

>> Press Release

## Mercury lowering monthly premiums if policyholders subscribe to Reinventing the Wheel, a full tire service using tread and tire pressure monitoring sensors.

Mercury policyholders should call (800) 555-3724 to subscribe.

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LOS ANGELES, June 09, 2015 /PRNewswire/ -- Mercury's sales department is ready to assist policyholders looking to lower their premiums by subscribing to a full tire service called, Reinventing the Wheel. The company tracks your tire tread and tire pressure by using state-of-the-art tire technology. The tires sold and installed on your car are equipped with Tire Pressure Management Systems and Tread wear tracking sensors that deliver information to your car's in-dash display, mobile phone, and office call center. Assistants are monitoring your tires 24/7 to prevent a blowout or any other tire damage.

"Mercury's sales team is here to lower premiums of policyholders and increase driving safety by eliminating tire-related accidents," said Randall Smith, Chief Sales Officer for the company. "For example, NHTSA [National Highway Traffic Safety Administration] states that 45% of tire-related accidents in SUVs lead to rollovers, so we intend to prevent major accidents from occurring by encouraging policyholders to subscribe to this wonderful service."



Reinventing the Wheel is available to assist you 24/7 with tire-related incidences and as a preventive measure to any tire-related problem. Assistants from the company will contact you when tire tread or tire pressure drops below the threshold to schedule a time to have your tires changed. For an annual fee of \$100.00, customers get free tire service, monitoring service, and road side assistance.

### How to Subscribe

- Call Mercury sales agents and ask about subscribing to Reinventing the Wheel.
- Call Reinventing the Wheel directly to subscribe to the service and bring your contract to Mercury for a premium reduction

### What do you get

- Subscribers of the service will receive \$10.00 off their monthly premium.
- Full Reinventing the Wheel services

Go to [www.reinventingthewheel.com](http://www.reinventingthewheel.com) or [www.mercury.com/reinventingthewheel](http://www.mercury.com/reinventingthewheel) for more information.