## 8 Roadside call-outs

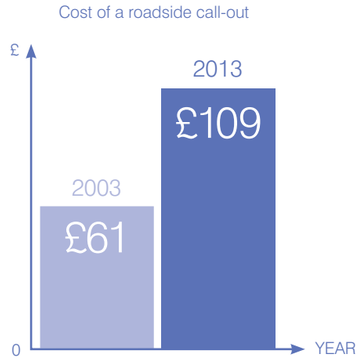
As tyre costs have risen, so has the trend for fleets to consider fitting cheaper rubber. Such tyres typically have a higher rolling resistance, as demonstrated with EU tyre labelling, and are potentially more liable to puncture, damage or premature failure compared with premium fitments.

In principle, a cheap tyre is only a cheap tyre when you purchase it. If you have a problem with it, it can quickly become an expensive tyre.

As business costs have risen, so has the charge for an ATS Euromaster roadside rapid response call-out:

- Cost of a roadside call-out in 2003: £61
- Cost of a roadside call-out in 2013: £109

The current rate still represents excellent value given we operate 24/7, nationwide, and our **average response time in 2012 was just 65 minutes.** But don't wait for your next breakdown to occur; work with your service provider now to implement policy changes, such as agreeing regular fleet inspections and fitting quality tyres, to help minimise the risk of future breakdowns.




## For more information speak to an ATS Euromaster Account Manager or call 0870 066 3624

All calculations based on a 4x2 tractor unit operating with a tri-axle trailer. Fuel consumption measured at 8.7 mpg over 120,000 km a year and fitted with premium brand tyres.

Tyre and service prices are averages charged by ATS Euromaster and correct at the time of going to press.

*Source: EnergyQuote JHA, via the Freight Transport Association – all prices quoted based upon the average bulk diesel price (excluding VAT) in January 2003 versus the daily price on 5 March 2013.

**Source: Michelin trials conducted between 2007-2009 on 4 main dimensions: 315/80 R 22.5, 315/70 R 22.5, 385/65 R 22.5, 13 R 22.5

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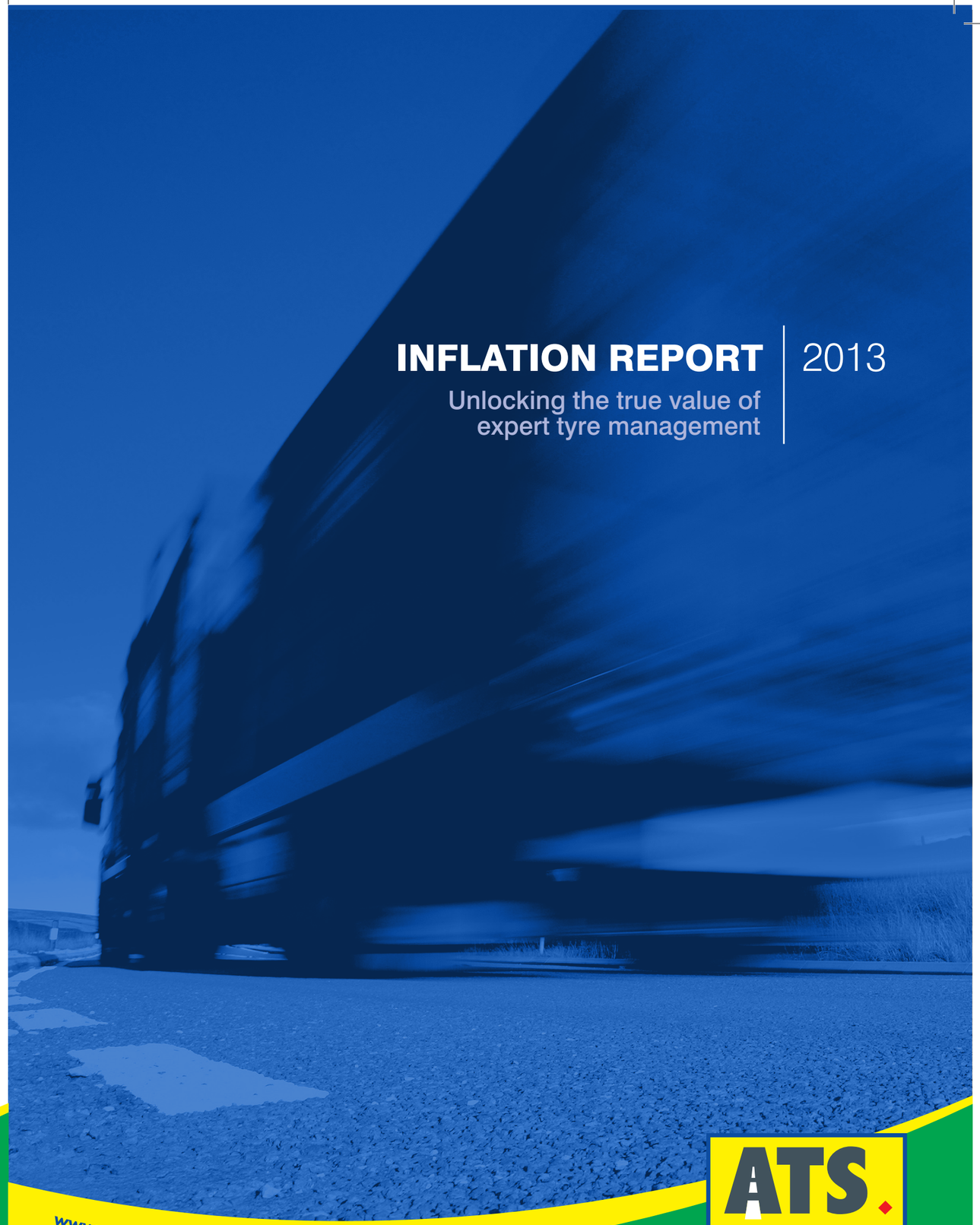
# INFLATION REPORT 2013

## Unlocking the true value of expert tyre management



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*Vehicle running costs are at their highest in history, with fuel and tyres collectively accounting for tens of thousands of pounds per year for a tractor unit and trailer.*

*Steep rises in costs mean fleets must pay closer attention to their tyres than ever before. Not only can improved tyre husbandry and a commitment to fitting the right tyre for the job cut replacement bills, the positive impact on fuel efficiency can significantly improve your bottom line.*

*Put simply; it has never been more important to ensure you are working with a tyre service provider which offers expert and honest advice. Take my company as an example – we help customers large and small to maximise the value and performance of every single tyre in their fleet.*

*But don't just take my word for it. If you haven't reviewed your tyre policy recently, here are several key reasons why it could pay to do so (many times over).*

**Peter Fairlie** Group Sales Director, ATS Euromaster

## 1 The rising cost of tyres

Ask anyone in road transport a decade ago and they'd have told you commercial vehicle tyres were expensive. But since that time all manufacturers have increased prices dramatically, as a result of a huge rise in demand for raw materials, growing energy costs for tyre production and the weakening value of Sterling.

This has had a massive impact on tyre prices, meaning the average cost of a **premium brand fitment has increased by around 130%** in just 10 years.

- Premium brand steer tyre in 2003: £181
- Premium brand steer tyre in 2013: £417

## 2 The rising cost of fuel

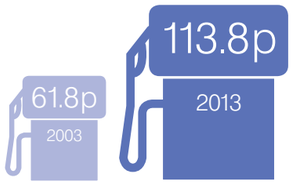
Fuel prices in the UK are soaring. Bulk diesel costs* have **increased by a staggering 84% over a decade.**

- Average cost of bulk diesel in January 2003: 61.8 pence per litre
- Cost of bulk diesel on March 5 2013: 113.8 pence per litre

As fuel costs rise, so does the potential savings from fitting low rolling resistance 'Energy' tyres, if suitable for your application. Over a ten year period, the value of a modest 3% fuel saving per vehicle has risen by £608. But the potential to save might be more than 3%, depending on your current fitment policy.

- 3% saving on annual fuel bill per vehicle in 2003: £724
- 3% saving on annual fuel bill per vehicle in 2013: £1,332

Average fuel prices per litre




## 3 Fuel wasted with tyres underinflated

A 4x2 artic with tyres between 10% and 20% underinflated on long-haul work experiences an approximate 1.25%** increase in fuel use.

- Annual cost of 10% – 20% underinflation per vehicle in 2003: £302
- Annual cost of 10% – 20% underinflation per vehicle in 2013: £555

*Cost increase: £253*

If the same vehicle has its tyres more than 20% underinflated, it experiences an even more costly 2%** (approximate) increase in fuel use.

- Annual cost of more than 20% underinflation per vehicle in 2003: £482
- Annual cost of more than 20% underinflation per vehicle in 2013: £888

*Cost increase: £406*

## 4 Cost of wheel misalignment

A one degree misalignment on the steer axle increases the rolling resistance by around 5%, leading to a reduction in fuel efficiency of approximately 3%**.

- Increase in fuel used per vehicle in 2003: £724
- Increase in fuel used per vehicle in 2013: £1,332

*Cost increase: £608*

The same level of misalignment will also increase tyre wear by 7%, leading to premature tyre replacement and higher bills.

Increased cost of fuel per vehicle


## 5 Regrooving for additional tyre life

On average, regrooving a truck tyre will deliver an **additional 25%** tyre life,** whilst also extending the tyre's life in its most fuel-efficient state. Based on the average cost of a premium steer axle tyre:

- Value of 25% additional tyre life in 2003: £45
- Value of 25% additional tyre life in 2013: £104

*Increase in value: £59*

## 6 The cost of regrooving

Despite the huge savings which can be achieved – **the cost of regrooving itself has increased by only £6.50 over 10 years, to £31 per tyre in 2013.**

The value of an additional 25% tyre life, versus the cost of performing the regroove, makes it more worthwhile than ever before. The majority of truck tyres are manufactured with an additional layer of base rubber built into them. If you don't use it, you are throwing away valuable tyre life.

- Potential saving per regroove in 2003: £20.50
- Potential saving per regroove in 2013: £73

*Increase in value: £52.50 (before you factor in the benefit of prolonging the tyre's life in its most fuel-efficient state)*

## 7 Tyre life wasted with tyres underinflated

A 4x2 artic with tyres between 10% and 20% underinflated experiences an approximate 8%** increase in abrasion, meaning the tyres wear out faster.

- Cost of 8% wasted tyre life in 2003: £14
- Cost of 8% wasted tyre life in 2013: £33

*Cost increase: £19*

With tyres more than 20% underinflated, abrasion increases by around 18%**.

- Cost of 18% wasted tyre life in 2003: £33
- Cost of 18% wasted tyre life in 2013: £75

*Cost increase: £42*

If you consider a typical 4x2 artic will have 12 tyres, 20 per cent underinflation could be **wasting a staggering £900 worth of tyre life, per vehicle.**

Cost of wasted tyre life for 8% underinflation


Cost of wasted tyre life for 20% underinflation