



**TyreSafe**  
tyresafe.org



**GET HOME**

**SAFELY**

**THIS WINTER**



## **TyreSafe Campaign Toolkit**

Encouraging drivers to ACT on tyre safety during the treacherous winter months.

**#HomeSafelyForWinter**

## Campaign overview

TyreSafe is launching the 'Home Safely for Winter' campaign to raise awareness about the importance of tyre safety during the winter season. As weather conditions worsen with heavy rain, snow, sleet, and high winds, road users face more challenging driving environments. The campaign encourages drivers to take proactive steps and ACT on tyre safety to ensure they can get home to their loved ones safely.

With an alarming **6 million tyres** in the UK having illegal tread each year, drivers are putting themselves and others at

risk. Tread depth is essential for vehicle braking, handling, and grip, especially on wet, icy, or snow-covered roads. This campaign reminds drivers that taking a few minutes to perform basic tyre maintenance can make all the difference in their safety.

Whether it's driving home from work on dark evenings, heading out early for the school run, or visiting family and friends, tyre safety is crucial for arriving home safely. TyreSafe urges all road users to **ACT** and wrap up warm while checking their Air pressure, Condition, and Tread this winter.

## CAMPAIGN KEY MESSAGE:

### ACT ON TYRE SAFETY



The foundation of the 'Home Safely for Winter' campaign is the ACT message. By regularly performing these three simple tyre checks, motorists can protect themselves and others on the road, reducing the risk of accidents during dangerous winter conditions.

- **Air Pressure:** Ensure your tyres are properly inflated. Under-inflated tyres reduce fuel efficiency and can negatively impact handling, especially on slippery roads.
- **Condition:** Check your tyres for cuts, bulges, or other signs of damage that could lead to a blowout or loss of control, particularly in harsh winter conditions.
- **Tread:** Ensure your tyres meet the legal minimum tread depth of 1.6mm. The deeper the tread, the better your tyres will grip the road, especially in rain, snow, and ice.

## Winter Driving Tips and Road Safety Advice

In addition to tyre safety, drivers should take additional precautions during the winter months to stay safe on the roads. Below are some useful winter driving tips:

1. **Reduce speed** - Wet, icy, or snowy roads require slower speeds and increased stopping distances.
2. **Increase stopping distance** - Brake gently and maintain a greater distance from the vehicle in front to prevent skidding.
3. **Clear windscreens** - Ensure your windscreen is fully defrosted, and your wiper blades are in good condition to maintain visibility.
4. **Use headlights properly** - In low visibility conditions like heavy rain or snow, make sure your headlights are turned on. Consider using fog lights if conditions worsen.



## Up-to-Date information on tyre types – summer, winter, and all-season tyres

Understanding the difference between tyre types is essential to making informed decisions for winter driving.

### Summer Tyres

These tyres offer optimal performance in temperatures above 7°C, but their performance significantly decreases in cold and wet conditions. Summer tyres are not recommended for winter driving due to their harder rubber compound, which can compromise grip and safety.



### Winter Tyres

Designed specifically for colder temperatures and adverse weather, winter tyres have a softer rubber compound and deeper tread patterns to improve traction on snow, ice, and wet surfaces. Winter tyres can be a good investment if you live in areas prone to extreme weather during the colder months.



### All-Season Tyres

All-season tyres offer a balanced performance throughout the year, combining features of both summer and winter tyres. While they don't perform as well as winter tyres in extreme conditions, they can be a convenient option for drivers who want a year-round solution without switching tyres seasonally.



**5. Check your battery** - Cold weather can affect your vehicle's battery, so ensure it's in good working condition to avoid breakdowns.

**6. Pack a winter survival kit** - In case of a breakdown, having essential supplies such as warm clothing, blankets, food, water, a torch, and de-icer can be a lifesaver.

It's important to choose the right tyre for your driving conditions. Winter tyres offer the best safety and performance in severe cold weather, while all-season tyres can provide a middle-ground option for regions with milder winters.

# HOW TO SUPPORT THE CAMPAIGN

Supporters of the 'Home Safely for Winter' campaign can access a wide range of assets via the TyreSafe resources section, including:

- **Social media assets:** Shareable images, infographics, and animations promoting tyre safety and the ACT message.
- **Printable graphics:** Posters and flyers for use in garages, tyre shops, and community spaces to promote tyre maintenance (supporters can customise these in the Members' Area).



## Campaign activation

The campaign will run throughout the winter months, with the primary push happening in October and November as drivers prepare for the more treacherous conditions ahead. Encourage your customers, employees, and community members to wrap up warm and **ACT on tyre safety.**



- **Ongoing Tyre Advice:** A wealth of educational content available on TyreSafe's website, providing detailed information on tyre care, legal requirements, and safety tips.



## Get involved and share your support

You can join the conversation by sharing your tyre safety stories on social media using the hashtag **#HomeSafelyForWinter.**

Encourage your followers to check their tyres and remind them that it only takes a few minutes to ensure they get home safely to their loved ones.

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