



Save money. Save lives. Save the environment.

Student Preparation for Media Interviews

Be prepared with three main points about *enGAUGE It*

- If everyone takes this small step of keeping their tires properly inflated, it would make a big difference to help save our environment, save money, and save lives.
- Make sure to check your tires every month.
- We waste 1.2 billion gallons of gas every year because of underinflated tires

Potential Questions and Suggested Responses

1. What is *enGAUGE It* all about?

enGAUGE It is a program for students to educate drivers about keeping their tires properly inflated to save money, save the environment, and save lives.

2. Who is implementing *enGAUGE It*?

enGAUGE It was developed by the Newton Marsaco Foundation, and they are partnering with high schools, like mine, to implement it.

3. How does keeping tires properly inflated help the environment?

- We waste 1.2 billion gallons of gas each year due to underinflated 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.

4. How does keeping tires properly inflated help save money?

- 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.

5. How does keeping tires properly inflated help save lives?

- Under-inflated tires are one of the leading causes of tire failure.
- Vehicles with underinflated 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.

6. What else can you tell us about tire inflation?

- More than 25% of all cars have at least one tire that is underinflated.
- You should check the pressure in your tires at least once a month because air-filled tires can lose 1.5 pounds per square inch per month, and you can't tell just by looking if the tire is properly inflated.
- 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.
- Make sure to check the pressure when your tires are cold, which is when the car hasn't been driven in at least 3 hours.

Other Potential Questions

These are other questions media might ask students; students should be prepared to answer these questions based on their own experiences with *enGAUGE It*.

- 1. What is the most interesting thing you've learned about tire inflation?**
- 2. What has your role been in *enGAUGE It*?**
- 3. What steps did you take to learn about inflation?**