ESMA Tire Compliance

Audit Scorecard

A 15-point compliance assessment for UAE tyre labelling, date of manufacture, storage conditions, conformity documents, and unsafe tyre prevention

Dealer / Center Name	
Dealer Code	
Region / Zone	
Auditor Name	
Audit Date	
Cycle / Period	

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How to Use This Scorecard

This scorecard evaluates ESMA Tire Compliance compliance across 15 criteria grouped into 4 categories. For each criterion, circle a score from 1 (not in place) to 5 (fully embedded and sustained). Do not rate where you aspire to be — rate what you observe on the day.

Score Scale

Score	Level	What it means
1	**Not in place**	Standard does not exist or has never been implemented at this dealership.
2	**Attempted**	Some effort made but inconsistent — visible gaps remain in most areas.
3	**Defined**	Standard is documented and partially followed. Some areas compliant, others not.
4	**Managed**	Standard is followed consistently. Minor exceptions occur.
5	**Fully Sustained**	Fully embedded. Evidence of ongoing compliance between audits without prompting.

RAG Status Guide

Status	Overall Score	Action
Green	60–75 (80–100%)	Compliant. Maintain current standards.
Amber	38–59 (50–79%)	Improvement required. Structured action plan within 30 days.
Red	0–37 (0–49%)	Non-compliant. Priority intervention. Escalate to regional management.

AutoSmart Tip: ESMA tyre compliance in the UAE includes specific restrictions on the maximum age of tyres at point of sale, which is stricter than the practice in many other markets. A tyre that is within its physical usable life may still fail UAE compliance if its DOT code places it beyond the permitted age limit — always verify the manufacture date at receiving, not only at sale.

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Scorecard

Circle a score 1–5 for each criterion. Record observations in the Notes column.

No.	Criterion / Question	1	2	3	4	5	Notes
TYRE LABELLING & CONFORMITY							
1	Are all tyres stocked and sold by the dealership certified and registered under the applicable UAE ESMA tyre conformity requirements before being placed in the market?	○	○	○	○	○	
2	Do tyre labels comply with UAE labelling requirements, including tyre size, load index, speed rating, country of manufacture, and applicable conformity mark?	○	○	○	○	○	
3	Are conformity marks correctly applied on tyres, verified against the actual ESMA registration held for that tyre brand, size, and specification?	○	○	○	○	○	
4	Is original manufacturer labelling preserved on tyres, with no labels removed, altered, or obscured between receipt and point of sale?	○	○	○	○	○	
DATE OF MANUFACTURE & STORAGE CONDITIONS							
5	Is the DOT date code (week/year of manufacture) checked for every tyre at the point of receiving, with tyres exceeding the maximum permitted age at sale identified and quarantined?	○	○	○	○	○	
6	Is tyre age at the point of sale tracked, ensuring no tyre exceeds the maximum age permitted under UAE regulations or OEM recommendations?	○	○	○	○	○	
7	Are tyres stored in conditions that prevent UV exposure, ozone contact, heat degradation, and physical deformation (no stacking beyond recommended height, away from electrical equipment)?	○	○	○	○	○	
8	Is storage area temperature and environment monitored to ensure tyre storage conditions remain within the manufacturer's recommended range?	○	○	○	○	○	
SUPPLIER APPROVAL & DOCUMENTS							
9	Are tyres sourced only from suppliers holding valid ESMA tyre conformity registration for the specific brands and specifications supplied?	○	○	○	○	○	
10	Are supplier documents (certificate of conformity, test reports, invoice, packing list) retained for every tyre shipment received?	○	○	○	○	○	
11	Is a traceability record maintained for each tyre batch received, allowing identification of supplier, manufacture date, and shipment date if a quality issue arises?	○	○	○	○	○	
INSPECTION & UNSAFE TYRE PREVENTION							

12	Is a receiving inspection conducted on every tyre delivery, checking for visible damage, bulges, sidewall cuts, or manufacturing defects before stock is accepted?	○	○	○	○	○	
13	Are tyres identified as damaged, degraded, or non-conforming during inspection or storage immediately quarantined and removed from saleable stock?	○	○	○	○	○	
14	Is there a zero-tolerance policy for fitting or selling tyres that are visibly damaged, exceed the maximum age, or lack conformity documentation — enforced without exception?	○	○	○	○	○	
15	Are staff responsible for tyre sales and fitment trained on UAE tyre compliance requirements, including age limits, labelling, and identification of unsafe tyres?	○	○	○	○	○	
OVERALL SCORE →		/ 75 =				%	

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Category Summary & RAG Status

Transfer category totals from the scorecard. Assign RAG status and record the priority action for each category.

Category	Score	%	RAG	Priority Action
Tyre Labelling & Conformity	/20			
Date of Manufacture & Storage Conditions	/20			
Supplier Approval & Documents	/15			
Inspection & Unsafe Tyre Prevention	/20			
OVERALL SCORE	**/75**			

Sign-Off

Auditor Name	
Auditor Signature	
Date	
Parts Manager Name	
Parts Manager Signature	
Next Audit Date	

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Action Plan Tracker

ESMA Tire Compliance — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close ESMA Tire Compliance non-compliances

Dealer / Center Name	
Dealer Code	
Region / Zone	
Audit Cycle / Period	
Tracker Owner (ASM / ZSM)	
Date Opened	
Target Close Date	

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How to Use This Tracker

This tracker is designed to be completed immediately following a ESMA Tire Compliance audit. Every non-compliance recorded must be logged here as an action item and progressed through all four stages before it is considered resolved.

Four-Stage Workflow

1. PENDING	2. IN PROGRESS	3. COMPLETED	4. APPROVED
Finding assigned. Owner & date set.	Work underway. Evidence being gathered.	Dealer submits evidence for review.	Auditor verifies and closes the item.

Stage Rules

Stage	Actioned by	Required action	Evidence required
PENDING	ASM / Auditor	Assign a named responsible party. Set a close date. Log the non-compliance description.	No evidence required at this stage.
IN PROGRESS	ESMA Tire Compliance / Dealer Team	Begin remediation. Update status. Upload progress evidence as work is completed.	In-progress photos, supporting documents, records.
COMPLETED	Parts Manager	Mark item complete and submit for review. Evidence must be attached before submission.	Photo of rectified item, signed procedure, supporting evidence.
APPROVED	ASM / ZSM / Auditor	Review evidence. Verify compliance on next site visit if required. Approve and close.	Auditor sign-off. Date of verification recorded.

Tracker Summary

Fill in after completing each audit cycle.

Stage	Description	Count	Notes
PENDING	Not yet started		
IN PROGRESS	Work underway		
COMPLETED	Awaiting approval		
APPROVED	Verified & closed		

AutoSmart Tip: With AutoSmart Audit, every non-compliance is automatically converted into an action item at the point of audit — with owner assignment, close dates, evidence upload, and a four-stage approval workflow built in. No spreadsheets. No manual follow-up.

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Action Plan Tracker

Log every non-compliance from the audit below. Progress each item through all four stages before closure.

STAGE — PENDING						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
P-01						
P-02						
P-03						
P-04						
P-05						
P-06						
P-07						
P-08						
P-09						
P-10						

STAGE — IN PROGRESS						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
I-01						
I-02						
I-03						
I-04						
I-05						
I-06						
I-07						
I-08						

STAGE — COMPLETED						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
C-01						

C-02						
C-03						
C-04						
C-05						
C-06						

STAGE — APPROVED						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
A-01						
A-02						
A-03						
A-04						
A-05						
A-06						

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Cycle Sign-Off

To be completed once all action items in this cycle are Approved. Both the Parts Manager and the Regional Auditor must sign.

Dealer Principal Name	
Dealer Principal Signature	
Regional Auditor / ASM Name	
Auditor Signature	
Date of Review	
Next Review Date	

Cycle Notes

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