

For Immediate Release

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Bridgestone Reminds Drivers About Important Role Tires Play in Road Safety During National Tire Safety Week

- **Bridgestone is encouraging drivers to inspect their tires before hitting the road for Labor Day weekend.**
- **Tire safety is as simple as three words: inflate, rotate and evaluate.**
- **A consumer safety and education initiative, National Tire Safety Week is led by the U.S. Tire Manufacturers Association (USTMA) and runs August 31 to September 6, 2020.**

NASHVILLE, Tenn. (August 31, 2020) – [Bridgestone Americas](#) (Bridgestone) is urging drivers to perform tire safety and maintenance practices as part of National Tire Safety Week (August 31 – September 6). Led by the U.S. Tire Manufacturers Association (USTMA), the National Tire Safety Week “Know Your Roll,” initiative aims to educate consumers about proper tire care and maintenance as they take to the road for the upcoming Labor Day weekend and throughout the remainder of the year.

The COVID-19 pandemic has transformed travel and daily commuting patterns. A recent [Harris Poll](#) found a large percentage of Americans plan to use their vehicles for long distance travel through the end of the year. In addition, many Americans see their personal vehicle as the safest mode of travel in the current environment.

“As the only part of a vehicle that directly connects to the road, tires play a critical role in ensuring a safe journey,” said Chris Lasko, Chief Quality Officer, Bridgestone Americas. “Checking tire health is especially important for drivers who may have delayed routine vehicle maintenance in recent months due to COVID-19. We urge all Americans to inspect their tires today and keep their family and others safe on the road.”

Bridgestone reminds drivers that tire safety is as simple as three words: **inflate**, **rotate** and **evaluate**. To make sure tires are ready to hit the road and allow passengers to get to their destination safely, Bridgestone recommends the following easy steps:

1. **Inflate** – Tire pressure should be checked monthly, as well as before long trips or when carrying an extra load, using a tire pressure gauge. Proper inflation information can be found in the vehicle’s owner’s manual or on the tire information placard in the vehicle’s door jamb near the driver’s seat.

2. **Rotate** – Routine tire rotation prevents uneven tire wear. Tires should be rotated and balanced according to the vehicle manufacturer’s recommendations or every 5,000 to 7,000 miles. Visit an authorized Bridgestone dealer or company-owned retail location for support with tire rotation needs.
3. **Evaluate** – Drivers should check tread depth to make sure tires have enough traction to grip the road. All it takes to check the tread depth is a penny. Put the penny into a tread groove, with Abraham Lincoln going in headfirst. If Lincoln’s head is fully visible in several grooves, it’s time for new tires.

National Tire Safety Week is an annual initiative aimed at helping consumers learn the essential steps for proper tire care and maintenance. The initiative is led by the USTMA and supported by its member companies, including Bridgestone Americas.

For more information on tire safety visit [BridgestoneAmericas.com/TireSafety](https://www.BridgestoneAmericas.com/TireSafety).

About Bridgestone Americas, Inc.:

Nashville, Tennessee-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of Bridgestone Corporation, the world’s largest tire and rubber company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. BSAM also is engaged in retreading operations throughout the Western Hemisphere and produces air springs, roofing materials and industrial fibers and textiles. BSAM also operates the world’s largest chain of automotive tire and service centers. Guided by its global corporate social responsibility commitment, Our Way to Serve, the company is dedicated to improving the way people live, work, move and play in all of the communities it calls home.

About the U.S. Tire Manufacturers Association:

The [U.S. Tire Manufacturers Association](https://www.ustma.com) is the national trade association for tire manufacturers that produce tires in the U.S. Our 13 member companies operate 56 tire-related manufacturing facilities in 17 states and generate over \$27 billion in annual sales. We directly support more than a quarter million U.S. jobs – totaling almost \$20 billion in wages. USTMA advances a sustainable tire manufacturing industry through thought leadership and a commitment to science-based public policy advocacy. Our member company tires make mobility possible. USTMA members are committed to continuous improvement of the performance of our products, worker and consumer safety and environmental stewardship.

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