

**For Immediate Release:**  
August 3, 2009

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## **TIA Offers Five Tips Every Consumer Should Know About Summer Tire Care**

**Bowie, MD** – Summer is in full swing, and that means that many people are using the warm weather to provide some much-needed care to their cars, including their tires. In addition, many are getting ready to embark on that summer road trip. The **Tire Industry Association (TIA)**, one of the leading authorities on tires, offers five tips that will help consumers keep their tires in tip-top shape.

- 1. Don't use petroleum- or silicone-based tire shines/cleaners.** Most people don't realize that some of the most popular tire shines and cleaners on the market have a negative effect on the additives that tire manufacturers use in tires to help prevent ozone damage or dry rot.
- 2. Visually inspect your tires and check their pressure every month.** Look for things such as cracking and/or irregular wear, and make sure all tires are properly inflated. Check the owner's manual or the placard on the inside of the driver-side door to determine the correct inflation, and always check the pressure first thing in the morning, when tires are "cold."
- 3. Use a penny to make sure you have enough tread.** Put a penny in the major tread groove of each tire. If the top of Lincoln's head is visible, it's most likely time to buy a replacement tire.
- 4. Don't forget to pay attention to your spare tire.** The wrong time to check a spare tire is when it is needed. Thus, make sure it is in proper working condition now. Additionally, make sure the jack is in working order.
- 5. Be sure not to overload your tires.** Many summertime activities involve a lot of luggage and equipment. And, when you factor in the weight of the passengers, it can be too much for your tires to safely handle. Make sure to check the owner's manual to ensure the maximum allowable limit is not being exceeded.

"Many people take their tires for granted, but they are one of the most critical pieces of equipment on your automobile," said **TIA** Senior Vice President of Training Kevin Rohlwing. "So, people should take advantage of these warm summer months to make sure their tires are properly cared for. Otherwise, the results of improper tire care can be costly – and potentially disastrous."

*TIA is an international association representing all segments of the tire industry, including those that manufacture, repair, recycle, sell, service or use new or retreaded tires, and also those suppliers or individuals who furnish equipment, material or services to the industry. The Tire Industry Association (TIA) has a history that spans more than 80 years and includes several name changes. Originally known as the National Tire Dealers & Retreaders Association (NTDRA), the organization gave birth over the years to the American Retreaders Association (ARA) and the Tire Association of North America (TANA). ARA changed its name to the*



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*International Tire & Rubber Association (ITRA) and merged with TANA in 2002 to form the current Tire Industry Association (TIA), which now represents every interest in the tire industry.*

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