

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 tires¹. 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.²



42%
with unsafe tire tread depth



40%
with improper tire pressure

THAT'S A PROBLEM

12% OF CRASHES
in the U.S. each year involve inexperienced 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 (75%) SAY THEY KNOW ABOUT TIRE MAINTENANCE BUT THREE-QUARTERS OF THEM SAY THEY LET OTHERS TAKE RESPONSIBILITY FOR THE MAINTENANCE OF THEIR VEHICLES.²

Two in five have never checked their tire tread depth, while **one in three** have never checked tire pressure.²



43%



32%

YET THEY THINK IT'S IMPORTANT: Three out of five teen drivers agree they should check their tire pressure (56%) and tire tread (57%) more often.²

TEENS: LET'S SEE YOUR STREET TREAD

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.

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



¹ NHTSA Traffic Safety Facts <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812278>

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>)