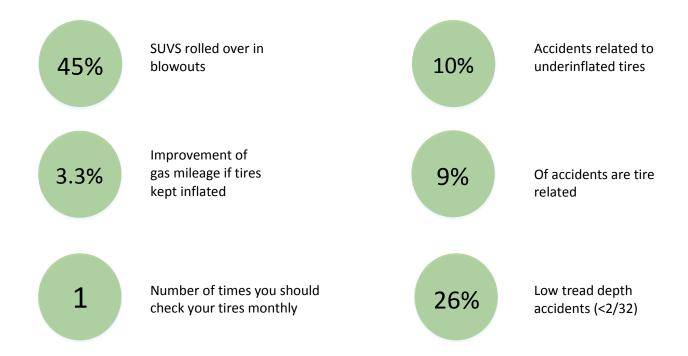
## **Trend Analysis**



"52% of U.S. teens ranging from 15 to 17 years old don't know how to replace a tire. A total of 44% don't know how to examine the tire tread depth and 32% can't figure out how to check tire pressure."

- Wall Street Journal

"NHTSA estimates that tire failure causes approximately 11,000 crashes a year."

"Properly maintained tires improve the steering, stopping, traction and load carrying capability of vehicles and can improve gas mileage by 3.3 percent."

- NHTSA: Safety Advisory

"Of tires with tread depth in the range 0 to 2/32", about 26 percent were in vehicles that experienced tire problems"

"Of all SUVs experiencing tire problems in the pre-crash phase, 45 percent rolled over."

"Of the tires that were underinflated by more than 25 percent of the recommended pressure, approximately 10 percent were in vehicles that experienced tire problems"

- Study by NHTSA of Tire-Related Factors in Pre-Crash Phase