Newsletter for GT Radial TBR Customers

Heat is Tire Enemy No. 1

An article in the *Saturday Evening Post* stated that 80 percent of all tire failures was related to under-inflated tires. The article appeared in 1928. **NOTHING HAS CHANGED!**

With many areas of the country already experiencing summer-like heat, this is a good time to remind your trucking customers that maintaining proper tire air pressure has never been more important.

Having the right pressure to carry the load is important all year long, but scorching temperatures can create a tire failure surprisingly fast on under-inflated tires.

Under-inflated tires lead to:

Increased flexing
Increased heat buildup
Faster wearing
Increased fuel consumption
(10 psi = 1% MPG)
Poor feeling on the road
Loss of traction in turns

Over inflation causes:

Reduced wet performance
Reduced shock absorption
Suspension wear
Vulnerability to cutting/impacts

Why it is important to check cold inflation pressure as frequently as possible:

Because truck tires lose up to 2 psi/month, and because truck tires change 1 psi for:

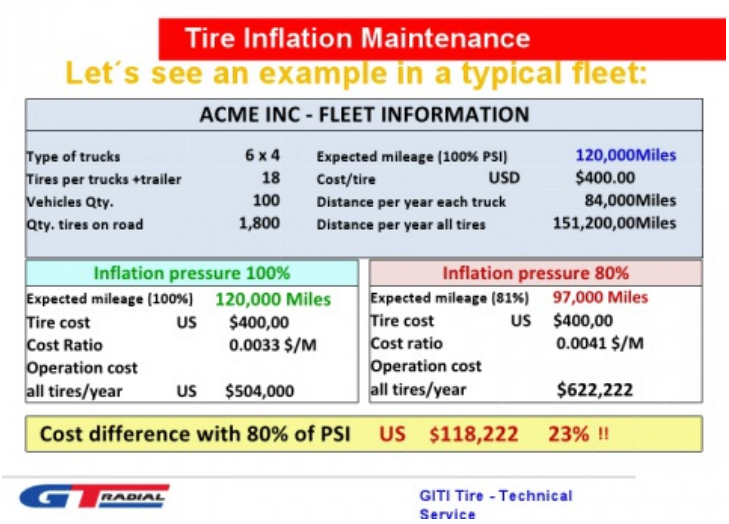
- ***Every 10°F temperature change***
- ***Every 2,000 feet altitude change***

Other sources of air loss: bead/rim interface, loose valve stems, valve core penetrations

What you need to correctly check truck tire air pressure:

- ***Tire size, load rating***
- ***Actual maximum load per axle***
- ***Number of tires per axle***
- ***Maximum speed during operation***
- ***Tire manufacturer's data book or tire***
- ***Industry standards (TRA, ETRTO, ALAPA)***
- ***Service conditions (on hwy vs. off hwy)***

A good air compressor, dry air lines, quality air gauge and automatic regulators are crucial for proper air pressure checks.



So how much does running on under-inflated tires (formula uses mid-range tire price) cost a fleet? A lot! Check out this example.

Marisa Cuellar

Q&A with Marisa

As the administrator of the GITI Tire Technical Service Department, Marisa Cuellar provides support for the technical team and assists customers with the warranty process. Here are some questions we're sure you are dying to ask her:

Where were you born?
Los Angeles, California

What is your favorite food?
I enjoy Italian food, and one of my favorite dishes is chicken cacciatore.

What is your favorite movie?
Mr. and Mrs. Smith

What characteristic do you most admire in people?
The characteristic that I admire the most in people is perseverance. I admire people who are driven by their passion to pursue their goals despite their challenges.

What characteristic do you least admire?
Arrogance

If you could have dinner with a famous person (living or deceased), who would it be?
I would choose Jennifer Lopez because I admire her courage. She is a role model to young women and entrepreneurs worldwide.

What do you drive and what tires do you drive on?
I drive an Altima Coupe on the OE tires for now, but my dad enjoys driving his Chevy Astro on the Maxtours.

Name a smart move that you have made in your life?
I made the decision to join Bikram Yoga and Bootcamp to improve myself mentally and physically in a new way and it definitely does it for me.

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