

News Release

BRIDGESTONE
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For Immediate Release

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Air is Money: Underinflated Tires Cost U.S. Drivers \$18.6B Each Year, Firestone Estimates

NASHVILLE, Tenn. (June 27, 2025) – American drivers overspend approximately \$18.6 billion annually on fuel because nearly half are driving on underinflated tires, according to a report released today by Firestone Complete Auto Care (Firestone)¹. As summer driving season begins, the company estimates drivers could take an extra 500-mile road trip with the money they may save by properly inflating their tires each year².

The survey from America's largest network of automotive service providers is based on data collected from the 9.7 million cars serviced at the more than 1,800 Firestone stores between June 2024 and March 2025³. Underinflated tires can increase rolling resistance, which may require a vehicle to use more gas to move forward. Underinflation could also result in accelerated tire wear and increased vehicle emissions.

"Paying attention to your tires saves money, helps the planet, and keeps you safer on the road," said Melissa Vaglio, vice president of retail operations, Bridgestone Retail Operations. "Proper tire inflation is one of the simplest ways to keep more money in your wallet. We encourage drivers to lean on us as a trusted neighbor for a free inflation check and air top-off, early and often."

In its official report, "[How to Get Money from Thin Air: The Hidden Benefits of Proper Tire Inflation](#)," the tire and automotive service provider outlines surprising findings, including:

- **42%** of cars serviced at Firestone stores had underinflated tires⁴.
- The average vehicle's tire pressure was **13 PSI** lower than the recommended pressure⁵.
- States and districts with the highest rate of cars with underinflated tires included **District of Columbia** (72%), **Hawaii** (61%) and **California** (57%)⁶.

- **Northeastern drivers** had the lowest rate of cars with underinflated tires of any region in the U.S. (28% overall), with **New Hampshire** (18%) and **Rhode Island** (22%) leading the charge⁶.
- Vehicle types that most often needed more air in their tires included **sports cars** and **minivans**⁷.
- Eliminating the need for 4.5 billion extra gallons of gasoline burned each year would reduce CO2 emissions from automobiles by an estimated 40.5 million metric tons. This is the equivalent **carbon impact of more than 2 million garbage trucks of waste recycled** instead of landfilled⁸.

Firestone recommends drivers check their tire pressure monthly, as well as before long trips or when carrying an extra load, using a tire pressure gauge. In addition to potential savings at the pump, proper tire inflation pressure can help maximize vehicle performance, improve steering and handling, avoid irregular tire wear, and may 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's side door panel.

Drivers can visit any Firestone Complete Auto Care location for a free tire pressure check and air inflation⁹. For store hours and more information, visit [FirestoneAuto.com](https://www.firestoneauto.com). To learn more about how tire air pressure can help drivers save money and download the full report, visit [FirestoneAuto.com/Air-Is-Money](https://www.firestoneauto.com/Air-Is-Money).

1 Based on the data from the Bureau of Labor Statistics March 2025 unleaded premium per gallon (BLS), DOT NHTSA report, DOT FHWA 2023 HSS, FCAC 1p, calculated as follows: 273,486,407 Total Data Set Vehicles (DOT FHWA 2023 HSSS) multiplied by 16.69 Average Gallons Wasted Per Vehicle (DOT FHWA 2023 HSSS) multiplied by \$4.08 Average Gas Price (BLS).

2 Based on data from the DOT NHTSA report, DOT FHWA 2023 HSS, FCAC 1p, DOE 2025, calculated as follows: 18.4 Average Wasted Gallons by Vehicle Type multiplied by 27.83 Average MPG results in 512.03 miles.

3 Based on Firestone Complete Auto Care first-party (FCAC 1p) data from June 1, 2024 to March 2, 2025, excluding Alaska, Maine, Utah, and Vermont, as FCAC does not have service centers in these states.

4 Based on FCAC 1p data (excluding states without FCAC service centers), calculated as follows: 4,030,986 Vehicles with Air Pumped by FCAC divided by the number of 9,687,710 Total Vehicles Seen at FCAC.

5 Based on FCAC 1p data, calculated as follows: Volume of Air Added to Vehicles divided by the Number of Vehicles Needing Air.

6 Based on FCAC 1p data.

7 Based on the Department of Energy's 2025 Datasets for All Model Years (DOE 2025) and FCAC 1p data.

8 Based on wasted gallon input of 4,564,488,132.83 (where 1 gallon of gasoline is equal to 0.009 metric tons of carbon dioxide) into the US Environmental Protection Agency Greenhouse Gas Equivalencies Calculator found at: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

9 No purchase necessary.

About Bridgestone Americas, Inc.:

Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville,

Tenn., Bridgestone Americas employs more than 45,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.

About Bridgestone Retail Operations, LLC:

Bridgestone Retail Operations, LLC (BSRO) is headquartered in Nashville, Tenn. and operates the largest network of company-owned automotive service providers in the world — more than 2,200 tire and vehicle service centers across the United States — including Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works store locations. Credit First National Association and Firestone Complete Fleet Care operations are also part of BSRO. BSRO is a member of the Bridgestone Americas family of companies.

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