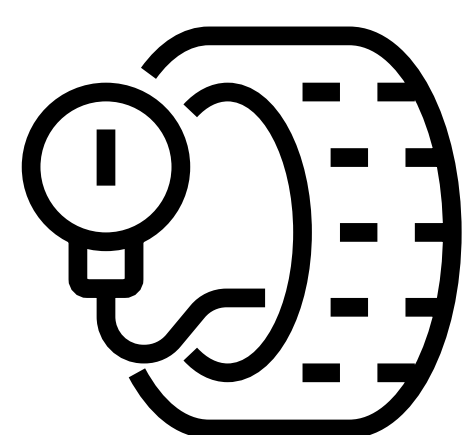


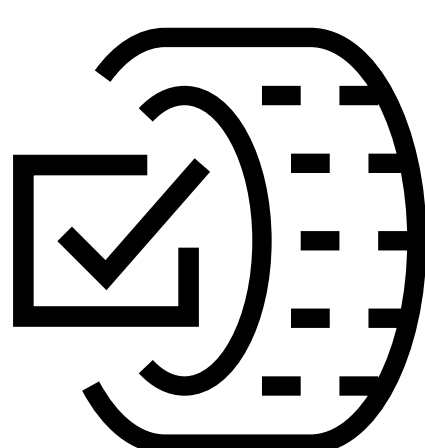
# Bridgestone 2021 Summer Travel Survey

Give your car some love before you hit the road this summer



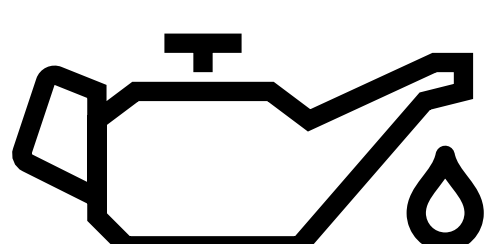
## Check your tire pressure

- Use a tire inflation gauge
- Wait until tires are cold
- Consult your owner's manual or plaque in driver's doorjamb for proper pressures



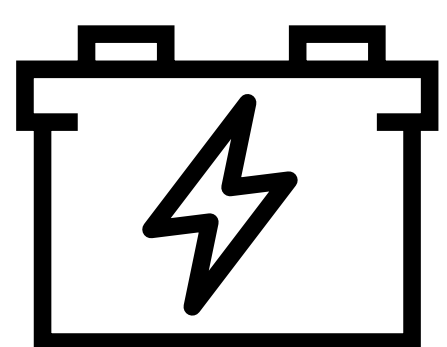
## Check your tread depth

- Insert a penny in the tread, with Abe Lincoln's head facing down
- If the top of the president's head is visible, it's time for new tires



## Check your oil

- Pop the hood and locate the dipstick
- Wipe it clean, reinsert and pull out again
- Check the oil level against the hashmark
- Look to see if oil is gritty or milky



## Check your battery

- Turn on the headlights when car is off
- 15 minutes later, start the car
- If the lights dim, you might need service

53%

More than half of Americans plan to travel only by car to reach their summer destination

1/3

One in three will travel 500 miles or more to reach their destination

4/5

Four in five feel safer traveling by car than plane

15%

Will stay close to home for the foreseeable future (7-12 months or longer)

13%

Plan to visit crowded locations like an amusement park or metropolitan city

46%

Say they haven't checked their tire pressures in the past three months

20%

Have never checked their tires' tread depths or the condition of their spare

Bridgestone Americas commissioned an online survey on consumer summer driving behaviors. Message Factors, Inc. conducted this survey May 12-18, 2021, among a national sample of U.S. consumers using the Dynata Consumer Opinion Panel. 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.

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Solutions for your journey