

[36 FR 1197, Jan. 26, 1971, as amended at 36 FR 9870, May 23, 1971; 37 FR 23727, Nov. 8, 1972; 37 FR 25521, Dec. 1, 1972; 39 FR 5192, Feb. 11, 1974; 39 FR 12105, Apr. 3, 1974; 50 FR 2288, Jan. 16, 1985; 55 FR 29596, July 20, 1990; 64 FR 36812, July 8, 1999; 67 FR 69628, Nov. 18, 2002; 69 FR 31320, June 3, 2004; 69 FR 51400, Aug. 19, 2004; 69 FR 64501, Nov. 5, 2004]

§ 574.6 Identification mark.

To obtain the identification mark required by 574.5(a), each manufacturer of new or retreaded pneumatic tires, non-pneumatic tires or non-pneumatic tire assemblies shall apply in writing to the Office of Vehicle Safety Compliance, National Highway Traffic Safety Administration, 400 Seventh Street SW., Washington, DC 20590, identify itself as a tire manufacturer or retreader and furnish the following information:

- (a) The name, or other designation identifying the applicant, and its main office address.
- (b) The name, or other identifying designation, of each individual plant operated by the manufacturer and the address of each plant, if applicable.
- (c) The type of tires manufactured at each plant, e.g., pneumatic tires for passenger cars, buses, trucks or motorcycles; pneumatic retreaded tires; or non-pneumatic tires or non-pneumatic tire assemblies.

[55 FR 29596, July 20, 1990, as amended at 61 FR 29495, June 11, 1996]

§ 574.7 Information requirements—new tire manufacturers, new tire brand name owners.

- (a)(1) Each new tire manufacturer and each new tire brand name owner (hereinafter referred to in this section and § 574.8 as “tire manufacturer”) or its designee, shall provide tire registration forms to every distributor and dealer of its tires which offers new tires for sale or lease to tire purchasers.
- (2) Each tire registration form provided to independent distributors and dealers pursuant to paragraph (a)(1) of this section shall contain space for recording the information specified in paragraphs (a)(4)(i) through (a)(4)(iii) of this section. Each form shall:
 - (i) Have the following physical characteristics:
 - (A) Be rectangular;

- (B) Be not less than 3½ inches high, 5 inches long, and 0.007 inches thick;
- (C) Be not more than 4¼ inches high, 6 inches long, and 0.016 inch thick.
- (ii) On the address side of the form, be addressed with the name and address of the manufacturer or its designee, and include, in the upper right hand corner, the statement “Affix a postcard stamp.”
- (iii) On the other side of the form:
 - (A) Include the tire manufacturer’s name, unless it appears on the address side of the form;
 - (B) Include a statement explaining the purpose of the form and how a consumer may register tires. The statement shall:
 - (1) Include the heading “IMPORTANT”.
 - (2) Include the sentence: “In case of a recall, we can reach you only if we have your name and address.”
 - (3) Indicate that sending in the card will add a person to the manufacturer’s recall list.
 - (4) A tire manufacturer may voluntarily provide means for tire registration via the Internet, by telephone or other electronic means. If a tire manufacturer voluntarily provides a Web site or other means by which its tires can be registered, it may (but is not required to) include a sentence listing one or more such means, beginning with the phrase “Instead of mailing this form, you can * * *.” Example: Instead of mailing this form, you can register online at [insert tire manufacturer’s registration Web site address].
 - (5) Include the sentence: “Do it today.”
 - (C) Include space for recording tire identification numbers for six tires.
 - (D) Use shading to distinguish between areas of the form to be filled in by sellers and customers.
 - (1) Include the statement: “Shaded areas must be filled in by seller.”
 - (2) The areas of the form for recording tire identification numbers and information about the seller of the tires must be shaded.
 - (3) The area of the form for recording the customer name and address must not be shaded.
 - (E) Include, in the top right corner, the phrase “OMB Control No. 2127-0050”.