

# 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

**Just remember...**

**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.
- 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.
- 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.

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

## 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. Try the penny test: Place a penny in the tire's groove with the Queen's crown facing down — if you can see the top of the Queen's crown, 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., Sumitomo Rubber Industries Ltd., Toyo Tire Canada Inc. and Yokohama Tire (Canada) Inc., and the Government of Canada, which includes Natural Resources Canada, Transport Canada and Environment Canada.



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