



**be tire
smart**
**play your
PART**
PRESSURE • ALIGNMENT • ROTATION • TREAD

RMA is sponsoring its 5th annual **National Tire Safety Week** April 23-29, 2006, a nationwide public education initiative to teach consumers to **Be Tire Smart – Play Your PART**. **PART** stands for Pressure, Alignment, Rotation and Tread, the key elements of tire care.

The message to consumers is simple: Check your tire pressure and tread depth once a month. It's easy to do and only takes five minutes. Properly inflated tires are safer, last longer and improve fuel efficiency.

Tire Care Facts

- 63 percent of motorists cite tire pressure as the most effective way to increase gas mileage
- Only 19 percent of drivers properly check their tire inflation pressure.
- Only 39 percent of drivers know that the correct air pressure is found on the vehicle's tire information sticker or owner's manual, not the tire sidewall.
- 28 percent of drivers wrongly believe that the best time to check their tires is when they are warm after being driven for at least a few miles.
- 31 percent of drivers don't know how to tell if their tires are bald.
- 73 percent of drivers do not check the tire pressure in their spare tire.*

The RMA sponsored survey was conducted by FrederickPolls to 1,000 drivers nationwide from January 29-February 4, 2006 and has a margin of error of 3 percent.

* 2005 RMA survey



RUBBER
manufacturers
association