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Balance promoting efficiency while avoiding overregulation

It is of the public's interest to improve awareness of tire efficiency, particularly when replacing OEM factory tires with aftermarket options. Similar to awareness about nutritional facts for the food we consume, consumers should have more awareness about the tires they purchase and impact they have on fuel mileage. Some tire vendors already voluntarily provide this information (though often incomplete). I would support legislation mandating disclosure and comparison about tire efficiency to consumers, similar to disclosure about food calories or CO2 impact for flights.

However, I want to strongly caution against overreach with this legislation. Californians love their cars, and car culture permeates deeply into every corner of the state. Though standard commuter vehicles are flexible with tire use, many performance vehicles - both those gas and electric powered - not only benefit but practically require higher-quality, higher-grip tire compounds that would not meet efficiency/rolling resistance/treadwear-based legislation. Consider tires such as the Michelin Pilot Sport 4S which comes as standard offering on many common entry-level performance vehicles. Legislation that restricts tires like this would compromise the driving experience and onerously burden owners seeking the factory performance of the vehicles they purchased. Additionally, as part of California car culture, enthusiasts who take vehicles to the track enjoy a variety of higher-grip, lower-treadwear options that would be disproportionately impacted by legislation attempting to mandate minimum tire efficiencies.

In the spirit of compromise, the potential benefits of improving tire efficiency for everyday drivers is clear but must be carefully considered to prevent overreach and impact on higher performance vehicles and the Californian drivers that enjoy this on a daily basis. Legislation should focus on awareness and encouragement rather than mandates and restrictions, or at least include carve-outs for tires installed and needed on higher performance vehicle applications.