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## The Motor Ombudsman is awarded the 2025 TyreSafe Online and Social Media trophy for its 'Make Time for Tyres' campaign

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Left to right: Simon Hiorns (TyreSafe Trustee), Simon Wittenberg (PR Manager, The Motor Ombudsman), David Johnson (Head of Public Affairs at Michelin UK and Ireland), Vanessa Horsey (Senior Marketing Manager, The Motor Ombudsman).



## The Motor Ombudsman tells us...

- The Motor Ombudsman's '*Make Time for Tyres*' campaign has won this year's TyreSafe Online

and Social Media Award

- The Motor Ombudsman collected the Michelin Tyre PLC-sponsored trophy in front of a 200-

strong audience at this year's TyreSafe Briefing held at the National Conference Centre in

Birmingham

- The multi-platform initiative, supported by TyreSafe, the British Tyre Manufacturers'

Association (BTMA) and 'The Tyre Lady' - Sophie Lyden, was unveiled at the 2024 UK Garage

& Bodyshop Event to emphasise the importance of tyre maintenance and regular checks by

vehicle users

- '*Make Time for Tyres*' was recognised by the tyre safety charity for its creativity, impact and

widespread exposure amongst consumers and automotive businesses during the past 12



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**months**

**London, 18 June 2025** The Motor Ombudsman is pleased to announce that it has won the 2025

TyreSafe Online and Social Media Award for its '*Make Time for Tyres*' campaign. The Ombudsman for the

automotive sector stepped up to receive the coveted Michelin Tyre PLC-sponsored trophy at the tyre

safety charity's annual Briefing and awards ceremony held at the National Conference Centre in

Birmingham. The yearly event offers exclusive insight into tyre and road safety programmes by

organisations across the country, and recognises initiatives which have driven positive change and

awareness of this crucial area of the motoring landscape.

Launched at the 2024 UK Garage & Bodyshop Event, and ahead of the popular summer getaway, '*Make*

*Time for Tyres*' saw the two-tone blue 'tick of reassurance' found at the heart of The Motor Ombudsman's

logo, superimposed on to a clock face to denote the importance of consumers spending time checking

their tyres. This formed the eye-catching visual identity of the TyreSafe-backed campaign



across a suite of

both digital and physical assets for consumers and vehicle repairers, which spanned posters and

promotional items for garages, to social media graphics.

The multi-platform initiative, which built on the existing library of resources on the subject of tyre safety

available on The Motor Ombudsman's website ([TheMotorOmbudsman.org/Tyres](http://TheMotorOmbudsman.org/Tyres)), was spearheaded by

two media campaigns, giving '*Make Time for Tyres*' widespread exposure in the press. The first targeted

vehicle repairers across the UK to relay the importance of highlighting tyre safety to consumers, which

was fronted by the prominent tyre safety influencer, Sophie Lyden, also known as 'The Tyre Lady', driving

valuable social media engagement and conversation.

With the support of TyreSafe and the British Tyre Manufacturers' Association (BTMA), the second phase

of media activity saw the first-time calculation of the value of tyre rubber lost to under-inflation caused by

driver neglect. This amounted to a staggering £112 million every year – a story which made the headlines



across the national press and beyond, further reinforcing this crucial element of vehicle ownership where

vehicle occupant safety and that of other road users is dependent on keeping tyres in an optimum and

legal condition.

The latest addition to The Motor Ombudsman's trophy cabinet is the second time that the body has claimed TyreSafe's Online and

Social Media Award, after winning the same accolade in 2019 for its campaign focused on raising awareness on the benefits of winter

tyres during periods of colder weather, and how they differ from summer and all-season compounds.

Bill Fennell, Chief Ombudsman and Managing Director of The Motor Ombudsman, said: "We are thrilled to

have won the TyreSafe Online and Social Media Award in recognition of what we have achieved through

our '*Make Time for Tyres*' campaign, and we are very grateful for the support that we received from within

the industry to bring this programme from a concept to the public eye."

Bill added: "We are also delighted to see the impact and the in-roads that this initiative has made, and

continues to make, in driving home the importance of regular tyre maintenance and safety,



for which there

can never be too much promotion.

“We look forward to continuing to support TyreSafe in their ongoing work to reinforce the message that

tyre safety should always be front of mind, whilst equally emphasising the crucial role that our nationwide

Motor Ombudsman-accredited network of repairers plays in helping consumers keep their vehicles in a

legal and roadworthy condition on a daily basis.”

Stuart Lovatt, Chair at TyreSafe, explained: “The Motor Ombudsman’s ‘Make Time for Tyres’ campaign is

a shining example of how innovative thinking and strategic collaboration can significantly amplify crucial

safety messages. Their multi-platform approach, particularly the compelling revelation of the £112 million

cost of under-inflated tyres, resonated powerfully across online and social media, driving widespread

engagement and awareness. This campaign truly exemplifies excellence in leveraging digital platforms for

vital public safety initiatives, and we are delighted to recognise its outstanding impact.”



To access The Motor Ombudsman's information resources and tips on tyres, visit

**[www.TheMotorOmbudsman.org/Tyres](http://www.TheMotorOmbudsman.org/Tyres)**.

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## About The Motor Ombudsman

The Motor Ombudsman is the independent and impartial Ombudsman dedicated solely to the

automotive sector, and self-regulates the UK's motor industry through its comprehensive Chartered

Trading Standards Institute (CTSI)-approved Codes of Practice. Thousands of businesses, including

vehicle manufacturers, warranty product providers, franchised dealers and independent garages, are

accredited to one or more of the Codes, which drive even higher standards of work and service, and

give consumers added protection, peace of mind and trust during the vehicle purchase and

ownership experience. For more information on The Motor Ombudsman, visit

**[www.TheMotorOmbudsman.org](http://www.TheMotorOmbudsman.org)**.

## About TyreSafe

TyreSafe is the UK's charity dedicated to raising awareness of the dangers of illegal or poorly maintained tyres.



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(registration number 1168354). In 2009, and more recently in 2024, TyreSafe was awarded with the Prince Michael

International Road Safety Award.

TyreSafe supports the government's ACT ON CO2 campaign which promotes Smarter Driving tips to help cut CO2

emissions from driving.

TyreSafe is a signatory to the European Road Safety Charter which aims to reduce road fatalities.

TyreSafe is a supporter of the UN Decade of Action for Road Safety which aims to make roads safer and save lives.