

# ATMA joins hands with Indian Oil for pan-India Tyre Safety programme

New Delhi

In an ambitious drive aimed at raising awareness amongst motorists about tyre safety pan India, Tyre Industry represented by Automotive Tyre Manufacturers Association (ATMA) has tied up with Indian Oil (IOCL). ATMA will be interacting with motorists visiting Indian Oil retail outlets (ROs) across India and sensitise them about tyre safety through a massive awareness exercise. Indian Tyre Technical Advisory Committee (ITTAC), the

technical wing of Tyre Industry will spearhead the initiative.

The awareness drive was kicked off from an Indian Oil retail outlet in South Delhi located in the premises of IOCL. V K Misra, Chairman ITTAC and Ritesh Kumar, DGM Retail Sales Indian Oil jointly inaugurated the drive.

The tyre safety drive at IOCL comes in the wake of similar exercises held at different campuses of Honda Cars, Infosys, ISRPL and Pipav Port etc in recent

times. ATMA has sharpened focus on Tyre Safety as a part of overall Road safety exercise of Ministry of Road Transport & Highways (MoRTH), Government of India.

"I must compliment the IOCL team for their willingness to be a partner in such an important safety campaign being undertaken by ATMA & ITTAC. As a country with not-so-good track record in terms of road safety, it is very important to have road safety drives on a



war footing. Coming together of ATMA, the august body of Tyre Industry in India and Indian Oil, India's premier organization, is a significant step to make a difference to the road safety campaigns

being held in the country. We look forward to significant improvement in awareness especially with regard to tyre safety", said V K Misra, Chairman ITTAC.

"We are thankful to ATMA

for giving us an opportunity to raise awareness of our customers about tyres and tyre safety. Tyre related safety is very important and is directly related to the lives of the people driving vehicles on the roads. Several accidents are being reported in view of poor maintenance of tyres. We take association of ATMA and Indian Oil as a spring board for mass awareness exercise beginning from Delhi", said Mr Ritesh Kumar, DGM Retail Sales, Indian Oil.

"Indian Oil has been the first large corporate to appreciate the need for Tyre Safety and has solicited ATMA's support in training commercial drivers involved in its supply chain operations in tyre safety. ATMA along with ITTAC have trained a large number of commercial vehicle drivers and logistics in-charges at key terminals of Indian Oil. In fact the corporate partner award in tyre safety was conferred on Indian Oil at the recently held ATMA Partners

Summit", said Rajiv Budhraja, Director General ATMA.

During the campaign, motorists will be trained about important tyre safety aspects such as Inflation Pressure and Tread Wear Indicators (TWI). TWI is present in all tyres for easily identifying tread depth and pave way for safety on the roads by replacing worn out tyres within time. Besides direct interaction with vehicle owners, informative booklets have been designed in different languages for distribution.