8 THE NEW TANNER THURSDAY, MAY 19, 2011

## Easing gas pump pain

Canadian drivers will waste an estimated \$722-million in unnecessary fuel bills in 2011, simply because one or more of their tires are under-inflated, according to data from Natural Resources Canada and the Rubber Association of Canada (RAC), which represents tire makers.

Under-inflated tires are expected to squander an estimated 533-million litres of fuel in 2011. This wasted fuel, which is enough to power 275,000 vehicles for a full year, will also release an additional 1.2-million tonnes of carbon dioxide into the atmosphere.

With sky-high fuel prices, measuring tire inflation monthly should be a priority for every motorist. A tire that is under-inflated does not roll as smoothly or as easily as it was intended. The result is increased rolling resistance, which causes the vehicle to burn more fuel.

According to the RAC, the average Canadian motorist who drives 20,000 kilometres per year on properly inflated tires can save more than \$100 dollars at the pumps. For drivers who spend considerably more time behind the wheel, the annual fuel savings can add up to hundreds of dollars.

Despite these obvious benefits, too many Canadian drivers ignore tire inflation. According to a 2009 RAC study, conducted by DesRosiers Automotive Consultants, one third of Canada's 21 million vehicles have at least one under-inflated tire, and only 30 per cent of drivers measure their tire pressures monthly.

The study also revealed major knowledge gaps about tire inflation. For example, while 52 per cent of drivers knew how to locate the vehicle manufacturer's recommended tire pressure (owner's manual or vehicle plac-



ard), nine per cent did not know and 26 per cent wrongly believed that the pressure stamped on the sidewall, which refers to the maximum pressure a tire can contain under maximum load, was the recommended inflation level

As well, 59 per cent of

drivers interviewed made the serious mistake of relying on a visual inspection to tell them if their tire pressures should be measured. In fact, a tire can be under-or over inflated by 20 per cent or more and look normal.

"Properly inflated tires deliver the fuel efficiency and exceptional performance that tire makers want every driver to have," says Glenn Maidment, president of the RAC. 'Drivers need to know that improperly inflated tires waste fuel; increase stopping distance, and hamper performance by lessening vehicle stability, particularly when cornering. All it takes to get the outstanding fuel economy and performance your tires were designed to deliver is to use a reliable tire gauge each month to measure and, if necessary, adjust your tire pressures."

Shortened tire life should also be of concern to motorists who want to save their money and help the environment. According the RAC, under-inflation can shave as much as 15,000 kilometres off the service life of a tire, adding to tire-related vehicle costs and the number of scrap tires.

The 2009 study also

examined attitudes towards tire recycling and found that more than half of drivers (58 per cent) were aware of the work done by Canada's provincial Tire Stewardship Boards to manage scrap tire recycling operations and lengthen tire life through public education. Of this group, the vast majority (81 per cent) were either "very satisfied" or "satisfied" with the manner in which scrap tires are managed.

May 16 to 22, 2011, is National Be Tire Smart Week, during which the tire industry, including manufacturers, retailers and distributors will be reminding motorists about the fuel efficiency, safety and environmental benefits of proper tire inflation and maintenance.

Canadians can learn more about the value of proper tire inflation and maintenance and Be Tire Smart Week by visiting www.betiresmart.ca.

## **NEW HOURS**

Acton Medical and Urgent Care Centre

The doctors at the Acton Medical and Urgent Care Centre wish to advise Halton residents of their increased availability during the daytime and evening hours including a:

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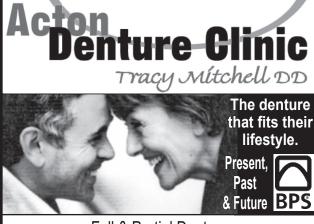


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