

## **A hard day, every day - It's a "tyring life"**

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### **ABSTRACT**

Too often the role of the tyre is overlooked, despite it being the only part of the vehicle that is in contact with the road. It may appear to be just black and round but the technology that lays beneath the tyre has evolved and developed over the past 100 years to keep up with the demands of motoring today. What else do you know is able to evacuate water at 30L/sec, deform its appearance by up to 150%, withstand impacts of 300kg/cm<sup>2</sup> and is able to grip the road in one millisecond? All this innovation and design cannot be achieved in isolation. To make the tyres of tomorrow safer, more reliable and respectful of our environment it is of equal importance that consideration is given to the surfaces that we drive on, after all the relationship between the road and the tyre is what makes a car perform.

Please see presentation relating to this paper:

<http://www.saferroads.org.uk/conference-presentations.asp>