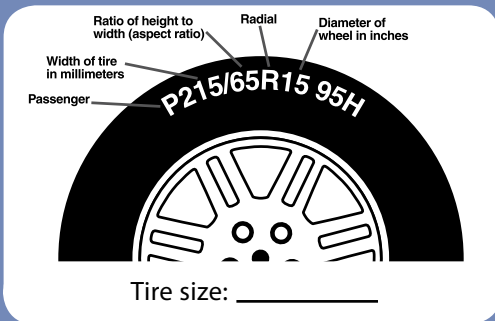


# THE GOODYEAR TIRE BUYING GUIDE

*The tools to help you get there*

## YOUR CURRENT TIRES

- Check out your tire's sidewall for its size.
- Sidewall refers to the outside wall of the tire and the markings on it.
- The basic tire size format looks like this: P ### / ## R ##
- The letter identifies the kind of vehicle the tire fits. If you see a P, that stands for passenger vehicle, while LT indicates a light truck.



## HOW YOU KNOW THAT YOU NEED NEW TIRES

Check your tread depth regularly and learn to recognize the signs that it's time to replace your tires – ideally check every 3,000 miles. You can do this simply with a penny. Insert the penny into the tread groove, upside down, Lincoln facing you. If you are able to see all of Lincoln's head, you need new tires.

## TIRE MAINTENANCE: TAKING CARE OF YOUR INVESTMENT

- Goodyear recommends rotating your tires every 6,000-8,000 miles. This helps equalize tread wear.
- It's also important to check tire pressure once a month, more often during the winter, because as the temperature drops so does the pressure in your tires. According to the EPA\*, properly inflated tires are safer and more fuel efficient.
- You can check this with a tire pressure gauge. The information with the correct tire pressure for your vehicle is located on a sticker in the driver's side doorjamb or in the glove box.
- Get to your participating local Goodyear store and get your tire pressure checked for free. Proper tire maintenance is the key to maximizing the life of your tires.

\*Source: <http://www.fueleconomy.gov/feg/maintain.shtml>

## YOUR DRIVING HABITS

Thinking about your habits will help you figure out which tires are right for the way you drive. Mark each condition you experience.

- Drive on normal dry roads the majority of the time
- Drive on rough terrain, including road construction
- Drive significant distances
- Cruise around curves and turns
- Encounter frequent or heavy snow
- Experience heavy rain

## YOUR VEHICLE

Make: \_\_\_\_\_ Model: \_\_\_\_\_  
(Lexus, Honda, etc.) (RX330, Civic, etc.)

Year: \_\_\_\_\_ Options: \_\_\_\_\_  
(LS/EX/SE? 4 or 6 cylinders? 2 or 4 doors?)

- Passenger Car
- SUV
- Truck
- Minivan
- Sport Performance

Knowing this information is important when selecting the appropriate tires for your vehicle. Different types of vehicles require different types of tires. Tire manufacturers make a variety of tires to help address all kinds of driving needs.

## THE TIRE TECHNOLOGIES TO HELP YOU GET THERE

- **TripleTred Technology**® - If you drive a car, minivan or SUV, get wherever you're going on the award-winning line of Goodyear tires featuring TripleTred Technology. For peace of mind in any weather condition, TripleTred Technology features an ice zone for gripping power on slick roads, a wet zone with Aquachutes™ to help move water away from the tire and a dry zone for optimal handling in normal conditions.
- **SilentArmor Technology**™ - For driving over rough surfaces, get there on Goodyear SilentArmor Technology tires. With SUV and light-truck drivers in mind, SilentArmor Technology features a layer made with DuPont™ KEVLAR®, a material that's pound for pound 5X stronger than steel for toughness, with a super-absorbent layer that helps provide cushioning for a smooth ride.

For more information on Goodyear tires visit

[www.thetirebuyingguide.com](http://www.thetirebuyingguide.com)

