

For Immediate Release:
October 11, 2011

Press Contacts: Mark Cook, Roy Littlefield
301.430.7280

TIA CALLS ON NHTSA TO IMPLEMENT TIRE FUEL EFFICIENCY CONSUMER INFORMATION PROGRAM

Five Years is Too Long for Consumers to Wait for Tire Efficiency Education

Bowie, MD – The **Tire Industry Association (TIA)**, one of the leading global authorities on tires, submitted comments to the National Highway Transportation Safety Administration (NHTSA) on the continued delay of the implementation of the tire consumer education program, the consumer information collection methodology and the promulgation of the rules for the Energy Independence and Security Act (EISA) of 2007.

The goals of the Tire Fuel Efficiency Consumer Information Program are to increase fuel efficiency, reduce greenhouse gas emissions and increase America's energy independence. The Energy Independence and Security Act of 2007 which mandates the program, called for the promulgation of rules as of December 2009, yet the Agency has yet to issue them.

Part of the comments TIA submitted are that the education of consumers on the proper inflation and maintenance of tires can begin almost immediately and be available by the beginning of 2012 and that the law must be bifurcated to allow this process to begin. The Association does agree that the tire efficiency labeling system included in EISA requires additional deliberation.

TIA assisted NHTSA in amassing data during Phase I of the research process connecting the Agency with tire dealers. However, there are serious concerns about the upcoming quantitative research phase and its reliance on data gathered via an online survey approach.

TIA President Mike Berra, Jr. says that "since NHTSA research has an especially targeted audience of consumers who are purchasing tires, that conducting the questionnaires in stores is the ideal circumstance." Furthermore, he asserts that "online surveying has numerous issues, including its reliance on closed ended questions, being online is a completely different circumstance than when a consumer is in an auto service shop buying tires and the fact that so many online surveys are veiled sales scams, therefore many American's avoid online surveys because of a previously bad experience."

Dr. Roy Littlefield, TIA Executive Vice President, says that "surveying a customer while they are in the process of purchasing new tires will yield more accurate results, giving NHTSA a direct, focused snapshot of the tire purchase experience."

About TIA:

The Tire Industry Association, with a 90 year history representing all segments of the national and international tire industry, is the leading advocate, as well as, instructor in technical training of tire service technicians. For more information, visit www.tireindustry.org or call 800.876.8372.

###



Maryland Office:
1532 Pointer Ridge Place 800.876.8372
Suite G 301.430.7280
Bowie, Maryland 301.430.7283 f
20716-1883