‘Santa’s little helpers’ promote tyre safety for Tyresafe’s ‘Good Elf’ Christmas campaign…

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Keep Your Tyres in Good ‘Elf’ is Tyresafe’s message for their

Christmas campaign, promoted by ‘Santa’s Little Helpers’!

They tell us:

(All words and the image from Tyresafe).

This December, TyreSafe, the UK’s tyre safety organisation, is launching a whimsical and educational tyre safety campaign like no other: ‘Keep Your Tyres in Good ‘Elf.’ The campaign features Santa’s mischievous elves in various tyre-checking scenarios, emphasising the importance of tyre safety during the festive period.

With winter weather conditions posing additional risks on the roads, it’s crucial for drivers to ensure their tyres are in optimal condition. The ‘Keep Your Tyres in Good ‘Elf’ campaign focuses on three key areas:

1. Pressure checks for heavily loaded vehicles.
2. Tread checks for enhanced grip on treacherous roads.
3. Overall tyre condition checks.

Throughout December, TyreSafe will release playful visuals and engaging content, featuring Santa’s elves performing these checks in creative scenarios. Whether they’re measuring tyre pressure or checking tread depth, the elves aim to spark interest and encourage drivers to perform these simple checks, ultimately making their festive season safer and brighter.

The campaign also seeks to educate about the dangers, costs and risks associated with driving on incorrectly inflated tyres, along with the potential false economy of purchased part worn tyres. Performing basic tyre checks could ensure that drivers have an incident-free Christmas, whilst saving vital pennies that could fill stockings. The core message however is simple, give the gift of tyre safety this Christmas.

The campaign will be accompanied by the hashtags #GoodElfTyres and #ElfApprovedTyres, inviting participants to share their own elf on the shelf tyre safety scenarios. Supporters are also encouraged to get involved by offering ‘Free Tyre ‘Elf Checks’ throughout December,

ensuring the gift of tyre safety is shared with customers, loved ones, and friends this Christmas.

Members and partners can download the campaign materials in the members' area of the website, and everyone is welcomed and encouraged to share the social media campaign to maximise the reach of the message.

Stuart Lovatt, TyreSafe Chair, commented on the campaign: "We want to remind drivers that a safe car is the best sleigh of all this holiday season. 'Keep Your Tyres in Good 'Elf' is a fun and festive way to raise awareness about the importance of tyre safety, especially as we navigate challenging winter conditions. We invite everyone to join us on this magical adventure with Santa's elves and help us keep the roads safer this Christmas."

For more information on the 'Keep Your Tyres in Good 'Elf' campaign and to get involved, please visit: tyresafes-keep-your-tyres-in-good-elf-christmas-campaign/