

THINK SAFETY, THINK TYRES

*Your tyres: the only thing
keeping your car on the road!
How often do you really think
about your tyres?*

We all know it's a good idea to check our tyres regularly, but the truth is the average Irish motorist doesn't always give tyres the attention they deserve. We check them sporadically when we remember, but because tyres today are so good at doing their job, most of the time they don't even cross our minds.

Overlooking your tyres is a mistake. When it comes to the road-worthiness of your car, and the safety of the people travelling in it, few things are more critical than a good set of properly selected, professionally fitted, correctly inflated tyres.

***Give your tyres our
Monthly Tyre Health
Check, and drive safely!***



CHOOSING THE RIGHT TYRE FOR THE JOB

Your tyres are on the front line in the daily battle to keep your car on the road. They are the parts that experience the constant friction, the impacts, the bumps and the potholes first-hand. It's only natural that tyres wear, and when they need to be replaced make sure you visit a reputable Tyre outlet to ensure you get the right tyres for your vehicle.

Visit www.itia.ie to find your local ITIA member who will check your tyres and advise you on the tyres that best suit your needs.

Remove your
tread depth guide



TREAD CAREFULLY!



The rubber compound your tyres are made of, is designed to provide excellent grip on dry roads, but it's your tyres' tread pattern (the deep pattern of grooves etched into the rubber surface of each tyre) that allow you to maintain that grip in the wet conditions we often encounter on Irish roads.

Grip in the wet deteriorates both as a) the tyre tread pattern wears and b) the depth of water increases. In very wet conditions it makes sense to decrease your speed to compensate for potentially less grip when cornering and braking.

The legal minimum tread depth in Ireland is 1.6mm. However, a tyre's ability to grip effectively in the wet deteriorates more rapidly during the second half of its tread life, increasing stopping distances and affecting all-round tyre performance. For safety we advise motorists to consider replacing their tyres well before the treads reach the legal minimum.

Trust the tyre specialists

Always make sure you consult a specialist when making choices relating to your tyres. Competent tyre professionals will help you to select the correct new tyres for your vehicle, will advise on the care and maintenance of your tyres according to local driving conditions, inspect suspected tyre damage and will fit, balance and repair (where appropriate) your tyres professionally.

Don't trust something as critical as your tyres to anyone other than a reputable Irish Tyre Industry Association (ITIA) tyre professional. Visit www.itia.ie for more details

Saving more than just your money

Investing a few minutes each month looking after your tyres makes a lot of sense.

It means you get the best possible service for the longest possible time from every tyre fitted to your vehicle. It improves your driving experience and reduces your fuel consumption. Taking care of your tyres will always save money... and if the worst should happen, it could potentially save a lot more than that!

Your Monthly Tyre Health Check

While modern tyres are precision engineered to offer many thousands of miles of trouble-free motoring, they do require regular maintenance to ensure they continue to operate at their peak, maintain their performance and improve their longevity.

We recommend that motorists check all of their tyres (don't forget the spare) at least once per month and always before embarking on a long journey or a journey under unusual loading conditions.

- Check all tyre pressures when the tyres are cold using an accurate pressure gauge (Top up or deflate as necessary to reach the pressure recommended by your vehicle manufacturer, ideally you should check your tyre pressures on a fortnightly basis to maintain optimum performance).
- Check tread depth using a tread depth gauge, or at the very least by visually inspecting each tyre to ensure that sufficient tread depth above the tread wear indicator (TWI — rubber blocks set into the tyre's tread at a depth of 1.6mm). **REPLACE ANY TYRES WITH INSUFFICIENT TREAD DEPTH IMMEDIATELY.**
- Visually inspect each tyre and remove any stones or other objects embedded in the tread. Check for damage like cracks, lumps or bulges, and get anything suspicious CHECKED BY A TYRE SPECIALIST as soon as possible.

www.itia.ie