



Proper tire inflation fights climate change, lowers fuel bills

It would take a boreal forest almost one and a half times the size of Prince Edward Island to absorb the carbon released annually as a result of the excess fuel consumed due to under-inflated tires in Canada.

Toronto, May 11, 2009 – By taking a few simple actions each month to ensure their tires are properly inflated, Canadian motorists can lower harmful vehicle emissions of carbon dioxide by one million tonnes each year and save an estimated \$579 million in unnecessary fuel bills, according to data from Natural Resources Canada.

Unless drivers take action, motorists will likely burn an extra 643 million litres of fuel in 2009 because one or more of their tires are under-inflated. That is enough squandered fuel to fill 257 Olympic size swimming pools.

To counter this environmental threat, The Rubber Association of Canada (RAC), which represents Canada's tire makers, is working to educate motorists about the environmental and fuel economy benefits of proper tire inflation and regular maintenance.

May 11 to 17, 2009, is National *Be Tire Smart Week*, during which the tire industry, including retailers, distributors and manufacturers, will be reminding motorists to use a reliable tire gauge monthly to ensure their tires are inflated to the vehicle manufacturer's recommendation.

A tire that is substantially under-inflated does not roll as smoothly or as easily as it was intended. This diminishes fuel efficiency because increased rolling resistance causes the vehicle to burn more fuel, which increases both emissions and fuel costs.

According to an RAC survey, on any given day nearly 70 percent of personal vehicles on Canada's roadways will have at least one tire that is over or under-inflated. Most disturbingly, 23 percent will have at least one tire seriously under-inflated by more than 20 percent, which is also a safety hazard. The study also showed that only one in two Canadian motorists measure their tires' pressure monthly or more frequently.

"For Canadian drivers who care about the environment – not to mention fuel savings and safety – there is no easier way to fight climate change than measuring tire pressure monthly," says Glenn Maidment, President of the RAC. "Gaining the best possible tire-related fuel economy and performance is easy for motorists who take the time to perform a few simple procedures to ensure their tires are always properly inflated."

Canadians can learn more about *Be Tire Smart Week* and the importance of proper tire inflation and maintenance by visiting www.betiresmart.ca.

Here are some tire inflation tips for motorists who want to minimize their vehicle's emissions and cut fuel bills:

- Invest in a reliable tire gauge. The only accurate way to know if tires need to be inflated or deflated is by measuring their pressure with a reliable gauge monthly. Too many drivers make the mistake of thinking a visual check will tell them if their tire pressures

are correct. A tire can be under or over inflated by 20 percent or more and not be noticeable.

- Always inflate tires to the vehicle manufacturer's recommendation. The right tire pressure by wheel position is listed on the vehicle placard, which is located on one of the vehicle's inside door posts, or inside the glove compartment or fuel door. Never use the tire pressure stamped on the sidewall. That pressure refers to the maximum pressure a tire can contain under maximum load. If you experience difficulty locating your vehicle placard, consult your vehicle's owner's manual for its location.
- Tire pressure should only be measured when the vehicle has been stationary for at least three hours, or has not been driven more than two kilometres. Tires heat up when rolling, so if they are measured after driving more than two kilometres, the result will be an inaccurate reading.

"By following a few simple rules, motorists can significantly reduce green house gases and save their money," says Maidment. "During National *Be Tire Smart Week*, drivers should make a point to drop by their local tire retailers to learn from the tire professionals how to make sure their tires are always properly inflated and maintained."

Be Tire Smart Week is an advocacy campaign designed to enable tire retailers to play a leadership role in educating the motoring public about the benefits of proper tire inflation and maintenance. The campaign is a joint initiative of the Rubber Association of Canada, which represents the tire industry, and Natural Resources Canada's Office of Energy Efficiency. ***Be Tire Smart – Play Your P.A.R.T.***

-- 30 --

Be Tire Smart Week May 11 – 17, 2009

PSA Scripts

:30 May 11-17 is Be Tire Smart Week and tire retailers would like to remind you to measure your tire pressure monthly. With proper tire maintenance, the average Canadian driver will save two weeks worth of fuel every year and fight climate change. As well, because your tires will last longer, you save the cost of one or two sets of tires over the life of your vehicle, which is good news for the environment too. **Play your P.A.R.T. Be Tire Smart**

:20 This is **Be Tire Smart Week**. Canada's tire retailers remind you that measuring your tire pressure each month could save the average Canadian driver the equivalent of two weeks worth of free fuel every year. Visit **www.betiresmart.ca** to learn more.

:15 It's **Be Tire Smart Week** this week. You can find out how proper tire maintenance could save you up to two weeks worth of fuel every year and lower carbon emissions too. Visit **www.betiresmart.ca**.

Spokespeople from the Rubber Association of Canada are available for comment.

For more information or to arrange an interview please contact:

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