

The renewed European tire label

Important announcements regarding the European tire label.

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As of 01.May.2021, the European tire label will change drastically on the basis of renewed and stricter European legislation (Regulation (EU) 2020/740).

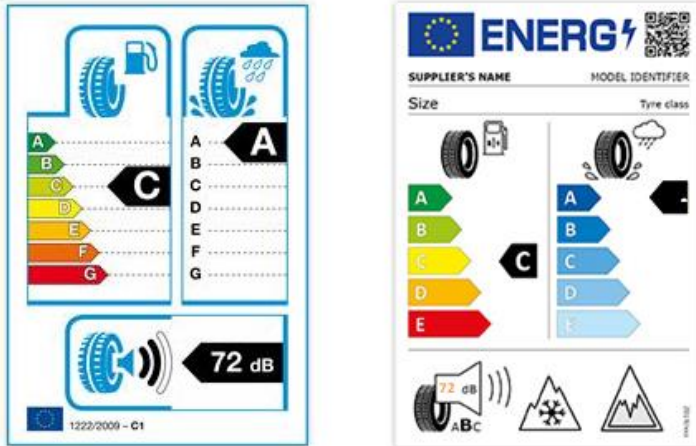
With this information, we would like to inform you about these upcoming changes (as now included in the renewed legislation). These extensive changes will have a major impact on your duty of information towards the end user.

1] Change of the (physical) tire label

Tires that are placed on the market as of 01.May.2021 (unless produced before 01.May.2021) must be provided with the new tire label.

The most important changes to the physical label are listed below.

- Addition of a QR code with link to the EPREL (European Product Database for Energy Labelling). This is a newly developed European database in which all extensive product data per tire must be listed. This database is freely accessible to every consumer for inspection and/or consultation.
- Reclassification label values A to E (previously A to G). Class D is taken into use (before May 1st this class was not used).
- Addition of pictograms for performance on heavy snow and icy conditions.
- Addition of boxes with 'supplier' and 'tire model identifier' (product code).
- Sound waves will be replaced by 'ABC' rating when displaying the noise level (external rolling noise).
- The tire label will now also be mandatory for truck tires, class C3 (this was not the case until now).



2] EPREL (European Product Database for Energy Labelling)

In order to provide consumers with clear, transparent and regulated product information and to ensure uniform data provision by manufacturers, suppliers are required to register all tires produced after 25. June.2020 in the EPREL.

The necessary QR codes for inclusion on tire labels will be generated from the EPREL, together with the compulsory Product Information Sheet.

For our own and exclusive brands we act as suppliers (manufacturer) and take care of the registration in the EPREL for these brands. For the other brands, this is taken care of by the manufacturers themselves.

Product Information Sheet

Delegated Regulation (EU) 2020/740

Supplier name or trademark	Continental
Model identifier	0514069
Tyre size designation	11 R 22.5
Load-capacity index	148
Speed category symbol	J
Fuel efficiency class	E
Wet grip class	C
External rolling noise class	A
External rolling noise value	70 dB
Severe snow tyre	No
Date of start of production	30/20
Date of end of production	-
Commercial name or trade designation	HSU1 URBAN-TRAFFIC
Load version	
Additional information	
Load-capacity index (Load index for Dual mounting)	145
Load-capacity index (Single load index for Additional Service Description)	
Load-capacity index (Dual load index for Additional Service Description)	
Speed category symbol (for Additional Service Description)	

3] Changes to the information duty in commercial (sales) communications

The changes involve extensive and compulsory changes in the communication to the end user. Only when the tire brand is communicated as a brand (branding), there is no obligation to mention a tire label. In visual advertisements about a range of tires and not just a specific type, the tire label does not have to be shown. In all other cases this obligation exists.

When a specific tire is offered for sale (brand, profile, tire size and possibly price indication) the most recent tire label must always be displayed. This applies to all means of communication, both online and offline! In all your sales activities with physical price lists and/or via your website or webshop, a tire label must therefore be displayed for each tire, per version (brand, type, size). The extensive product information sheet will also have to be available on request.

This also applies to all marketing activities at product level. Examples brochures, flyers, advertisements, technical product sheets, etc. Again, the only exception is when the brand is communicated as a brand (branding). For example: Point of Sales material with general tire information about the tire brand.

Suppliers and distributors must also include on their websites, where relevant: a statement indicating that tires with ice grip are specifically designed for ice and roads with packed snow, that they should only be used in very severe weather conditions (e.g. low temperatures) and that the use of tires with ice grip in less severe weather conditions (e.g. precipitation or higher temperatures) may lead to reduced performance, in particular concerning wet grip, handling and wear.

Suppliers shall also make the following available on their websites:

- a link to the relevant Commission webpage dedicated to this Regulation.
- an explanation of the pictograms printed on the tire label.

- a statement highlighting the fact that actual fuel savings and road safety depend heavily on the behavior of drivers, and in particular on the following:
 - eco-driving can significantly reduce fuel consumption;
 - tire pressures need to be regularly checked to optimise fuel efficiency and wet grip;
 - stopping distances must always be respected.

At the point of sale, the tire label (as provided by the manufacturer) must be displayed in a clearly visible and fully legible location on the tire and the product information sheet must also be readily available (in digital or print format) upon request.

If tires offered for sale are not physically present or visible to the end user at the time of sale, a copy of the tire label must be provided prior to sale. This includes tires that are to be ordered specifically for a customer.

The obligation to always state the label values on the sales invoice will lapse as of 01.May.2021. The new legislation obliges you to show / hand over the label values to the consumer before the final sale.

4] FAQ

- “As a seller, will you only receive tires with new labels (physical) as of 01.May.2021?”
No. Only tires first placed on the EU market as of 1 May 2021 will have the new label. Tires that were in circulation before this date will have the current tire label.

So it is certainly possible that a customer buys a tire with the 'old label values' and when consulting the EPREL sees the new values. Due to the reclassification it may therefore appear that the customer has received a tire with worse label values than those stated on the tire when it was sold. This is not correct. The consumer has received the correct tire. The tire delivers exactly the same performance (D-C), but has an outdated label.

- “Will the current physical tire label be declared invalid as of 1 May 2021”?
No. Tires placed on the market before 1 May 2021 will have the current tire label which will still be valid, due to the date of availability to the trade.
- Will the current tire labels, as of 1 May 2021, still be shown (online) for tires produced before 1 May 2021?
"No. If tires are placed on the market before May 1, 2021, the tires will indeed carry the current label physically, but for (online) correspondence the new label will be communicated.
- Are tires without a physical label suitable for sale after 01.May.2021?
Yes, as long as the tire label is easily retrievable / made available, tires without a physical label (e.g. by getting lost in transport/warehousing processes) will still be suitable for sale.

We realize that the above contains a lot of information and that you will have questions in the near future. We will follow the current developments and the resulting obligations closely and will inform you in the interim if necessary. If you have any questions in response to this newsletter, please call your contact person. They will help and guide you as best they can during this mandatory label transition.

5] Technical consequences

OPTION 1: "What will change for orders via our e-commerce?"

CHANGE IN THE INDICATION OF LABEL VALUES

As of 01.May.2021, all articles will be indicated online with renewed label values based on the renewed and stricter European legislation.

The renewed label values will continue to be mentioned in our e-commerce system at the current positioning, near the price of the article.

'Fuel Efficiency', 'Wet Grip', 'Roll Noise', 'Noise Level', 'Snow Grip', 'Ice Grip', 'link to an image of the label & link to the EU-page with for example the product data sheet, will be clearly displayed.

For content explanations regarding the renewed tire label and consequences regarding the current tire label, we like to refer you to our specially designed web page "The renewed European Tire Label".

OPTION 2: "What will change for orders via an EDI connection?"

CHANGE IN THE LAYOUT OF YOUR EDI-FILES AND ENTRY IN THE EPREL-DATABASE

Because according to the stricter legislation from 01.May.2021 only the renewed label values will be communicated, the lay-out of your EDI-files will be subject to a change.

The current columns under the headings 'Fuel Efficiency', 'Wet Grip Roll Noise' and 'Noise level' will no longer be filled from 01.May.2021. Please note that these current columns will not be discontinued, but their content will be displayed as blank.

Instead, the EDI files will be provided with new, extra (!) columns. These new columns will be added to the right side of the file, under the headings : 'Fuel Efficiency', 'Wet Grip', 'Roll Noise', 'Noise Level', 'Snow Grip', 'Ice Grip', 'EPREL- ID' end 'EPREL-link'.

The last two columns are essential as you, as a reseller, are obliged to make a reference to the EPREL database. The unique EPREL ID allows you to retrieve label values and other product information from the European database.