



TYRE INDUSTRY FEDERATION

Roll-out of the new tyre labelling regulation (EU) 2020/740

10th March 2021

ENERG

SUPPLIER'S NAME Tyre type identifier

Size Tyre class

A B C D E

A B C D E

XY dB

ABC

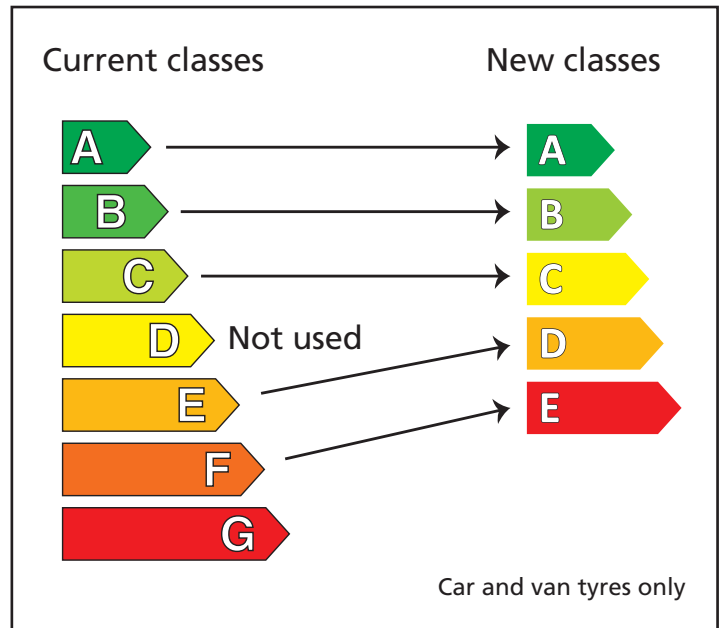
2020/740

Roll-out of the new tyre labelling regulation (EU) 2020/740

Introduction

- A new EU tyre labelling regulation will come into force on 1st May 2021.
- The new EU regulation will have force of law in N Ireland from 1st May. Equivalent GB regulations are planned to follow.
- The Department for Transport has welcomed the industry commitment to maintain the consistency of communication throughout the interim period.
- The new EU regulation introduces a simplified system of label classes. See graphic (right).
- The new EU regulation confirms and strengthens the requirements to communicate the labelling information to consumers.

Comparison between current and new label classes



Distributor obligations under the new labelling regulation

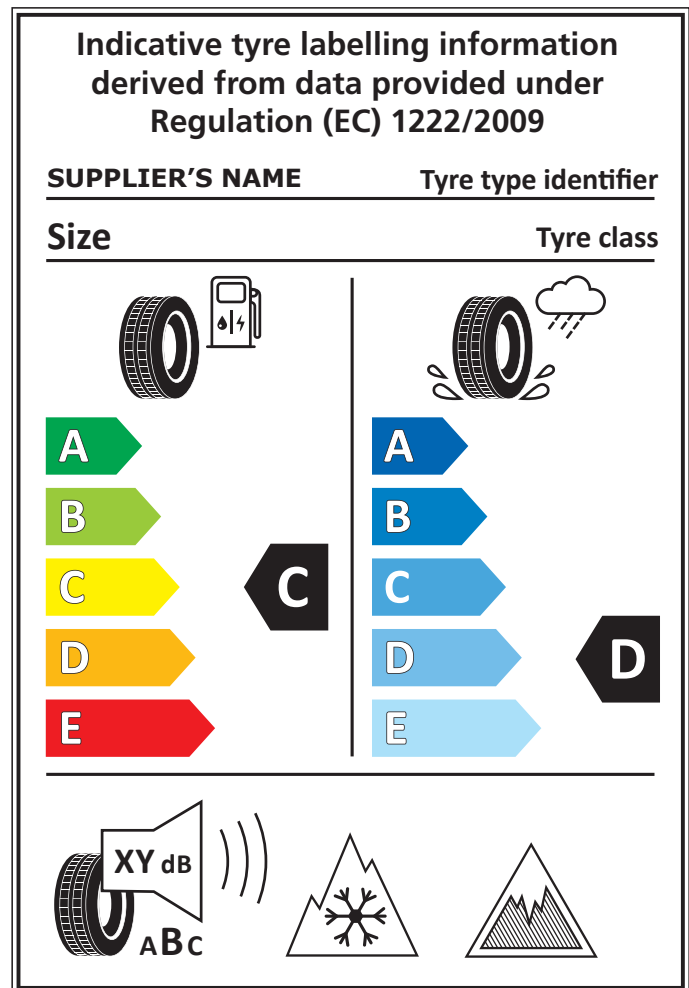
Topic	Obligation under new labelling regulation (EU) 2020/740	Status
Sale of tyres	At the time of the purchasing decision, the customer is shown the labels, or images of the labels, relating to the tyres offered for sale. <i>Under the current regulation, where tyres are not visible to the customer, it is sufficient to communicate the labelling information.</i>	Revised
Sale of tyres	The newly-introduced Product Information Sheet is available to the consumer, including upon request, in printed form.	New
Visual advertisement	Any visual advertisement for a specific tyre type must show the tyre label.	New
Technical promotional material	Any technical promotional material concerning a specific tyre type must display the tyre label and include the tyre labelling information.	New
Paper-based distance selling	Materials must show the tyre label and inform customers that the Product Information Sheet is available through a free access website and on request in printed form.	Revised
Telemarketing-based distance selling	Must inform customers of the tyre labelling information and that they can access the tyre label and the Product Information Sheet through a free access website, and by requesting a printed copy.	Revised
Tyres sold or offered for sale on the internet	Must ensure that the tyre label is displayed close to the price indication and that the Product Information Sheet can be accessed.	Revised
Provide labelling information on bills & invoices	No longer required.	Repealed

In practical terms, what will happen on 1st May?

- Tyres made from 1st May will be supplied with the new EU label.
- For tyres in stock on 1st May, we are planning to upgrade the information without changing the label on the tyres. This will enable a clean transition from the old classes to the new from day one.
- Labelling information for tyres already in the supply chain will be repositioned into the new performance classes. Point of Sale software providers are working on an update to make this process automatic. There will be no requirement to re-label tyres bearing the old label.

Tyres with the old label

- From 1st May, tyre labelling information will become available from a pan-European database. Updated retailer's Point of Sale software will draw from this resource.
- However, not all tyres will be on the database from 1st May. If the labelling information is not available from the new source, the Point of Sale software will automatically generate it from data held under the old regulation. The re-classified information will be presented on an interim label (right), showing that it has not come from the European database.
- An image of this digital label can be used to fulfil the consumer communication obligations. There will be no requirement to re-label tyres.
- Soon after the missing data become available on the European database, the Point of Sale software will automatically switch to this source and present the information on the new-format EU label.



- In N Ireland, communication of the labelling information to consumers must follow the requirements of the new EU regulations.
- In GB, the requirement to communicate the label information to consumers will be maintained throughout the interim period.

Wholesale trade GB to N Ireland under the new labelling regulation (EU) 2020/740

- A GB wholesaler supplying N Ireland can be both
 - Distributor of product first placed on the Union market by another, EU registered entity, and
 - Importer who first makes a product available on the Union market
- The obligations in Articles 4 & 5 of the Regulation apply only to wholesaler activity as an importer ie the legal entity that first makes a product available on the Union market
- NB Customs rules must also be respected regarding trade between GB and N Ireland:
[Importing from and re-exporting union goods to the EU - flowchart \(printed version\) \(publishing.service.gov.uk\)](#)

