

REVIEW 2024

**TyreSafe wins a
prestigious Prince
Michael International
Road Safety Award!**

See page 8

**Strategy, mission and
the case for action**

See page 4

Hot topics

See page 16

**2024 Briefing
& Awards**

See page 14

Contents



- 4** Tyre safety gains national focus
- 5** Strategy, mission and the case for action
- 7** Our impact: our year in numbers
- 8** Prince Michael International Road Safety Award
- 10** Welcome to our new members
- 11** In support of others
- 12** Campaigns that packed a punch
- 14** The return of the in-person Briefing
- 16** Hot topics
- 19** TyreSafe on the ground
- 20** A message from the TyreSafe team

Are you interested in joining forces with TyreSafe?

Introduction from the Chair



As we look back on another year of progress in road safety, I'm proud to present the TyreSafe 2024 Annual Review. Our commitment to keeping tyres – and by extension, road safety – at the forefront of public discourse has never been more urgent.

TyreSafe is built on a foundation of research and data, ensuring that every initiative we undertake is informed by the latest evidence and insights. In collaboration with over 130 organisations from government, local authority, blue light, road safety and industry partners, we work all year to amplify our message around the need for greater action to address the continuing high levels of dangerous unroadworthy vehicles on our roads. We are creating campaigns that do more than raise awareness – they drive real behavioural change.

I am also pleased to report that this year the Royal Society for the Prevention of Accidents (RoSPA) has issued its new National Accident Prevention Strategy. Last issued in 2018 this year, for the first time in over 100 years, the Strategy includes specific recommendations to the Government to improve compliance around defective vehicles and improve tyre safety through greater campaigning.

Our vision is clear – Zero harm to road users on the UK's roads due to tyre-related incidents across the UK. And our mission is equally focused – Empower road users with tyre safety knowledge to reduce incidents relating to poorly maintained or illegal tyres.

This year, we've continued to tackle the most pressing industry issues head-on. Whether it's addressing the surge in pothole-related damage, supporting the decision to maintain MoT intervals, or highlighting the need for tyre checks during electric vehicle charging breaks, TyreSafe remains at the heart of the conversation. Our campaigns, including the impactful "Caught in the ACT" Tyre Safety Month, have gained widespread media coverage and made tyre safety a national priority.

But we know that awareness alone is not enough. That's why we've developed an integrated strategy that focuses on tangible behaviour change. This strategy will strengthen TyreSafe's influence, ensuring that tyre safety remains a permanent fixture in road safety discussions. They represent our dedication to moving beyond awareness of the issues to bringing about a change in the way that society thinks and accepts the importance that tyres play in keeping us safe on the road.

This year, we've come back together in person at our Annual Briefing in June, and made a monumental effort to engage our members to ensure that everyone knows and understands how to access our materials. We've been lucky to collaborate with multiple different partners and supporters to provide support online and on the ground, and have recently enjoyed our most successful Tyre Safety Month, and in fact, year to date for reach, coverage and status. We've also strengthened and expanded our Steering Committee, and welcome a range of new supporters and members from the road safety community and the industry.

As we continue to build on our successes, I would like to extend my heartfelt thanks to our partners, and supporters. Together, we will continue to innovate, campaign, and advocate for safer roads for everyone. The year ahead holds great promise, and I am confident that with your continued support, we will make even greater strides toward our vision of zero tyre-related harm on UK roads.

A stylized, handwritten signature in black ink, appearing to read 'Stuart'.

Stuart Lovatt
TyreSafe Chair

Tyre Safety gains national focus with RoSPA's New Accident Prevention Strategy, as TyreSafe is included in National Report for the first time in its century-long history



Tyres are newly featured within the ‘Safer Lives, Stronger Nation: The National Accident Prevention Strategy (NAPS) Report’, bringing critical attention to vehicle defects as an overlooked cause of road collisions.

The National Accident Prevention Strategy highlights that “vehicle defects are an underappreciated and probably undercounted factor in road collisions.” This pivotal initiative seeks to combat the rising tide of accidents across the UK, which claim over 20,000 preventable lives annually and place immense strain on the NHS and the economy.

Tyres, in particular, are often implicated in road safety incidents, with TyreSafe data revealing that over 6.1 million tyres in the UK have illegal tread annually, and the DVSA reporting more than two million MOT failures due to defective tyres, half of which are deemed ‘dangerous.’ This raises serious concerns over braking distances, handling, and incident prevention. Tyres are the first line of safety for vehicles, yet millions of tyres on UK roads are illegal or poorly maintained each year.

TyreSafe sits on the National Road Safety Committee, which plays a key role calling for the Government to support the recommendation to create a new Road Safety Investigation Branch (RSIB). This proposed development will become a new branch within the Department for Transport with significant powers to investigate road deaths to identify cause of death and serious injury because of the most severe incidents on our roads.

While tyres are already subject to legal requirements, public awareness remains limited. The Strategy’s recommendations to strengthen enforcement and educate road users on the dangers of illegal and poorly maintained tyres

are essential to making UK roads safer. TyreSafe is committed to supporting these initiatives, working alongside industry partners and government bodies to drive awareness and improve tyre safety standards.

Following the launch of the report, RoSPA have shared a link to a supporters’ pack, which includes the full report with key findings, a template letter for contacting local government, social media assets and a supporter logo. The pack is designed to assist supporters with raising awareness of the report’s findings and the associated safety recommendations. Supporters can find the full report and the ‘Safer Lives, Stronger Nation’ accompanying campaign [here](#).

“The inclusion of tyres in the National Accident Prevention Strategy and focus on vehicle defects represents a pivotal shift in road safety policy. Tyres are the only contact point between a vehicle and the road; their condition is paramount.

We welcome the proposal to establish the RSIB, to better investigate vehicle defects in serious incidents and urge continued collaboration to educate drivers and enforce regulations.”

Stuart Lovatt
TyreSafe Chair

Strategy, mission and **the case for action...**

Our Vision:

Zero harm to road users on the UK's roads due to tyre-related incidents.

TyreSafe, now recognised as a leading road safety organisation and the national reference point for all aspects of tyre safety, relies heavily on up-to-date research, data, and the support of our members and partners to achieve our mission. We continuously educate and inform key audiences – such as opinion formers and policymakers – on legislation, corporate

responsibility, and duty of care, ensuring that our initiatives are grounded in the latest evidence. Our commitment to accuracy and collaboration allows us to speak to all road users, including private motorists, motorcyclists, young drivers, and commercial operators, through an impactful programme of communication activities.

Our Mission:

Empower road users with tyre safety knowledge to reduce incidents relating to poorly maintained or illegal tyres.

We work in close partnership with over 130 governmental, not-for-profit, road safety, and commercial organisations to amplify our message and reach more people. This network helps us keep tyre safety on the agenda, leveraging collective insights and data to create impactful campaigns. However, we recognise that awareness

alone is not enough. Changing behaviour requires a more integrated strategy that goes beyond merely informing road users. Our efforts are focused on driving tangible behavioural change, promoting consistent tyre maintenance and safety checks across all vehicle types and road users.

Our goals are ambitious and targeted to ensure long-term impact:

1. **Enhance our reputation** and elevate our profile and reach through award recognition
2. **Include tyre defects** as a priority offence in the NPCC Roads Policing Strategy
3. Secure a government-backed, UK-wide **THINK! tyre safety campaign**
4. Establish an **NDORS scheme** for drivers caught with vehicle defects

These goals not only future-proof the charity but also raise the profile of tyre safety as a national priority. We work within the parameters of the safe system approach to inform our communications strategy to not only raise awareness, but promote behavioural change.

How do we bring about behavioural change?

By working with enforcement, leveraging research, and fostering partnerships, we ensure that tyre safety becomes a permanent fixture in road safety discussions.

Our integrated approach strives to inspire real behavioural change, moving beyond awareness to a deeper, lasting commitment to tyre safety across the UK.



Our impact: OUR YEAR IN NUMBERS

From November 2023 to October 2024

TV coverage



A feature on tyre safety on **BBC Morning Live** on 9th July.
Estimated viewers - **1.1 million**.

Print coverage



140 articles have appeared in consumer magazines, regional dailies / weeklies, trade and national publications.

Key publications include **The Express, The Mirror, The Daily Mail and The Telegraph**.

The combined circulation of this coverage was **3 million**.

The equivalent advertising value of this coverage was **£164,900**

Source: Cision – provider of performance evaluation analysis

Radio coverage



TyreSafe achieved coverage on **184 radio stations** throughout the UK including coverage on Sky News Radio.
21 hours of broadcast coverage obtained.

Broadcasting to a combined audience of **52.2m prime time listeners**.

The equivalent advertising value of this coverage was **£212,437**

Source: On Air Media Group

Online media coverage



658 articles with a publicity value of **£586,000**.

The combined reach of this coverage was over **341 million**.

Source: Cision – provider of performance evaluation analysis

Website traffic



The website has received over **17.4 impressions** and over **280,000 clicks** (with 78% of them earned) from over **208,000 users**, with a **65% engagement rate**.

Source: GA4 and GSC

E-mailer coverage



We have grown our e-mailer database to **3,585 recipients**.

We have distributed **OVER 30,000 e-mailers** this year with an average **24%** open rate.

Source: Dot Mailer

Social media



Generated over **1.4 million impressions**.

Source: Facebook, LinkedIn, You Tube and X (formerly Twitter)

TYRESAFE WINS A PRESTIGIOUS PRINCE MICHAEL INTERNATIONAL ROAD SAFETY AWARD



We are proud to announce that TyreSafe, the UK's tyre safety charity, has been awarded the prestigious Prince Michael International Road Safety Award for the second time since our inception in 2006. This globally recognized accolade underscores our dedication to achieving a vision of zero harm to road users caused by poorly maintained or illegal tyres. Receiving this award is a significant milestone as we approach two decades of campaigning and navigate one of our most progressive periods of strategic growth.

The judges recognised our pioneering research strategy, providing irrefutable and robust evidence to support its case for action. The 2023 Tread Depth Survey, and the Post Collision Study, have enabled us, in collaboration with other organisations, to quantify both the scale and impact of the problem of illegal and poorly maintained tyres. This year, this was enhanced to include comparison with the condition of tyres on vehicles randomly selected at roadside checks. This research has led on to targeted campaigns to be developed working with

the regions and Devolved Assemblies to highlight the risks in their specific area.

In addition, The Fatal Research Study using the National Highways database has highlighted the issues around using just KSI data from STATS19 in determining the case for action. This study also revealed 75% of the tyre defects which led to fatal incidents could have been prevented with appropriate maintenance as identified by the police forensic examiners.

The Prince Michael International Road Safety Awards are highly esteemed, in fact, they represent the pinnacle of global road safety recognition, and as such award selected organisations that demonstrate outstanding achievements in road safety. This recognition comes at a pivotal moment for us, just two years after Stuart Lovatt took on the role of Chairman in 2022, during which we have seen considerable growth in both our influence and impact.

Our work is driven by strong collaboration with over 130 governmental, not-for-profit, road safety, and commercial organisations. This extensive network is vital in amplifying our message and reaching a broad audience of road users. By leveraging collective insights and data, we create impactful campaigns that keep tyre safety at the forefront of public awareness and central to discussions, initiatives, and enforcement around road safety.

However, we understand that raising awareness alone isn't sufficient. Real change requires a deeper, integrated approach to ensure that drivers and riders not only grasp the importance of tyre safety but also take consistent action to maintain their tyres. Our efforts are focused on facilitating and supporting tangible behavioural change, encouraging regular tyre checks and maintenance across all vehicle types and road users.

Stuart Lovatt, TyreSafe Chair said,

“We are truly honoured to receive this prestigious recognition. This award is a testament to the hard work and commitment of everyone involved with TyreSafe, from our supporters to our partners. It demonstrates our shared dedication to making the UK’s roads safer for everyone by promoting essential tyre safety practices. While we’ve made significant strides, our mission continues as we work towards achieving zero harm to road users.”

The logo for the Prince Michael International Road Safety Award. It features a large blue triangle at the top. Below the triangle, the text "Prince Michael" is written in a serif font, followed by "INTERNATIONAL" in a bold, all-caps sans-serif font, and "ROAD SAFETY AWARD" in a bold, all-caps sans-serif font. The entire text is centered within a white rectangular area that has a blue horizontal bar at the bottom.

Prince Michael INTERNATIONAL ROAD SAFETY AWARD

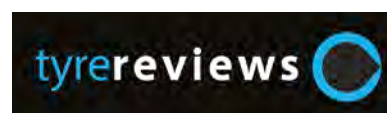
*Recognising achievement and innovations
which will improve road safety*

Mike Bourne, one of our Trustees, added,

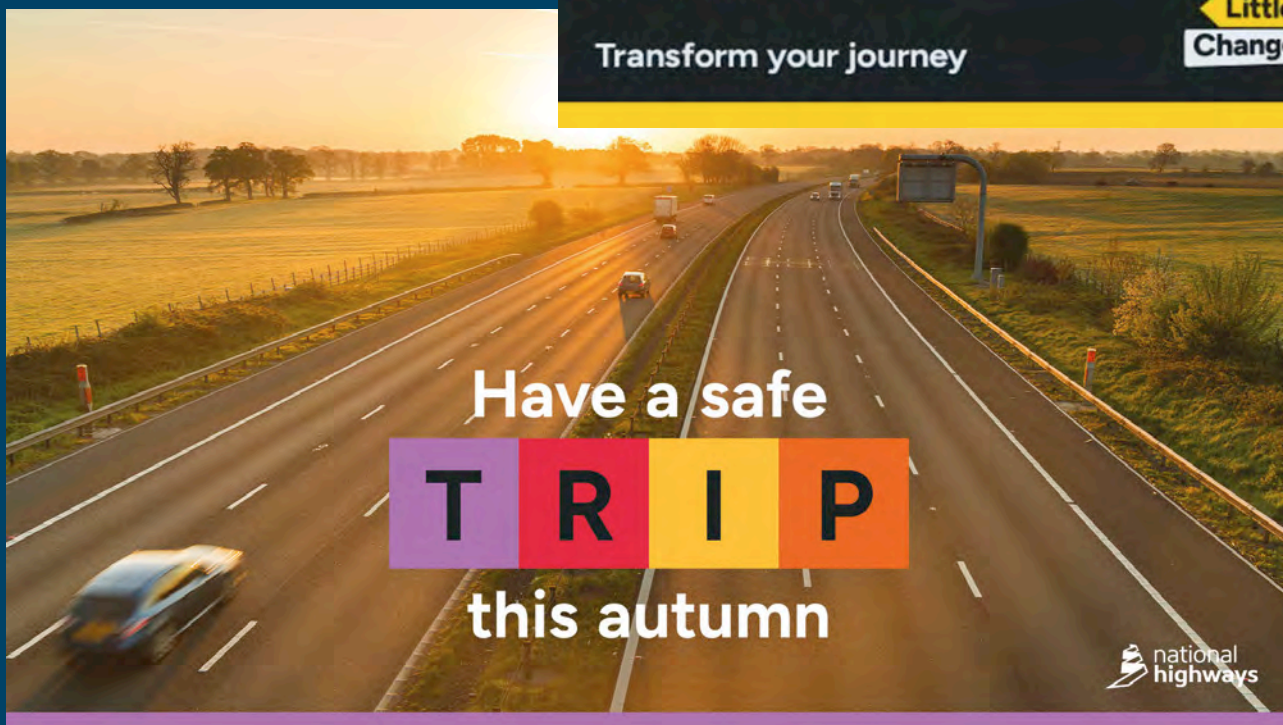
“The Prince Michael International Road Safety Award is a remarkable achievement for TyreSafe and highlights the importance of our ongoing work. We’re a small team and rely solely on the contributions of our supporters to reach as many road users as possible. Through collaboration and targeted campaigns, we are driving the message that tyre safety is not just a responsibility but a critical element of road safety. We are committed to ensuring every road user understands the role they play in keeping our roads safe.”

As we continue to grow our impact and lead on road safety, this award reinforces our commitment to reducing tyre-related incidents and nurturing a culture of proactive tyre maintenance. With ongoing support from our partners and stakeholders, we remain dedicated to making tyre safety a top priority for all road users.

Welcome to our **NEW** members!



*Correct at time of going to press.



In support of others

#Project **EDWARD**
Every Day Without A Road Death



In partnership, our communications team amplifies a range of road safety campaigns that compliment, support and contextualise our own communications schedule.

This year, we've supported several partner campaigns from National Highways and Brake, in addition to ensuring our own communications calendar supports the wider road safety community. We've also amplified efforts on behalf of ProjectEDWARD and RoadPeace.

Campaigns that packed a PUNCH!





BE A SPORT, CHECK YOUR TYRES

For peak performance and safety, remember to ACT!
READ MORE...



**CAUGHT IN THE
A.C.T**

TyreSafe NEWS LIVE



TYRE SAFETY HAT-TRICK IN JUST FIVE MINUTES

• REMEMBER TO ACT • AIR PRESSURE • CONDITION • TREAD • CHECK YOUR TYRES ONCE A MONTH AND BEFORE A LONG JOURNEY •

IT'S TYRE SAFETY MONTH!

BE A TYRE SAFETY HERO!



Remember to ACT: Air Pressure, Condition, Tread

DON'T LOSE YOUR LICENCE BECAUSE OF YOUR TYRES!



FIND OUT MORE



HAVE A HAPPY HARVEST



Remember to **ACT**
Air Pressure • Condition • Tread

What's going to happen to my job?!


New driver within your 2 year probationary period
+
2 or more illegal tyres
=
LICENCE REVOKED!

GET HOME SAFELY THIS WINTER



Remember to ACT on tyre safety.
ACT
Air Pressure • Condition • Tread

GET HOME SAFELY THIS WINTER



TyreSafe Campaign Toolkit
Encouraging drivers to ACT on tyre safety during the treacherous winter months.
#HomeSafeForWinter



The return of the in-person Briefing

June brought the return of a key event for Tyresafe, with the annual Briefing at the iconic National motorcycle Museum.

The Briefing proved to be an engaging and highly well received occasion, featuring a roster of acclaimed speakers. Dean Hatton from the National Police Chiefs' Council (NPCC) captivated the audience with startling statistics on tyre-related incidents, highlighting the critical need for heightened awareness. Nick Reed offered a thought-provoking analysis of autonomous vehicles, delving into their potential benefits and challenges concerning tyre safety.

A major highlight of the event was the launch of this year's Tyre Safety Month campaign, titled 'Caught in the Act.' This new initiative is designed to spotlight the crucial importance of tyre maintenance and safety, with the goal of increasing public awareness and preventing tyre-related incidents.

In addition to the speaker sessions which also covered garage anxiety, tyre safety and learner drivers and a recap of this year's Firewash, we recognised outstanding contributors to tyre safety with our annual awards.



Stuart Lovatt, TyreSafe Chair, expressed his gratitude and excitement, stating,

"The return to an in-person TyreSafe Briefing has been nothing short of extraordinary. The engagement and enthusiasm from our delegates, sponsors, and exhibitors highlight the critical importance of tyre safety. We are immensely proud of the progress made and look forward to continuing our mission to enhance tyre safety awareness and practices."

We invite you to relive the event by visiting the TyreSafe website, where images from the Briefing are now available for download in the resources section. We extend our heartfelt thanks to all sponsors, exhibitors, and delegates for their contribution.

TYRESAFE AWARD WINNERS 2024

TyreSafe Awards

Compliance & Enforcement Award
Devon & Cornwall Police

Innovation & Technology Award
Translogik

Manufacturer of the Year Award
Continental

Online & Social Media Award
Sophie Lyden

Outstanding Achievement Award
Protyre

Retailer of the Year Award
Halfords

Safety in the Community Award
**Cambridgeshire
Fire & Rescue Service**

TyreSafe Partner Awards

Road Safety Communications Award
Co-Pilot

Road Safety Individual Award
Bev Hannah

Road Safety Organisation Award
National Highways

Road Safety Partnership Award
Lancashire County Council

Many
congratulations
to all of our
very worthy
winners!



Mark your calendars for 2025

Don't miss out on the next TyreSafe Briefing. Mark your calendars and join us on the 10th June 2025 as we continue to drive forward our mission to achieve 'zero harm' through enhanced tyre safety awareness. Once again, our venue will be the National Motorcycle Museum, Solihull.

Hot topics

This year, we've had our finger on the pulse of the critical road safety issues that have been at the forefront of the road safety conversation. From supporting the decision to maintain MoT intervals, to collaborating on initiatives like the pothole partnership aimed at combating record levels of tyre damage, TyreSafe has been instrumental in shaping the discussion. Key topics such as the importance of tyre checks for electric vehicle drivers during charging breaks, the impact of a rising new vehicle market on tyre safety, and the safety of autonomous vehicle tyres have gained vital media coverage. Through this active involvement, TyreSafe has raised awareness of pressing road safety concerns, ensuring that our message resonates across the country and supports our broader campaign efforts.



TyreSafe urges vehicle owners to check tyres when taking vehicles out of storage

As the winter months came to an end and spring brought warmer weather, TyreSafe issued a critical reminder to vehicle owners. With many vehicles emerging from winter storage, there is a heightened risk of tyre degradation that could lead to hazardous situations on the road.

The transition from colder to warmer temperatures can impact tyre conditions, particularly for vehicles such as trailers, motorcycles, caravans, and motorhomes. Tyres that have



TyreSafe supports pothole partnership to combat record pothole damage

In response to a significant surge in pothole-related vehicle damage, TyreSafe proudly announces its support for the newly-formed Pothole Partnership. This coalition, including influential entities like the AA, National Motorcyclists Council, British Cycling, IAM RoadSmart, the British Motorcyclists Federation, and JCB, is dedicated to addressing the escalating pothole epidemic on UK roads.

Alarming figures from the AA revealed a five-year high in

pothole-related incidents, with 632,000 cases handled in 2023, causing substantial damage to approximately 2 million vehicles nationwide.

TyreSafe urges electric vehicle drivers to check tyres during charging breaks

We write a called to action to EV owners – tyre safety is equally important for EVs, and TyreSafe urges all EV owners to incorporate tyre checks into their charging routine. Taking a few moments during charging breaks to inspect tyre condition, tread depth, and inflation can ensure a smooth and safe journey.



been stored for an extended period can develop cracks, bulges, or other signs of wear, making them unsafe for road use.

TyreSafe advised owners to begin their visual checks by looking for any signs of damage on the tyres. Damage can include things such as lumps, bumps or cuts, as well as general deterioration, most commonly seen as cracking in the tyre's sidewall. Also look for any objects which might be caught in the tread pattern, which should be removed with a blunt tool if possible.

TyreSafe's position on autonomous vehicle tyre maintenance and safety

At TyreSafe, we made our position on autonomous vehicles clear this summer, emphasising that while these technologies offer impressive advancements, drivers should not solely rely on them. Instead, we urge everyone to remember to ACT—because tyres are the only component on a vehicle that directly influences braking, steering, and acceleration.

Even with the most sophisticated Artificial Intelligence (AI) systems, the performance of autonomous vehicles depends heavily on the condition of the tyres. These systems require accurate data to make informed calculations. If a tyre's tread is worn, the vehicle's braking distances and handling performance cannot be optimised. For example, tests have shown that a vehicle

New vehicle market increases to a two-decade high, but what does this mean for tyre safety?

We responded to the UK new car market achieving its best February figures in two decades, with registrations soaring by 14.0 per cent to reach 84,886 units. Amongst this surge, a notable trend emerges – the rise in purchasing Electric Vehicles (EVs), which now account for nearly 38% of these registrations. We asked the question – are drivers of EVs fully aware of the distinct characteristics and benefits of EV-specific tyres compared to those of traditional Internal Combustion Engine (ICE)



vehicles? We're working to ensure we have comprehensive guidance and support available for drivers and owners of EV, to reflect these latest market statistics.



travelling at 50mph with full tread tyres will stop 14 meters shorter than one with tyres at 1.6mm of tread, which is the legal minimum.

The type of tyre also plays a crucial role. Vehicles equipped with All Season or Winter tyres can stop 40 metres shorter than those on summer tyres at the same speed – equivalent to nearly three bus lengths.

To ensure optimal performance and safety, owners and operators

of autonomous vehicles should regularly check their tyres and adhere to the manufacturer's recommendations, especially in extreme weather conditions. While Tyre Pressure Monitoring Systems (TPMS) provide some data, they currently cannot convey important details like tread depth and general tyre condition to AI systems, which is crucial for avoiding incidents.

Hot topics

Urgent reminder: heightened risks on rural roads this summer

As the summer season commenced, more drivers to the scenic routes of Great Britain's rural roads. We highlighted the pressing need for increased tyre safety awareness. A recent report by the European Transport Safety Council (ETSC) has revealed that rural roads are the most

dangerous in the UK, accounting for a staggering 59% of all road deaths in 2022. This translates to over 10,100 fatalities on rural roads over the past decade. We urged all drivers to be extra vigilant and ensure their tyres are in top condition before embarking on rural journeys.

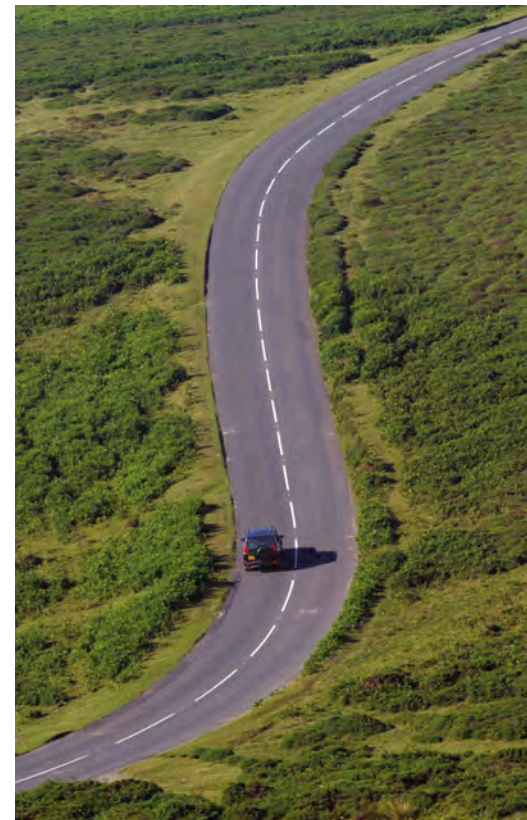


Year-on-year KSI figures increase – urgent action needed

The Department for Transport has released the latest 'Reported Road Casualties Great Britain', annual report for 2023. While there is a trend for a reduction in road casualties, the report details a concerning and significant increase in Killed or Seriously Injured (KSI) casualties linked to tyre-related incidents. The year-on-year increase highlights a growing problem on our roads, underscoring the urgent need for stronger action to address tyre safety.

The 2023 figures document a (29%) rise in KSI casualties compared to 2022 (from 147 to 190), the highest number of casualties due to tyre defects since 2018. This increase suggests that despite ongoing efforts, tyre safety remains a significant issue, and more needs to be done to prevent avoidable deaths and injuries. Shockingly, this figure is on par with mobile phone-related casualties.

TyreSafe calls on Government for **THINK!** campaign



TyreSafe is also campaigning for statistics to better reflect the causational factors contributing to those killed or injured, with underreporting posing an ongoing challenge in understanding the true scale of the problem, with police forces and road safety organisations inconsistent in attending incidents and reporting on tyre condition as a standard practice.

TyreSafe is calling for immediate and comprehensive measures to combat this escalating problem. The organisation's latest Case for Action emphasises the critical need for increased awareness, stricter enforcement of existing regulations, and the adoption of new safety standards.



TyreSafe on the ground

Throughout the year, TyreSafe has been on the ground at key events, delivering vital tyre safety advice directly to communities and supporting initiatives across the UK. From **Operation Vertebrae** and the **'Alive to Drive' Campaign** to the **Protyre Conference**, **Intelligent Instructor Conference**, outreach in **Jersey**, and our impactful **Radio Day**, we've been privileged to work alongside dedicated partners who share our commitment to tyre safety. We extend our sincere thanks to everyone who invited us and to those who gave their time to provide on-the-spot tyre safety advice and checks, helping drivers stay safe on the road.



A message from the TyreSafe team

As 2024 draws to a close, we're thrilled to share the significant achievements of what has been TyreSafe's most impactful year yet. This year, we not only reached new heights in awareness but also expanded our capacity to inspire tangible, life-saving behavioural change across the UK. None of this would have been possible without the unwavering support of our partners and stakeholders, to whom we extend our sincerest gratitude.

In 2024, TyreSafe earned its second Prince Michael International Road Safety Award—an endorsement of the dedication and collaborative efforts from each of our supporters. Together, we've addressed critical road safety issues, advocated for tyre checks during EV charging, promoted MOT consistency, and tackled the surge in pothole-related tyre damage. Our flagship "Caught in the ACT" Tyre Safety Month campaign reached new audiences, bolstered by media coverage and government endorsements, reinforcing tyre safety as a vital priority.

With over 130 valued partnerships, we've amplified our message through dedicated campaigns and research, which continue to shape tyre safety policies and encourage proactive maintenance practices across diverse road user groups. Thanks to your support, our mission to achieve zero harm from tyre-related incidents feels increasingly within reach.

Looking ahead, we are excited to continue this journey with you. Mark your calendars for next year's Annual Briefing on June 10th at the National Motorcycle Museum, where we'll come together to build on our momentum and make even greater strides for tyre safety.

With heartfelt thanks and best wishes for the year ahead,

The TyreSafe team

Are you interested in joining forces with TyreSafe?

Whether you represent a road safety organisation, have the potential to become a media partner, manage a fleet, or work in the tyre industry, we're eager to connect with individuals and organisations who align with our vision and are ready to work together. There are various ways to get involved, from becoming a supporter to amplifying our critical messages, to collaborating on public-facing events

or contributing your expertise to shape our future strategies as a valued member of our steering committee.

If this resonates with you, please don't hesitate to reach out to us at theteam@tyresafe.org. You can find a full list of supporter benefits, including the option to register by visiting: www.tyresafe.org/support-tyresafe/

