

AMERICAN TIRE DEPOT

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Thank you for signing up to our quarterly newsletter. In the coming issues you will find helpful tips on how to maintain the life of your vehicle, new tire technologies, simple ways to decide which tire is right for you, how to save money on care and maintenance of your vehicle, and much more.

We hope you enjoy this issue and we look forward to taking care of all your vehicle needs.



New Tire Technologies

Over the decades, tires have changed much more than most drivers realize. Tire companies are constantly coming up with new ways to make tires that achieve better safety, handling, fuel economy and longevity. In



Twheel airless tire

fact, there are many ways to extend the life of a tire. Here are just a few examples of what's currently on the market:

Michelin offers some tires with its Infinicoil technology. This uses a giant steel cord -- up to 1,312 feet (400 meters) long -- wrapped underneath the rubber layer. The steel increases the rigidity of the surface of the tire, and allows them to be made wider than before. They also tend to last longer [source: [Tire Review Online](#)].

The same company also introduced a concept called the [Tweel Airless Tire](#). This uses rubber tread supported by small, flexible spokes extending outward

from the center of the wheel. It has no air inside, just flat rubber connected to the spokes.

A Czech company, Coda Development, has pioneered a system called the self-inflating tire (SIT). This keeps the tire pressure constantly at its proper level with a valve that takes in outside air and forces into the rubber. Once at optimal pressure, the valve shuts off the intake of air and circulates it inside the tire. Since improperly inflated tires can lead to blowouts and even rollovers in some circumstances, this technology, which always keeps the tires inflated to the right level, could mean big advances in safety [source: [Coda](#)].

RUN-FLATS

All of those technologies are interesting concepts, but what's on the road that you can use right now? Don't forget about run-flat tires. Those have been around for more than a decade, ever since they came as standard equipment on the [1997 Chevrolet Corvette](#), and have been gaining popularity among performance and luxury car owners ever since. Self-supporting tires (SSTs) have heavily reinforced sidewalls that support the tire in the event of a tire puncture. One system from Michelin uses a semi-rigid insert inside the rubber to support the car in the event of a blowout [source: [Edmunds](#)].



Run-Flat Continued:

However, run-flats have their tradeoffs as well. They're famous for having a harsher ride than normal tires, and in the event of a puncture, most are limited to a maximum speed of 50 mph (80.5 km/h) and a limited distance until they can be repaired or replaced. Many car companies have begun offering run-flats as standard equipment but not offering a spare tire or even the equipment required to change a tire. After all, if a run-flat tire can get you to safety when it's punctured, what's the point of carrying around a heavy tire iron, jack and spare tire?

Introducing A Tire That Evolves as It Wears

As your tires wear, its ability to maintain grip on wet roads diminishes with reduced tread depth. Michelin has developed a tire that counters the effects of wear with channels that grow wider, and hidden rain grooves that emerge as the tire is used, along with a special rubber compound for wet conditions.

Michelin says the tire, the Premier A/S, reduces stopping distances in wet conditions and, when worn, better resists hydroplaning – skating on a thin cushion of water – compared with a conventional tire.

The Premier A/S made its debut here on Tuesday at the [North American International Auto Show](#). An all-season touring tire, the Premier is intended for passenger cars like the [Cadillac CTS](#), [Ford Fusion](#) and [Toyota Camry](#). The French tiremaker said it was in talks with five automakers to use the Premier A/S as original equipment on some 2015 models.



Tires play a crucial role in translating braking force to deceleration, particularly in wet conditions. “Consumers think brakes are the motivating force that stops your car, when in reality tires stop your car,” Ron Margadonna, a senior technical marketing manager at Michelin, said in an interview.

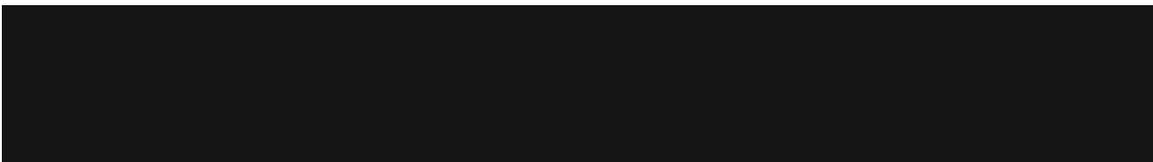
The Premier's increased wet grip is as much a function of its distinctive rubber compound as of its tread pattern. The mixture contains high amounts of silica, a bonding agent that improves wet-weather traction, and sunflower oil, to improve the tire's pliability in colder temperatures.

But the new tire isn't a silver bullet. Wet-weather performance will still degrade as the Premier wears and the rain grooves become shallower. Michelin's own data shows that the wet stopping distance from 50 miles per hour increased to 119 feet, from 106 feet, between a new and a half-worn Premier A/S. Still, that increase is less than what is expected from traditional tires.

The Premier A/S replaces Michelin's Primacy MXV4 and will be available in the spring starting at \$156 a tire. It comes with a 60,000-mile warranty and will be produced in 32 sizes for wheels from 15 to 18 inches in diameter. Later this year Michelin will introduce the Premier LTX, a tire for S.U.V.'s and crossovers with the same technologies.



NEW MICHELIN PREMIER ALL SEASON TIRE



CAR SERVICING WILL KEEP YOUR VEHICLE IN EXCELLENT CONDITION

Proper car maintenance keeps all the important working parts of a car in perfect condition. With the rising expenses of road tax, insurance and repairs, one must find a way to cut down extra costs. The best way to do that is getting your car serviced regularly. Car services are an essential part of preventive maintenance that will keep your vehicle in top-notch condition.

Regular car servicing will make sure that everything in your car functions smoothly. Car servicing includes-

- Change of oil filter and engine oil
- Change of brake pads (if necessary)
- Fastening loose nuts and bolts
- Thorough inspection of brake fluids and coolant(topping up if necessary)
- Tire pressure
- Clutches
- Onboard diagnostics
- Spark plug
- Batteries
- Suspension
- Drive train inspection

It is important to note that the mechanic has a wide range of experience with all the intricate knowledge about the car. An expert can diagnose and fix however big the problem is. Considering the multifaceted mechanism by which a vehicle operates, it is very crucial that car servicing is performed by qualified professionals, such as certified mechanics. Though the modern technology in the automotive industry enables vehicle to run longer without the need of a car servicing, but that does not mean it should be overlooked. Car manufacturers

provide recommendations for car maintenance, highlighting on extending the life of the car. They offer wide spectrum of services to maintain the car as effective as possible. **Car servicing in Croydon** can serve to be highly favorable when the owner decides to sell the car. A vehicle in good condition can be sold at a higher price. Spending in proper car servicing can bring substantial returns.

In order to assure that your vehicle stays in excellent condition, you should find a mechanic that uses latest equipments when servicing your car. Using the advanced technology means that they will be able to diagnose the defect easily. Depending on what kind of service your car is booked in for depends on the work performed. Every workshop will be somewhat different, but this will give you an idea about the three kinds of services that may be carried out in your car-

- Full service
- Interim service
- Oil service

Car servicing is important for your personal safety. All safety devices such as power steering, seatbelts, anti-lock breaking system and **brakes in Croydon** are thoroughly examined in the service. You can be assured knowing that you are travelling in a safe and sound vehicle.



Regular Maintenance helps protect the life of your car. Call us to set up a complimentary service check!

Coupons/Rebates and Specials



\$50* MORE MILES.
MORE SAVINGS.
REBATE

ZIEX ZE950 A/S

*By mail-in rebate with purchase of 4 ZE950 tires valid 08/01 through 09/30. Restrictions apply.

FALKEN
TIRE
WE GET YOU GOING™

The advertisement features a silver sedan driving on a coastal road with a blue sky and ocean in the background. A close-up of a tire tread is shown in the foreground. The Falken logo is in the bottom right corner.

KUMHO TIRES ⁷ **\$100 BACK WITH THE PURCHASE OF 4 SELECT KUMHO TIRES!**



ECSTA **SOLUS** **SOLUS** **ROAD VENTURE** **ROAD VENTURE** **ROAD VENTURE**
FAST TAXI RL21 APT AT AT AT
\$50 **\$60** **\$60** **\$80** **\$80** **\$100**
REBATE REBATE REBATE REBATE REBATE REBATE



The advertisement shows a 3D cartoon character on the left holding a tire. On the right, there is a row of six tires with their respective rebate amounts listed above them. The tires are arranged in a perspective view.

Hankook
driving emotion

NEW

ventus V12 evo² ventus V12 evo ventus S1 noble²

OPTIMO H727 Dynapro HT Dynapro AT-M

2014 Great Hit! Rebate

\$80
GET UP TO

THE HANKOOK '2014 GREAT HIT' MAIL IN REBATE PROMOTION WILL BE AVAILABLE TO RETAIL CONSUMERS

PURCHASE FOUR QUALIFYING HANKOOK TIRES FROM THE VALID FROM SEPTEMBER 1 - OCTOBER 31, 2014

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