

**nokian
TYRES**

YOUR

There are millions of tyres rolling
in the world at any given moment.

TYRE

Hundreds of thousands of
new tyres are made every day.

TRACKS

NATURALLY



NOKIAN TYRES

*What kind of tyre tracks
are you leaving behind?*





Tyres make the world go round

Every item you see around you has been transported on tyres at least once. How many times a week do you need tyres to get somewhere?

Everyday life as it is today would not be possible without tyres.

The world's population will reach an estimated 9 billion by 2050. Nokian Tyres endorses free movement of people and goods. At the same time, the growing flows of people and goods pose an enormous challenge in terms of raw material consumption and environmental impact. Drivers, tyre manufacturers, and authorities all play a role in solving this complicated equation.

Your tyre selection matters

Did you know that you can directly influence

...your finances

- Fuel consumption per every kilometre you drive
- Condition and durability of roads
- Wear resistance of tyres

...your safety

- The safety of every passenger in your car, as well as others on the road

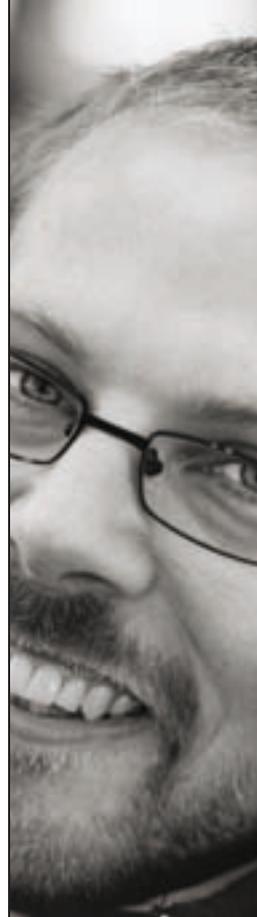
...your well-being

- Amount and type of road dust
- Noise levels in your car and in the surrounding environment
- Driving comfort

You can also influence

- Raw material consumption
- Overall consumption of energy and fuel
- Amount of waste generated

...and, consequently, the overall condition of your immediate surroundings and the entire world!





What you can do

**In consumption,
focus on quality,
reduction in
quantity.**

Demand

- Tyres that have been manufactured without any toxic or carcinogenic chemicals
- Tyres that have been manufactured using only purified, low-aromatic oils
- Tyres featuring the best safety innovations
- Tyres that are quiet
- Information about the raw materials used in your tyres, tyre makers' working conditions, and the environmental impacts of tyre production

Drive wisely

You can lower your fuel consumption by up to 0.3 – 0.5 litres per hundred kilometres by regularly checking your tyre pressure and selecting tyres with low rolling resistance.

The pressure must always be checked when mounting tyres on a car, and at least twice during the season.

Recycle

The raw materials used in your tyres deserve a second life. What you no longer need can be useful elsewhere.

What Nokian Tyres does

Clean raw materials

Nokian Tyres is the world's first tyre manufacturer to introduce a manufacturing method using only purified, low-aromatic oils. In order to improve grip in icy and wet conditions, a renewable raw material, canola oil, is used in the tread mixture.

On the frontline of safety

Continuous product development and testing at Nokian Tyres result in technical innovations that improve the tyres' properties and increase the safety, comfort and environmental friendliness of driving.

Quiet tyres

Nokian Tyres' tread patterns feature a number of noise-reducing innovations: the placing of tread blocks, protrusions in longitudinal grooves, and noise cavities reduce tyre noise.

Transparent operations

We monitor all of our operations with sustainable development in mind. All of our raw material suppliers also go through the same stringent screening. Transparency also means fostering a spirit of fairness and enthusiasm in our work community, and being a good neighbour.

No toxic chemicals are used in Nokian Tyres. The birch-leaf insignia guarantees this.

Follow it!



What happens to your tyres after use?

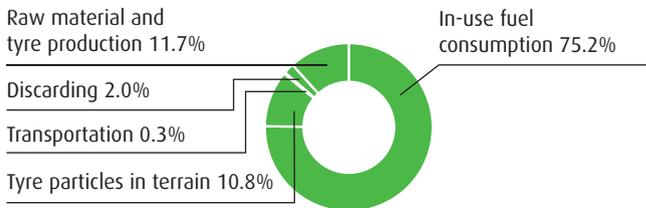
Ask your tyre dealer for recycling instructions!

Finland is a pioneer in tyre recycling: more than 90 per cent of tyres are recycled. The recycling fee is included in the price of new tyres, and discarded tyres can be taken to specific collection points.

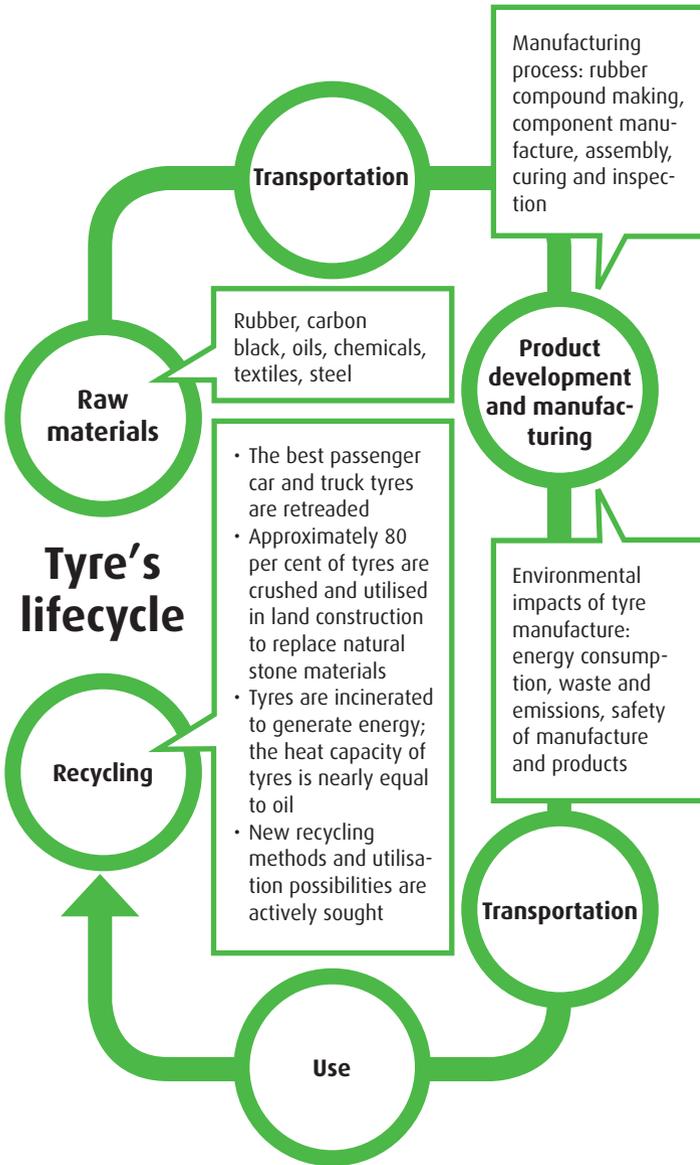
Tyres should not be taken to landfills. There are several utilisation possibilities for used tyres, and tyre recycling procedures are in place in many countries. The practical implementation of recycling varies from country to country.

Importers and manufacturers handle recycling	Belgium, Czech Republic, Finland, France, Greece, Hungary, Norway, Holland, Poland, Portugal, Romania, Spain, and Sweden
Producers pay a specific tax to the state that handles recycling	Denmark, Latvia, Slovakia
Every operator can decide how to handle recycling within legislated parameters	Austria, Germany, Ireland, Switzerland, UK

Distribution of environmental impacts over a tyre's lifecycle



Tyre's lifecycle





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**NOKIAN TYRES IS A TYRE
INDUSTRY LEADER IN SAFETY
AND ENVIRONMENTAL ISSUES.
IT WAS THE FIRST TYRE
MANUFACTURER IN THE
WORLD TO BUILD A CERTIFIED
ENVIRONMENTAL SYSTEM.**

**Do you want to know more about the
environmental impacts of tyres?**

Your Nokian Tyres dealer can answer
your questions. You can also contact us
directly by e-mail at info@nokiantyres.com.

Also see www.nokiantyres.com
for additional information.

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**nokian
RENKAAT**

www.nokiantyres.com