

# We provide new quality



CERTYFIKAT  
OPONIARSKI



## WHAT IS PTIA'S TYRE SERVICE CERTIFICATION?

- **Three-stage audit** process of tyre services in three market segments – to be chosen by the service – passenger, commercial, agricultural
- **Web service** (a map of certified tyre services, criteria, procedures, knowledge base, prices, news, instructional videos, questions and answers)
- **Marketing campaign** (aimed at tyre services and drivers) – the dissemination of the benefits of certification among tyre services and the benefits of using certified services

## WHY WAS IT CREATED?

- 12 000 tyre services – lack of training system, very diverse level of service and service culture
- The need to appreciate good services and make them stand out (objective comparative mechanism)
- Confused customer entrusting their car
- The high impact of tyre services on road safety
- New technologies in the industry and tyre services
- **SUPPORT FOR TYRE SERVICES WHICH WANT TO BECOME BETTER AND BETTER**
- **THE NEED FOR HIGHER QUALITY OF SERVICE AND INFORMATION FOR CUSTOMERS**



## WHY IS IT WORTH TO PARTICIPATE?

- **The only** such certificate in Poland
- Constant **improvement** of mechanics' skills
- Recognition of tyre services and confirmation of high quality service by the **well-established PTIA and TÜV SÜD**.
- **Marketing campaign aimed at drivers** to promote certified tyre services
- **Safety of tyre service** and entrusted property
- Facilitated training process for new employees
- **HIGHER QUALITY = SATISFIED CUSTOMER**

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## HOW DOES IT WORK?

- **Uniform certification criteria** and tyre replacement procedures (the same for all, transparent and reasonable)
- **Multi-stage** audit mechanism (3 stages)
- Criteria **set out in consultation** with technical experts and project partners
- Certificate valid for **2 years** – mandatory supervision audit after one year
- **Accessibility and openness** for all passenger, commercial and agricultural services (service networks, independent services, authorized workshops)
- **Free training** on how to prepare for the audit
- **Independent** certification partner – TÜV SÜD.
- **PTIA** ensures the quality of the system and marketing campaign
- **The price** of the certificate is the cost of TÜV auditors. PTIA does not make any money on the certificate

Application on  
certyfikatoponiarski.pl

Contact from TÜV SÜD  
and acceptance of  
conditions

Setting a date  
+ bank transfer for  
TÜV SÜD.

Certification audit

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**WE HELP GOOD SERVICES BECOME EVEN BETTER,  
AND THE EXCELLENT ONES SHOW THEIR QUALITY**



POLISH  
TYRE  
INDUSTRY  
ASSOCIATION