



- ▶ NTSB Symposium
Consumer Awareness and Training

- ▶ Dan Zielinski
- ▶ Sr. Vice President
- ▶ Rubber Manufacturers Association



**be tire
smart**

**play your
PART**
PRESSURE • ALIGNMENT • ROTATION • TREAD

- ▶ Safety is the tire industry's #1 priority
- ▶ Consumer awareness of proper tire maintenance is critical to motor vehicle safety
- ▶ Be Tire Smart program launched in 2000



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PRESSURE • ALIGNMENT • ROTATION • TREAD

- ▶ Program funded by RMA members
- ▶ Provides information to point of sale locations (tire dealers, auto dealers, others)
- ▶ Media outreach
- ▶ Web site information



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PRESSURE • ALIGNMENT • ROTATION • TREAD

- ▶ Primary focus:
 - Pressure
 - Alignment
 - Rotation
 - Tread



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- ▶ **Additional issues**
 - Unsafe Used Tires
 - Tire Repair
 - Tire Registration
 - Tire Service Life



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PRESSURE • ALIGNMENT • ROTATION • TREAD

- ▶ Essential Components
 - Ally Development
 - Media Outreach
 - Online Information
 - www.BeTireSmart.org

Ally Development

- ▶ Tire dealers, auto dealers, automotive service providers
- ▶ AAA, Governors Highway Safety Association
- ▶ Tire Industry Association, NADA, state tire dealer associations
- ▶ Working with those with tire care knowledge to reach consumers

Media Outreach

- ▶ Reaching mass audience through media
- ▶ Earned Media
- ▶ Web content
- ▶ Public Service Announcements (radio)

Earned Media

- Media Tours
 - TV/Radio
 - NASCAR Drivers
 - Tire Dealers
 - RMA Members
 - RMA staff



Online Information

Press Releases - Press Room x Tire Safety x

www.rma.org/tire-safety/

Members Only | For the Media | Contact

SEARCH THIS WEBSITE...

HOME ABOUT RMA TIRE SAFETY SCRAP TIRES PUBLICATIONS

TIRE SAFETY

Proper tire care and safety is simple and easy. The Rubber Manufacturers Association (RMA) recommends getting in the habit of taking five minutes every month to check your tires, including the spare.

BE TIRE SMART PLAY YOUR PART

- Pressure:** Under inflation results in unnecessary tire stress, irregular wear, loss of control and accidents. A tire can lose up to half of its inflation pressure and not appear to be flat. [How to Check Tire Pressure](#)
- Alignment:** A bad jolt from hitting a curb or pothole can throw your front end out of alignment and damage your tires. Have a tire dealer check the alignment periodically to ensure that your car is properly aligned. [Learn More About Your Alignment](#)
- Rotation:** Regularly rotating your vehicle's tires will help you achieve more uniform wear. Unless your vehicle's owners manual has a specific recommendation, the guideline for tire rotation is approximately every 5,000 miles. [Details on Rotating Your Tires](#)
- Tread:** Advanced and unusual wear can reduce the ability of tread to grip the road in adverse conditions. Visually check your tires for uneven wear, looking for high and low areas or unusually smooth areas. Also check for signs of damage. [How to Check Tread](#)

FACTS AT A GLANCE

Recommended frequency for visual inspection and inflation pressure check of all our tires and the spare: **Once a month and before every trip.** [More Facts](#)

Sources: National Highway Safety Administration, Rubber Manufacturers Association

What's Inside the Tire

Be Tire Smart - Play Your PART

be tire smart play your PART
Tire Safety Brochure

YouTube Facebook Twitter

www.rma.org/tire-safety/

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Online Information

- ▶ Tire Care Minutes – 1 minute videos on tire care elements: Pressure–Alignment–Rotation–Tread
- ▶ Downloadable content for tire/auto businesses
 - Images
 - Fact sheets
 - Sample news releases
 - Suggested community/media outreach activities

Quantifying the Problem

- ▶ Consumer surveys
 - Measure awareness and reported tire care practices
 - 51% of US drivers say they've checked pressure within last month
- ▶ Tire Pressure & Tread Depth Measurements
 - Work with retail PARTners to collect data
 - 69% of vehicles have at least one under inflated tire
 - 18% of vehicles have at least one tire under inflated by 8 PSI or more
 - 12% of vehicles have at least one bald tire



- ▶ National Tire Safety Week
- ▶ Begun in 2002
- ▶ Opportunity for industry to focus on tire safety education

National Tire Safety Week

- ▶ May 24–30, 2015
- ▶ Focus on tire pressure maintenance
- ▶ Consumers encouraged to start a regular tire care habit
 - RMA provides materials to more than 20,000 tire/auto service locations nationwide
 - Distributes radio PSAs to 3,000 stations
 - Media outreach
 - TV/Radio
 - Coordinate with RMA members, NHTSA, GHSA, AAA, TIA, others

Additional Media Outreach

- ▶ Target messages for periods of increased driving activity
 - Summer
 - Late Fall (Thanksgiving)
 - Spring
- ▶ Late Fall outreach focused on danger of worn-out tires
 - Target market outreach (TV)
 - Radio tour

Tire Dealer/Automotive Service Provider Outreach

- ▶ RMA provides tire care and service information to tire/automotive service locations
 - Mailing to 220,000 locations in 2011
 - Periodic mailings to ensure service providers have accurate, updated care and service information

Social Media

▶ Social Media

- Facebook
- YouTube (BeTireSmartRMA)
- Twitter (@BeTireSmart)
 - All are tools to help reach audiences with content, tips and information

RMA Member Coordination

- ▶ Dealer outreach
- ▶ Promotions
- ▶ Social Media
- ▶ Media outreach
- ▶ Educational materials

Summary

- ▶ Tire maintenance is critical to vehicle safety
- ▶ Research shows consumers continue to need tire care reminders
- ▶ RMA seeks to communicate repeated messages through multiple channels:
 - Media
 - PARTners
 - Point-of-sale locations
 - Online
- ▶ Increasing number of credible messengers and message frequency will help reach consumers