombudsman

The Motor Ombudsman won for its 'WORN-WARN' campaign on the risks of buying and fitting part-worn tyres. The Michelin-sponsored award is its third win in the category and second in a row.



"Our 20th Annual Briefing and Awards was a powerful demonstration of what can be achieved when organisations come together with a shared purpose. The quality of this year's award entries was exceptional."

Stuart Lovatt, Chair, TyreSafe

Save the date

The TyreSafe Briefing & Awards 2027

15 June 2027, The Belfry

For information on registration, awards entry and sponsorship opportunities please scan the QR code or email: **theteam@tyresafe.org**



The CRITICAL CONNECTION

TYRES, THE SAFE SYSTEM AND THE ROAD TO ZERO HARM

TyreSafe

This year TyreSafe moved from the conference hall to the roadside, joining police and the DVSA at enforcement checkpoints across the country.



At the roadside

- **Operation Spotlight, West Mercia (April).** TyreSafe joined West Mercia Police, Shropshire Fire and Rescue Service and the DVSA at the Nesscliffe checkpoint on the A5 in Shropshire. The operation led directly to our new partnership with West Mercia Police.
- **Operation Doxey, Staffordshire (25 August).** Staffordshire Police, West Mercia Police, the DVSA, Datatag, the Forensic Collision Investigation Unit and TyreSafe targeted leisure vehicles, towing vehicles and vans.
- **Commercial vehicle checks at motorway service areas.** Roadside HGV checks with partners produced the fleet findings in our research section.







At conferences and industry events

- **Road Safety GB National Road Safety Conference** (Wyboston Lakes, 4–5 November 2025), where discussions led to our partnership with Devon & Somerset Fire & Rescue Service.
- **Road Safety Week with Brake** (16–22 November 2025), focused on fleet vehicle safety.
- **TyreSafe 20th Annual Briefing, Gala Dinner and Awards** (The Belfry, 10 June 2026).

























on the ground

TyreSafe on the ground











T.R.I.P. motorway services events

National Highways and TyreSafe ran four T.R.I.P. tyre check events at North West motorway services during Tyre Safety Month: Charnock Richard (1 October), Lymm (2 October), Burtonwood (7 October) and Lancaster (19 October). Working with police, the DVSA, fire and rescue services, local councils and Halfords, the team checked 102 vehicles. Around one in four (24) had at least one tyre at or below 3mm, and 7% needed immediate action for an illegal tyre, tyre damage or dangerously low pressure. One van with an illegal tyre received a fixed penalty and a prohibition.

Part-worn tyres

With Dudley Council Trading Standards and West Midlands Police, TyreSafe's technical expert inspected five part-worn tyre retailers. All five failed. Inspectors found string repairs, shoulder and sidewall punctures, missing or painted-on PART-WORN markings, and tyres made as long ago as 2011. In one shop, 8 of 10 tyres sampled had dangerous or non-compliant repairs. Building on earlier operations with Norfolk and Lancashire Trading Standards in 2025, TyreSafe is now developing a part-worn inspection training resource for local authority Trading Standards teams.





In the media

- National radio amplified through our new partnership with On Air Media Group.
- Wide trade and national coverage of our DfT casualty response, trailer data and fleet findings, including Motor Transport, Business Motoring, trans.info and Horse & Rider.
- TyreSafe advice featured in MoneySuperMarket's heatwave driving guidance.

Looking ahead



Our priority for 2027 is turning national recognition into national action on vehicle maintenance.

Our priorities

- **Transport Select Committee.**
  Give oral evidence to the Committee's Road Safety Strategy inquiry on 18 November 2026.
- **Work-Related Road Safety Charter.**
  Help shape the Government's two-year pilot so tyre management sits at the heart of occupational road risk.
- **Vehicle defect SPIs.**
  Continue to press for vehicle defect Safety Performance Indicators within the Road Safety Strategy, beginning with DVSA data on tyre-related MOT failure rates.
- **The Working Trailer.**
  Take the UK Towing Safety Alliance campaign to trailer manufacturers, hire companies, builders' merchants and agricultural suppliers.
- **Whole Vehicle Safety.**
  Present early findings from our joint clinics with Good Egg Safety at the Road Safety GB National Conference (24–25 November 2026) and plan national rollout.
- **Enforcement partnerships.**
  Build on this year's police and fire partnerships and roadside operations.

Sources

1 *Department for Transport, Reported road casualties Great Britain: final results 2025 (30 July 2026)*

2 *DVSA, MOT testing data for Great Britain (10 September 2026) and MOT tyre failure and advisory data 2023–24*

3 *National Highways, T.R.I.P. road safety partner toolkits (Spring and Autumn 2026)*

4 *TyreSafe and National Highways, Tread depth at the point of replacement survey: 2016 vs 2023, analysis by Imperial College London*

5 *TRL, The effect of tyre defects on road collisions, analysis of the National Highways Fatality Research Database 2014–22 (October 2023)*

6 *Department for Transport, Road Safety Strategy (January 2026)*

7 *National Tyre Distributors Association, TyreCheck 2025 (July 2025)*

8 *Cardiff University Centre for Automotive Industry Research for Halfords, The effect of alcohol consumption and worn tyres on car stopping distances (January 2023)*

9 *Opinium for TyreSafe, Heart in mouth moments, 2,000 UK adults including 1,245 drivers, 24–28 April 2026*

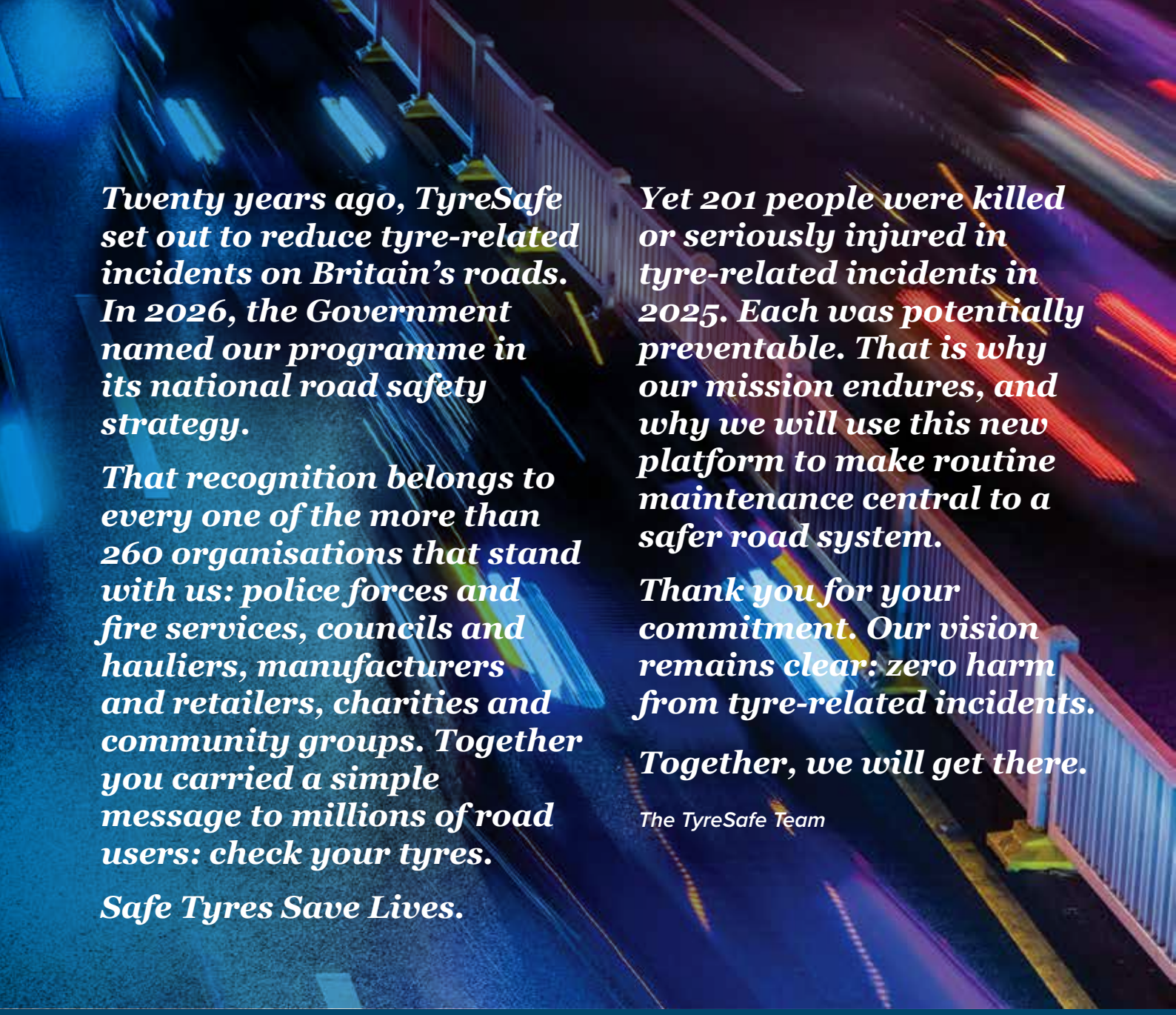
10 *SMMT, UK vehicle parc data (2024)*

11 *Verifleet analysis of 2024 MOT data, published by TyreSafe with BTMA, ITMA and National Highways (27 November 2025)*

12 *TyreSafe analysis of DVSA anonymised MOT test data (February 2024 and February 2025), in TyreSafe's supplementary written evidence to the Transport Select Committee (October 2026)*

13 *NFU Mutual, Rural Road Safety Report 2025*

14 *National Highways, Strategic Road Network incident data 2022–2025, analysed with the UK Towing Safety Alliance*



Twenty years ago, TyreSafe set out to reduce tyre-related incidents on Britain's roads. In 2026, the Government named our programme in its national road safety strategy.

That recognition belongs to every one of the more than 260 organisations that stand with us: police forces and fire services, councils and hauliers, manufacturers and retailers, charities and community groups. Together you carried a simple message to millions of road users: check your tyres.

Safe Tyres Save Lives.

Yet 201 people were killed or seriously injured in tyre-related incidents in 2025. Each was potentially preventable. That is why our mission endures, and why we will use this new platform to make routine maintenance central to a safer road system.

Thank you for your commitment. Our vision remains clear: zero harm from tyre-related incidents.

Together, we will get there.

The TyreSafe Team

Proud to Support TyreSafe® THE TYRE SAFETY CHARITY

Joining forces with TyreSafe

Whether you represent a road safety organisation, a police force or fire service, a local authority, a fleet, a media outlet or the tyre industry, we'd like to work with you. You can become a supporter, amplify our campaigns, collaborate on events, or join our steering committee.

Contact theteam@tyresafe.org or visit tyresafe.org/support-tyresafe.

Telephone: 01787 221027 Email: theteam@tyresafe.org
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