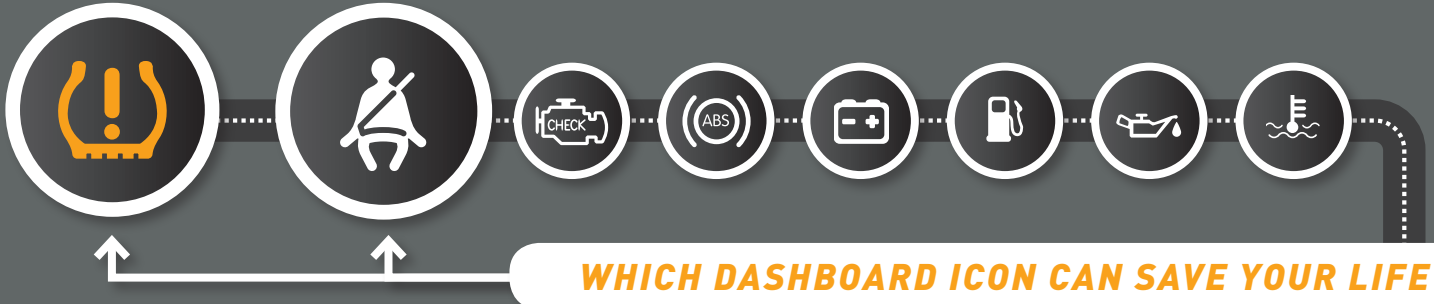


TPMS

Facts about Proper Tire Pressure & Tire Pressure Monitoring Systems

Nearly all drivers agree that driving a vehicle with under-inflated tires is a serious safety issue, yet nearly half admit they rarely check their vehicle's tire pressure, or know what the TPMS warning symbol means. This is where the importance of TPMS comes into play, providing drivers with a critical warning when one or more of their tires are significantly underinflated.



WHICH DASHBOARD ICON CAN SAVE YOUR LIFE?

250,000
VEHICLE CRASHES

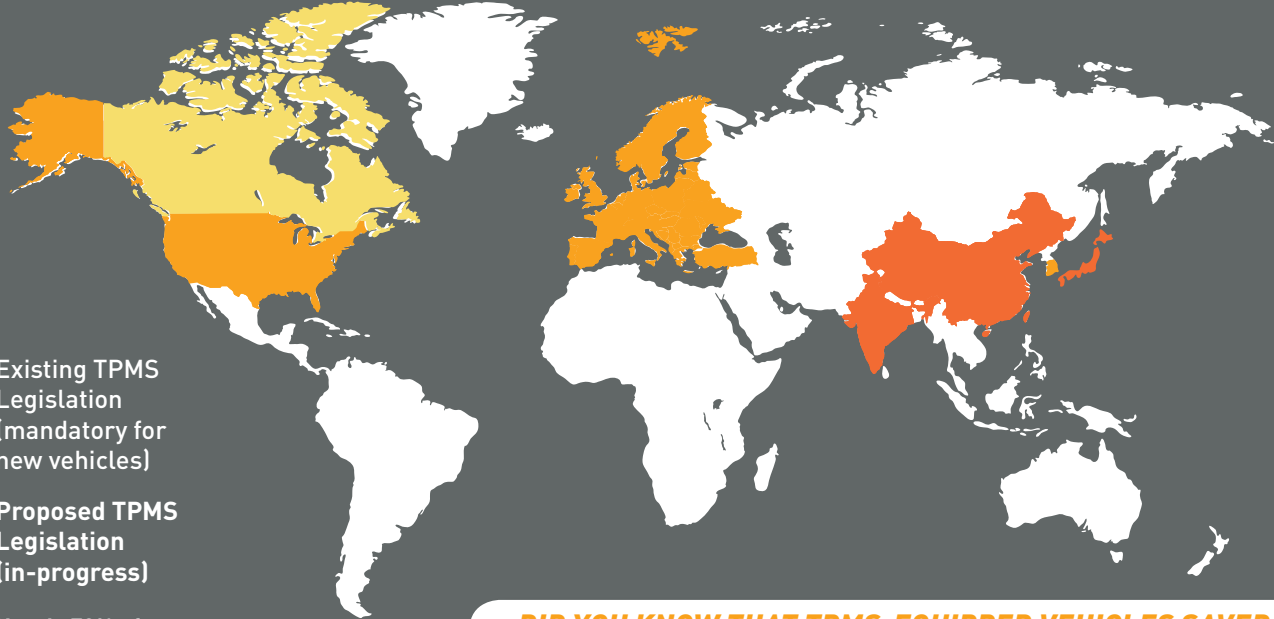
Estimated number of vehicle crashes caused by underinflated tires each year.

660
HIGHWAY FATALITIES

Estimated number of fatalities caused by underinflated tires each year.

3.5 MILLION GALLONS
OF GASOLINE

Gasoline wasted every day because of underinflated tires.



- Existing TPMS Legislation (mandatory for new vehicles)
- Proposed TPMS Legislation (in-progress)
- Nearly 70% of passenger cars & light trucks in Canada are TPMS-equipped.

DID YOU KNOW THAT TPMS-EQUIPPED VEHICLES SAVED MORE THAN \$511 MILLION LAST YEAR THROUGH REDUCED FUEL CONSUMPTION?

YOUR TIRES ARE TALKING TO YOU!

When you see the TPMS warning symbol appear, take note! Your tires are telling you that one or more of them are *significantly underinflated* (by 25% or more). This situation will impair your car's ability to maneuver and brake properly. Take caution, and proceed to your nearest gas station or tire service center to air up.



To learn more about TPMS, please visit TPMSmadeSimple.com

