NOT ALL FLATS ARE EQUAL

KAL TIRE

Kal Tire shows drivers it's hard to spot a flat tire, and highlights the risks and costs that come with driving on under-inflated tires

HOW FLAT IS THAT?

Transport Canada warns drivers that even if tires look fine, they could be underinflated by as much as **20%**[1]

50% PSI

80% PSI

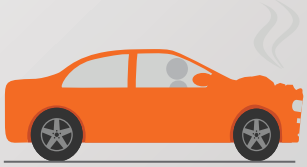
100% PSI*

*Optimal pressure 34 PSI

THE RISKS & COSTS OF UNDER-INFLATION

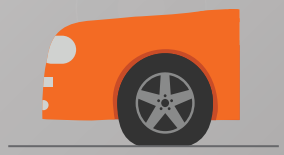
BAD HANDLING
Tires can't respond as quickly or accurately.

RISK OF BLOWOUTS
The sides of under-inflated tires bend, flex and build up dangerous friction and heat that can cause tires to blow out.



CRASHES
A tire 25% below its recommended pressure is three times as likely to be involved in a crash.[2]

SHORT TIRE LIFE
Too much flexing and tire overloading (especially with extra luggage or camping gear) while operating a vehicle with just one tire under-inflated by 8 PSI can reduce tire life by 15,000 km.[3]



WASTED GAS
It takes more energy for the vehicle to roll; maintaining tire pressure could save you almost two weeks of fuel every year.[4]

WHO HAS FLATS?

50% of vehicles on the road in Canada have at least one tire that is either over or under-inflated by more than **10%**[5]

5-STEP GUIDE TO CHECKING TIRE PRESSURE

You can always visit a Kal Tire store near you for FREE air and a pressure check, but if you're keen to learn how to do it yourself, here's an easy guide:

1 FIND THE RECOMMENDED PSI

Find your vehicle manufacturer's recommended tire pressure on a sticker on the driver's side door jam or in your owner's manual.

DO NOT use the MAX PSI listed on the sidewall of your tire. This is the maximum pressure, not the recommended pressure.

2 CHECK AT THE RIGHT TIME

Check your tire pressure when your tires are 'cold'—in the morning or a few hours after driving—for the most accurate reading.

3 USE A RELIABLE PRESSURE GAUGE

Whether you choose a stick, dial or digital tire pressure gauge, make sure it's accurate (tire gauges are sensitive to being dropped).

After you remove the valve cap on the tire, press the tire gauge onto the valve (ensuring you're not using the end that releases air). Now, wait for the pressure reading. For stick gauges, wait until the white plastic stick stops moving; on a dial gauge, wait for the needle to stop.

4 INFLATE AS NEEDED

Add just enough air to reach the recommended tire pressure. If you add too much, just push on the metal stem in the centre of the valve to release air.

5 REMEMBER YOUR SPARE

After you check and inflate all four of your tires, do the same for your spare to ensure it's ready to perform in the event of a flat tire.

SOURCES

[1] Transport Canada http://www.tc.gc.ca/eng/motorvehiclesafety/tp-tp2823-menu-200.htm
[2] https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/811617
[3] Transport Canada http://www.tc.gc.ca/eng/motorvehiclesafety/tp-tp2823-menu-200.htm
[4] Automobile Industries Association Canada
[5] Transport Canada http://www.tc.gc.ca/eng/motorvehiclesafety/tp-tp2823-menu-200.htm