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Individual Choice and Safety

The manufacturer selected tire choice balances cost, safety/performance, and fuel economy. Consumers should not be forcibly tied to that selection for their own tire choice. For example, a Toyota Prius is fitted from the factory with tires that prioritize fuel economy at the expense of safety/performance. A more performance oriented tire will have shorter stopping distances and better cornering performance, allowing the driver to avoid accidents with only a minor reduction in fuel economy. Shouldn't an owner be able to prioritize safety over fuel economy if the tradeoff is relatively small?

A different approach would be to educate consumers on the pros/cons of efficient tires at the time of purchase with potential discount from the state to purchase efficient tires funded by a fee on all tires sold. This would have the effect of increasing the use of more efficient tires while also preserving public choice.