



TIRE SAFETY STARTS HERE.

Tire Registration & Recall

NTSB Symposium

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- TIA is a non-profit organization based in Bowie, MD that represents all segments of the tire industry.
- TIA has over 7,000 members, most of them in the US and Canada.
- The majority of our members are retailers, commercial tire dealers and retreaders.
- TIA's primary missions are technician training and government representation.

- Tire retailers are required to provide the TIN to all consumers so motorists can register their tires.
- Child restraint retailers are not required to provide anything to consumers so the registered owners are solely responsible for registering their child restraint with NHTSA or the manufacturer.
- “All manufacturers are required to include the model number and date of manufacture on each restraint they produce. It can be found on a label attached to the restraint (look on the rear, the bottom, or the side of the restraint).”

To register your child restraint you will need to provide the following information:

- Your Name
- Your current mailing address
- Manufacturer's Name (Example: Graco, Britax, Evenflo, Combi, etc.)
- Date of Manufacture (Example: Label says "Manufactured in")
- Model Number (Example: 8643CDR2, 808688, 317147P1, etc.)
- Model Name (if known) (Example: Snugride, Centre EX, Embrace, etc.)

Please note that the label on your child restraint may look different from this sample label.

Registration Information



To register your tires you will need to provide the following information:

- Your Name
- Your current mailing address
- Your email address
- Manufacturer's Name (Example: Bridgestone, Goodyear, Michelin)
- Tire Identification Number for Each Tire (Example: The 12 letters and numbers after the letters “DOT” on the lower sidewall)

Please note that the Tire Identification Number on your tires may include different letters and numbers.

- All of the information that the consumer needs to register their tires is on the sidewall, just like all of the information a consumer needs to register a child restraint is on the label.
- FMVSS No. 139 requires the manufacturers to label the intended outboard sidewall of the tire with the full TIN that includes the date of manufacture.
- If retailers are responsible for anything, it should be that the tires are mounted with the full TIN on the outboard sidewall so the registered owner can read and register their tires.

- No effective or accurate way to measure how many consumers receive the TIN on the invoice or the card and then do not follow through with the registration process.
- Consumers that purchase used tires are outside the registration and recordkeeping requirements so their information will never be collected or reported.
- Consumers are largely unaware of the importance of registering tires.

- Current system does not account for changes of address after the tires have been purchased.
- If the ownership of the vehicle changes, there are no systems in place to change the registration of the tires from the previous to the current owner.
- Cash customers in particular are reluctant to provide personal information at the point-of-sale and are probably the least likely to follow through with the paper registration process.

Current recall search method does not allow retailers to check tires for a recall.

- 382 different brands are listed.
- Four different listings for Continental and Michelin.
- Tire lines and sizes number in the thousands so retailers cannot possibly check every tire for a recall during routine service like rotations and flat repairs.
- Recall search requires an Internet connection that is not available in most shops.

- Given the new reporting requirements for the manufacturers, most tire recalls are associated with recent production dates.
- NHTSA does not publish a list of all recalled tires, so retailers will not know what to look for during routine service.
- If NHTSA had an Internet portal that contained the latest tire recalls, then retailers could assist in identifying and removing the recalled tires from service.

- TIA is releasing the “Tire Safety Starts with Registration” video to educate consumers on the importance of registering new tire purchases.
- TIA will make the video available to NHTSA and any other organization at no charge.
- TIA will be adding information to the consumer education section of our website on tire registration.
- If NHTSA would compile and update a comprehensive list of all tire recalls over the past 3-5 years, TIA would include the information on our website.

- The registration process for tires and child restraints should be identical when it comes to the role of the retailer.
- Consumers must be educated on the importance of registering tires, just like they are educated on the importance of registering child restraints.
- NHTSA must do a better job of communicating tire recalls so retailers can help identify recalled tires and remove them from service.