

Subject: Tyre complaint handling – Code of Practice

Issued: 9th June 2010

Reviewed:

Introduction

The purpose of this document is to set out the framework for handling consumer complaints when the quality of the tyre itself is in question.

The Process

Consumer complaints that the tyre dealer is confident are due to accidental or service related damage should be dealt with at source. However, should there be reasonable doubt as to the cause of the complaint the tyre(s) may be submitted to the appropriate tyre manufacturer for a technical examination.

Tyre complaints are dealt with individually taking into account the condition of the tyre and the information supplied on the "Standard Application Form" [SAF]. Any allowance offered is a gesture of goodwill and does not constitute any admission of liability or fault with the product.

Standard Application Forms can be downloaded from the BTMA web-site www.btmak.com. The download also contains guidance on completing the form.

The result of the examination will be communicated both to the consumer and the dealer.

The value of an allowance is based upon the residual life of the tyre (i.e. the unused portion of the tread pattern depth) and the prevailing replacement cost to the dealer at the time of examination.

Should the manufacturer grant an allowance, the dealer should apply the same proportion to the retail price to determine the consumer rebate.

In the event that the consumer is not satisfied with the outcome of the manufacturer's examination it is possible for the consumer to engage an Independent Tyre Examiner at the consumer's expense and to lodge an appeal.

Names and contact details of Independent Tyre Examiners are available on the BTMA web-site www.btmak.com

The Procedure

The consumer should return a tyre under complaint to the dealer from whom it was originally purchased. The vendor is legally obliged to deal with the complaint. If the tyre dealer did not sell the original tyre he has the option to handle the complaint or decline. Irrespective of the circumstances, if the dealer agrees to handle the complaint the following procedure should be followed.

- Examine the tyre; the problem may be accidental or linked to service conditions, if so this can be pointed out to the consumer at the time and the case closed. If there is reasonable doubt as to the cause of the complaint then the tyre may be submitted to the manufacturer for examination.
- Assist the consumer to complete and sign the Standard Application Form [SAF]. Failure to record all the information requested in the SAF will delay the collection of the tyres, as it may be necessary to return the SAF to the dealer so that the required information can be added.

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- Fax the completed and signed SAF to the appropriate tyre manufacturer. This will generate a Collection Note, provided the SAF is satisfactorily completed.
(Note: Some manufacturers may have additional requirements regarding the declaration of complaints).
- From receipt of the faxed copy of the SAF the tyre manufacturer will endeavour to collect the tyre(s) within ten working days.
- Retain a copy of the SAF and record details of the complaint in a register for reference purposes.
- Place the original SAF in an envelope and attach it to the relevant tyre. If there is more than one tyre involved in a single complaint, and if practical, tape them together.
- If appropriate and to assist the tyre inspector, mark the tyre at the location where the alleged problem may lie. e.g. sidewall bulge
- Ideally hold the tyre(s) in a designated area to await collection.
- The collecting driver is only authorised to accept tyres where a SAF is attached to the tyre(s) and the details and quantities correspond to the information on the Collection Note.
- Both parties should sign the collection note and the tyre dealer is advised to keep a copy in case of any queries.

Upon receipt of the tyre(s) the manufacturer will endeavour to complete the examination and reporting process within fifteen working days. However, there may be exceptional circumstances associated with certain types of complaints where the investigation may take longer.

If a tyre dealer has not received any response within twenty working days after collection the manufacturer should be contacted.

Tyres submitted for examination will normally be disposed of by the manufacturer. If the complaint is rejected the consumer may request within 28 days of the notice of rejection the return of the tyre to the dealer at the consumer's expense.

Example of Allowance Calculation

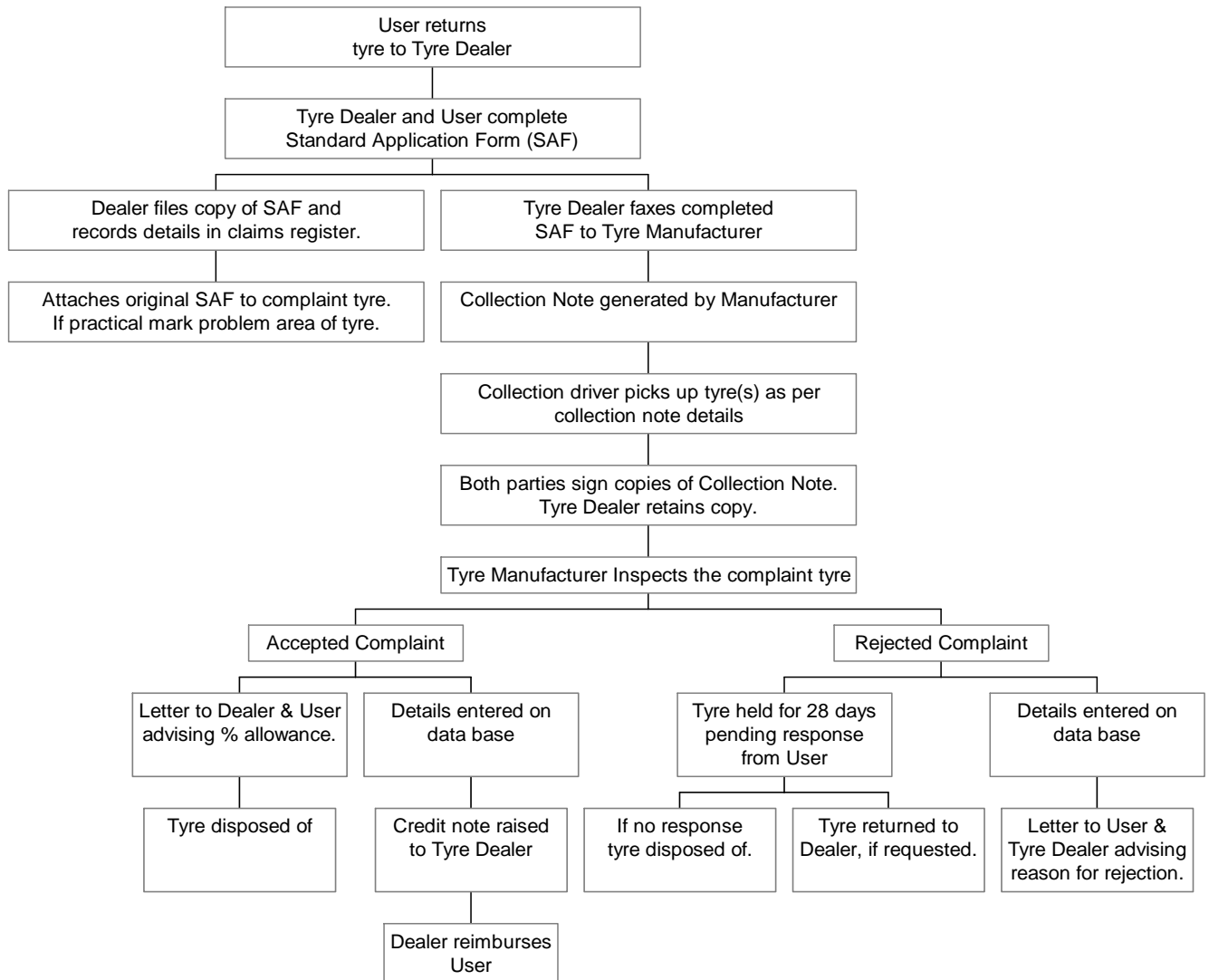
If the tyre is 50% worn it is deemed the residual value will be 50% of the replacement cost.

Dealer's buying price:	= 100
Value of Manufacturer's credit:	= 100 x 50% = 50
Dealer's sell out price:	= 130
Value of Dealer's credit to Consumer:	= 130 x 50%
	= 65

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Tyre Complaint Handling – Flow Chart



Please note that there can be small variations to certain procedures within the overall process depending on the Tyre Manufacturer involved.

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