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.

That’s a problem 12% of crashes are caused by teen drivers who are driving on unsafe tires.

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.

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

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.

43% of teens feel parents and/or teachers are not doing enough to ensure their teens are safe on the road.

42% of teen drivers say they don’t know how to check tire tread depth correctly.

40% of parents say they don’t know how to check tire pressure.

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

4 in 10 teens surveyed across 7 major U.S. cities are driving on unsafe tires.

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)

The scary truth about teens and tires

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