



42% OF DRIVERS STILL CAN'T IDENTIFY THIS WARNING SYMBOL

(SCHRADER, INDUSTRY LEADERS & GOVERNMENTS HELP TO CONFRONT AWARENESS GAP)

GOOD NEWS



96 percent consider underinflated tires a serious safety issue.



89 percent that think properly inflated tires & an automatic warning could save their life.

TPMS  **94%**

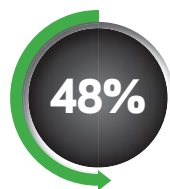
94 percent believe TPMS is an important safety feature to have in a vehicle while

ENVIRONMENTAL IMPACT  **79%**

79 percent indicate TPMS is important for environmental impact.

WHEN SHOPPING FOR A CAR

95 percent consider safety features and 72 percent environmental impact as important elements.



Nearly half of drivers surveyed would be likely to purchase TPMS for their car if they did not already have one installed.



THREE IN TEN

Visit professional service providers to resolve tire issues, while 51 percent of drivers report self servicing underinflated tires at a gas station or car wash.

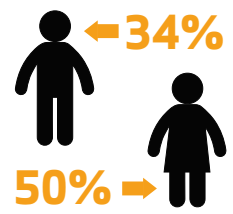
AREAS FOR IMPROVEMENT

ONE IN TEN DRIVERS

admitted to having intentionally ignored a TPMS warning and continued to drive.



 **ONLY 58% OF SURVEYED DRIVERS** could correctly identify the TPMS warning symbol.



34 percent of men, compared to 50 percent of women, said they rarely check their tire pressure.



42 percent of surveyed drivers rarely check their tire pressure.



Approximately 75 percent of roadside flats are preceded by a slow leak or underinflation.

21% said they would continue driving until they could safely check their tires with the naked eye to see if there was an issue.

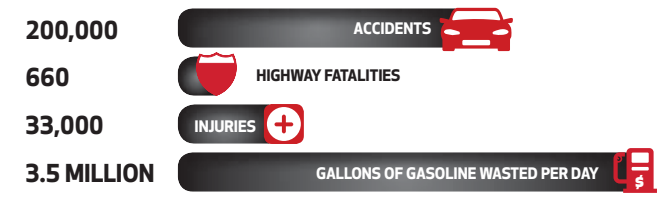


STAGGERING FACTS



The presence of TPMS has resulted in a **55.6 percent** reduction in the likelihood that a vehicle would have one or more severely underinflated tires.

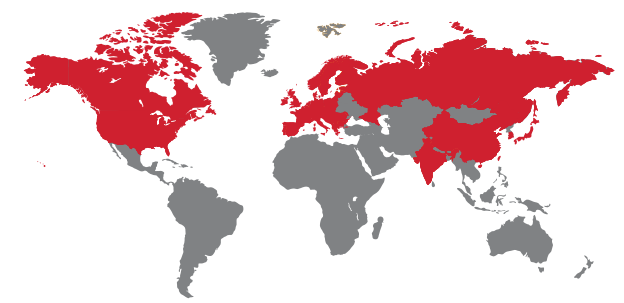
UNDERINFLATED TIRES ARE ESTIMATED (ANNUALLY) TO CAUSE:



\$511 MILLION IN REDUCED FUEL CONSUMPTION

TPMS-equipped vehicles were estimated to save more than **\$511 million** in reduced fuel consumption.

TPMS GOES GLOBAL



Sources: Schrader 2014 Driver Survey; NHTSA Reports

