

FOR IMMEDIATE RELEASE  
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**RMA ANNOUNCES SEVENTH ANNUAL NATIONAL TIRE SAFETY WEEK  
Tire Industry Bolsters Efforts towards Consumer Education**

WASHINGTON, D.C., November 7, 2007 - The Rubber Manufacturers Association today announced the Seventh Annual National Tire Safety Week will be held April 20-26, 2008.

The annual event is an initiative of the Rubber Manufacturers Association's "Be Tire Smart - Play Your PART" program, a year-round effort designed to help drivers learn the simple steps they can take to ensure that their tires are in good working condition. RMA is the national trade association for tire manufacturers.

Tire manufacturers and retailers nationwide will work to educate motorists about proper tire care and maintenance. RMA provides tire retailers, auto dealers and automotive repair shops with free "Be Tire Smart" brochures and other materials. Many participating retail outlets use the opportunity to promote tire care through advertising, promotions, free tire pressure checks and conducting media outreach.

"Each year, more and more of our partners are taking initiative and investing resources and time to promoting National Tire Safety Week," said Dan Zielinski, RMA vice president, public affairs.

Responses to partner surveys conducted by RMA after National Tire Safety Week show that more than half of the retailers that advertised reported a positive effect on customer and community relations. Twenty-five percent of those returning survey information said participation in National Tire Safety Week helped increase sales and attract new customers.

National Tire Safety Week participation grew from 15,000 retail outlets in 2006 to 18,500 in 2007.

"We are grateful that we are able to take advantage of the expertise, experience and enthusiasm of so many people who are knowledgeable about tire care and dedicated to consumer education," said Zielinski.

Partners in the Be Tire Smart program include tire retailers, auto dealers, safety advocates and state government agencies. Among the list of Be Tire Smart partners are: AAA, American Car Care Centers (ACCC), Automotive Service Excellence (ASE), Big 10 Tires, Belle Tire, Big O Tires, Costco, Discount Tire Co., Expert Tire, Firestone Complete Auto Care, GCR Tire Centers, Goodyear Auto Centers, Just Tires, Kaufman

Tire, Les Schwab, Merchant's Tire, National Tire and Battery (NTB), National Automobile Dealers Association (NADA), Northwest Tire, Peerless Tires, Pep Boys, Sears Automotive Centers, STS Tire and Auto Centers, Sullivan Tires, Tire Factory, Tire Industry Association (TIA), Tire Kingdom, Tire One, Tires Plus, Tire Warehouse, Town Fair Tires, VIP Parts, Tires and Service, Wal-Mart Tire and Lube Express and many others.

Tire and auto retailers who are interested in obtaining free RMA materials for National Tire Safety Week can order them online at [www.betiresmart.org](http://www.betiresmart.org). Those who have participated in the event before can expect to receive materials again this year.

The Be Tire Smart program is funded by RMA's tire manufacturer members: Bridgestone Americas Holding, Inc., Continental Tire North America, Inc., Cooper Tire & Rubber Company, The Goodyear Tire & Rubber Company, Michelin North America, Pirelli North America, Inc., Toyo Tire North America, and Yokohama Tire Corporation.

For more information on the Be Tire Smart Program and National Tire Safety Week visit [www.betiresmart.org](http://www.betiresmart.org).

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*The Rubber Manufacturers Association is the national trade association for the rubber products industry. Its members include more than 80 companies that manufacture various rubber products, including tires, hoses, belts, seals, molded goods, and other finished rubber products. RMA members employ over 120,000 workers and account for more than \$21 billion in annual sales. All RMA press releases are available at [www.rma.org](http://www.rma.org).*