

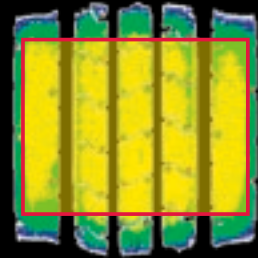


Proper Air Pressure

How a tire wears depends on the forces that act upon the contact patch of that tire as it meets the road.

Therefore, it is important to maintain proper inflation pressure. If a tire's load is equal on all ribs or elements, it tends to have a square footprint shape.

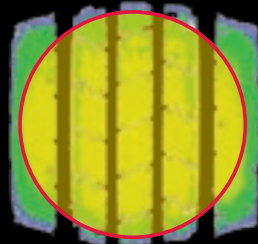
AIR PRESSURE MATCHED TO LOAD



Overinflation

An overinflated tire tends to have a short shoulder rib contact area (shorter than the center rib). As the tire rotates, the footprint center maintains close contact, but the shoulder area does not. This causes scrubbing action and uneven wearing of the shoulder rib while placing more strain on the contact area.

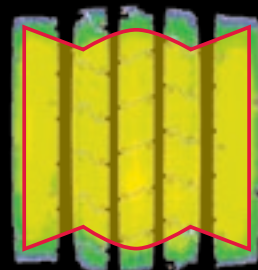
TIRE OVERINFLATED FOR LOAD



Underinflation

An underinflated tire can't maintain its shape and becomes flatter than intended while in contact with the road. This causes over-deflection, internal heat build-up, increased rolling resistance and reduced fuel economy. Underinflation flexing and heat build-up within the tire components deteriorate tires and reduce casing life and retreadability.

TIRE UNDERINFLATED FOR LOAD



- 20% underinflation can reduce tire life 30%
- 30% underinflation can reduce tire life 40%
- 40% underinflation can reduce tire life 50%