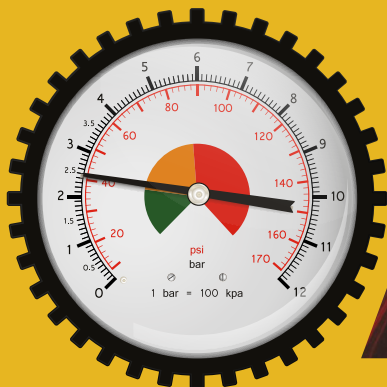


SUMMER



SAFETY

T L K I T



Supporting TyreSafe Campaigns

#CheckTyres #FatalFifth



TyreSafe[®]
tyresafe.org

Tyres: the ‘fatal fifth’



In the road safety community, certain factors have garnered widespread attention as the primary contributors to incidents and fatalities. These are commonly known as the ‘fatal four’: speed, mobile phones, seatbelts, and drink and drugs. However, there exists a silent yet equally significant threat on our roads – the ‘fatal fifth’: **TYRES.**

Tyres are the only point of contact between a vehicle and the road, making their condition and maintenance paramount to road safety. Despite their critical role, tyres often take a backseat in discussions about road safety. This oversight is a stark contrast to their importance, as highlighted by alarming statistics and real-world consequences.

Consider this:

over 6 million tyres in the UK have illegal tread each year, posing a significant risk to road users. Not only does this endanger lives, but it also carries hefty penalties of up to **£2,500 per tyre and three penalty points.**

Furthermore, underinflated tyres contribute to **over £1 billion worth of wasted fuel annually in the UK**, accounting for more than 50% of tyres on the road.





The impact of tyre neglect extends beyond financial losses. **Over 2 million MOT failures occur each year due to tyre defects**, with one

million classified as dangerous. Shockingly, tyres are the primary cause of MOT failures in the first seven years of a vehicle's life. Moreover, incidents related to **defective tyres claim the lives of 152 people and cause serious injuries annually** – a figure on par with mobile phone-related incidents.



In addition to the human toll, tyre defects also lead to significant inconveniences. **One in five vehicle breakdowns on motorways and A roads result from tyre defects**, amounting to roughly 50,000 breakdowns each year on the motorway network alone. These are not just statistics; they represent lives lost, financial burdens, and unnecessary inconveniences.

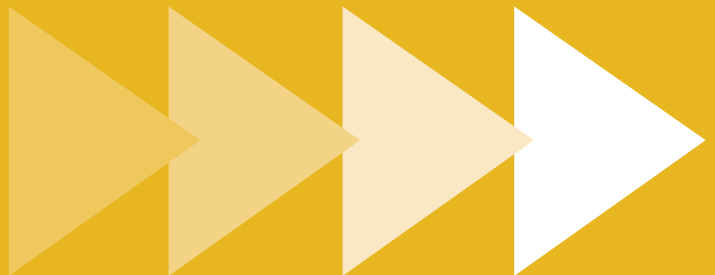


It is against this backdrop that TyreSafe issues a compelling call to action, urging all drivers to A.C.T. on tyre safety. The time to prioritise tyre maintenance and awareness is now, as we collectively strive to mitigate the risks associated with the 'fatal fifth' and ensure safer journeys for all road users.

How you can support this summer...

As the summer season approaches, it's crucial to emphasise tyre safety, especially as road travel increases during this time. By supporting TyreSafe campaigns and spreading awareness about the importance of checking tyres regularly, we can ensure safer journeys for everyone on the road.

Here's how you can get involved and make the most of the **#CheckTyres** campaign:



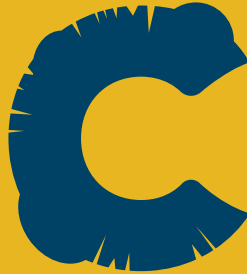
1 Understand the A.C.T acronym:

A.C.T stands for **Air, Condition, and Tread** – three vital aspects to check on your tyres regularly.



Air

Ensure that your tyres are properly inflated to the manufacturer's recommended pressure...



Condition

inspect them for any visible damage or signs of wear...



Tread

and measure the tread depth to ensure it meets legal requirements.

By following the A.C.T acronym, drivers can maintain optimal tyre performance and safety.

2 Monthly tyre checks:

Encourage drivers to make it a habit to check their tyres at least once a month, every month. Regular checks help identify potential issues early on, reducing the risk of incidents and breakdowns. Emphasise the importance of consistency in tyre maintenance to keep vehicles safe and roadworthy throughout the summer season and beyond.

MARK YOUR
CALENDAR



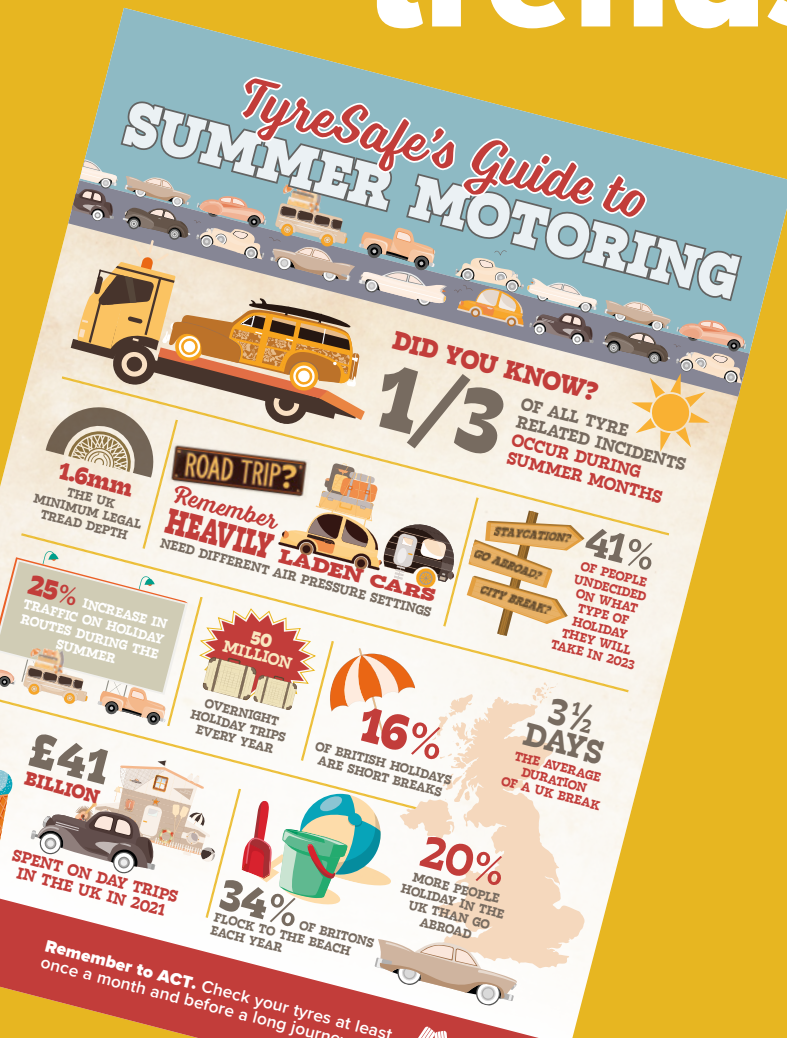
3 Utilise campaign materials:



Take advantage of the campaign materials available in the TyreSafe members' area. These resources, including posters, social media graphics, and educational materials, are designed to help you promote tyre safety effectively.

Whether you're hosting events, sharing content on social media, or distributing flyers, these materials can enhance your outreach efforts. Contact TyreSafe to request access to these resources and tailor them to your specific needs.

Highlight summer travel trends:



During the summer months, people embark on various travel activities, including staycations, commuting, and school holidays. It's essential to remind drivers that safe tyres are crucial for all types of journeys.

Whether driving long distances for vacations or navigating local roads for day trips, well-maintained tyres are essential for road safety. By checking their tyres regularly, drivers can enjoy worry-free travel experiences and reduce the risk of incidents on the road.

By promoting the **#CheckTyres** campaign and advocating for regular tyre checks using the A.C.T acronym, we can make a significant impact on road safety during the summer months. Together, let's raise awareness, educate drivers, and encourage proactive tyre maintenance to ensure safer journeys for everyone.

We thank you, in advance, for championing tyre safety with us, as part of the wider road safety message.



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