

Press Release

For immediate release

Big Brother measures not needed to manage car emissions

Following recommendations by a Government Think Tank** that speed limiters be fitted to company cars, a major new report on motoring waste shows that 'Big Brother' measures are not required to achieve big cuts in carbon emissions from motoring.

"We certainly don't need to invoke the Nanny State to achieve massive cuts in carbon emissions from motoring. They are there for the taking **today**, if we can better educate the motorist in the choice and care of vehicle tyres" says leading expert Tony Bowman, MD of etyres.

"Driving a car doesn't have to be incompatible with environmental sensitivity. Looking at the headline figures, the UK could easily reduce its carbon footprint by a staggering **5.5 million tonnes per annum** if drivers exercised a little more care.

"We don't need to resort to 'spies in the cab', or draconian speed limits - motorists have every incentive to make the relatively small changes necessary, because we have the potential to cut this country's motoring costs by around **£3.5 billion a year**. Tyres are the forgotten battleground," added Bowman.

'Cutting Motoring Waste' is available as a free download from www.etyres.co.uk and is sponsored by etyres, the leading online tyre retailer. The Report sets out a simple three point checklist for motorists to follow - simply ensuring every two or three weeks that tyre pressures were set at the correct level would save a staggering £1 billion a year because of the combined effect of higher rolling resistance on fuel consumption and shorter tyre life.

ENDS

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Notes to Editors

1 'Cutting Motoring Waste' is an e-report published by **etyres** Britain's leading online tyre retailer and can be downloaded free of charge from www.etyres.co.uk. Comprehensive technical information on tyre construction, tyre regulations and etyres's environmental commitments can also be found on the website. **etyres** offer lowest prices with no hidden extras, a free mobile fitting service and free puncture repairs for customers

2 **The Commission for Integrated Transport published their report "Transport and Climate Change" on 11 September, 2007, in which it calls for speed limiters to be fitted to cars, starting with the UK's two million company cars.

3 Based on large-scale tyre-check data, Bridgestone's European Technical Centre has calculated that 44 per cent of motorists at risk are losing 20.7 per cent of tyre wear life – an average of 10.000 km or 9 months of tyre use (based on an average wear life of 50.000 km and annual mileage of 13.600 km). 44 per cent of vehicles face increased fuel consumption of 2.9 per cent, with under-inflation increasing rolling resistance.

4 More than 90 per cent of drivers run their cars with under-inflated tyres - the AA has found that 40 per cent of air pressure gauges in filling stations and garages are inaccurate.

5 Research by Michelin using UK car fleets has shown that energy saving tyres can give 25 per cent more mileage than conventional tyres **and** reduce fuel consumption by between 4 and 8 per cent.

6 For further information or comment, contact Neil Marshall on 05602 281755 or 07780 835949.

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