



Dear PSA Director,

NASCAR drivers know the importance of proper tire pressure and maintenance whether it's on the track, or, on the highway. Which is why once again top NASCAR driver Brad Keselowski has joined forces with the **U.S. Tire Manufacturers Association** to urge drivers to check their tires once a month and before every long trip.

The **NEW** Public Service Announcement campaign urges your listeners to be diligent about their tire maintenance and to take the few minutes to ensure that their tires are properly inflated.

Your tires are the only thing that separate your vehicle from the road, yet quite often, they go unchecked by drivers. Only 15% of U.S. drivers properly check their tire pressure – that means that the majority of Americans are inflating their gas bills and increasing their risk for accidents. Properly inflated tires can save motorists time, improve gas mileage and increase tire longevity.

We would greatly appreciate your help by airing the PSAs as often as possible. They can be used throughout the year, as motorists should be checking their tire pressure at least once a month and before every long trip.

Thank you for your consideration and for your airtime.