


Supporting TyreSafe





**Since 2006, TyreSafe
have helped reduce
the number of people
killed or injured each
year in tyre related
accidents **by 45%****



About TyreSafe

TyreSafe achieved charity status in 2016 following ten years of campaigning to raise awareness of the importance of regular tyre checks and the dangers associated with defective and illegal tyres as a not-for-profit, non-commercial organisation. It campaigns in line with current legislation and duty of care regulations to improve behaviour and attitudes towards tyre care and maintenance. TyreSafe is currently supported by most major tyre manufacturers and retailers, a number of associated equipment suppliers and 17 vehicle manufacturer brands.

To deliver its campaigns more effectively and to engage with even more motorists, TyreSafe works closely with a number

of organisations, associations and government departments such as Highways England, the Driving Standards Agency, police forces, fire services, local councils and road safety partnerships, RoadSafe, the British Horse Society, the AA and many other bodies.

Since its inception in 2006, TyreSafe's activities have helped reduce the number of people killed or injured each year in a tyre related accident by 45%.

TyreSafe has the support of over 100 organisations including the tyre and vehicle manufacturers and retailers, the NPCC, the NFCC, Highways England, road safety partnerships and Chelsea FC.



TyreSafe benefits can significantly enhance supporters' initiatives

Benefits

Aside from the physical materials and information that comes with official support of TyreSafe, a number of other benefits are delivered which can significantly enhance and impact on supporters' initiatives. These include:

Integration with and enhancement of supporters' community programme

Delivery of an independent, unbiased and expert safety message to support your tyre sales efforts

Reinforcement and demonstration of supporters' commitment to tyre and road safety



Provision of easily accessible tyre safety information for supporters' staff, ensuring they have a consistent understanding and approach to the subject matter

Access to readily available safety campaigns which can be used throughout supporters' various customer touch-points

Reduced costs in developing the supporters' own tyre safety campaign messages and materials

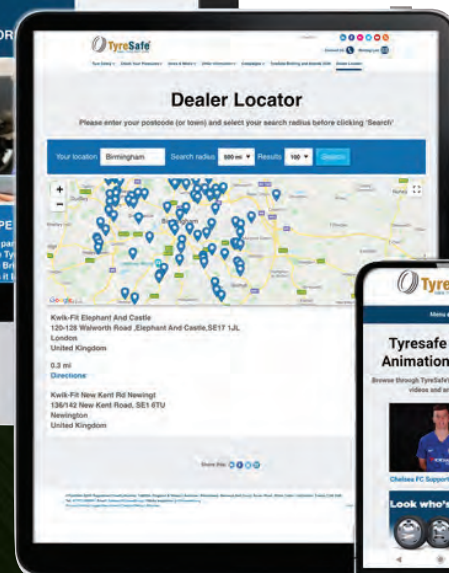
PR exposure highlighting your official support of TyreSafe

Opportunity to work alongside some of the industry's most experienced and influential organisations





From access to materials to participation in national awareness campaigns



In addition to benefits, supporters receive the following:

A supporter's certificate for all touch points, which demonstrates supporters' commitment to the safety of its customers and staff

Permission rights to use the TyreSafe logo on all of your company stationery, literature and electronic communications

A 100-word supporter's profile on the TyreSafe website

A link from the TyreSafe website to the supporters' website

Copies of all TyreSafe press releases, keeping you informed of current campaigns

Access to TyreSafe campaign materials, animations and videos for dual branding purposes or integration into your own corporate identity guidelines

Participation in nationally organised awareness campaigns

Advertising and press release templates for customisation

Online banner ads with generic and campaign-based tyre safety messages

Listing on TyreSafe's dealer locator on the website where appropriate



Supporting TyreSafe can enhance your own tyre safety message



Ways to support the tyre safety message and TyreSafe

There are many ways to support the tyre safety message:

Follow or Like TyreSafe's Twitter and Facebook channels

Link to both **tyresafe.org** and **partworn-tyres.co.uk**

Include 'Proud to Support' logo in the relevant section/homepage of your website

Include a **quote from TyreSafe** in safety related press releases (approval from TyreSafe required)

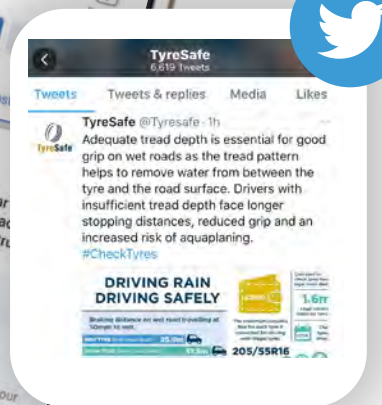
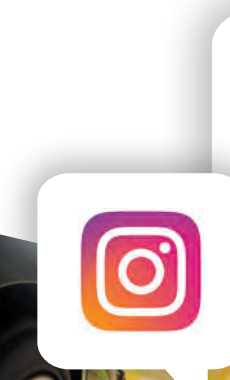
Whenever communicating on safety issues, include a mention of TyreSafe and/or utilise the **'Proud to Support' logo**


Include @tyresafe in Twitter communications on road safety

Include mentions of TyreSafe in Facebook posts

Distribute a release to confirm support for Tyre Safety Month in October

Distribute leaflets and materials (dual-branding available)





**Let's work together
to increase tyre
safety awareness**



Spread the word on tyre safety and include our logo with pride

TyreSafe has over 130 supporters, and we appeal to you to help broaden the reach of the TyreSafe brand.

Working as a team, if all our supporters can include the 'Proud to Support TyreSafe' logo in relevant marketing material, we will bring our message to a wider audience than ever before.

The TyreSafe logo can be used when you are communicating a safety message in any media: websites, social media, press ads, press releases, posters and leaflets to name just a few.

Using our logo will help keep the tyre safety message front-of-mind with motorists and increase the impact of our campaign. It will also reinforce your own company's social responsibility and commitment to tyre safety.

The TyreSafe supporters logo is available in both landscape and portrait formats and can be used with or without the strapline 'Safe Tyres Save Lives'.



We realise that our logo will most often be used as a secondary device within your organisation's communication materials, but please don't crowd it. The minimum clear space around the logo should be 5mm.

Our Supporters



Peershaws, Berewyk Hall Court, Bures Road, White Colne, Colchester, Essex, CO6 2QB
 Telephone: 01787 226 995 Email: theteam@tyresafe.org
 Registered Charity Number 1168354 (England & Wales)

tyresafe.org

