Figure 1. Proposed Rating System Label
Figure 2. Uses and Losses of Fuel Energy in a Vehicle – Estimates of City and Highway Usage (Highway Figures Appear in Parentheses)

Figure 3. Example of Tire Terminology
Figure 4. Typical Test Configuration for Rolling Resistance Measurements

FX = Measured Spindle Force
RRF = Rolling Resistance Force

1.7 meter Roadwheel

Figure 5. Force Method Rolling Resistance
Figure 6. Torque Method Rolling Resistance
GOVERNMENT TIRE RATING

ACME TIRE COMPANY
WILEY RR-S
SIZE: P225/60R16

FUEL EFFICIENCY and GREENHOUSE GAS RATING

SAFETY RATING (WET TRACTION)

DURABILITY RATING (TREAD WEAR)

Ratings range from 0 to 100 with 100 being the best, where the tire is properly inflated.

Source: National Highway Traffic Safety Administration (NHTSA)
For more information visit www.nhtsa.gov

Figure 7. Proposed label
Compare This Tire With Others Before You Buy.

**Figure 8. Label A in NHTSA consumer research**
Compare This Tire With Others Before You Buy.

**Figure 9.** Label B in NHTSA’s consumer research

**ACME TIRE COMPANY**

**WILEY RR-S**

**SIZE: P225/60R16**

Ratings range from 1 to 100 with 100 being highest.

*Source: National Highway Traffic Safety Administration (NHTSA)*
Figure 10. Label C in NHTSA’s consumer research
Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.

Read the label as 1 being the lowest rating and 5 being the highest rating.
The closer the shaded area is to the outside of the triangle, the higher its rating for the data point.

Source: National Highway Traffic Safety Administration (NHTSA)

Figure 11. Label D in NHTSA’s consumer research
Figure 12. Label E in NHTSA’s consumer research

Figure 13. Alternate Traction Icons
<table>
<thead>
<tr>
<th>Miles per gallon of Your Vehicle</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miles per Year You Drive</td>
<td>10000</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Tire A</td>
<td></td>
</tr>
<tr>
<td>Efficiency Rating</td>
<td>50</td>
</tr>
<tr>
<td>Tire B</td>
<td>60</td>
</tr>
<tr>
<td>Gallons per Year You Can Save</td>
<td>12</td>
</tr>
</tbody>
</table>

Figure 14. Example Calculation for Consumer Comparison