



ECO-Green Tyres..... More than an Industry ECO Buzzword

As the world focuses on being more Eco-friendly and businesses become aware of CSR (Corporate Social Responsibility) and move to introduce policy, tyre manufacturers are turning their attention to ways of lowering tyre impact on the environment.

New technologies are being embraced to reduce fuel consumption and rolling resistance. New eco-friendly raw materials such as non-aromatic oils are replacing petroleum. The objectives of Eco or "Green" tyres are simply defined - reduce fuel consumption while maintaining the highest level of grip.

A trend over the last 18 months has seen all the major manufacturers committing to the development of Eco tyres resulting in vast financial resources budgeted for development.

The European tyre market is about to endorse tyre labelling ensuring tyres have a standard label that informs the customer about elements of tyres and rating their eco effect with specifics of grip and noise; this is to be mandatory in 2012.

The benefits to consumers will be immediate. As much as 20% of a vehicle's fuel used is utilised to keep the car rolling. The friction created during tyre contact with the road and resulting heat generated is a direct consequence for the amount of energy used. The impact of a tyre's energy expenditure is heightened when tyres are not correctly inflated.

As Eco-tyre design parameters work to a standard of safety first and good performance, whilst reducing the co-efficiency of friction and maintaining levels of grip, the challenge for tyre manufacturers is to achieve a high level of safety with environmentally friendly tyre properties, still incorporating the expected performance of excellent wet weather grip and low rolling resistance.

Correctly inflated Eco-tyres offer significant benefits to motorists by way of up to a 20% reduction in rolling resistance - equating to as much as a 5% fuel saving.

As consumer awareness grows and motorists make more conscious efforts to reduce emissions we expect demand for these tyres to be substantially more widespread.

Originally Eco-tyres were available on Efficient Vehicles (EV) and Hybrids in selected sizes. Now, we are finding larger numbers of Eco-tyres being specified as standard OEM, with a far wider range of tyre sizes.

DriveRight's global vehicle database is an ideal platform to match OEM and upstep vehicle fitments (including tyre pressures) to your range of Eco-tyre product offering via our "Wheelwizards" API webservices.

If you would like to discuss the benefits of using this data to enhance your online presence to cater for the demand for Eco-tyres, please contact DriveRight.

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