



December, 10 2014



Agenda

- TireWise Campaign
- Ongoing Consumer Outreach

TireWise

SaferCar.gov/tire

TIREWISE

safercar.gov

CHAT HELP | t | f | You | ✉

Poor tire maintenance can lead to a flat tire, blowout, or the tread coming off your tire.

HOME BUYING MAINTENANCE AGING LABELING FUEL EFFICIENCY RETAILERS

Be TireWise!

Be TireWise, because the only thing between you and the road are your tires.

Yearly estimates back up that statement. On average:

- Drivers in the United States put more than 2,969 billion miles on their tires,
- There are nearly 11,000 tire-related crashes and

IMPORTANT TIRE SAFETY INFORMATION

Tire Recalls and Complaints

When there are problems with tires, you can rely on NHTSA to keep you informed. But we also need your help by letting us know when you believe there might be safety issues with your tires.

Tell us if you believe there is a problem with your tire(s)

Look up tire recalls and complaints

12-15 Passenger Vans

TireWise

- Launched May 2014
 - Safercar.gov/tire
 - Buying
 - Maintenance
 - Aging
 - Labeling
 - Fuel Efficiency
 - Retailer Materials
 - Shareable Assets
- ** Available in English and Spanish

TireWise Buying

- FAQ
- Type
- Ratings
- Traction



TIRE BUYERS' FAQ—WHAT YOU SHOULD KNOW AND ASK

The next time you're in the market to buy tires, be sure to print out these [Tire Buyers' FAQ](#) to equip yourself with key purchasing information about tires. Once you've selected the right tires for you and your vehicle, our [Congratulations on Your New Tire Purchase](#) handout can help you locate and record important information that you'll need throughout the service life of your new tires.

What type of tire should I buy?

This will vary by where you live and the typical weather you drive in.

- **All-season tires** can handle a variety of road conditions. They have some mud and snow capabilities.
- **Winter tires** are more effective than all-season tires in deep snow.
- **Summer tires** are warm-weather tires that are not designed to operate in temperatures below freezing, or on snow and ice.
- **All-terrain tires** are mainly used on four-wheel drive vehicles. They provide a good compromise between on-road driving and off-road capability.

How are tires rated? What does the tire rating mean?

Many tires are rated by the U.S. Government on treadwear, traction performance and temperature resistance. It's called the [Uniform Tire Quality Grading Standards \(UTQGS\)](#), and the tire ratings are on the sidewall of every passenger vehicle tire sold in the United States.

- **Treadwear** grades tell you how long the tread should last. For example, tires with a grade of 200 should wear twice as long as a tire with a grade of 100. The tread on tires with highest numeric ratings, 600 or more, should take longer to wear down. A control tire is assigned a grade of 100. Other tires are compared to the control tire. For example, a tire grade of 200 should wear twice as long as the control tire. Of current tires:
 - 15% are rated below 200
 - 25% are rated 201 - 300
 - 32% are rated 301 - 400
 - 20% are rated 401 - 500
 - 6% are rated 501 - 600
 - 2% are rated above 600
- **Traction** grades tell you the tire's ability to allow a car to stop on wet pavement in a shorter distance. It's graded AA, A, B or C, with AA being the highest rating. Of current tires:
 - 3% are rated "AA"
 - 75% are rated "A"
 - 22% are rated "B"
 - Only 1 line of tires rated "C"
- **Temperature** grades tell you how well the tire resists heat. It's graded A, B or C, with A being the highest rating. Of current tires:
 - 27% are rated "A"
 - 9% are rated "B"
 - 11% are rated "C"



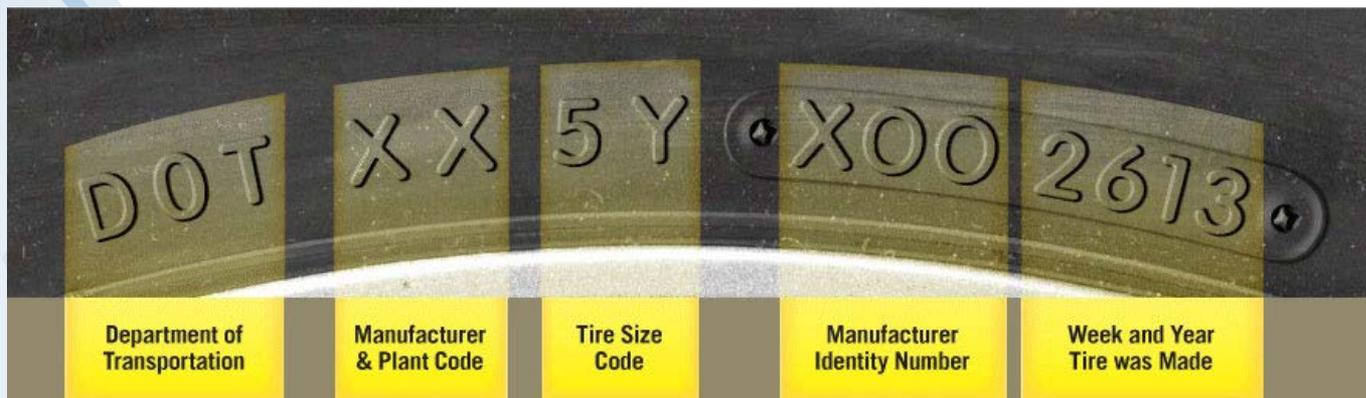
TireWise Maintenance

- Tire Pressure
- Tire Tread
- Tire Rotation
- Recalls and Complaints



TireWise Aging

- What it is
- When to Replace



TireWise Labeling

R: The “R” stands for radial. Radial tires have been the industry standard for the past 20 years.

P or LT: The “P” indicates the tire is for passenger vehicles. “LT” indicates the tire is for light trucks.

NOMINAL WIDTH: This three-digit number gives the width of the tire in millimeters from sidewall edge to sidewall edge. The larger the number, the wider the tire.

MAXIMUM LOAD RATING: This number indicates the maximum load the tire can carry.

MAXIMUM PERMISSIBLE INFLATION PRESSURE: This number is the greatest amount of air pressure that should ever be put in the tire. This is NOT the same as the vehicle manufacturer’s recommended tire pressure.

TEMPERATURE: The temperature rating indicates how well the tire resists heat.

ASPECT RATIO: This two-digit number gives the tire’s ratio of height to width. A number of 50 or lower indicates a short sidewall for improved steering response and better overall handling.

TRACTION: The traction rating indicates the tire’s ability to allow a car to stop on wet pavement in a shorter distance.

TREADWEAR: The treadwear rating indicates how long the tire should last. The higher the number, the longer it should take for the tires to wear down.



RIM DIAMETER CODE: This two-digit number is the wheel or rim diameter in inches.

LOAD INDEX: This two- or three-digit number is the tire’s load index. It is an indicator of how much weight each tire can support. Note: You may not find this information on all tires because it is not required by law.

SPEED RATING: The speed rating tells you the maximum speed capability of a tire. The speed ratings include speeds from 99 mph to above 186 mph. Note: You may not find this information on all tires because it is not required by law.

M+S: This indicates that the tire has some mud and snow capability.

U.S. DOT TIRE IDENTIFICATION NUMBER: This number begins with the letters “DOT” and indicates that the tire meets all Federal standards. The next two numbers or letters are the plant code where the tire was manufactured. The last four numbers represent the week and year the tire was built. For example, the numbers 3107 means the 31st week of 2007. The other numbers are marketing codes used at the manufacturer’s discretion. This information is for contacting consumers if a tire defect requires a recall.

TireWise

Fuel Efficiency

- Proper Tire Inflation



TIRE AND LOADING INFORMATION			
SEATING CAPACITY ; TOTAL 5 ; FRONT 2 ; REAR 3			
The combined weight of occupants and cargo should never exceed XXX kg or XXX lbs.			
ORIGINAL TIRE SIZE	COLD TIRE INFLATION PRESSURE		SEE OWNER'S MANUAL FOR ADDITIONAL INFORMATION
P195/70R14	FRONT	200kPa, 29PSI	
	REAR	200kPa, 29PSI	
COMPACT SPARE TIRE	COLD TIRE INFLATION PRESSURE		
T125/70D15	420kPa, 60PSI		

TireWise

Retailers: Toolkit

- Display and share these tools in their retail space.
- Post this information on their websites.
- Share the link to SaferCar.gov/Tire via their social media tools and websites.



TireWise

Shareable Assets

- Life of a Tire Video

<http://youtu.be/SzBO1CkIP8M>

TireWise

Shareable Assets

- Infographic



Consumer Outreach

- Social Media
 - Tire Safety Week Twitter Chat on June 5 (resulted in 2.8 million reach)
 - Ongoing Tire Safety messages on NHTSA's Facebook page and Twitter feed
- Tire Industry Outreach
 - Retailers
 - Tire Safety Week

Consumer Outreach

- Partnership Outreach
 - Online Automotive Industry (e.g. Edmunds.com, KBB.com, Cars.com)
 - Automotive Service Industry (ASA, AMRA)
 - Car Dealers (NADA and NADA Guides)
 - Vehicle Safety Organizations (e.g. Consumer Auto Safety Association, Advocates for Highway and Auto Safety)

Next Steps

- Continue to Update Website
 - Expand retailers toolkit content
- Utilize Social Media
 - Targeted messages during specific times of the year (Summer and Winter)
- Update Partners of New Content
- Look for New Opportunities/Channels
 - Update on seasonal Driving Tips
 - Outreach to Driving Education community