

PLAN A WOMEN'S TIRE CLINIC

About 89 percent of women drivers don't check their tire's inflation pressure properly, according to the latest survey by RMA. Tire dealers can use *National Tire Safety Week* to invite potential and existing female customers in for a free tire clinic to learn about tire care and safety. Below are some suggestions on how to create a women's tire clinic.



Kim Weber (center), RMA director, gives consumers tips on how to check the inflation pressure and tread depth of their car tires.

Find a Female Tire Expert in Your Company/Community: Hold a one-hour "hands-on" tire clinic to teach females how to take care of their tire (pressure, alignment, rotation and tread) and guidance on how to buy new tires. Run an advertisement or send out targeted mailings sponsoring the event.

Sponsor a "Ladies Day": Offer discounts on parts and/or service for female customers on certain days, and provide a free tire gauge and tire care information to all female customers that day.

Partner with a Child Safety Seat Check Event: Many local police and firefighter departments have personnel dedicated to educating drivers about proper child safety seat use and tire safety is a natural tie in. Contact the local coordinator and ask if your company can conduct tire inflation pressure and tread checks at child seat checks. You might also propose to host a child seat check event at your business so you could conduct a tire safety clinic to coincide with the seat check.

Partner with a local Girl Scout Troup: It's never too early to teach children about tire maintenance. During *National Tire Safety Week* 2004 Scott's U-Save Tires in the Chicago area hosted a Brownie and a Girl Scout Troup to help them earn their car care badges. The activity also earned photographs in the community newspaper.