



TIRE CLINIC CHECKLIST

Businesses may choose to host tire clinics at any time of the year but most *Be Tire Smart* partner activities typically take place during *National Tire Safety Week*. This year National Tire Safety Week will take place from April 20-26, 2008. The following is a quick checklist to help you plan a tire clinic.

Logistics

- **Determine date and time for clinic.** Choose a time when you can expect steady customer traffic, such as morning/afternoon rush hours or Saturdays.
- **Inform RMA of your clinic.** RMA wants to hear about your events. Register your event information to help us keep track of who is promoting tire safety. Visit our website at www.betiresmart.org or email us at betiresmart@rma.org.

Customer Promotion

- **Promote the clinic at your store.** Display posters, signs, brochures, and tire covers that announce the clinic.
- **Encourage customers directly.** Distribute coupons for discounts during the clinic and place tire check window decals onto customer's vehicles.
- **Include the clinic in advertising and marketing.** Include the dates and times of your clinic in your business's advertising and marketing activities.

Media Involvement

- **Invite local reporters to attend the clinic.** Issue a simple advisory a week to ten days prior to the clinic.
- **Distribute materials.** Even reporters who do not attend the tire clinic may be interested in passing along tire safety and maintenance tips to consumers.