FULL COLOR FIGURES FOR NHTSA'S TIRE FUEL EFFICIENCY CONSUMER INFORMATION PROGRAM NPRM

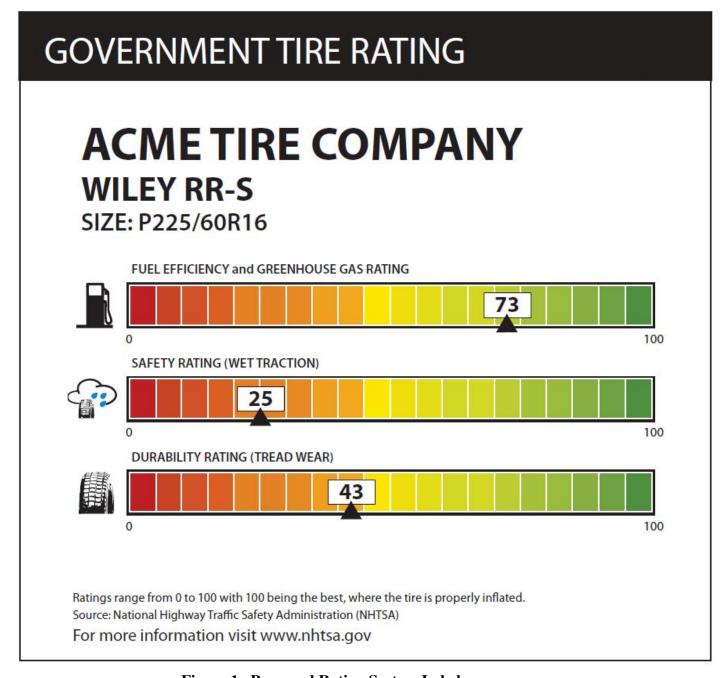


Figure 1. Proposed Rating System Label

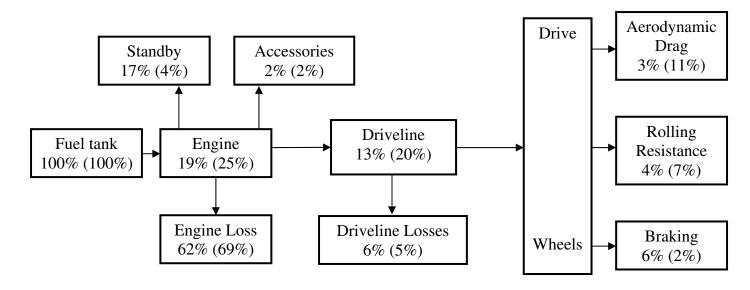


Figure 2. Uses and Losses of Fuel Energy in a Vehicle – Estimates of City and Highway Usage (Highway Figures Appear in Parentheses)

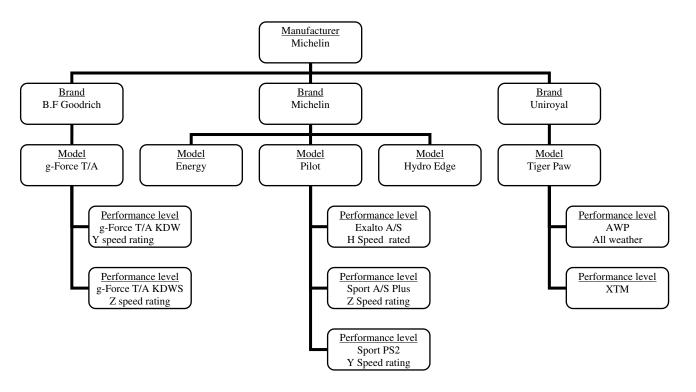


Figure 3. Example of Tire Terminology

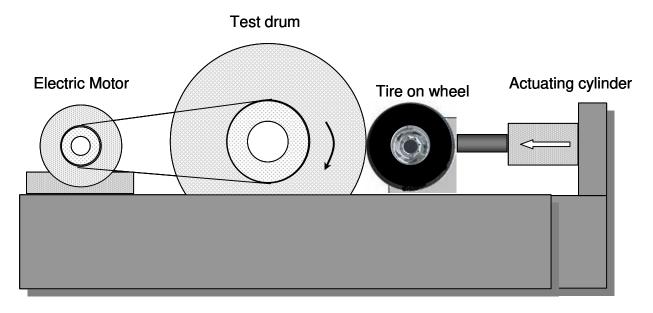


Figure 4. Typical Test Configuration for Rolling Resistance Measurements

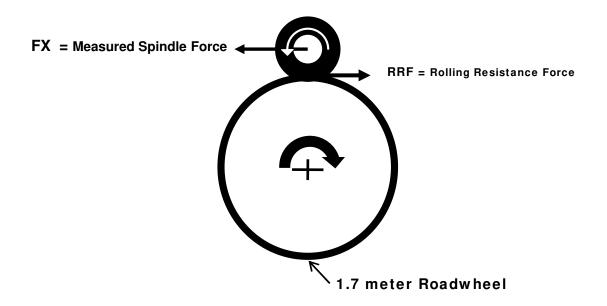


Figure 5. Force Method Rolling Resistance

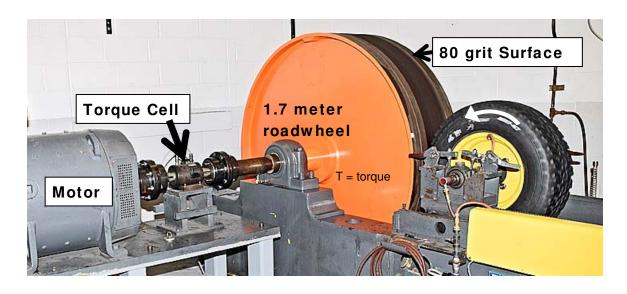


Figure 6. Torque Method Rolling Resistance

GOVERNMENT TIRE RATING

ACMETIRE COMPANY WILEY RR-S SIZE: P225/60R16 **FUEL EFFICIENCY and GREENHOUSE GAS RATING** 100 SAFETY RATING (WET TRACTION) 25 100 **DURABILITY RATING (TREAD WEAR)** 43 100 Ratings range from 0 to 100 with 100 being the best, where the tire is properly inflated. Source: National Highway Traffic Safety Administration (NHTSA) For more information visit www.nhtsa.gov

Figure 7. Proposed label

ACME TIRE COMPANY

WILEY RR-S

SIZE: P225/60R16

Compare This Tire With Others Before You Buy.



Figure 8. Label A in NHTSA consumer research

ACME TIRE COMPANY WILEY RR-S SIZE: P225/60R16 Compare This Tire With Others Before You Buy. TRACTION RATING TREAD WEAR RATING TREAD WEAR RATING TREAD WEAR RATING TO average rating TO average rating TO average rating

50

average rating

Figure 9. Label B in NHTSA's consumer research

Ratings range from 1 to 100 with 100 being highest.

Source: National Highway Traffic Safety Administration (NHTSA)

ACMETIRE COMPANY WILEY RR-S

SIZE: P225/60R16

Compare This Tire With Others Before You Buy.

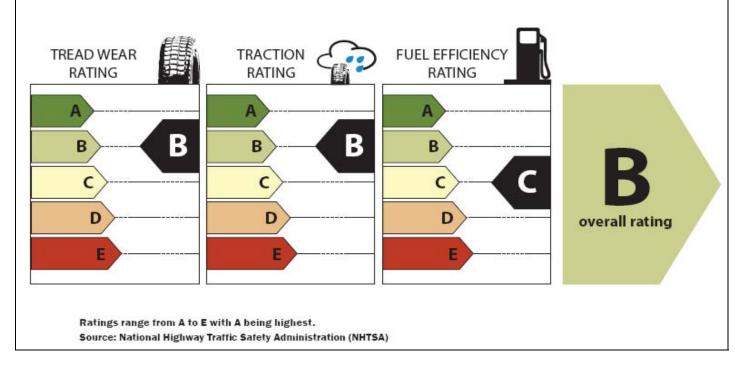


Figure 10. Label C in NHTSA's consumer research

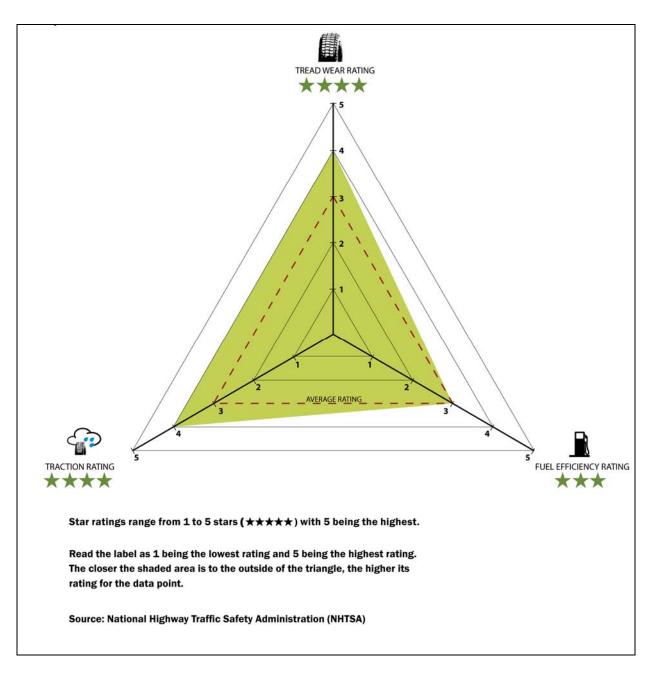


Figure 11. Label D in NHTSA's consumer research

ACME TIRE COMPANY

WILEY RR-S

SIZE: P225/60R16

Compare This Tire With Others Before You Buy.

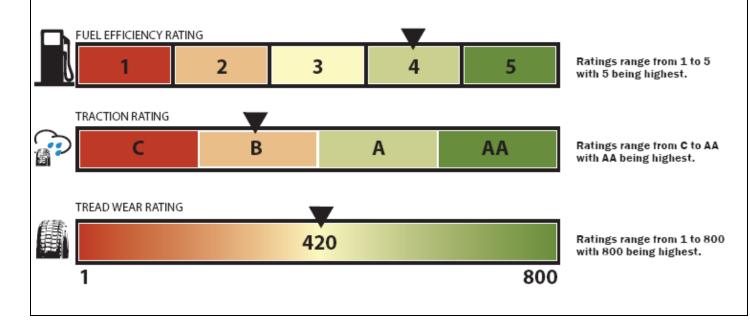


Figure 12. Label E in NHTSA's consumer research



Figure 13. Alternate Traction Icons

Miles per gallon of Your Vehicle	25	
Miles per Year You Drive	10000	
	Tire A	Tire B
Efficiency Rating	50	60
Gallons per Year You Can Save		12

Figure 14. Example Calculation for Consumer Comparison