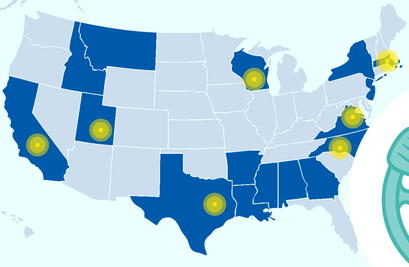
What Teen Drivers Need to Know...

BEYOND THE DRIVING TEST

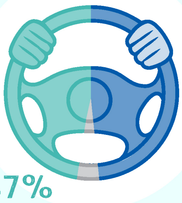
Automobile accidents are the No. 1 killer of teens in the U.S., with 5,000 deaths each year[1]. What's more, of the 2.2 million accidents per year among inexperienced drivers, 12 percent can be attributed to tire-related issues, such as insufficient tread or pressure[2]. Even so, few driver's education programs offer instruction on tire maintenance and tire safety.

The "State" of

TIRE EDUCATION



49%
Less than half of teens feel driver's education completely prepared them to drive[4]



47%
of parents feel driver's education completely prepared teens to drive[4]

Only 16 states have tire safety info in driver's education materials[3]

Yet, only 7 out of the 16 states require teens to take a course before they get their licenses[3]

Teen Vehicle

MAINTENANCE

% OF TEENS

52%
don't inspect their tires at least monthly[4]

27%
never check the condition of their tires[4]

44%
don't know how to check tire tread[4]

55%
don't know the proper tire inflation level for their car[4]

32%
don't know how to check tire pressure[4]

29%
don't know how to check the oil[4]

57%
don't know how to change windshield wipers[4]

AND ONLY 38% OF PARENTS

consider themselves to be extremely knowledgeable about tire maintenance[4]

Simple Steps

CAN SAVE LIVES

Accidents due to tire maintenance are preventable, and simple steps can save lives. Driving on underinflated or overinflated tires or tires with low tread can lead to safety issues on the road. Here are two simple steps that can help all drivers maintain their tires:

1 CHECK TIRE PRESSURE WITH A PRESSURE GAUGE MONTHLY

- ☐ Buy a tire pressure gauge, if you don't have one already
- ☐ Open your car door and on the inside jamb you should see a sticker - take a picture on your smartphone of the number that says "PSI" (the measurement for tire pressure)
- ☐ Use the pressure gauge to check your tires (make sure you check when they are cold)
- ☐ Compare the number on the gauge to the number you wrote down. If above, let air out of your tires. If below, inflate until the numbers match

2 CHECK TREAD DEPTH WITH A PENNY

- ☐ Hold a penny with Abraham Lincoln's body between your thumb and forefinger
- ☐ Place Lincoln's head first into the deepest-looking grove
- ☐ Can you see all of his head? If yes, your tires are too worn – don't drive on them and get them replaced

GLOBAL PARTNER

Michelin North America and the Fédération Internationale de l'Automobile (FIA), the governing body for world motor sport, are sponsoring a multi-year effort called Beyond the Driving Test to help ensure new drivers get essential training on tire maintenance and tire safety. Learn more at beyondthedrivingtest.com.

MICHELIN
A better way forward

1. NHTSA Priority Program Areas (http://www.nhtsa.gov/Driving+Safety/Teen+Drivers/Teen+Drivers++Additional+Resources)
2. NHTSA Tire-Related Factors in the Pre-Crash Phase (http://www-nrd.nhtsa.dot.gov/Pubs/811607.pdf)
3. Michelin/FIA State Driver's Education Program Audit
4. Michelin/FIA Road Safety Perception Survey (based on responses from 1,001 teens and their parents in interviews conducted by a global research firm Ipsos between June 17 and June 30)