

# DID YOU KNOW?

## Under-inflation is a leading cause of tire failure.

### Six good reasons to measure your tire pressure once a month:

- Reduced Tire Failure
- Improved Vehicle Handling
- Improved Stopping Distance
- Improved Tire Life
- Improved Fuel Economy
- Reduced Greenhouse Gas Emissions

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

## TIRE INFLATION FACTS

- **95% of your vehicle's weight** is supported by your tire's air pressure, with the tire supporting just 5%, making inflation a critical part of a tire's ability to perform.
- **70% of vehicles** have at least one tire with an inflation problem.
- **23% of vehicles** have at least one tire under-inflated by more than 20%, this will increase fuel consumption, reduce tire life, and increase greenhouse gas emissions.
- **Driving with one tire under-inflated by 20%** results in consuming approximately two weeks more of fuel per year and reduces your tire's life by six to nine months.
- **17% of vehicles** have at least one tire over-inflated by more than 20%, this will result in excessive tire wear and reduced vehicle handling.

**SAVE MONEY  
SAVE THE ENVIRONMENT  
INFLATE YOUR TIRES CORRECTLY**

For more tire tips visit our Web site.

**betiresmart.ca**

## TIRE PRESSURE CHECKLIST

**STEP 1** Find the recommended inflation pressure for your tires on the vehicle placard. Check the owner's manual for its exact location.



**STEP 2** Only measure pressure when your tires are cold. "Cold" means that your tires have been stationary for at least three hours or your car has not been driven more than 2 km.



**STEP 3** Complete tire inflation pressure measurement: Remove cap from valve on one tire, press tire gauge onto valve and take pressure reading.



**Add Air** to achieve recommended air pressure. If you overfill the tire, release air by pushing on the metal stem in the center of the valve, then re-check the pressure.



**Replace** the valve cap and repeat with each tire, including the spare.



In addition to a monthly tire pressure measurement, ask your tire dealer to regularly check your alignment and rotate your tires. It is also important to check your tread wear.

### Why Check Alignment ?

Poor alignment will cause your tires to wear unevenly and you may experience handling problems, such as "pulling" or vibration. Poor alignment will also increase your fuel consumption.

### Why Rotate Your Tires ?

Your tires wear at different rates – rotation can extend their useful life. A general guideline for tire rotation is approximately every 10,000 km, but check your owner's manual for the recommended interval.

### Why Check Tread Wear ?

Visually inspect the tires to make sure there are no embedded objects, cuts or abrasions in either the tread or sidewall area. To prevent skidding and hydroplaning, tires must be replaced when the tread is worn. You could also try the "Bluenose" test; place a ten cent coin in the tire's groove with Bluenose's sails facing down (upside down) – If you can see the top of the sails, then the tire needs replacing.

This national tire inflation campaign is sponsored by the tire company members of The Rubber Association of Canada, which includes Bridgestone Firestone Canada Inc., Continental Tire Canada Inc., Cooper Tire & Rubber Company, Goodyear Canada Inc., Hankook Tire Canada Corp., Kumho Tire Canada Inc., Michelin North America (Canada) Inc., Nokian Tyres Inc., Pirelli Tire Inc., Falken Tire Corporation, Toyo Tire Canada Inc. and Yokohama Tire (Canada) Inc., and in collaboration with the Government of Canada.



Canada

**"Be Tire Smart – Play Your PART" is a national public education campaign designed to encourage Canadian motorists to adopt good tire maintenance practices.**

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