

## Useful Information about Passenger Vehicle Fuel Economy and Tire Performance

Vehicle operating cost is a major consideration for drivers each and every day. Yokohama would like to provide you with special tips to help you save money, optimize tire energy efficiency, and maximize tire service life.

If you had the talent and skill to achieve a "Triple Play" in baseball, every time you played the game, you would be famous and maybe even wealthy.

**The "Triple Play" in the game of tire performance is "Tire Inflation".**

**You can lower your gasoline bills, get thousands of additional miles out of your tires and improve air quality all by maintaining correct tire inflation pressure.**

**Fact 1:**

For a typical car today, \$13-\$20 dollars of every \$100 of gasoline you purchase actually moves the car forward.

**Fact 2:**

For the typical tire today, \$4-\$7 dollars of every \$100 of gasoline you purchase is used by the tires in some way.

**Fact 3:**

Tire under inflation by eight psi can lower your miles per gallon by up to 2%, reduce tread life by up to 15%, increase carbon dioxide emissions and increase tire fatigue which can reduce tire service life.



Correct tire pressure can be found on your vehicle placard or in your vehicle owners manual. Check your tire pressure while the tire is cold each month and adjust to the correct setting. If you need assistance learning how to perform an air pressure check, need a gage or air line, or have changed tire size from the original equipment size, please visit a tire service professional.

If you need our assistance, please contact the Yokohama Tire Corporation Consumer Affairs Department at 877-238-2677.