

SUBMITTER: CHRISTINE JOYCE

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ABSTRACT

This proposal requests the addition of a TYRE emoji to the Unicode Emoji Standard. Tyres are a distinctive part of every vehicle on the road and currently not recognised within the emojis. Tyres can be found in every country on the world and are easily recognised by all users of emojis.

1) IDENTIFICATION

CLDR short name: TYRE

CLDR keywords: TYRE, WHEEL, TIRE

2) IMAGES

| | | |
|-----------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------|
| Colour image 72 px |  | Credit: Created by agency - free for non-commercial use |
| Colour image 18 px |  | Credit: Created by agency - free for non-commercial use |
| Black and white image 72 px |  | Credit: Created by agency - free for non-commercial use |
| Black and white image 18 px |  | Credit: Created by agency - free for non-commercial use |



3) SORT LOCATION

Category: Travel and Places – Transport

The emoji in that category it should come after: after the petrol pump before the police siren.

4) REFERENCE EMOJI

The emoji being used as a reference in this proposal is the “Ambulance” emoji, in line with Unicode’s guidelines.

PROPOSAL for emoji: TYRE

5) SELECTION FACTORS FOR INCLUSION

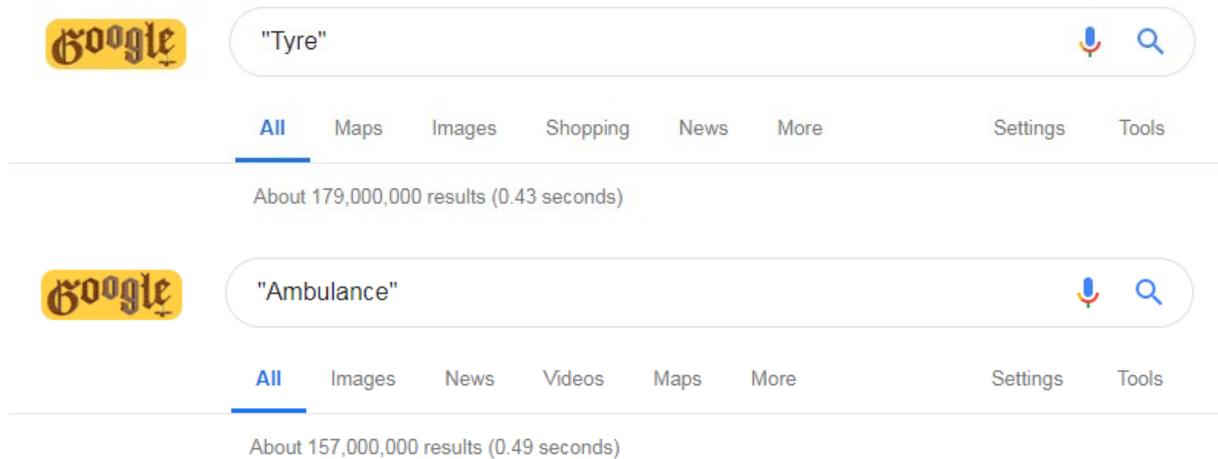
A. COMPATIBILITY

The proposed TYRE emoji would be an entirely new character for iOS, Android and Windows. There is currently not a TYRE emoji that can be applied through a text keyboard.

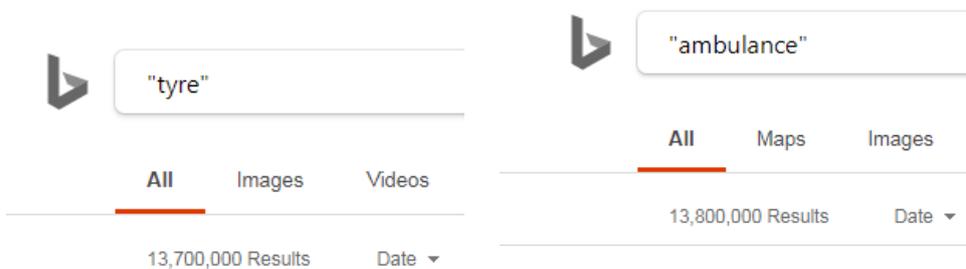
B. EXPECTED USAGE LEVEL

1. FREQUENCY

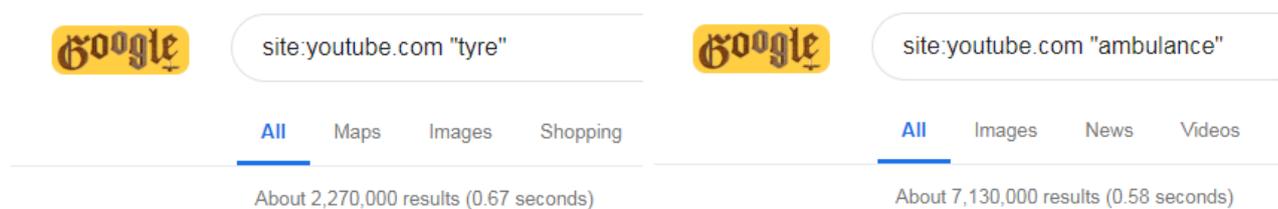
Google searches for “Tyre” are 14% higher than searches for “Ambulance”.



There is only a 100,000-search difference between “Ambulance” and “Tyre” when using Bing search.

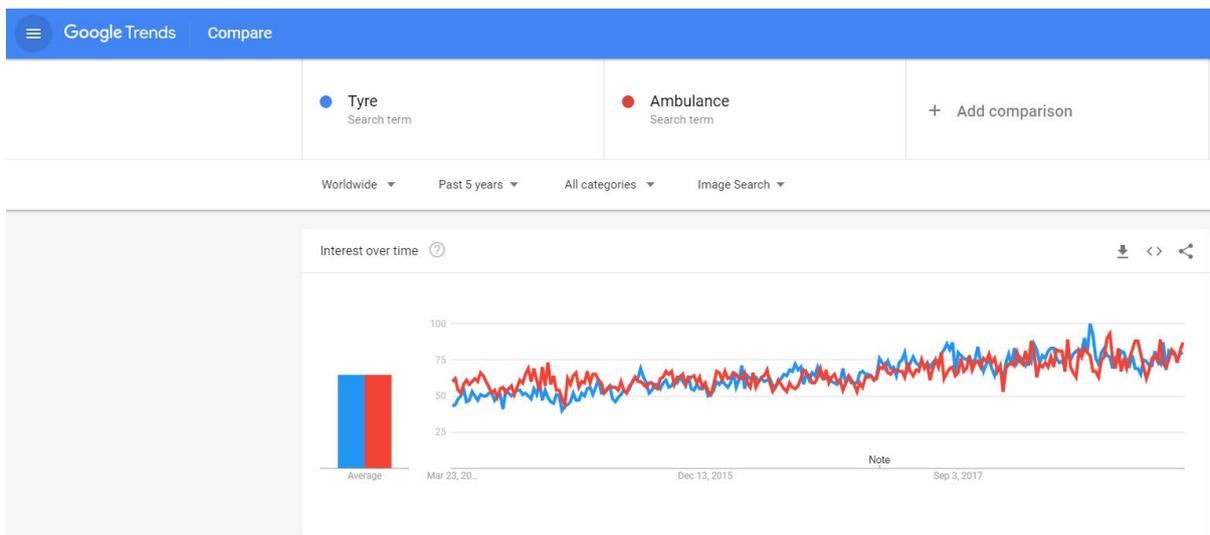
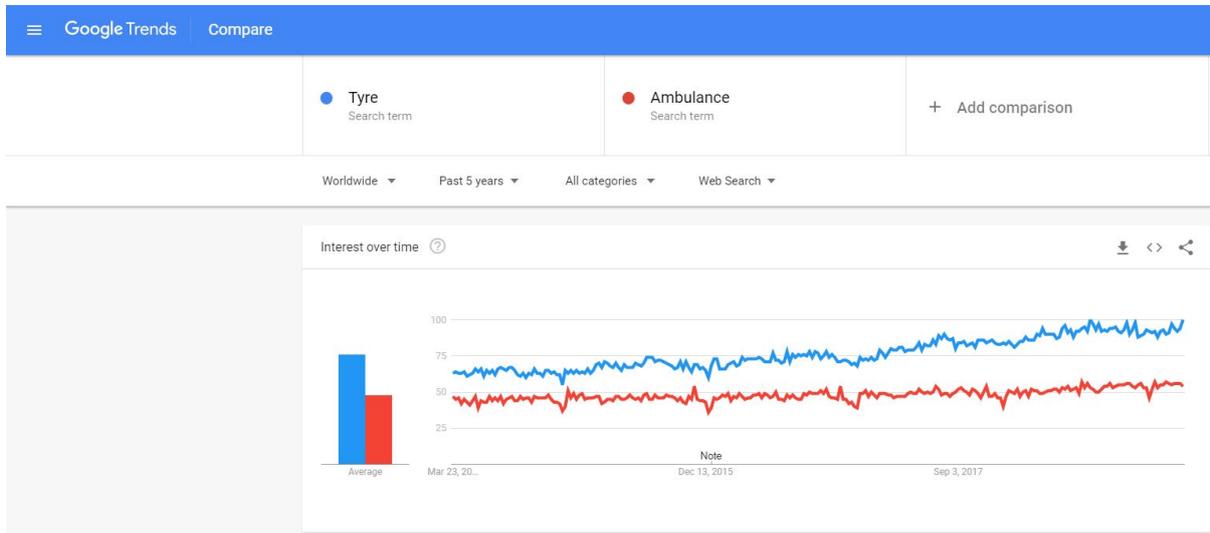


Whilst the difference between searches on YouTube is high, it’s likely due to the BBC documentary 999, all episodes of which are available on YouTube, which gives a higher likelihood of searches.



PROPOSAL for emoji: TYRE

Using the reference emoji “Ambulance” compared with “Tyre” in Google Trends, the below chart shows the searches for “Tyre” far exceed the searches for “Ambulance” with a steady increase in searches for “Tyre” compared to “Ambulance”.



2. MULTIPLE USAGES

Tyre

- a ring or band of rubber, either solid or hollow and inflated, or of metal, placed over the rim of a wheel to provide tractions, resistance to wear, or other desirable properties.

Tired

- Exhausted, as by exertion; fatigued or sleepy.
- Weary or bored

Wheel

- a circular frame or disk arranged to revolve on an axis, as on or in vehicles or machinery.

PROPOSAL for emoji: TYRE

3. USE IN SEQUENCES

Some example sequences the proposed TYRE emoji could sit in:

Tyre Fitter (TYRE 🛠️)

Tiring (TYRE ⚙️)

Locking wheel nut (TYRE 🔒)

Tired eyes (TYRE 😫)

Potter's Wheel (🏺 TYRE)

Asleep at the wheel (😴 TYRE)

Third wheel (TYRE TYRE TYRE) or (👯 TYRE)

Wheel of fortune (TYRE 🎰)

Hell on wheels (😈 🔥 TYRE)

Cheese wheel (🧀 TYRE)

4. BREAKING NEW GROUND

The proposed TYRE emoji is a new emoji, which is distinctive from all other emojis, only vehicle emojis currently possess a tyre which makes up the image of the whole emoji and is not yet its own entity.

C. IMAGE DISTINCTIVENESS

The proposed TYRE emoji is clearly distinctive as its own physical object, there are no other images that could substitute a TYRE emoji. The proposed TYRE emoji is currently unrepresented in the emoji keyboard.

D. COMPLETENESS

The proposed TYRE emoji would be an important addition to completing the emoji vehicle collection as one of the most important parts of a vehicle, the only part of a vehicle that makes contact with the road. The proposed TYRE emoji would compliment all emojis with tyres on 🚗 🚙 🚘 🚲 🚓 🚔 🚒 🚑 as well as adding to the growing road safety emojis 🚧 🚦 🚧

E. FREQUENTLY REQUESTED

N/A

PROPOSAL for emoji: TYRE

6) SELECTION FACTORS FOR EXCLUSION

F. OVERLY SPECIFIC

A proposed TYRE emoji would not be overly specific, with over 1.42 billion cars on the road worldwide, the TYRE emoji would represent over 4 billion tyres globally (<http://www.rfidtyres.com/how-many-cars-world.html>). There is no other more generic tyre/vehicle emoji that could be used to represent a tyre.

G. OPEN-ENDED

A TYRE emoji would be the first of its specific type, as there is no current option for a tyre, and represents a distinctive product currently missing from the emoji keyboard.

H. ALREADY REPRESENTABLE

There is currently no other emoji that could be used to represent a tyre.

I. LOGOS, BRANDS, UI ICONS, SIGNAGE, SPECIFIC PEOPLE, DEITIES

The proposed TYRE emoji does not represent a specific logo, brand, UI icon, sign, person, or deity. There are no religious issues that would prohibit it from becoming a part of the emoji dictionary. No one person/ brand can hold a copy right, trademark or claim over the general shape of a tyre.

J. TRANSIENT

The first vulcanized rubber pneumatic (inflatable) tyre was invented in 1845 and is unlikely to change its form. Tyres are a growing industry and with continued growth in interest online this would show a TYRE emoji to have consistent long-term usage.

K. FAULTY COMPARISON

There is not currently an emoji for a tyre, there is no possibility for a faulty comparison with any other emoji.

L. EXACT IMAGES

The proposed TYRE emoji does not require an exact image to be distinguishable. It allows for many variations in colour and style that will still be identifiable given the basic form.