

May 21, 2018

Toyo Tires® Promotes the Importance of Proper Tire Maintenance
For National Tire Safety Week

CYPRESS, CA – Toyo Tire U.S.A. Corp. (Toyo Tires®) is promoting the importance of proper tire maintenance during *National Tire Safety Week*, May 21 – May 28, 2018. 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.

The USTMA recommends that you “Know Your Roll” and check your tire pressures every month and before hitting the road when taking a vacation. While modern vehicles are equipped with Tire Pressure Monitoring Systems (TPMS) that detect low tire pressure, many of these systems alert you once your tires are 25-percent underinflated. Damage to your tires may have already occurred.

You can easily locate your vehicle manufacturer’s recommended tire pressures on the tire placard. This can be found on the door jam, glove box, trunk lid or fuel door. Your vehicle’s Owner’s Manual will also have information about pressures, while periodic inspections by a local tire dealer are advisable for catching other potential issues such as chassis alignment problems.

Checking tire tread depth is also important and can be done with simply a penny. These and other helpful tips are explained in a series of informative tire maintenance videos at toyotires.com/tires-101. In addition, the Find Tires link on toyotires.com allows you to search for your specific vehicle and the recommended tire inflation pressures. For custom vehicles with plus fitments, you can also locate the plus size that is on your vehicle and the recommended inflation pressures for that size.

“Good tire maintenance is easy when you know what to do,” said Tim Chaney, vice president of marketing, Toyo Tire U.S.A. Corp. “In addition to providing peace of mind while traveling, well-maintained tires can optimize your vehicle’s economy. That is a bonus with today’s escalating prices at the pump.”

To learn more about the full line of lifestyle products for passenger cars, SUVs and light trucks from Toyo Tires, go to toyotires.com. For addition tire maintenance facts and information, go to USTMA’s page at <https://www.ustires.org/tire-care-essentials>.

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](#).

About the U.S. Tire Manufacturers Association

The [U.S. Tire Manufacturers Association](#) is the national trade association for tire manufacturers that produce tires in the U.S. Our 12 member companies operate 57 tire-related manufacturing facilities in 18 states and generate over \$27 billion in annual sales. We directly support more than a quarter million tire manufacturing U.S. jobs – totaling almost \$20 billion in wages. In 2017, USTMA members accounted for 82 percent of the 316 million passenger, light truck and truck tire shipments in the U.S.

#

Media Contact: Jay Jones, TMC
949-851-6313, jay.jones@tmcauto.com
Toyo Media Site: <http://media.toyotires.com/>