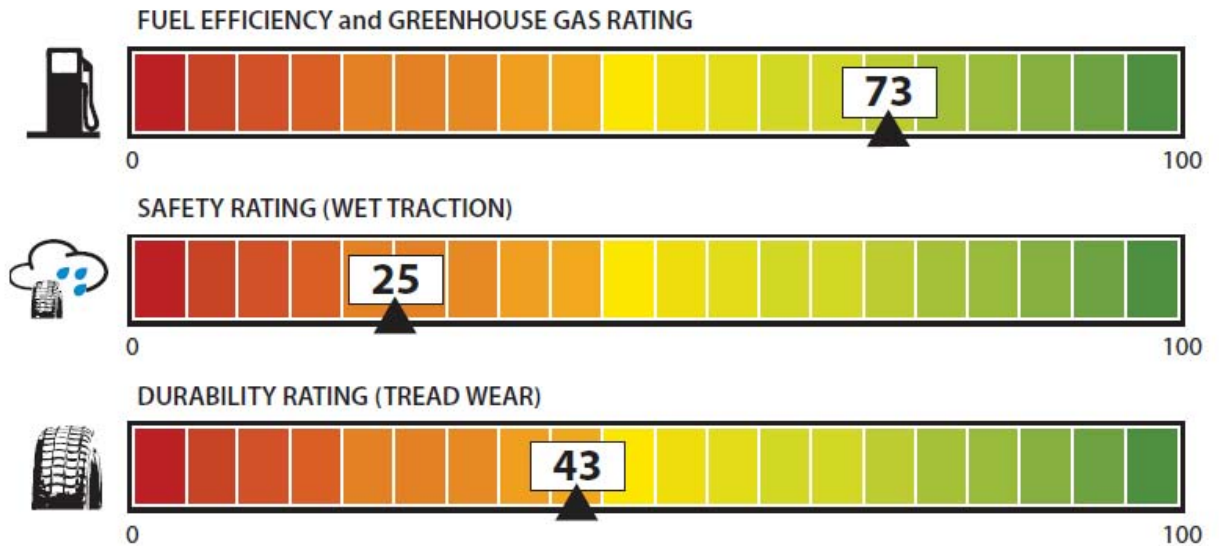


FULL COLOR FIGURES FOR NHTSA'S TIRE FUEL EFFICIENCY CONSUMER INFORMATION PROGRAM NPRM

GOVERNMENT TIRE RATING

ACME TIRE COMPANY WILEY RR-S SIZE: P225/60R16



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 1. Proposed Rating System Label

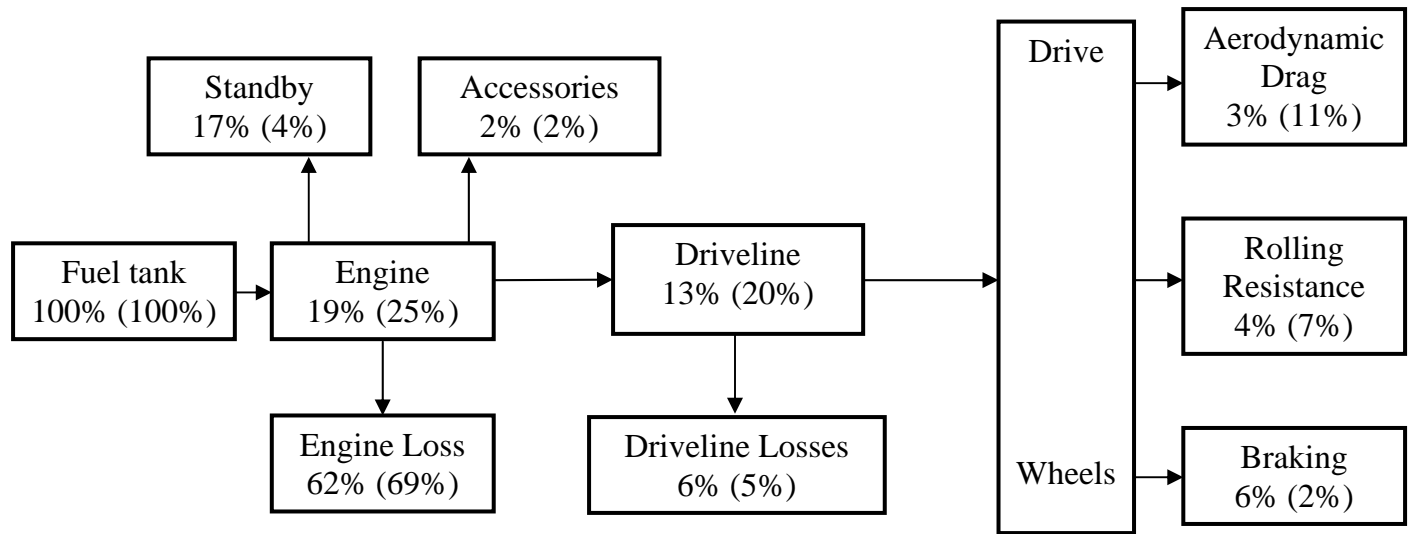


Figure 2. Uses and Losses of Fuel Energy in a Vehicle – Estimates of City and Highway Usage (Highway Figures Appear in Parentheses)

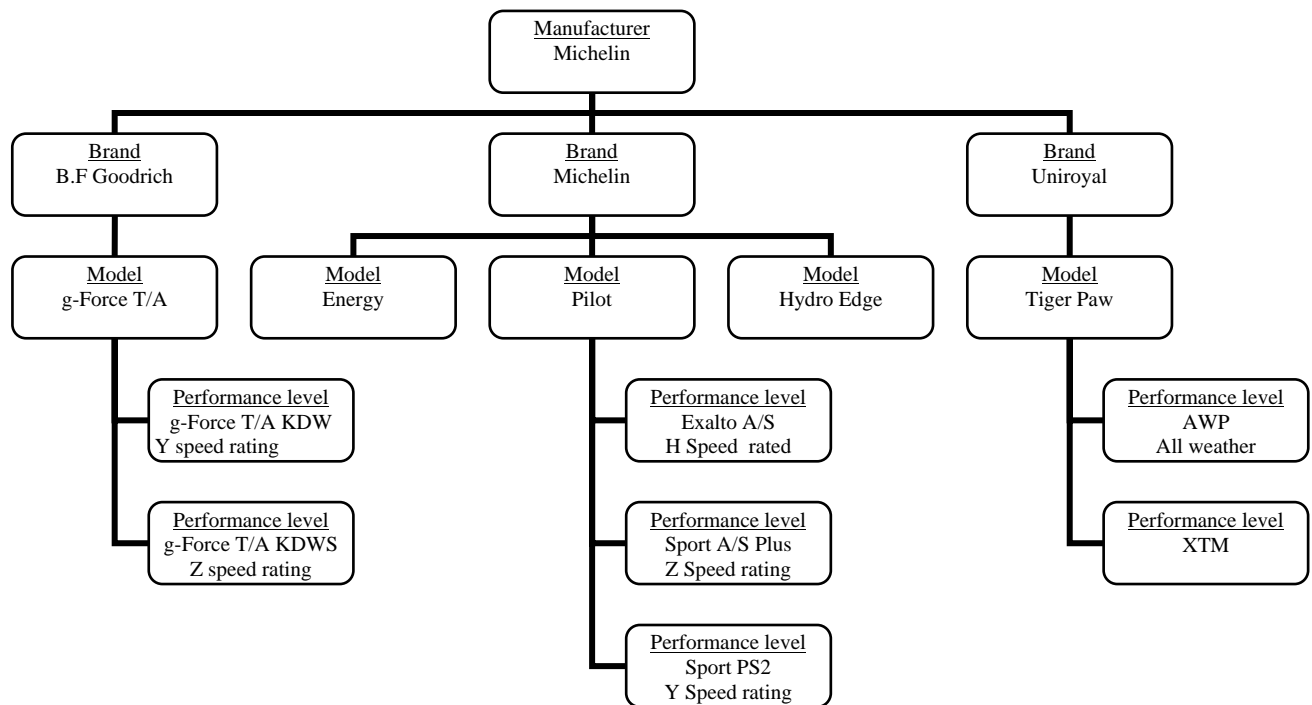


Figure 3. Example of Tire Terminology

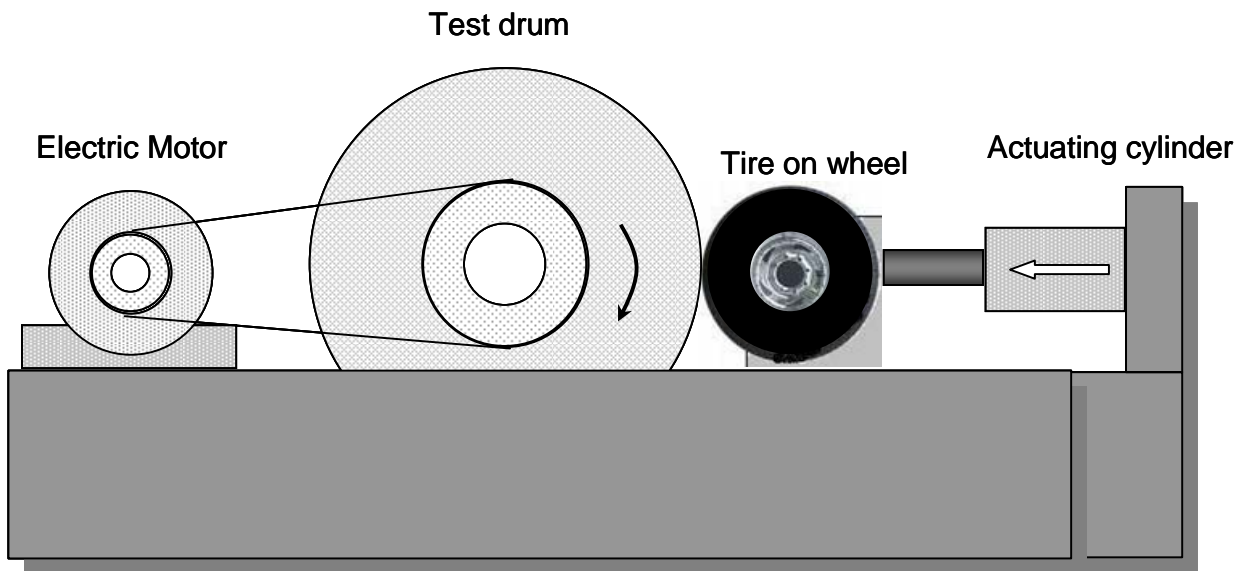


Figure 4. Typical Test Configuration for Rolling Resistance Measurements

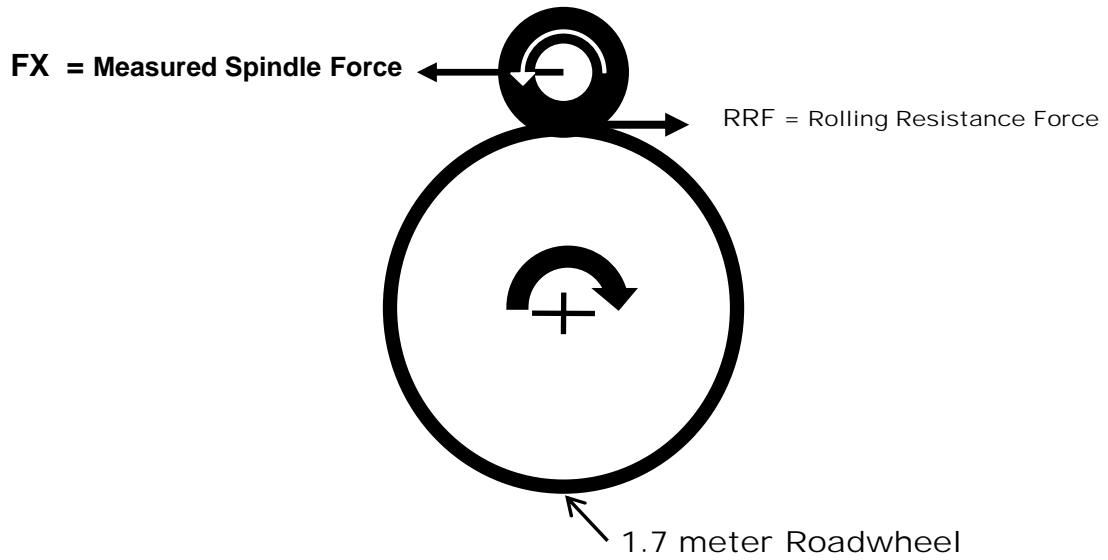


Figure 5. Force Method Rolling Resistance

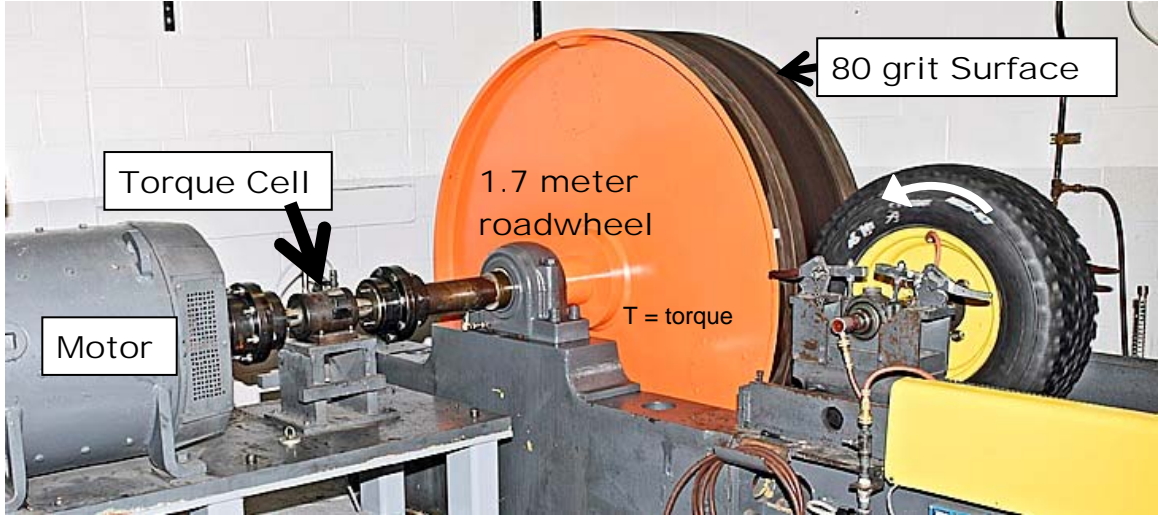


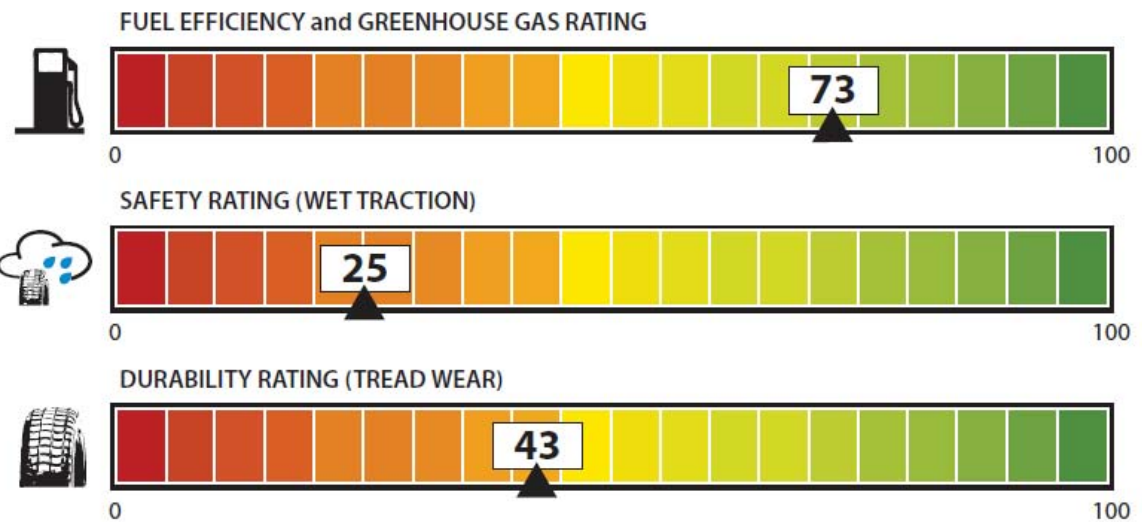
Figure 6. Torque Method Rolling Resistance

GOVERNMENT TIRE RATING

ACME TIRE COMPANY

WILEY RR-S

SIZE: P225/60R16



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.



Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.

Source: National Highway Traffic Safety Administration (NHTSA)

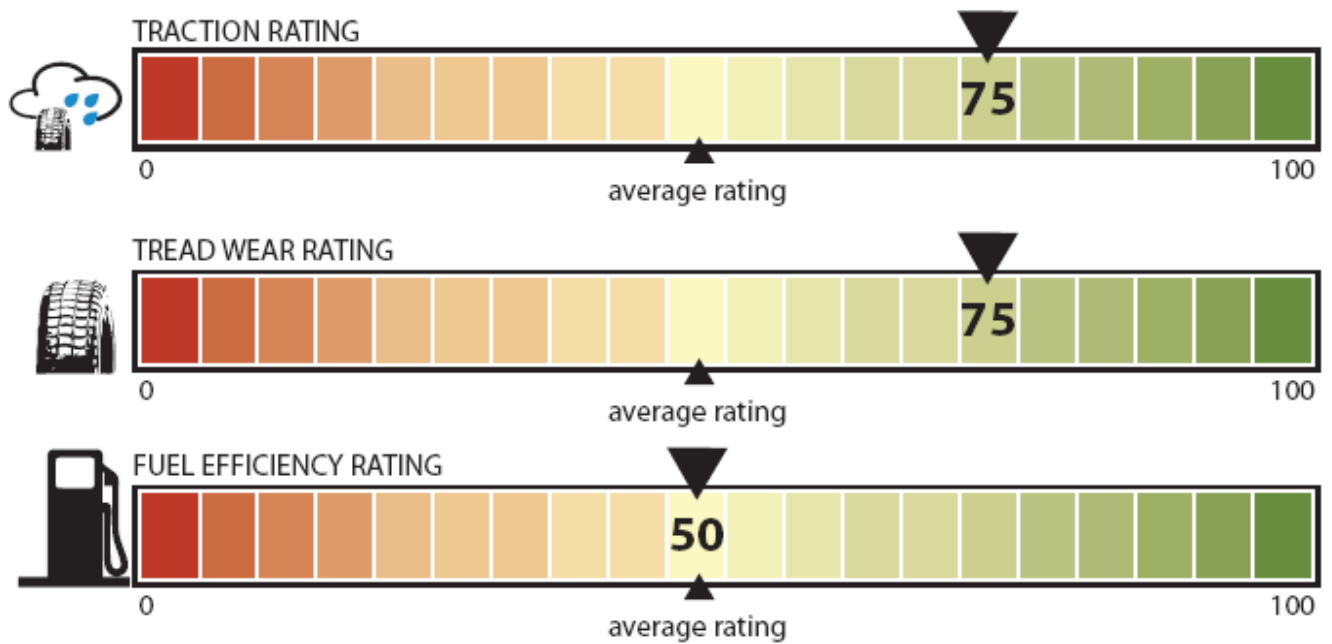
Figure 8. Label A in NHTSA consumer research

ACME TIRE COMPANY

WILEY RR-S

SIZE: P225/60R16

Compare This Tire With Others Before You Buy.



Ratings range from 1 to 100 with 100 being highest.
Source: National Highway Traffic Safety Administration (NHTSA)

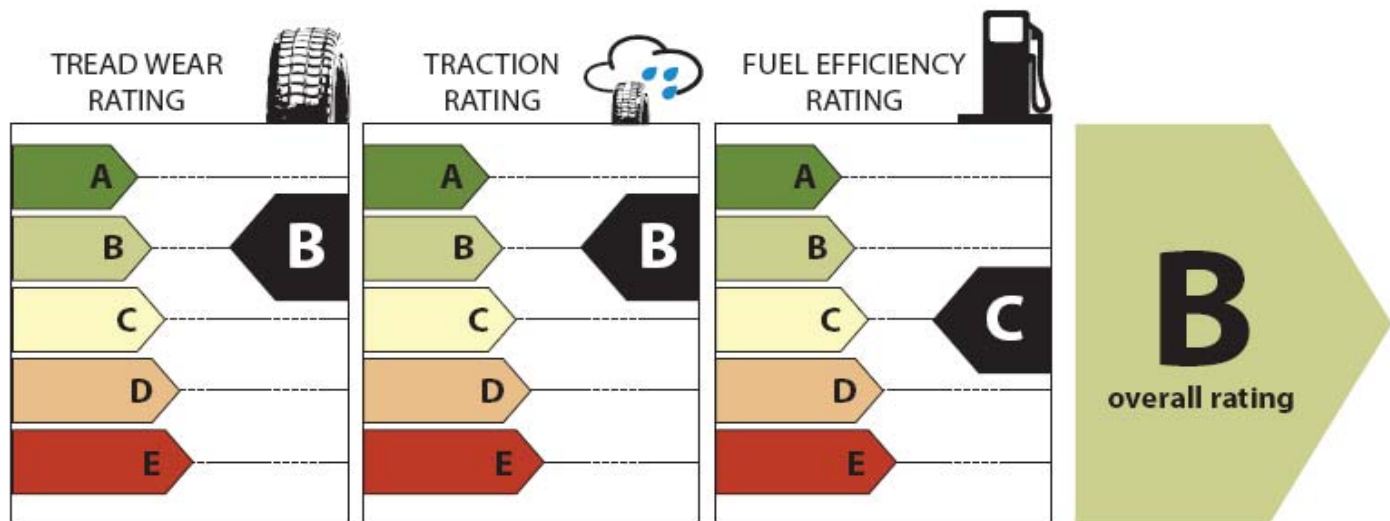
Figure 9. Label B in NHTSA's consumer research

ACME TIRE COMPANY

WILEY RR-S

SIZE: P225/60R16

Compare This Tire With Others Before You Buy.



Ratings range from A to E with A being highest.
Source: National Highway Traffic Safety Administration (NHTSA)

Figure 10. Label C in NHTSA's consumer research

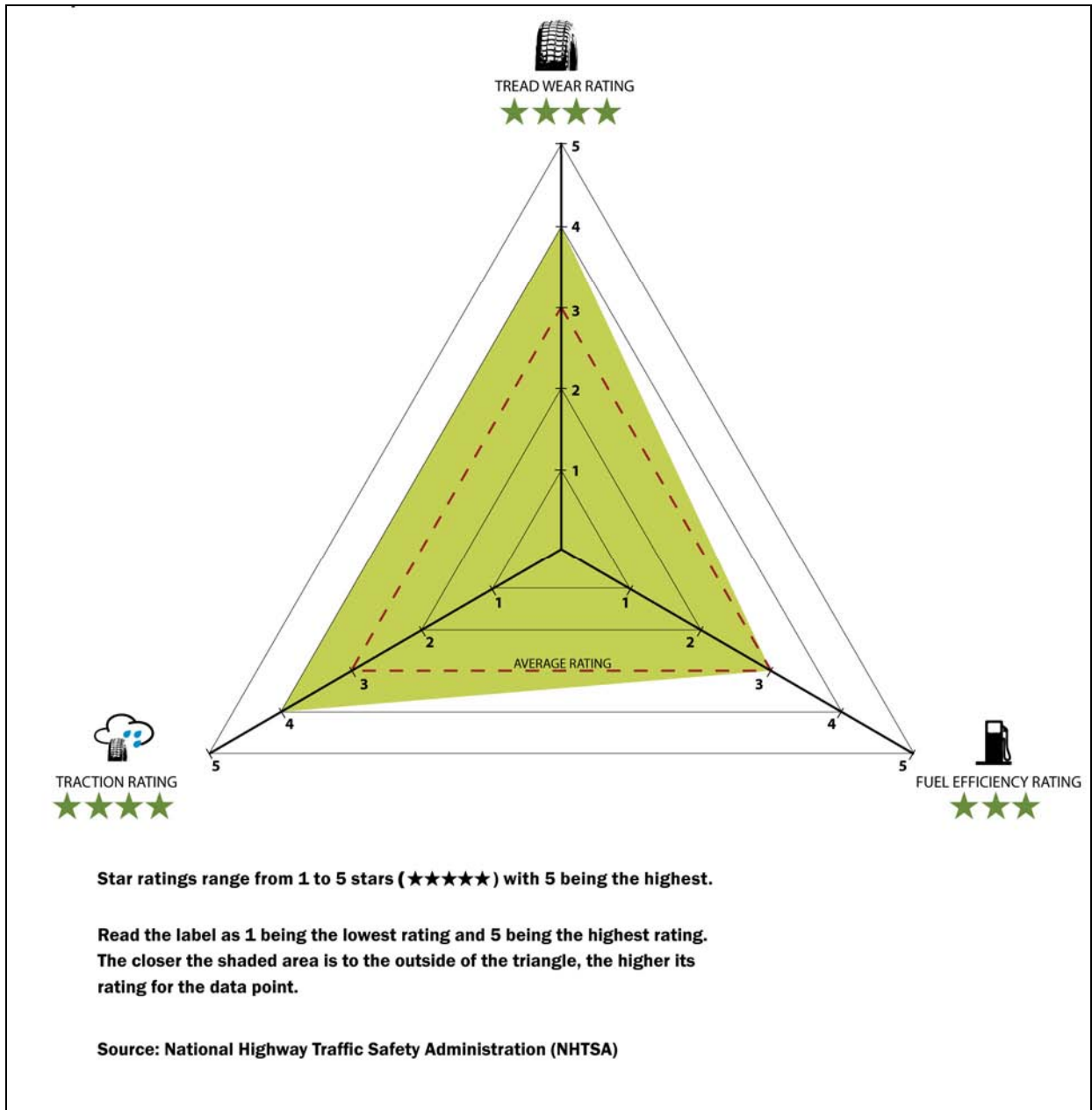


Figure 11. Label D in NHTSA's consumer research

ACME TIRE COMPANY

WILEY RR-S

SIZE: P225/60R16

Compare This Tire With Others Before You Buy.

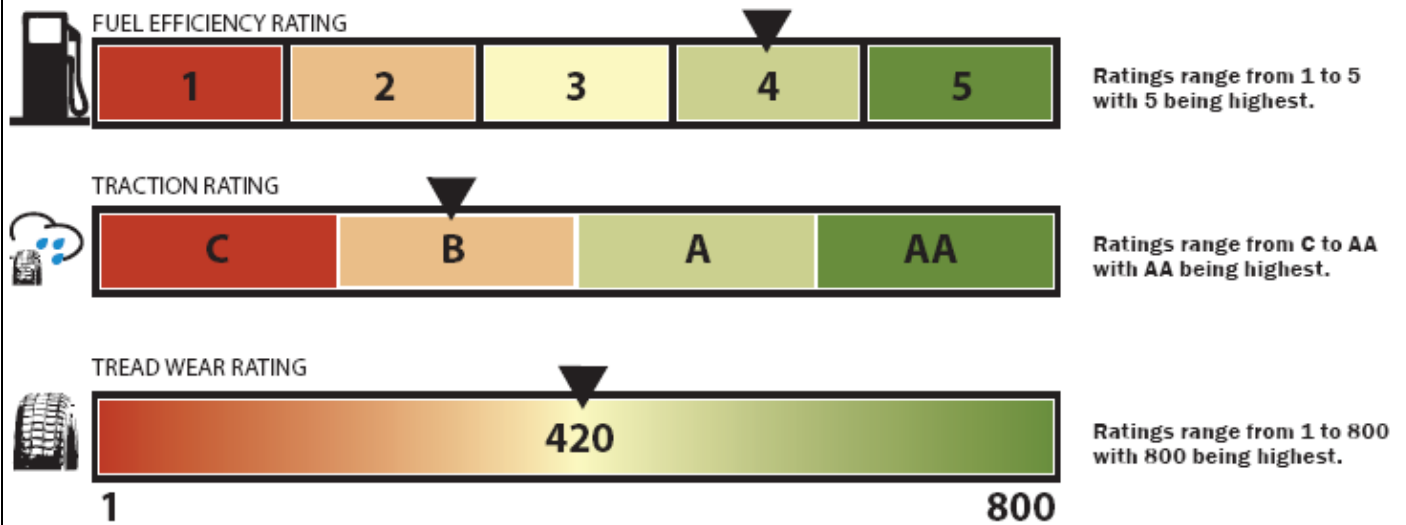


Figure 12. Label E in NHTSA's consumer research



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