

# Dutch Campaign 'Choose the Best Tyre'



**& RIJ VEILIGER,  
ZUINIGER EN STILLER**  
[WWW.DEBESTEBAND.NL](http://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<sub>2</sub>

# 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

WISSELIJKE  
INFORMATIE  
VERKEER

# 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 km<sup>2</sup>
  - Roads/streets 1100 km
  - 5 billion km (10% heavy duty)

# Benefits Triple A in EU

| Potential benefits                                      | Energy    | Safety          | Noise     | TOTAL     |
|---|-----------|-----------------|-----------|-----------|
| Annual fuel savings [ billion l ]                       | 17        | -               | -         |           |
| Annual CO <sub>2</sub> reduction [ MtCO <sub>2</sub> ]  | <b>42</b> | -               | -         |           |
| Reduced number of fatalities                            | -         | <b>2567</b>     | -         |           |
| Reduced number of slight/<br>serious injuries           | -         | 19631/<br>12353 | -         |           |
| Reduced number of annoyed<br>people [millions]          | -         | -               | <b>13</b> |           |
| Reduced number of sleep<br>disturbed people [ millions] | -         | -               | <b>6</b>  |           |
| Annual cost savings [ billion € ]                       | 13        | 10              | 11        | <b>34</b> |

# Benefits Triple A (correct tyre pressure) in Rotterdam

| Potential benefits                                       | Energy        | Safety     | Noise      | TOTAL     |
|--|---------------|------------|------------|-----------|
| Annual fuel savings [ million l ]                        | 28 (6)        | -          | -          |           |
| Annual CO <sub>2</sub> reduction [ tCO <sub>2</sub> ]    | <b>69(15)</b> | -          | -          |           |
| Reduced number of fatalities                             | -             | -          | -          |           |
| Reduced number of slight/<br>serious injuries            | -             | <b>3/6</b> | -          |           |
| Reduced number of annoyed<br>people [thousands]          | -             | -          | <b>7.4</b> |           |
| Reduced number of sleep<br>disturbed people [ thousands] | -             | -          | <b>5.7</b> |           |
| Annual cost savings [ million € ]                        | 20.5          | 0.9        | 3.2        | <b>25</b> |

# 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

| Potential benefits                                       | RWS      | Amsterdam | Rotterdam |
|--|----------|-----------|-----------|
| Number of vehicles                                       | 1575     | 781       | 1097      |
| Vehicle average [ km/yr ]                                | 26000    | 17200     | 17300     |
| Annual fuel savings (correct pressure) [ thousands ltr]  | 152 (26) | 147 (33)  | 200 (45)  |
| Annual CO <sub>2</sub> reduction [ ton CO <sub>2</sub> ] | 388      | 379       | 514       |
| Annual cost savings [ thousands €]                       | 237      | 224       | 304       |
| Annual cost savings per vehicle [€]                      | 150      | 287       | 277       |

# 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 CO<sub>2</sub>
  - Noise exposure:
    - 50% citizens exposed > 55 dB L<sub>DEN</sub>
    - 15 % citizens exposed > 65 dB L<sub>DEN</sub>
    - 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](http://www.best-tyres-now.eu)
    - e-mail to [henk.wolfert@dcmr.nl](mailto:henk.wolfert@dcmr.nl)

Thank you for your attention



**CHOOSE THE BEST TYRE & DRIVE SAFER,  
MORE ECONOMICAL AND QUIETER**