

What supports the weight of the car is not the tire, but the air contained inside it. The air can be compared to the fuel: diesel is what makes the engine work, while the tank is only the reservoir. Also, the tire is the reservoir of the air, which sustains the weight.

The tire itself, has other functions, and depends on the air to work properly. Besides compromising the performance of the tires, the wrong pressure increases your car's fuel consumption.

Of all the actions regarding to tires, gauging is the most easy, because it can be made by any person, and also cheap, considering the cost of Air.

Underinflated tires cost to the USA more than 3.5 million gallons of gasoline each day.

One in every three cars in the USA has at least one underinflated tire. That means more than 44 million people driving with underinflated tires. An average driver could improve his gas mileage by 3.3% by simply keeping their tires inflated to the proper pressure.

Only 19% of drivers in USA properly check their tire pressure, and more than half of all motorists do not even know their proper inflation number or where to find it. In fact, further data reveals that 75% of American drivers are likely to wash their cars each month, while only 14% properly check their tire pressure

(Sources: www.goodyeatires.com; US Department of Energy; US National Highway Traffic Safety Administration; US Department of Energy; US Rubber Manufacturers Association)

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