

K + M Tire

**TIRE PRODUCT
KNOWLEDGE**
“Just the Facts!”

TIRE FUNCTIONS

- Carry the Vehicle's Weight and Load
- Transmit Acceleration Forces
- Transmit Braking Forces
- Transmit Cornering Forces
- Cushion Road Irregularities
- Provide Durability

TIRE SPECIFICATIONS

POTENZA RE960AS POLE POSITION TIRE SPECIFICATIONS

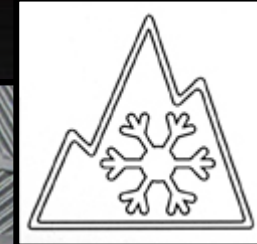
Tire Size and Service Description	Load Range	Article Number	Sidewall Styling	Approved Rim Widths	Measuring Rim Width	Overall Tire Diameter	Overall Section Width	Tread Width	Tread Depth (32nd)	Static Loaded Radius	Revs Per Mile
65 Series											
185/65R15 88H		049-224	BW	5.0-6.5	5.5	24.4	7.4	5.9	11	11.1	854
195/65R15 91H		049-241	BW	5.5-7.0	6.0	25.0	7.9	6.2	11	11.4	833
205/65R15 94H		049-258	BW	5.5-7.5	6.0	25.5	8.2	6.6	11	11.6	817
60 Series											
185/60R14 82H		049-173	BW	5.0-6.5	5.5	22.8	7.4	5.9	11	10.4	914
195/60R14 86H		049-207	BW	5.5-7.0	6.0	23.2	7.8	6.2	11	10.6	898
195/60R15 88H		049-275	BW	5.5-7.0	6.0	24.2	7.8	6.2	11	11.1	861
205/60R15 91H		049-292	BW	5.5-7.5	6.0	24.7	8.1	6.6	11	11.3	843
215/60R15 94H		049-309	BW	6.0-7.5	6.5	25.2	8.6	6.9	11	11.5	827
225/60R16 98W		049-326	BW	6.0-8.0	6.5	26.6	8.9	7.2	11	12.1	783
55 Series											

ALL-SEASON TREAD DESIGN

M+S DESIGNATION



MOUNTAIN / SNOWFLAKE PICTOGRAPH



SAFETY WARNING



SAFETY WARNING: SERIOUS INJURY MAY RESULT FROM:

- TIRE FAILURE DUE TO UNDERINFLATION/OVERLOADING--
FOLLOW OWNER'S MANUAL OR TIRE PLACARD IN VEHICLE
- EXPLOSION OF TIRE/RIM ASSEMBLY DUE TO IMPROPER MOUNTING--
NEVER EXCEED 40 PSI (275 kPa) TO SEAT BEADS--
MOUNT ONLY ON 15 INCH DIAMETER RIMS--
ONLY SPECIALLY TRAINED PERSONS SHOULD MOUNT TIRES

Asymmetric Tread Design



▶ Quiet



- ▶ Silent C-S-C
- ▶ 5' Noise Reduction
- ▶ High Angle Grooves
- ▶ Mid-end Grooves
- ▶ Inside Main Grooves

▶ Comfort



- ▶ Asymmetric Cavity Shape
- ▶ Asymmetric Pattern

▶ Superior Wet Performance



- ▶ Asymmetric Pattern
- ▶ H.E.S
- ▶ Silica Compound
- ▶ Dual Layer Tread
- ▶ 3D Two-way Sipe

▶ Long Wear

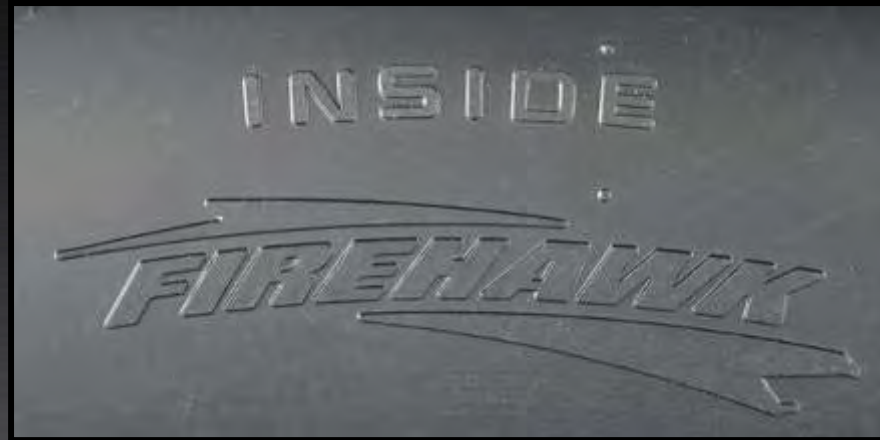


- ▶ CO-CS
- ▶ L.L. Carbon
- ▶ 3D Shape Block
- ▶ Mid-end Grooves
- ▶ Out Shoulder Circumferential Sipe

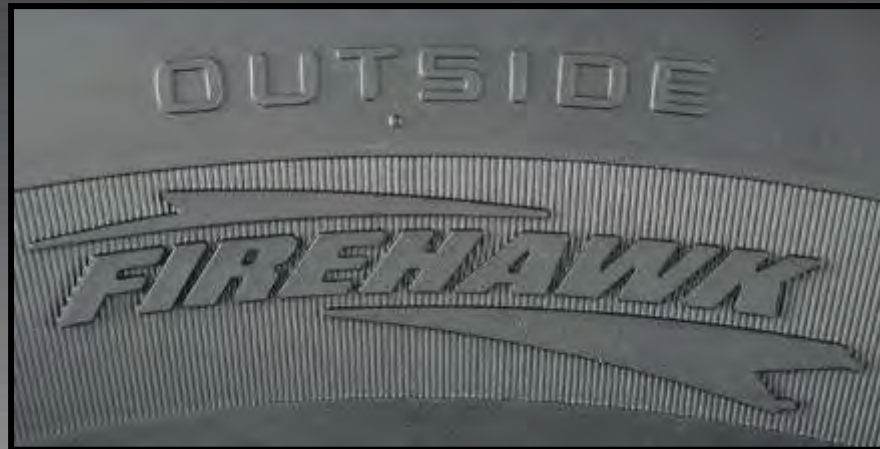


ASYMMETRIC TREAD MOUNTAINING INSTRUCTIONS

Inside



Outside

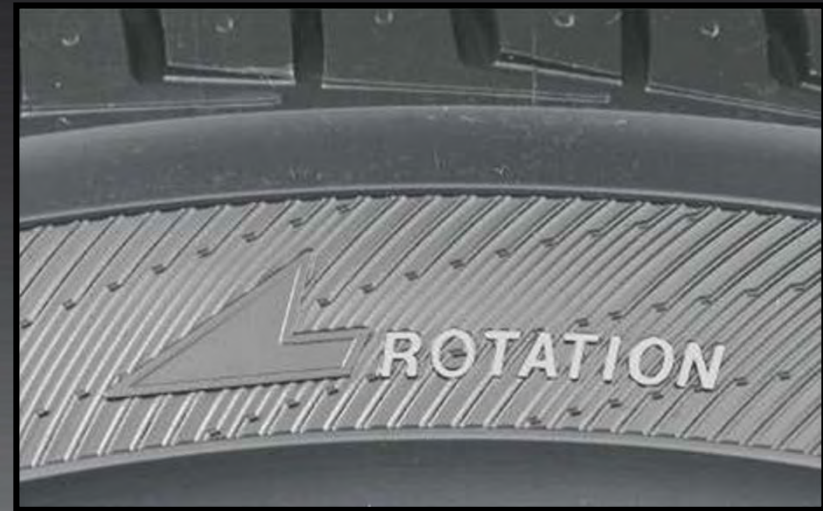


Directional Tread Design



DIRECTION OF TIRE ROTATION

Two Examples of What to Look For



EXTRA LOAD IDENTIFICATION



EXTRA LOAD



MAX LOAD 990 kg (2183) LBS
AT 340 kPa (50 PSI) MAX. PRESS.

UNIFORM TIRE QUALITY GRADING (UTQG)

Examples of UTQG on Sidewall

- Treadwear
- Traction
- Temperature



INTERPRETING UTQG RATINGS

- Assigned by Manufacturers; They're *NOT* Assigned by the Government
- Use Only to Compare Same Brand Tires of Same Construction Type
- Treadwear Ratings Are Not Mileage Guarantees or Even Tire Life Predictions
- Cannot Compare Brands on Basis of UTQG Ratings
- UTQG Ratings Alone Are Not Indicators of a Tire's Overall Quality and Safety

TIRE REGISTRATION

IMPORTANT
 In case of a recall, we can reach you only if we have your name and address. You **MUST** send in this card to be on our recall list.
 To Mail: Affix Postpaid Stamp to Reverse Side.

Do it today! Date of Sale: / /

Customer's Name (Please Print) _____
 Customer's Address _____
 City _____ State _____ Zip _____

DEALER'S NAME (Please Print) _____
 Dealer's Address _____
 City _____ State _____ Zip _____

SHADED AREAS MUST BE FILLED IN BY SELLER
 Register ONLY the brand printed below.

BRIDGESTONE
 800170 200M 5/93

TIRE IDENTIFICATION NUMBERS

1	2	3	4	5	6	7	8	9	10	11

Bridgestone
Item # B20178

IMPORTANT
 In case of a recall, we can reach you only if we have your name and address. You **MUST** send in this card to be on our recall list.
 To Mail: Affix Postpaid Stamp to Reverse Side.

Do it today! Date of Sale: / /

Customer's Name (Please Print) _____
 Customer's Address _____
 City _____ State _____ Zip _____

DEALER'S NAME (Please Print) _____
 Dealer's Address _____
 City _____ State _____ Zip _____

SHADED AREAS MUST BE FILLED IN BY SELLER
 Register ONLY the brand printed below.

FIRESTONE
 F20243 600M 5/93

TIRE IDENTIFICATION NUMBERS

1	2	3	4	5	6	7	8	9	10	11

Firestone
Item # F20243

IMPORTANT
 In case of recall we can reach you only if we have your name and address. You must send in this card to be on our recall list.

Do it today.

Dealer Six Digit _____

Customer Name (Please Print) _____

Customer Address _____

City _____ State _____ Zip Code _____

Name of Selling Dealer _____

Dealers Address _____

City _____ State _____ Zip Code _____

SHADED AREAS MUST BE FILLED IN BY SELLER
 Register ONLY the brand printed below.

TIRE IDENTIFICATION NUMBERS

1	2	3	4	5	6	7	8	9	10	11

Associate Brands
Item # 815-2238

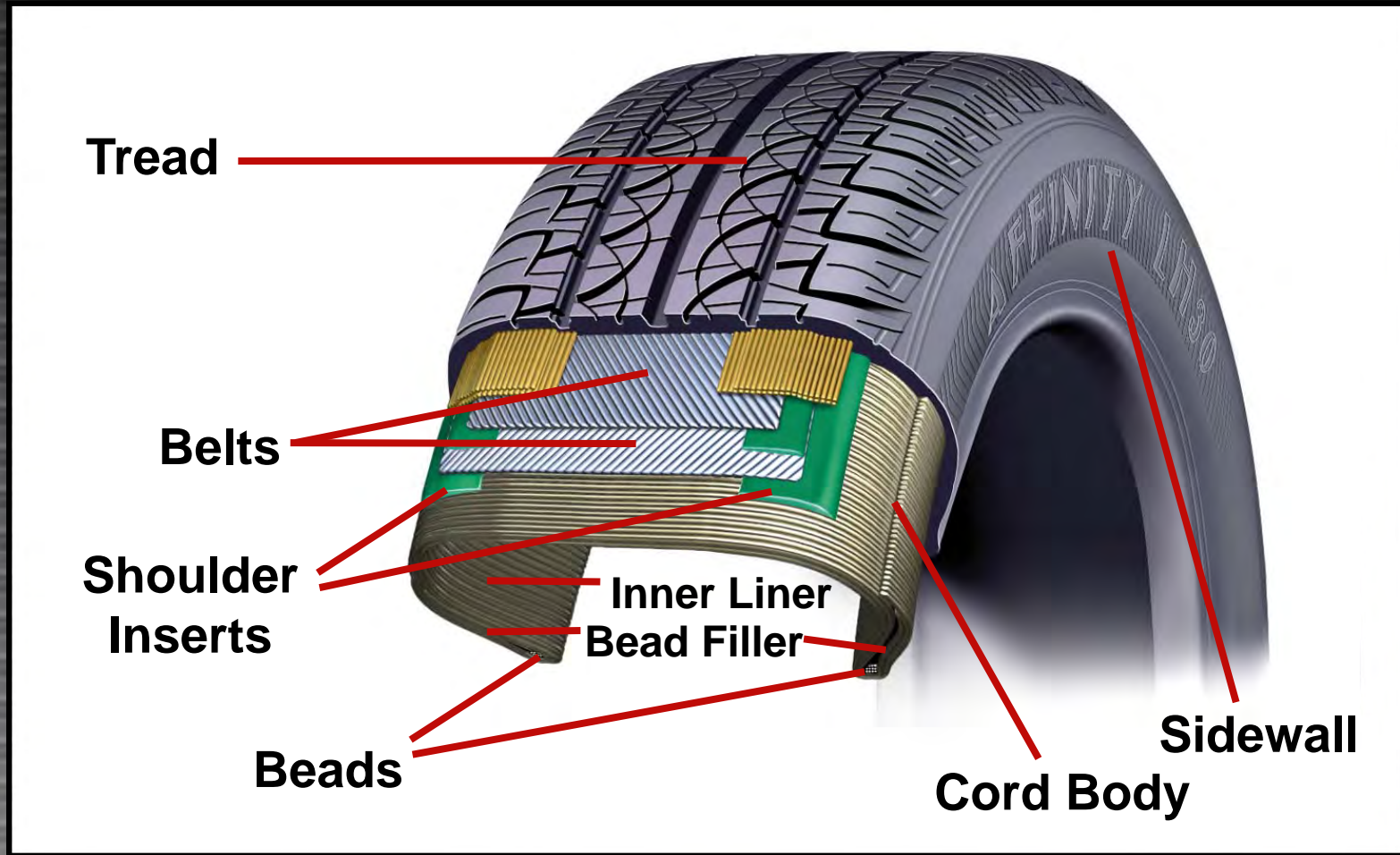
Mail to:

**Bridgestone/Firestone Registration Center
 C/O CIMS Tire Registration Center
 P. O. Box 3636
 Akron, Ohio 44309-3636**

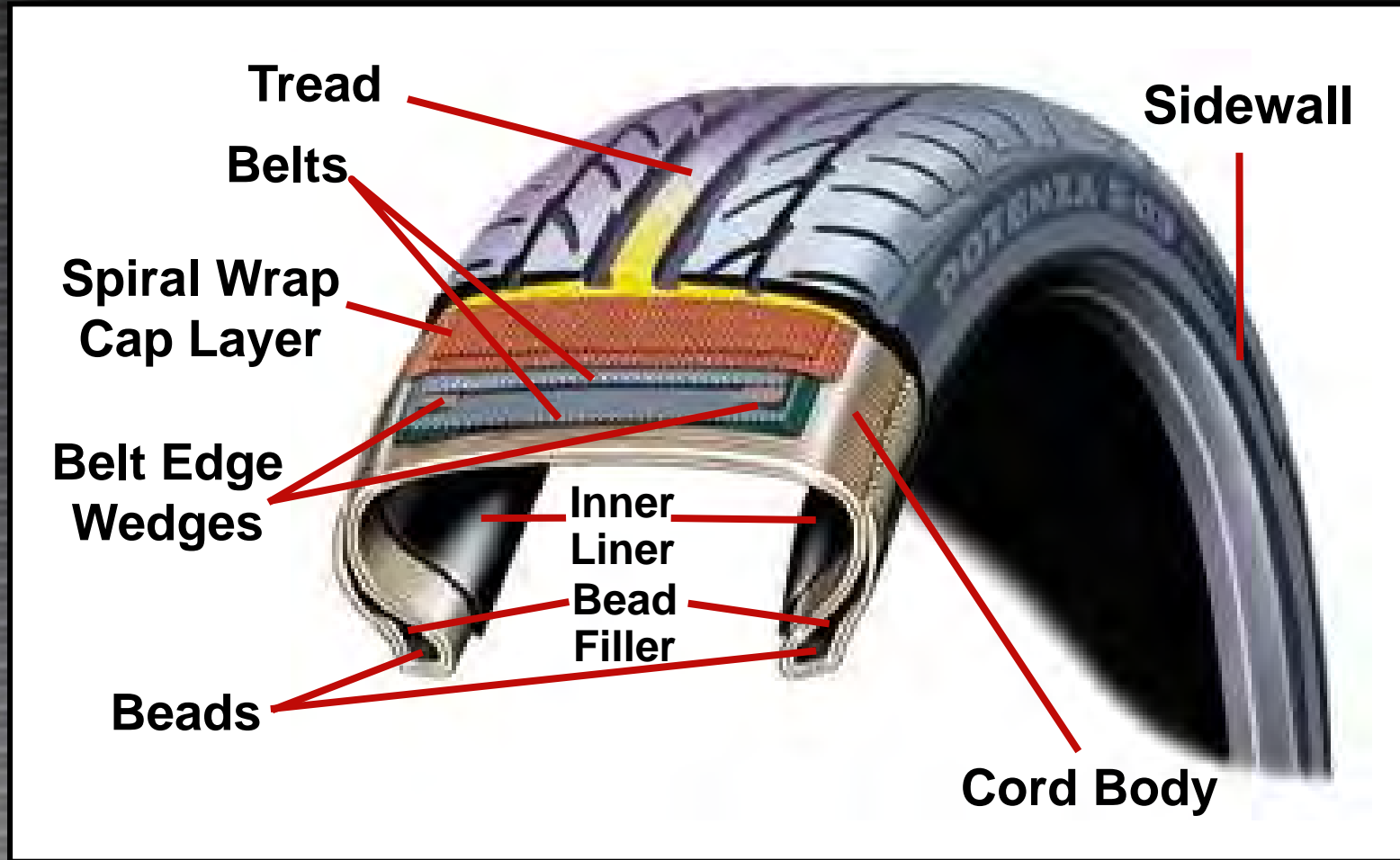
PRODUCT CATEGORIES: PASSENGER VEHICLES

- Passenger
 - Economy
 - Mass Market
 - Premium Mass Market
- Touring
- Performance
 - Performance
 - High Performance
 - Ultra-High Performance

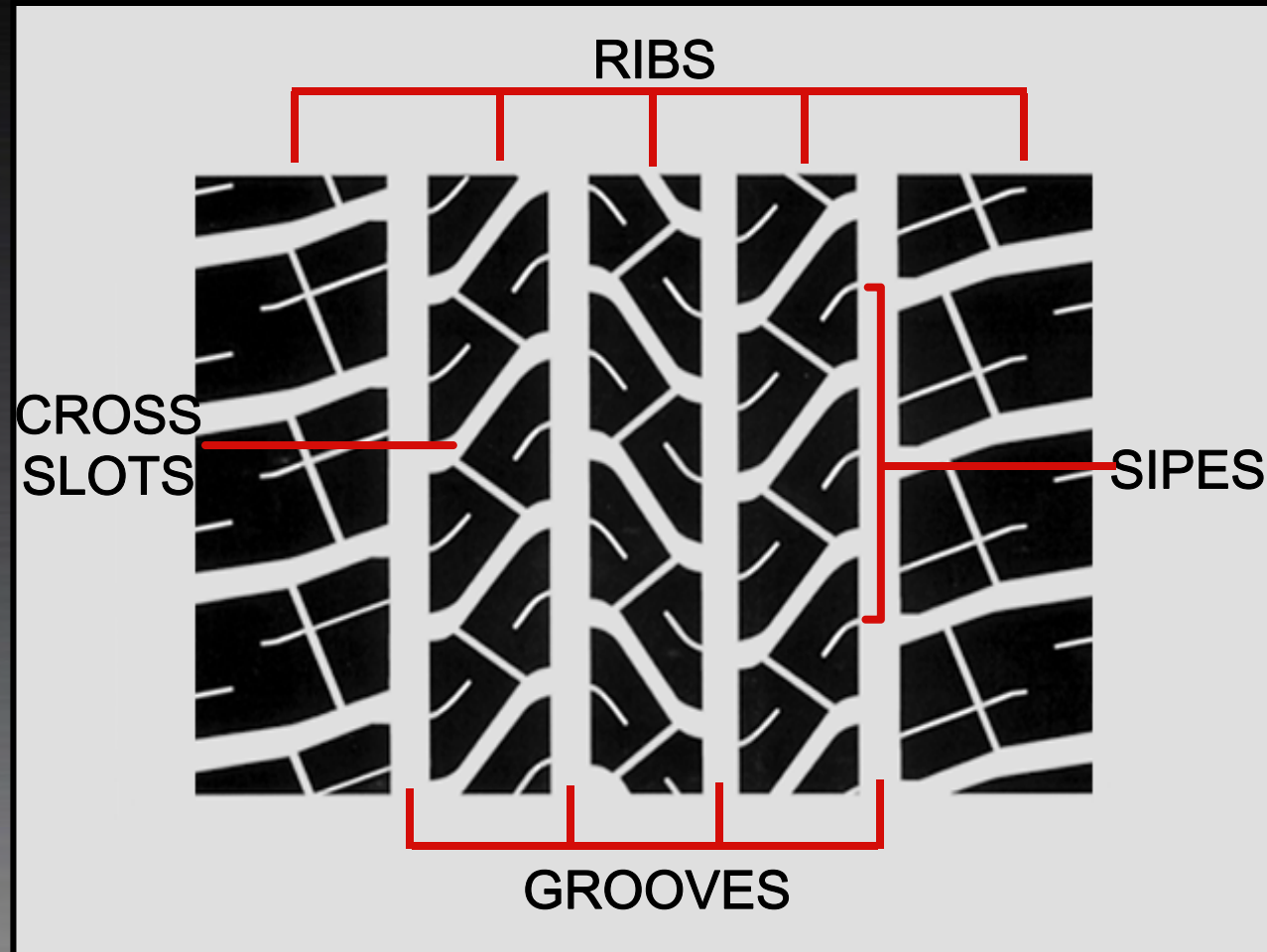
PARTS OF A TIRE



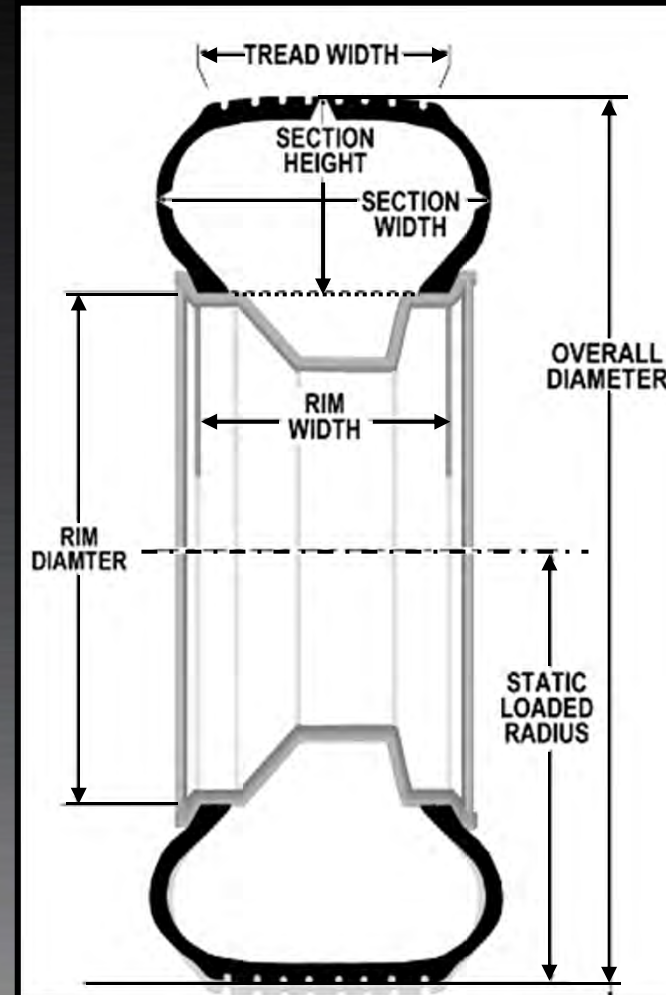
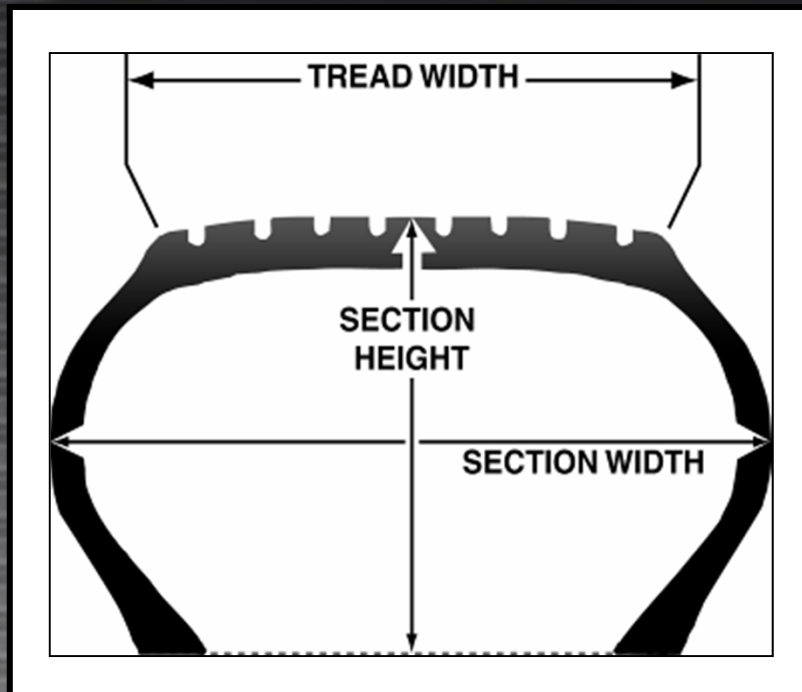
PARTS OF A PERFORMANCE TIRE



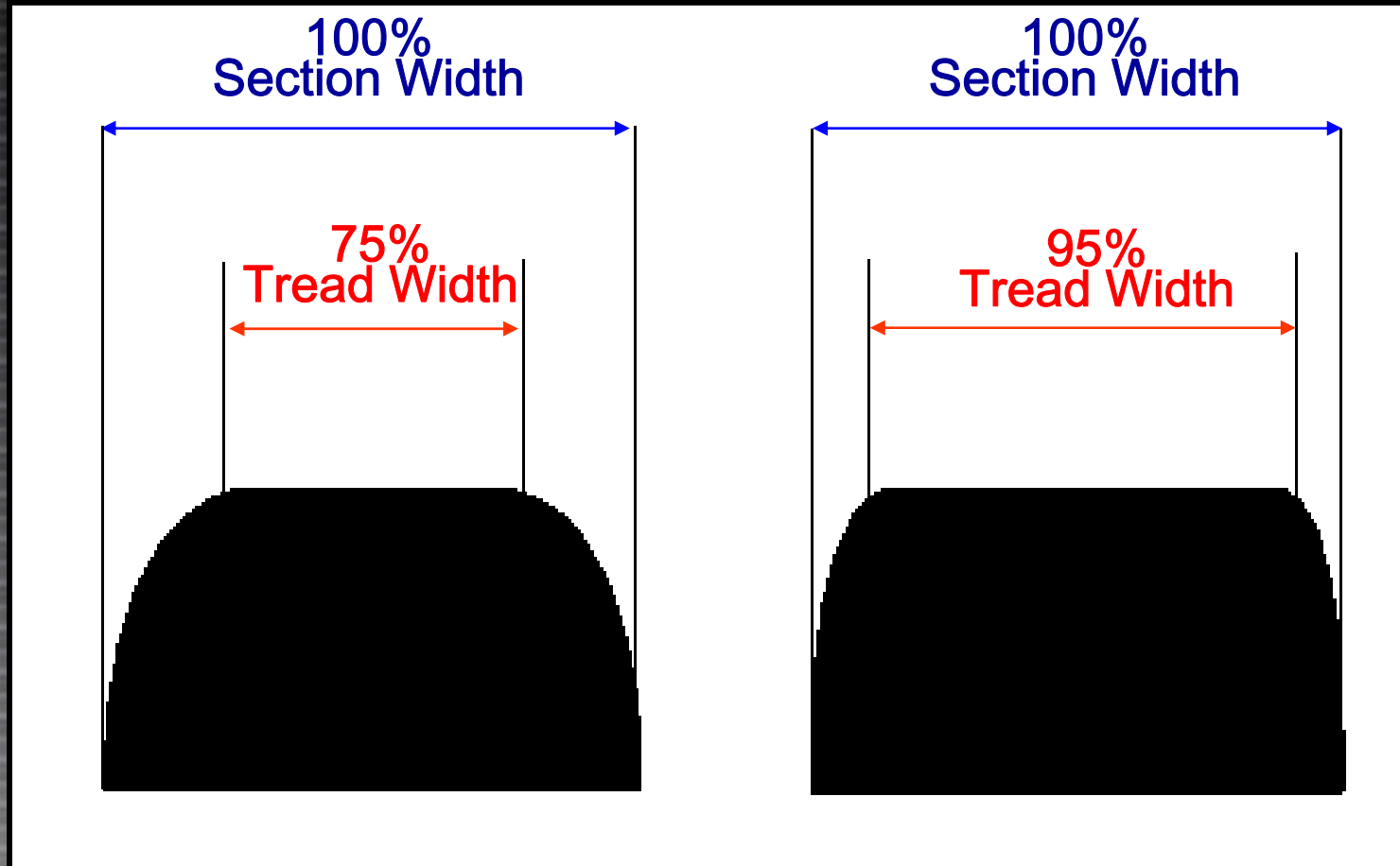
PARTS OF A TIRE



TIRE DIMENSIONS



TREAD-WIDTH TO SECTION-WIDTH RATIO



SIZING NOMENCLATURES

Sizing System Examples:

- P-Metric

- P225/60R16 97S

- Euro-Metric

- 225/60R16 97S

P-METRIC SIZE

P	“Passenger” Tire
225	Section Width in Millimeters
60	Aspect Ratio
R	Radial
16	Rim Diameter in Inches
97	Load Index
S	Speed Rating

EURO-METRIC SIZE

225	Section Width in Millimeters
60	Aspect Ratio
R	Type of Construction
16	Rim Diameter in Inches
97	Load Index
S	Speed Rating

INFLATION PRESSURE

AND

TIRE LOAD CAPACITY

LOAD RANGE AND INFLATION LIMITS

<i>Type of Sizing System</i>	<i>Load Designation</i>	<i>Max. Permissible Inflation Pressure Marking</i>	<i>Corresponding Maximum Load Carrying Capacity @</i>
P-Metric	“LL” Light Load	35, 44 or 51 p.s.i.	35 p.s.i.
P-Metric	“SL” Standard Load	35, 44 or 51 p.s.i.	35 p.s.i.
P-Metric	“XL” Extra Load	41 or 50 p.s.i.	41 p.s.i.

LOAD RANGE AND INFLATION LIMITS

<i>Type of Sizing System</i>	<i>Load Designation</i>	<i>Max. Permissible Inflation Pressure Marking</i>	<i>Corresponding Maximum Load Carrying Capacity @</i>
Euro-Metric	Standard	32 p.s.i.	32 p.s.i.
Euro-Metric	Standard	36 or 44 p.s.i.	36 p.s.i.
Euro-Metric	“Reinforced”	51 p.s.i.	42 p.s.i.

LOAD INDEX CHART

LI	lbs	LI	lbs	LI	lbs	LI	lbs
0	99	83	1074	99	1709	115	2679
1	102	84	1102	100	1764	116	2756
70	739	85	1135	101	1819	117	2833
71	761	86	1168	102	1874	118	2910
72	783	87	1202	103	1929	119	2998
73	805	88	1235	104	1984	120	3086
74	827	89	1279	105	2039	121	3197
75	853	90	1323	106	2094	122	3307
76	882	91	1356	107	2149	123	3417
77	908	92	1389	108	2205	124	3527
78	937	93	1433	109	2271	125	3638
79	963	94	1477	110	2337	276	275575
80	992	95	1521	111	2403	277	283291
81	1019	96	1565	112	2469	278	291007
82	1047	97	1609	113	2535	279	299826
		98	1653	114	2601		

LOAD AND INFLATION TABLE

LOAD and INFLATION TABLE

FOR PASSENGER CARS

17" Rim Diameter			Tire Load Limits in Pounds (lbs.) at Various Cold Inflation Pressures in Pounds Per Square Inch (psi)																			
			For Light Load and Standard Load Tires												For Extra Load and Reinforced Tires							
45 Series		Load Index	26	27	28	29	30	31	32	33	34	35	35 - 51 Note A	36 - 51 Note B	36	37	38	39	40	41	41 - 50 Note C	42 - 51 Note D
P-Metric	Euro-Metric		26	27	28	29	30	31	32	33	34	35	35 - 51 Note A	36 - 51 Note B	36	37	38	39	40	41	41 - 50 Note C	42 - 51 Note D
	205/45R17 (SL)	84	849	871	892	926	959	970	992	1036	1047	1069		1102								
	205/45R17 (XL)	88	838	860	892	915	959	970	992	1025	1036	1058			1091	1113	1135	1168	1190	1201		1235
P215/45R17 (SL)		87	898	1022	1047	1067	1089	1111	1135	1172	1208		1201									
	215/45R17 (SL)	87	928	948	970	1003	1047	1058	1080	1124	1135	1157		1201								
	215/45R17 (SL)	88	948	970	992	1036	1069	1080	1113	1157	1168	1190		1235								
P225/45R17 (LL)		84	970	988	1006	1025	1039	1054	1069	1080	1091		1102									
P225/45R17 (SL)		90	1098	1124	1149	1175	1200	1225	1250	1274	1299		1323									
	225/45R17 (SL)	90	1014	1036	1058	1102	1146	1157	1190	1235	1257	1279		1323								
	225/45R17 (SL)	91	1047	1069	1091	1135	1179	1190	1224	1268	1290	1312		1356								
	225/45R17 (XL)	94	1003	1036	1058	1102	1146	1157	1179	1224	1246	1268			1312	1334	1356	1400	1422	1433		1477

TIRE MAINTENANCE FACTS

- **One Pound of Under-Inflation Costs Consumers 2-3 Miles of Gas per Gallon**
 - This Wastes 4 Million Gallons of Gas per Day Nationwide
 - Tire Life Is Reduced by 15%
 - More Than Half of the Vehicles in the USA Have Tires That Are Under-Inflated

Source: US Department of Energy

TIRE MAINTENANCE FACTS

- Nearly 90% of All Drivers Never Check Their Tire Pressure
 - 66% of All Drivers Do Not Even Know Where to Find the Proper Pressure for Their Vehicle

Source: Rubber Manufacturer's Survey

INFLATION PRESSURE

Overinflation Can Result in:

- Decreased Traction
 - Reduced Bruise Resistance
 - Premature Wear of Suspension Components
- ☑ Over-Inflated Tires Will Show Premature Tire Wear at the Center of the Tread

INFLATION PRESSURE

Underinflation Can Results in:

- Sluggish Tire Response
 - Decreased Fuel Economy
 - Excessive Heat Buildup
 - Tire Overload
-
- ☑ Under-Inflation of 5 p.s.i. Can Reduce Tire Life by 25% and Decrease Fuel Efficiency by 2.5%
 - ☑ Under-Inflated Tires Will Show Premature Tire Wear on Both Outside Shoulders

SUMMARY:

- Tire Inflation Pressure Carries the Load, but Is Reduced with Time and Temperature
- Tire Pressure Should Be Checked at Least ONCE a MONTH, BEFORE Long Trips and When Carrying Extra Weight
- Tires Will Loose ONE (1) POUND of Pressure for Every 10 Change (+ / -) in Ambient Temperature

SUMMARY:

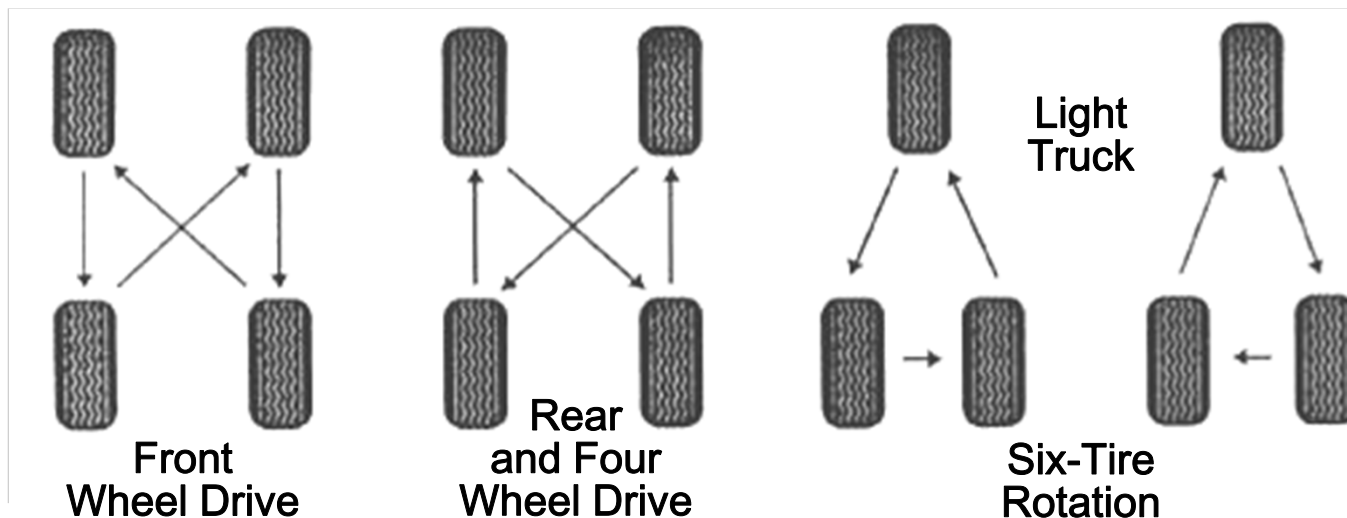
- You Can Usually Find the Correct Inflation Pressure for O.E. Tires on a Sticker on the Driver's Side Door Jamb, in the Glove Compartment, or in the Vehicle Owner's Manual
- Check the Pressure with a Reliable Tire Gauge When the Tire Is COLD (When the Vehicle Has Been Driven Less Than 1 Mile or Has Not Been Moved for 3 Hours)

TIRE ROTATION

Wear Patterns:

- Front Tires Wear Faster at Both Shoulders
- Rear Tires Wear Faster in Center Tread Area

The Following Rotation Patterns Are Normally Recommended for Radial Tires. Some Exceptions to These Patterns May Exist.



Tires Should Be Rotated on a Regular Basis to Even Out Wear Rate!

SPEED RATINGS

**Speed Ratings
Give an Indication
of a Tire's
Performance**

SERVICE DESCRIPTION

P225/60R16 97S

97 = Load Index

S = Speed Rating

SPEED RATINGS

Q – *Up to 99 mph*

R – *Up to 106 mph*

S – *Up to 112 mph*

T – *Up to 118 mph*

U – *Up to 124 mph*

H – *Up to 130 mph*

V – *Up to 149 mph*

Z – *Over 149 mph*

W – *Up to 168 mph*

Y – *Up to 186 mph*

IMPORTANT!

***Inflate All Tires to
Manufacturer's Recommended
Inflation Pressure***

AND

***Hand Torque Lug Nuts
to Manufacturer's
Recommended Specifications***

THANK YOU!