



be tire smart play your **PART**

PRESSURE • ALIGNMENT • ROTATION • TREAD

A consumer education program of the Rubber Manufacturers Association

2015 “TIRE SMART” SURVEY Key Tire Care Facts

- ✓ Only **17 percent of drivers are “tire smart”** or know how to properly check tire 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
 - **GENDER GAP:** 21 percent of male drivers are “tire smart” vs. 13 percent of women.

- ✓ Only **50 percent of drivers know where to find the correct inflation pressure** for their vehicle: a label on a vehicle’s driver side door or owner’s manual. 50% of drivers wrongly believe that the correct pressure is listed on the tire sidewall.

- ✓ **1 out of 3 drivers don’t know that tires should be checked “cold”** – before driving. Don’t check tires after driving. As tires roll, they warm up, which causes the pressure to increase and could give a false tire pressure reading.

- ✓ **35 percent of drivers do not know how to tell if their tires are bald.**
 - Stick an upside down penny into tire tread. If you see all of Lincoln’s head, the tire is bald and needs to be replaced.
 - All tires have “wear bars” at 2/32nds tread depth. When tread is worn down to that point, tires need to be replaced.

- ✓ **4 in 10 drivers believe they can determine if a tire is under inflated just by looking.**
 - Tires can be 50% under inflated and not appear flat.

- ✓ **Nearly 6 out of 10 drivers do not check the tire pressure in their spare tire.**

- ✓ **3 out of 10 drivers say they are less concerned about gas mileage performance since gas prices have dropped.**
 - 1 out of 2 drivers ages 18-29 say they are less concerned about gas mileage performance since gas prices have dropped.

The RMA sponsored survey, conducted by FrederickPolls, involved 1,000 drivers nationwide in April 2015 and has a margin of error of 3 percent.

For more information:
Dan Zielinski
Rubber Manufacturers Association
202-682-4846/dzielinski@rma.org