



DEPARTMENT OF TRANSPORTATION

NEWS

OFFICE OF THE SECRETARY

WASHINGTON, D.C. 20590

SPOTMASTER 73-46

Broadcast: Monday, March 5, 1973

This is the U.S. Department of Transportation Broadcast News Service for Monday, March 5, with a story on new tire labeling regulations.

"The Department of Transportation has proposed a Consumer Information Regulation designed to help the American motorist buy the best possible tires for his car. The rule would require tire manufacturers to grade and label their products in the areas of treadwear, traction, and high speed performance. National Highway Traffic Safety Administrator Douglas Toms said there has been much confusion both in the industry and among consumers on how to differentiate between high and low grade tires. The new proposal presents a quality grading system with uniform tests to measure passenger car tires. The proposed effective date of the regulation is September 1, 1974."

For further information call 202-426-9550. This has been the Transportation News Report.

#####