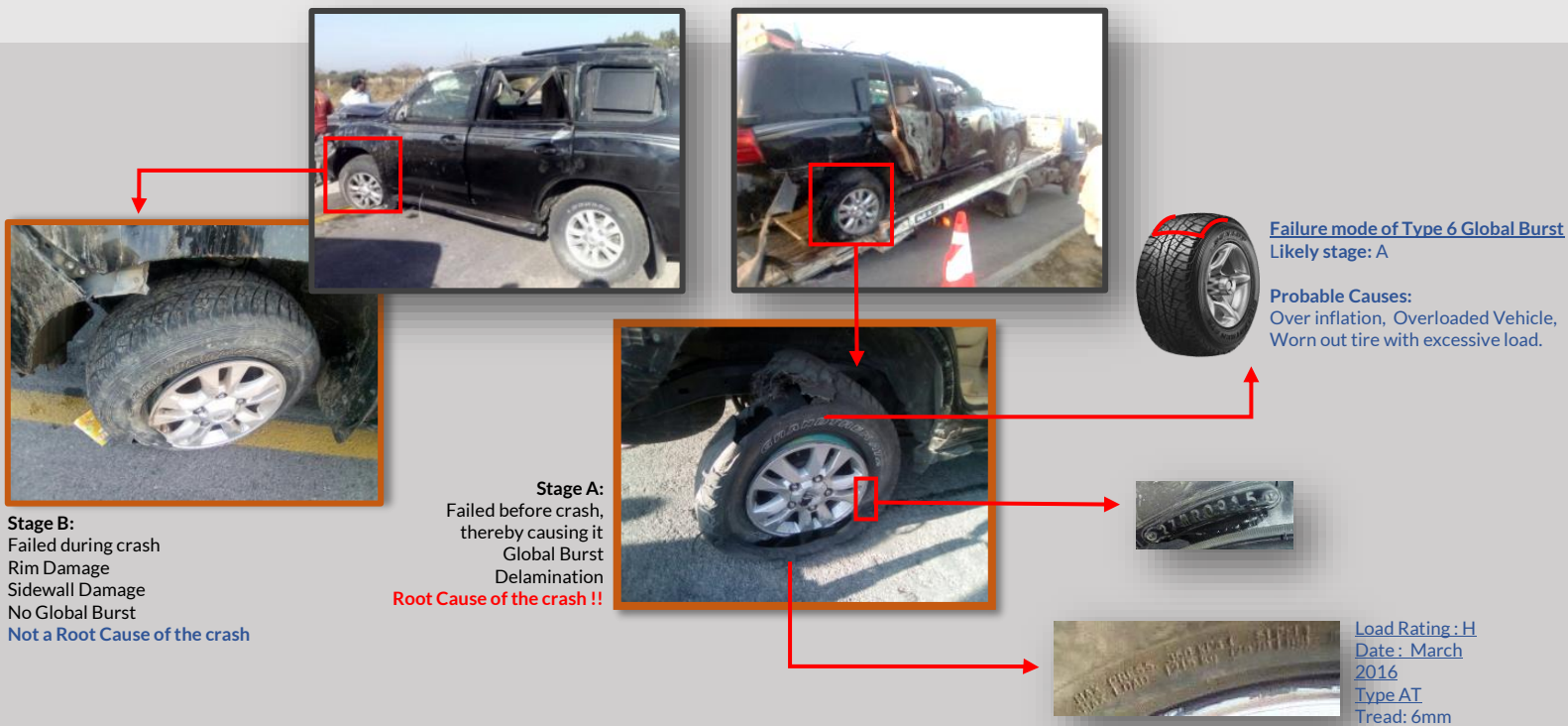


TIRE FAILURE ANALYSIS SERVICES

Tires are one of the most commonly failed components in vehicle crashes. They are often the cause of the crash, but as crash report data indicates, tire failure is more commonly a misreported cause. More often than not, tires that fail during the crash as a consequence are attributed to failure before the crash as a cause.



Stage B:
Failed during crash
Rim Damage
Sidewall Damage
No Global Burst
Not a Root Cause of the crash

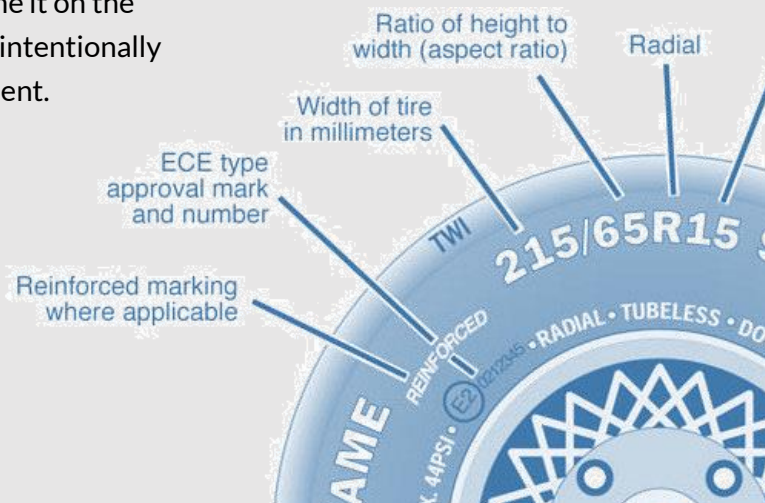
Stage A:
Failed before crash, thereby causing it
Global Burst
Delamination
Root Cause of the crash !!

Failure mode of Type 6 Global Burst
Likely stage: A

Probable Causes:
Over inflation, Overloaded Vehicle, Worn out tire with excessive load.

Load Rating: H
Date: March 2016
Type AT
Tread: 6mm

Drivers / Responders Authorities are all tempted to blame it on the tires to absolve blame. There are also reports of drivers intentionally damaging the tires after a crash as evidence of concealment. Sometimes, the tires are misused, tampered with, or used in violation of specifications that causes them to fail with drastic consequences. The failure repeats itself- incurring huge costs and consequences for corporations.



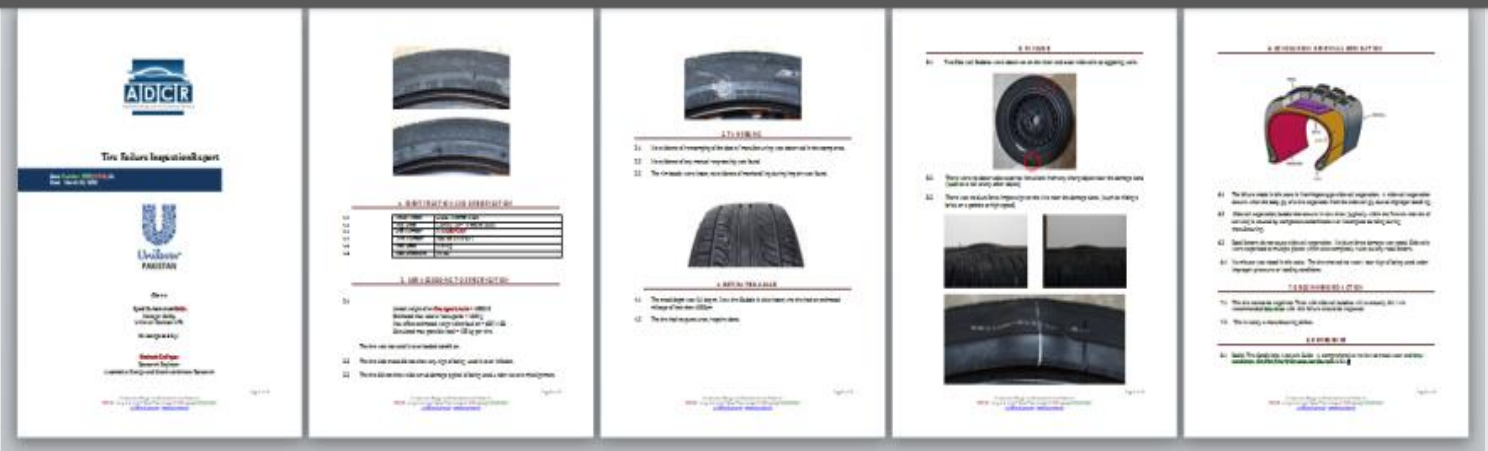


Thankfully, through the crash forensics expertise available at **ADCR**, it is easy and cheap to determine the exact cause of the crash - Enabling companies to find the exact cause of the crash (as opposed to the reported cause) and empowering them to take the correct remedial action that prevents failures from happening again!

Send us the tire, along with a few photographs of the crash and ADCR shall send you a report (hopefully within one working day). The service also works remotely if shipping the tire is difficult. One of our experts available online shall guide your field officer on how to photograph and document the damage properly. The accompanying ADCR report based on relevant RCI manuals can also be very beneficial in clearing ambiguities and resolving issues between contractors.

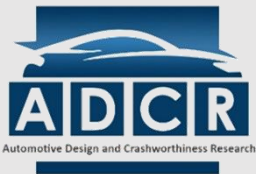
As ADCR we strongly believe that any investment in safety offers the best of all ROI, and our long list of Government, Oil & Gas, consumer goods and other Multinational clients fully agree.

Example 17. Unilever Tire Failure Analysis Report





About ADCR



ADCR is a highly specialized company pioneering research and development in the field of road crash investigations. The genesis of the company trace back to a research lab based at the Institute of Space technology (ADSL 2013-2017) which focused on research on the thematic area of road crashes and their prevention/mitigation strategies. The company was formally formed in 2017 as an independent private research centre.

The [Crash Investigation Wing](#) is one of its kind expertise that investigates crashes technically in painstaking detail to reconstruct realities and learn from failures. CIW has been involved in federal investigations of the highest level for many road crashes of international significance. Since 2014 onwards, several hundred crashes have been investigated by the firm for multiple government agencies as well as private multinational corporations. This also includes the second largest crash in the history of automotive transport in terms of the number of fatalities (217+): the Ahmedpur Sharqia oil tanker tragedy. The full ADCR report of the incident is also available on our website in the [downloads and resources section](#). ADCR has been part of eight major inquiries that made news internationally and had more than 35 fatalities per crash. Additionally, ADCR also has specific experience in investigating crashes of armoured vehicles as well as working remotely. ADCR has investigated more than 400 plus crashes since its inception.

ADCR's [Training Wing](#) is itself a certifying body for training on road crash investigations. ADCR has trained over 3000 professionals from both the corporate and private sectors as well as government law enforcement personnel in crash investigations, vehicle safety, fleet safety management, transportation laws, OGRA-RT technical standards as well as dedicated training on oil tanker safety issues. The company is a certification body that trains the senior field officers and trainers of the National Highway and Motorway Police departments.

ADCR has also contributed to the frontiers of the science of crash investigations by publishing several of its case studies, methodologies and statistical crash data analysis in peer-reviewed journal articles in internationally recognized scientific journals. You can find this list [\[Here\]](#).

[Visit our website: adcr.com.pk](http://adcr.com.pk)

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