



SAFETY THROUGH INNOVATION



Our mobile society depends on tires – from the safety of our families on the road to the industry’s significant contribution to our nation’s economy. Tires are the only part of the vehicle that touches the road and that connection is critically important to keeping the American economy moving and the driving public safe.

The tire manufacturing industry has invested billions of dollars in improving tires so they are significantly safer and more sustainable than just a few decades ago – and they’re only getting better.

Tires are safer and are performing better than ever.



The most recent government data analysis showed tire-related fatalities **decreased by over 50%** between 2007 and 2010.

Highly technical advancements have reduced rolling resistance and improved traction.



These performance enhancements mean your car gets better gas mileage, our air gets cleaner and tires grip the road better in bad weather.

MAINTAINING MOBILITY

Manufacturers design and build tires for tens of thousands of miles of service. Proper maintenance that takes only a few minutes each month or performed by a tire professional at regular intervals will help maintain your mobility.

DO IT YOURSELF



PRESSURE

Check tire pressure monthly and before long trips. Use the vehicle manufacturer’s recommended pressure. Under-inflation wastes fuel and can damage tires.



TREAD

All tires have “wear bars” at 2/32nds tread depth. When tread is worn to that point, tires must be replaced. Worn out tires pose a safety risk.

SERVICED BY PROFESSIONAL



ALIGNMENT

Have wheel alignment checked periodically or if you hit a pothole or road hazard. Misalignment of wheels can cause uneven and rapid tread wear.



ROTATION

Tires wear differently at each wheel position. To promote even tread wear, rotate tires every 5,000-8,000 miles.