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Tires and regulation's

If the state is going to impose a complicated product standard on virtually every replacement tire, the environmental benefit should be weighed against manufacturing impacts, consumer costs, durability, safety, and lost choice, not just fuel savings. Rolling resistance is only one characteristic.

A tire designed around efficiency isn't automatically the best tire for a particular driver.

For example, someone in Southern California might prioritize dry handling and wet braking. Someone in the Sierra Nevada might prioritize snow traction. Someone towing might prioritize load capacity. Someone with a performance car might prioritize grip.

The government's efficiency metric doesn't necessarily represent what that individual driver actually needs. But OEM tires are designed around the manufacturer's entire vehicle program, including fuel-economy testing. The state wants to reduce emissions from fuel/energy consumption.

But tires themselves have environmental costs.

If regulations encourage tires that don't last as long or discourage a tire that has substantially greater longevity then drivers could potentially purchase more sets of tires over the vehicle's lifetime.

That means:

More tires manufactured more raw materials more transportation more manufacturing energy more discarded tires.