Government Regulations in Transition – Continental Tire Point of View

17 November 2008

Continental

Regulatory Discussions - GTR

- **Global Harmonization**

  "Design and test it once, sell it anywhere!"

  - 1998 Agreement
  - GTR – Tires
    - Harmonized marking
    - FMVSS 139 Endurance, Low Pressure, Plunger, and Bead Push-Off
    - FMVSS 139 High Speed for Speed Symbol "S" and below or ECE Reg 30 High Speed for Speed Symbol "T" and above
    - Wet Grip, Noise, and Rolling Resistance
  - No regional regulatory marks

→ **Continental Tire supports this initiative.**

Regulatory Discussions

- **Impact of Tire Properties**
  - **Braking influences stopping distance, acceleration, turning, and maneuverability**
    - Crash avoidance
    - Driving comfort and pleasure
  - **Rolling Resistance influences fuel economy**
    - Cost to drive
    - Petroleum consumption
    - Carbon emissions
  - **Treadwear influences product use economy and environmental impact**
    - Cost to drive
    - Petroleum consumption (tires contain mostly steel and petroleum derived elastomers and fibers)
    - Scrap tire recycling and disposal

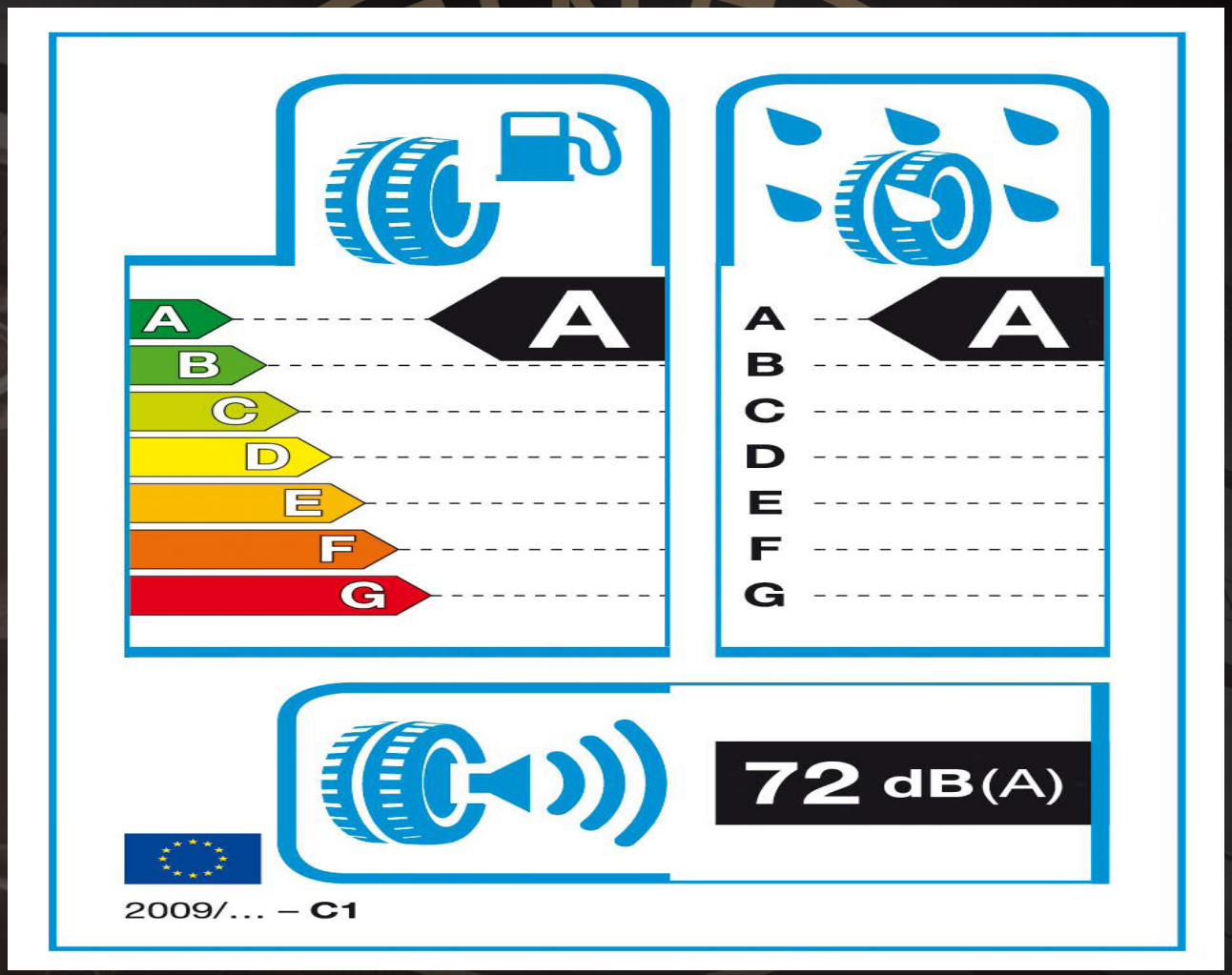
Regulatory Discussions

- **Rolling Resistance and UTQG Revision**
  - New RR POS Information
  - Revised Traction Test and Grade (E117 protocol)
  - Keep Tread Life Test but revise grading
  - Replace Temperature Resistance with E30 Speed Symbol
  - “Magic Triangle” – tread life-braking-rolling resistance

Continental Tire supports Rolling Resistance consumer information at point of sale

Continental Tire supports an update of UTQG in-step with GTR and adding value for the consumer

Current EU Proposal



Latest Version

Continental's Future POS Information Proposal

Proposed Rolling Resistance Bins

Testing to ISO 28580 standard

Kg/t	12.0	10.5	9.0	7.5		0.0	
	☆	☆☆	☆☆☆	☆☆☆☆		☆☆☆☆☆	USA
	G	F	E	C	B	A	EU
	12.0	10.5	9.0	7.75	6.5	0.0	Per ETRMA 09Oct08 proposal

Proposed Wet Traction Bins

G = Grading by index to SRTT (ASTM) - Testing E117 wet braking protocol

	☆	☆☆	☆☆☆	☆☆☆☆	☆☆☆☆☆	USA
G	F	E	C	B	A	EU
Empty	90 ≤ G < 110	110 ≤ G < 125	125 ≤ G < 140	140 ≤ G < 155	G > 155	Per ETRMA 09Oct08 proposal

Proposed Treadlife Bins

< 150	> 150	> 300	> 450	> 600
☆	☆☆	☆☆☆	☆☆☆☆	☆☆☆☆☆

Equivalent to UTQG wear rating

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Possible Style of Future POS Information

Tire Properties – “The Magic Triangle”

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Possible Style of Future POS Information

Tire Properties – Example 1 “all 4 star”

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Possible Style of Future POS Information

Tire Properties – Example 2 “RR optimized”

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Possible Style of Future POS Information

Tire Properties – Example 3 “Mileage optimized”

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Possible Style of Future POS Information

Tire Properties – Example 4 “Wet Grip optimized”

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Continental Tire - NA POS Information Proposal - Samples

- **Premium Tire**
  - Braking
  - Rolling Resistance
  - Tread Life

- **Touring Tire**
  - Braking
  - Rolling Resistance
  - Tread Life

- **Low Price Tire**
  - Braking
  - Rolling Resistance
  - Tread Life

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Continental Tire - NA POS Information Proposal

- **Retailer/POS View in Revised Regulations**
  - Simple enough for a store associate to use in recommending a specific tire to a customer
  - Add value for customer with additional information that promotes better matches (best choice)

- **Electronic Registration**
  - A place for POS Information Take-Away