



# be tire smart play your **PART**

PRESSURE • ALIGNMENT • ROTATION • TREAD

A consumer education program of the Rubber Manufacturers Association

## 2011 Motorist Tire Care Awareness Fact Sheet

- ✓ Only 15 percent of drivers properly check their tire inflation pressure.  
To properly check tire inflation pressure:
  - Check tire inflation pressure at least once a month
  - Use the correct inflation pressure recommended by the vehicle manufacturer, not the pressure listed on the tire sidewall
  - Check tires when they are cold or haven't been driven for at least three hours
  - Of drivers who correctly check pressure, 20 percent were men while 9 percent were women.
- ✓ 62 percent of drivers don't know where to find the correct inflation pressure for their vehicle. 53 percent say it's the tire sidewall while 14 percent do not know at all.
  - Correct pressure is found on a label on a vehicle's driver side door or owner's manual.
- ✓ 43 percent of drivers don't know that tires should be checked "cold" – before driving. Don't check tires after you drive. As tires roll, they warm up and that causes the pressure to increase, which could give a false reading of actual tire pressure.
- ✓ 52 percent of drivers do not know how to tell if their tires are bald.
- ✓ Nearly 7 out of 10 drivers do not check the tire pressure in their spare tire.
- ✓ 3 out of 4 motorists cite checking tire pressure as a top fuel saving tip.

*The RMA sponsored survey was conducted by FrederickPolls to 1,000 drivers nationwide from March 2011 and has a margin of error of 3 percent.*

### Additional Tire Pressure Facts

- ✓ NHTSA estimates more than 23,000 tow away crashes were due to blow outs or flat tires. (National Highway Traffic Safety Administration, August 2001)
- ✓ Under inflated tires are attributed to crashes that result in 660 fatalities and 33,000 injuries each year. (National Highway Traffic Safety Administration, September 2004)
- ✓ Properly inflated tires can improve vehicle fuel efficiency by 3.3% and save motorists about 9 cents per gallon. ([www.fueleconomy.gov](http://www.fueleconomy.gov))
- ✓ 55 percent of U.S. passenger vehicles have at least one under inflated tire. 15% of vehicles had at least one tire under inflated by 8 PSI. (Rubber Manufacturers Association measured tire pressure survey, May 2010)

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