Tire Pressure Awareness Campaign

What's the Issue?

Majority of cars on U.S. roads are operating on tires that are **underinflated by 20%** *

Driving on underinflated tires can contribute as much as **1.5 tons of CO2 annually, per vehicle!**

Driving an average 12,000 miles/year on underinflated tires uses **144 EXTRA gallons of Gas!**

Each gallon of gas burned produces **20 pounds of CO₂**

Proper tire inflation can **improve mileage by up to 3.3%**
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What can you do?

1. Check your tire pressure monthly with a tire pressure gauge and maintain proper tire inflation.

   PSSST — Check ’em once a month.

2. Use a gauge. You can’t tell the correct tire pressure by just looking.

   Tire at 32 psi (100% recommended)
   Tire at 16 psi (50% recommended)

The correct PSI or pressure for your tires is listed on your vehicle’s tire information label or in your owner’s manual, not what’s on the side of the tire.

PSSST — What’s your PSI?

Proper tire inflation – “Everything is riding on it.”
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How to check your tire pressure

1. Know your correct tire pressure from vehicle tire label or manual (not from the tire).

2. Check all tires including spare when cold (driven less than 3 miles) and determine the difference in PSI needed to adjust to proper tire pressure.

   Example:
   - Recommended pressure = 34 psi
   - Measured pressure = 28 psi
   - Amount of air to add = 6 psi

3. If you’ve driven more than 3 miles – simply add 3 psi above the recommended tire pressure.

4. A money-saving hint: When you have to pay for air, be sure to take all the caps off the stems first, then put your quarters in the machine. This way you won’t run out of time and need to pay more.

Proper tire inflation – “Everything is riding on it.”

1. Improve vehicle handling and safety
2. Save money by improving mileage and life of tire
3. Significantly reduce emissions (~1.5 tons of CO₂/vehicle)