



Save money. Save lives. Save the environment.

Main Messages and Supporting Facts about *enGAUGE It* and Tire Inflation

MAIN MESSAGE:

***enGAUGE It* is a new program that helps students educate drivers about proper tire inflation and have a positive impact on our environment.**

Supporting Facts:

- To help educate people about the benefits of keeping tires properly inflated, students like us are implementing a program called *enGAUGE It*.
- *enGAUGE It* has been developed by a non-profit organization called the Newton Marasco Foundation, and is being implemented in partnership with high schools.
- *enGAUGE It* gives students the tools to hold a one-day event to educate drivers about the benefits of keeping tires properly inflated.

MAIN MESSAGE:

Keeping your tires properly inflated will help save our environment.

Supporting Facts:

- We waste 1.2 billion gallons of gas each year due to under-inflated tires.
- Properly inflated tires can improve fuel efficiency by up to 3.3%.
- Under-inflated tires lead to higher greenhouse gas emissions and release of air pollutants.

MAIN MESSAGE:

Keeping your tires properly inflated will save you money

Supporting Facts:

- You can improve your gas mileage up to 3.3 percent by keeping your tires inflated to the proper pressure.
- You can save up to 8 cents a gallon with properly inflated tires.
- Tires that are not properly inflated wear out up to a year faster, so keeping your tires properly inflated also helps you save money by not having to buy new tires as often.

MAIN MESSAGE:

Keeping your tires properly inflated will help improve safety.

Supporting Facts:

- Under-inflated tires are one of the leading causes of tire failure.
- Vehicles with under-inflated tires have had handling problems that caused crashes resulting in fatalities and injuries.
- Under-inflated tires can be a serious problem, resulting in tire stress due to overheating, irregular tread wear, tire failure, and sometimes loss of driver control and crashes.

Additional Information about Tire Inflation

- More than 25% of all cars have at least one tire that is under-inflated.
- You should check the pressure in your tires at least once a month because even under normal driving conditions, air-filled tires can lose 1.5 pounds per square inch per month
- You can't tell just by looking if the tire is properly inflated.
- To get an accurate tire pressure reading, check it when your tires are cold, which means the car has not been driven for 3 hours or more.
- Make sure to fill your tires to the PSI listed on the door jamb or owner's manual, not what is listed on the tire sidewall.