REALITY CHECK: ARE YOUR TEEN’S TIRES SAFE?

Of the 2.2 million U.S. accidents each year, nearly 300,000 involve teen drivers and are related to tire issues such as worn treads and over- or under-inflated tires. Teens say they know about tire maintenance, but are they doing anything about it? According to a new survey commissioned by Michelin North America, it’s time to move teen drivers from awareness to life-saving action.

THE SCARY TRUTH ABOUT TEENS AND TIRES

Safety starts where your vehicle touches the road — and U.S. teens are at a disadvantage.

4 IN 10 TEENS SURVEYED ACROSS 7 MAJOR U.S. CITIES ARE DRIVING ON UNSAFE TIRES.

That’s a Problem

12% OF CRASHES IN THE U.S. EACH YEAR INVOLVE TEEN DRIVERS AND ARE RELATED TO Tire ISSUES.

KNOWING ≠ DOING

Teens say they know about tire maintenance, but their lack of accountability is alarming.

Most Teens (78%) Say They Know About Tire Maintenance But Three-Quarters of Them Say They Let Others Take Responsibility for the Maintenance of Their Vehicles.

Yet they think it’s important: Three out of five (56%) teen drivers agree they should check their tire pressure (56%) and tire tread (57%) more often.2

43% of Teens Say They Care About Air Pressure and Tread Depth — But it Has More to Do with Their Sneakers Than Their Tires.

Teens care about air pressure and tread depth — but it has more to do with their sneakers than their tires.

To acquire one of the limited-edition Michelin-inspired Vans, teens must prove their street tread by sharing a photo showing that they know how to check a tire’s tread depth using a penny and/or know how to check tire pressure.

1 Out of every 2 adults (78%) Say They’ve Never Checked Their Tire Tread Depth or Pressure.

2 Michelin Road Safety Behaviors Survey (based on responses from 2,556 teens ages 16-19 across seven U.S. cities – Los Angeles, Chicago, Houston, Atlanta, Boston, Denver and Seattle – between February and March 2018)

3 NHTSA Tire-Related Factors in the Pre-Crash Phase (http://www-nrd.nhtsa.dot.gov/Pubs/811617.pdf)


To learn about critical tire safety checks and how to enter the #StreetTreadContest for a pair of limited-edition shoes, visit www.BeyondtheDrivingTest.com/StreetTread

REALITY CHECK: ARE YOUR TEEN’S TIRES SAFE?

Of the 2.2 million U.S. accidents each year, nearly 300,000 involve teen drivers and are related to tire issues such as worn treads and over- or under-inflated tires. Teens say they know about tire maintenance, but are they doing anything about it? According to a new survey commissioned by Michelin North America, it’s time to move teen drivers from awareness to life-saving action.

THE SCARY TRUTH ABOUT TEENS AND TIRES

Safety starts where your vehicle touches the road — and U.S. teens are at a disadvantage.

4 IN 10 TEENS SURVEYED ACROSS 7 MAJOR U.S. CITIES ARE DRIVING ON UNSAFE TIRES.

That’s a Problem

12% OF CRASHES IN THE U.S. EACH YEAR INVOLVE TEEN DRIVERS AND ARE RELATED TO Tire ISSUES.

KNOWING ≠ DOING

Teens say they know about tire maintenance, but their lack of accountability is alarming.

Most Teens (78%) Say They Know About Tire Maintenance But Three-Quarters of Them Say They Let Others Take Responsibility for the Maintenance of Their Vehicles.

Yet they think it’s important: Three out of five (56%) teen drivers agree they should check their tire pressure (56%) and tire tread (57%) more often.2

43% of Teens Say They Care About Air Pressure and Tread Depth — But it Has More to Do with Their Sneakers Than Their Tires.

Teens care about air pressure and tread depth — but it has more to do with their sneakers than their tires.

To acquire one of the limited-edition Michelin-inspired Vans, teens must prove their street tread by sharing a photo showing that they know how to check a tire’s tread depth using a penny and/or know how to check tire pressure.

1 Out of every 2 adults (78%) Say They’ve Never Checked Their Tire Tread Depth or Pressure.

2 Michelin Road Safety Behaviors Survey (based on responses from 2,556 teens ages 16-19 across seven U.S. cities – Los Angeles, Chicago, Houston, Atlanta, Boston, Denver and Seattle – between February and March 2018)

3 NHTSA Tire-Related Factors in the Pre-Crash Phase (http://www-nrd.nhtsa.dot.gov/Pubs/811617.pdf)


To learn about critical tire safety checks and how to enter the #StreetTreadContest for a pair of limited-edition shoes, visit www.BeyondtheDrivingTest.com/StreetTread

REALITY CHECK: ARE YOUR TEEN’S TIRES SAFE?

Of the 2.2 million U.S. accidents each year, nearly 300,000 involve teen drivers and are related to tire issues such as worn treads and over- or under-inflated tires. Teens say they know about tire maintenance, but are they doing anything about it? According to a new survey commissioned by Michelin North America, it’s time to move teen drivers from awareness to life-saving action.

THE SCARY TRUTH ABOUT TEENS AND TIRES

Safety starts where your vehicle touches the road — and U.S. teens are at a disadvantage.

4 IN 10 TEENS SURVEYED ACROSS 7 MAJOR U.S. CITIES ARE DRIVING ON UNSAFE TIRES.

That’s a Problem

12% OF CRASHES IN THE U.S. EACH YEAR INVOLVE TEEN DRIVERS AND ARE RELATED TO Tire ISSUES.

KNOWING ≠ DOING

Teens say they know about tire maintenance, but their lack of accountability is alarming.

Most Teens (78%) Say They Know About Tire Maintenance But Three-Quarters of Them Say They Let Others Take Responsibility for the Maintenance of Their Vehicles.

Yet they think it’s important: Three out of five (56%) teen drivers agree they should check their tire pressure (56%) and tire tread (57%) more often.2

43% of Teens Say They Care About Air Pressure and Tread Depth — But it Has More to Do with Their Sneakers Than Their Tires.

Teens care about air pressure and tread depth — but it has more to do with their sneakers than their tires.

To acquire one of the limited-edition Michelin-inspired Vans, teens must prove their street tread by sharing a photo showing that they know how to check a tire’s tread depth using a penny and/or know how to check tire pressure.

1 Out of every 2 adults (78%) Say They’ve Never Checked Their Tire Tread Depth or Pressure.

2 Michelin Road Safety Behaviors Survey (based on responses from 2,556 teens ages 16-19 across seven U.S. cities – Los Angeles, Chicago, Houston, Atlanta, Boston, Denver and Seattle – between February and March 2018)

3 NHTSA Tire-Related Factors in the Pre-Crash Phase (http://www-nrd.nhtsa.dot.gov/Pubs/811617.pdf)


To learn about critical tire safety checks and how to enter the #StreetTreadContest for a pair of limited-edition shoes, visit www.BeyondtheDrivingTest.com/StreetTread