

May 23, 2017

Toyo Tires® Recognizes National Tire Safety Week
Provides Online Resources to Search Tire Pressures and Maintenance Tips

CYPRESS, CA – Toyo Tire U.S.A. Corp. (Toyo Tires®) recognizes *National Tire Safety Week*, running May 28 – June 3, 2017. Presented by the U.S. Tire Manufacturers Association (USTMA) and supported by industry partners such as Toyo Tires, *National Tire Safety Week* is designed to educate motorists about the importance of tire safety and proper maintenance.

Simply adding routine tire maintenance to your lifestyle – such as checking your tire pressures on a regular basis; can help save fuel costs while helping keep your vehicle safe on the road. During *National Tire Safety Week*, several Toyo Tires® dealers offer free safety checks, including checking tire pressures and inspecting your tires for wear. You can easily locate year nearest dealer by using the dealer locator at <https://www.toyotires.com/dealer-finder>.

For the do-it-yourselfer, you can easily locate your vehicle manufacturer's recommended tire pressures on the tire placard. This can be found on the door and door jamb, glove box, trunk lid or fuel door. Toyo Tires also provides a convenient Tire Finder at <https://www.toyotires.com/tire-finder> which allows you to search your vehicle's recommended tire inflation pressures. For custom vehicles with plus fitments, you can also locate the plus size on your vehicle and the recommended inflation pressures for that size.

Handy and informative tire maintenance videos are available in the Tires 101 section, or by linking to [toyotires.com/tires-101](https://www.toyotires.com/tires-101). These highly informative videos address four essential topics: How to Check Your Tire Pressure, How to Check Tire Tread Depth, How to Inspect Tire Wear, and How to Read Your Tire Sidewall.

And new from Toyo Tires in 2017, owners of late model, high capacity pickups now have a safe alternative for customizing their trucks. F Load Range products are now available in Toyo's most popular Open Country® light truck tires. This new category addresses the increase in payload and towing capacity of today's trucks, giving owners the freedom to personalize the look and style of their vehicles with a tire that is properly load rated.

"Toyo Tires recognizes the importance of properly maintaining a vehicle's tires and suggests adding regular inspection intervals to your lifestyle," said Amy Coleman, senior director of marketing, Toyo Tire U.S.A. Corp. "This is especially important before taking your vacation, or when there are sudden changes in temperature. Feel free to visit a Toyo Tires dealer with any maintenance questions, or go to [toyotires.com](https://www.toyotires.com) to learn technical tips and to view recommended inflation pressures specific to your vehicle."

To watch the informative videos about tire maintenance and safety by Toyo Tires, go to toyotires.com/tires-101 or view them on YouTube at YouTube.com/toyotires. To learn more about *National Tire Safety Week*, go to www.ustires.org. And, be sure check out the message from Team Toyo's Ken Block about regularly checking your tire pressures at <https://www.youtube.com/watch?v=4JrBf9rDGlo>.

About Toyo Tires®

Established in 1966, Toyo Tire U.S.A. Corp. represents the innovation, quality, performance, and excellent service that Toyo Tires has delivered worldwide for 70 years. The company offers a full line of premium tires for nearly every vehicle including light trucks, SUVs, crossovers, sports cars, luxury cars and hybrids as well as commercial trucks. Many of the tires are built in the United States at their state-of-the-art factory in White, Georgia. To find the right tire for your vehicle as well as an authorized dealer, visit www.toyotires.com. Be sure to join the Toyo Tires community on: [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

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