Dutch Campaign ‘Choose the Best Tyre’

& RIJ VEILIGER, ZUINIGER EN STILLER
WWW.DEBESTEBAND.NL
Partners

- Royal Dutch Touring Club (ANWB), >50% (4 mil. Members)
- Dutch Association of Mobility Retailers (Bovag), +10,000 members, ~100 % car dealers and garages
- Automobile and Bicycle Industry Association (RAI), +500 manufacturers and importers, ~100%
- Dutch Tyre and Rim Association (VACO), >90%
- End of Life Tyre management in NL (RecyBEM), ~100%
- Dutch Noise Abatement Society, 1000 members
- Band op Spanning (Translation: Tyres at pressure), Foundation
- Ministry of Infrastructure and Environment
Goals of the campaign

• Raise awareness
• Raise knowledge
• Reduce casualties, noise and CO$_2$
Campaign Message

• Choose the Best Tyre
  - tyre label
  - tests internet
  - tyre specialist
• Tyre maintenance
  - tyre pressure, every 2 months
  - profile, 1.6-2.5 mm
  - damages
Instruments

• Each partner does what it can
• Ministry of Infrastructure and Environment
  – Backside of letter on the yearly required general car inspection
  – Digital Route Information PanelS
  – Carfleets on Best Tyres!
Veilig op weg?
Kiesdebesteband.nl
Declaration on Best Tyres

• 40% of new cars are leased by companies
• Potential of using Best Tyres
• Declaration on Best Tyres
Potential of using Best Tyres

• ‘Triple A studies’
• Fleets on Best tyres
**Triple-A tyres – benefits for environment, noise, safety and economy**

- Potential benefits of Triple-A tyres in the Netherlands, the EU and Rotterdam
- Rotterdam
  - 0.626 million inhabitants
  - Area 210 km²
  - Roads/streets 1100 km
  - 5 billion km (10% heavy duty)
# Benefits Triple A in EU

<table>
<thead>
<tr>
<th>Potential benefits</th>
<th>Energy</th>
<th>Safety</th>
<th>Noise</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual fuel savings [ billion l]</td>
<td>17</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Annual CO₂ reduction [ MtCO₂]</td>
<td>42</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Reduced number of fatalities</td>
<td>-</td>
<td>2567</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Reduced number of slight/serious injuries</td>
<td>-</td>
<td>19631/12353</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Reduced number of annoyed people [millions]</td>
<td>-</td>
<td>-</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Reduced number of sleep disturbed people [millions]</td>
<td>-</td>
<td>-</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Annual cost savings [ billion €]</td>
<td>13</td>
<td>10</td>
<td>11</td>
<td>34</td>
</tr>
</tbody>
</table>
# Benefits Triple A (correct tyre pressure) in Rotterdam

<table>
<thead>
<tr>
<th>Potential benefits</th>
<th>Energy</th>
<th>Safety</th>
<th>Noise</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual fuel savings [ million l]</td>
<td>28 (6)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Annual CO₂ reduction [ tCO₂ ]</td>
<td>69(15)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Reduced number of fatalities</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Reduced number of slight/serious injuries</td>
<td>-</td>
<td>3/6</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Reduced number of annoyed people [thousands]</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>7.4</td>
</tr>
<tr>
<td>Reduced number of sleep disturbed people [ thousands ]</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>5.7</td>
</tr>
<tr>
<td>Annual cost savings [ million €]</td>
<td>20.5</td>
<td>0.9</td>
<td>3.2</td>
<td>25</td>
</tr>
</tbody>
</table>
Fleets on Best Tyres

• Potential Benefits of energy-efficient tyres and correct tyre pressure maintenance of the vehicle fleets of:
  – Dutch National Road Authority (RWS)
  – Amsterdam
  – Rotterdam
Fleets on A for Energy and correct tyre pressure

<table>
<thead>
<tr>
<th>Potential benefits</th>
<th>RWS</th>
<th>Amsterdam</th>
<th>Rotterdam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of vehicles</td>
<td>1575</td>
<td>781</td>
<td>1097</td>
</tr>
<tr>
<td>Vehicle average [ km/yr ]</td>
<td>26000</td>
<td>17200</td>
<td>17300</td>
</tr>
<tr>
<td>Annual fuel savings (correct pressure) [ thousands ltr]</td>
<td>152 (26)</td>
<td>147 (33)</td>
<td>200 (45)</td>
</tr>
<tr>
<td>Annual CO₂ reduction [ ton CO₂]</td>
<td>388</td>
<td>379</td>
<td>514</td>
</tr>
<tr>
<td>Annual cost savings [ thousands €]</td>
<td>237</td>
<td>224</td>
<td>304</td>
</tr>
<tr>
<td>Annual cost savings per vehicle [€]</td>
<td>150</td>
<td>287</td>
<td>277</td>
</tr>
</tbody>
</table>
200 large cities in Europe
Declaration on Best Tyres

• We Eurocities, aware that EU urban traffic causes:
  – Traffic accidents: 10,000 deaths in 2010
  – Poor air quality: 33% citizens exposed > Air Q. limits
  – Climate change: biggest contributor to CO₂
  – Noise exposure:
    • 50% citizens exposed > 55 dB L_{DEN}
    • 15% citizens exposed > 65 dB L_{DEN}
    • 10,000 premature deaths

• We also know that Better tyres:
  – have major benefits
  – are widely available
  – do not cost more
Declaration on Best Tyres

• We Eurocities declare to:
  – provide municipal fleets with ‘Best Tyres”
  – evaluate the progress
  – include ‘Best Tyres’ in our Green Procurement pol.
  – strive to achieve 50% ‘Best Tyres’ in 2020
  – provide municipal fleets with TPMS
  – consider a EU wide benchmark
  – endeavour to report every 2 years
Declaration on Best Tyres

– contribute to stricter emission limit values for cars
– contribute to stricter emission limit values for tyres
– promote the use of ‘Best Tyres’
– call upon (fleet-owners) to apply ‘Best Tyres’
Declaration on Best Tyres

• Where/when can I sign up?
  – Invitation letter to all Eurocities
  – Signing at the combined meeting of POLIS and EUROCITIES mobility Forum 2016
  – Information
    • website www.best-tyres-now.eu
    • e-mail to henk.wolfert@dcmr.nl
Thank you for your attention

Choose the best tyre & drive safer, more economical and quieter