

EU tire label launches on November 1, 2012

### **New study shows high-performance tires soon pay dividends as “green investments” for motorists**

- **“Green return” on “green tires” better than on automatic start-stop systems and hybrid drives**
- **Motorists can cut fuel costs and CO<sub>2</sub> emissions significantly thanks to quality tires**
- **LANXESS app makes customized calculations for potential savings and environmental impact of “green tires”**

**Leverkusen** – “Green tires” are one of the most efficient methods for drivers to cut the cost of motoring and protect the environment. This is shown in a recent study by the Technical University of Munich on behalf of LANXESS, the world’s leading synthetic rubber manufacturer. According to this, the “green return” on these low-rolling resistance, high-quality tires is excellent. Motorists' investment in these tires pays for itself much faster than automatic start-stop systems and hybrid drives, for example, thanks to their low fuel consumption and low additional costs. By switching to green tires, motorists also achieve higher CO<sub>2</sub> reductions for each additional euro invested than for other “green investments”.

The scientific study was prompted by the mandatory labeling of new tires with the EU tire label beginning November 1. The distinctive label will then grade all new tires rolling off the production line in the categories rolling resistance (i.e. consumption) and wet grip (safety) on a scale of A (best) to G (worst) and will also indicate the rolling noise volume. Green tires get particularly good ratings on the new EU label, which consumers already know in a similar form from refrigerators and washing machines.

“The TU Munich study confirms that green tires offer motorists numerous benefits for little financial outlay,” says Werner Breuers,

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Page 1 of 3

member of the LANXESS AG Board of Management. “Beginning next week, consumers will be able to use the new EU label to identify at the time of purchase whether they are buying high-performance tires. Our innovative rubbers play a key role in this, making low-rolling resistance, fuel-efficient tires possible.”

### **Green tires pay for themselves much faster**

A simple example from the TU Munich study shows how much the optimized rolling resistance cuts a car's fuel costs. A car that consumes six liters of fuel per 100 kilometers and covers a distance of 12,500 kilometers a year with a fuel price of EUR 1.40 per liter can save up to EUR 100 a year thanks to green tires. Automatic start-stop systems cut consumption by roughly the same level – around six percent – but purchasing and installing this technology is much more expensive than switching to green tires. The additional costs for quality tires are also recouped faster – green tires pay for themselves after just 20,000 kilometers on average, whereas automatic start-stop systems do not reach this point until after 60,000. The tires also perform well in terms of green return – with savings of 4.7 kilograms of CO<sub>2</sub> for each additional euro invested, the efficiency value is another 50 percent higher than for automatic start-stop systems and as much as 150 percent higher than for hybrid drives.

### **LANXESS app shows individual potential savings**

The fuel saving calculator from specialty chemicals group LANXESS shows how much money all motorists can save and what cuts in CO<sub>2</sub> emissions they can achieve thanks to green tires. Just a few details are needed to perform the calculation – the annual mileage, the car's consumption and, of course, the fuel price. The program was developed in conjunction with the Technical University of Munich. TÜV Rheinland has tested and certified the calculator. About 60.000 users have already accessed the program or downloaded it directly. The software has been available since September as a free **app** in

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Page 2 of 3

the App-Store and as a **mobile and web version** at  
[www.app.green-mobility.com](http://www.app.green-mobility.com).

LANXESS is a leading specialty chemicals company with sales of EUR 8.8 billion in 2011 and currently around 16,900 employees in 31 countries. The company is currently represented at 49 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals. LANXESS is a member of the leading sustainable indices Dow Jones Sustainability Index (DJSI) World and FTSE4Good.

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Page 3 of 3