



GIVE US SOME LOVE AND
**WE'LL LOVE
YOU BACK!**

TREAD WISELY™

The importance of tires is often overlooked, especially by new drivers. However, tires are the only thing connecting you to the road, so keeping them in top shape is key. That's why Cooper Tire & Rubber Company is promoting tire and vehicle safety through our Tread Wisely program.

**Learn these three key tire safety checks
to help you stay safe on the road.**

1

TIRE PRESSURE

Check your tire pressure once a month and prior to long trips.

WHY? Having the right tire pressure helps your tires perform like they should, giving you better control of your car, and helps your tires wear longer and more evenly. Having the right pressure also saves you money at the fuel pump because when your car rolls evenly, it eats less gas. Did you know that driving your car with even one tire that is underinflated by just 8 PSI can reduce the life of the tire by 9,000 miles and increase your fuel consumption by 4%?

HOW? To check your tire pressure, find your car's ideal pressure listed on the sticker inside your car door, glove box or fuel door, or in the car's manual. Remove the tire's valve cap and press a tire gauge firmly onto the valve stem. The end of your tire pressure gauge will pop up and show a reading of the pounds per square inch (PSI) of air pressure in your tires. If this number matches your recommended tire pressure, you're good to go. If the number is lower than the recommended tire pressure, your tire is underinflated. If the reading on the gauge is higher than the pressure recommended for your car, you need to release some air.



2

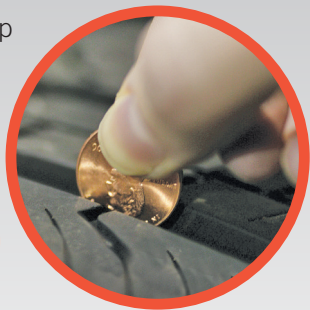
TREAD DEPTH

Check your tire tread depth once a month.

WHY? Proper tire tread gives you the traction to stop and hold the road on curves. It also prevents hydroplaning in wet conditions. Your tire tread should be no less than 2/32nds of an inch deep on any part of your tire.

HOW? To check your tread depth, use the penny test. Insert the edge of a penny into the most worn groove of your tire tread with Lincoln's head down and facing you. If the top of Honest Abe's head is covered by tread, meaning you cannot see the top of his head, the tire tread is in good shape. If the top of his head is visible, you need to replace the tire.

PENNY
HERE



3

OVERALL CONDITION

Check your tire's overall condition once a month.

WHY? Damaged tires are dangerous and can cause tire failure, and can also shorten the life of the tire and result in the loss of air. Anytime you see damage to your tire, don't drive on it.

HOW? Assess the overall condition of your tires by looking at them closely to ensure there are no cuts, cracks, punctures or bulges. If you spot any of these, get your tires checked by a professional before driving on them.



Learn more:

TREAD WISELY™

TreadWisely.org

   "TreadWisely1"

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