

For Immediate Release

Contact: Laura McCaslin

(615) 937-5145

McCaslinLaura@bfusa.com

Bridgestone Partners with Indy Car Driver Graham Rahal, Reminds Drivers to Check Tires for Safety this Summer

- **Bridgestone is partnering with Indy car driver Graham Rahal and the U.S. Tire Manufacturers Association for National Tire Safety Week (June 28 – July 4).**
- **Rahal reminds drivers to inflate, rotate and evaluate their tires before hitting the road for Independence Day.**
- **As a new father, Rahal knows tire safety is just as critical on the open road as on the racetrack at speeds topping 240 mph.**

NASHVILLE, Tenn. (June 23, 2021) – Doing its part for National Tire Safety Week (June 28 – July 4), [Bridgestone Americas](#) (Bridgestone) is reminding drivers that checking and maintaining their tires will keep them safer on the road this summer.

A recent [Bridgestone survey](#)¹ of U.S. drivers revealed more than half of Americans plan to travel exclusively by car this summer to reach their vacation destinations, while nearly one-third said they plan to travel more than 500 miles by car.

This upcoming National Tire Safety Week, Bridgestone is partnering with veteran Indy car driver Graham Rahal to underscore the important role tires play in driving safety. Rahal will be the face of an omnichannel consumer education campaign designed to inspire everyday drivers to care for their tires with the same attention and precision as Rahal and his crew. A six-time winner in the NTT INDYCAR® SERIES, Rahal knows tire performance starts with proper maintenance and is critical to confidently controlling a vehicle while driving on the edge.

“Many people don’t realize that proper tire care is critical to vehicle performance, whether you’re doing 240 mph on a superspeedway, navigating your daily commute, or taking that big summer road trip with your family,” said Rahal. “As a new father and a racecar driver, safety is my passion. That’s why I’m excited to partner with Bridgestone for National Tire Safety Week and remind all drivers to take care of their tires so that they can take care of you.”

Bridgestone reminds drivers that tire safety is as simple as three words – **inflate**, **rotate** and **evaluate** – and a few 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 tire inflation pressure helps maximize vehicle performance, avoid irregular tire wear, and extend tire life. Drivers can find the correct tire inflation information for their vehicle in the vehicle owner’s manual or on the tire information placard located in the driver side door panel.
2. **Rotate** – Routine tire rotation helps prevent uneven tire wear and maximizes tire tread life. 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 their tires have enough tread to grip the road. All it takes to check tread depth is a penny. Turn the penny upside down and dip it into the tread. If Lincoln’s head is fully visible, it’s time for new tires.

As a leading provider of commercial tires and mobility solutions, Bridgestone is also reminding truck drivers and fleet operators to be proactive in their tire management and maintenance this National Tire Safety Week. Key tire safety tips for commercial trucking include:

- Do not exceed a tire’s maximum recommended speed, which may be lower than the posted speed limits.
- Select the right tire for the job, considering the proper tire size, load carrying capacity, speed capability, and service type.
- Set and maintain proper cold inflation pressures.
- Inspect tires frequently for damage such as cuts, cracks, bulges, penetrations, and insufficient tread depth.
- Monitor tire temperatures using a tire pressure monitoring system (TPMS), if available.

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 [U.S. Tire Manufacturers Association](#) and supported by its member companies, including Bridgestone Americas.

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

¹ This research was designed to measure consumer attitudes and behaviors related to driving and travel plans for the upcoming summer months (June 2021 through August 2021). Message Factors, Inc. conducted this survey May 12-18, 2021. The survey was conducted among a national sample of U.S. consumers using the Dynata Consumer Opinion Panel, which consists of consumers who have opted in to take opinion polls in return for a modest financial incentive (either cash payments or other rewards, arranged and delivered by the panel as part of the membership agreement). Respondents were qualified as adult residents of the U.S. who own or lease a private vehicle and possess a valid driver’s license. A total of 1,068 online survey responses were collected, resulting in a margin of error of +/- 3 percentage points.

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.

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