



NEWS from AIR-serv

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Something Both Candidates Agree On: “Don’t Wait to Inflate!”

Under-inflated tires cost American drivers as much as \$4.8 billion each year. AIR-serv announces consumer education via 65,000 locations with “Airman.”

MENDOTA HEIGHTS, Minn., October 3, 2008—What’s the one thing that John McCain and Barack Obama agree on?

If American drivers “air up” when they fill up, they could reduce the amount of gasoline they use. That savings could amount to 1.2 billion gallons each year, according to the U.S. Government Accountability Office.

AIR-serv, the nation’s largest tire inflation and vacuum services provider, is educating drivers about how to reduce gasoline costs by keeping their tires properly inflated. AIR-serv offers tire inflation and vacuum services at 65,000 gasoline stations, convenience stores, and car washes across America.

Yes, the Candidates Agree

Barack Obama declared: "We could save all the oil that they’re talking about getting off drilling, if everybody was just inflating their tires and getting regular tune-ups." John McCain responded: “Obama said . . . we all should inflate our tires. I don’t disagree with that. The American Automobile Association strongly recommends it.”

At \$4 per gallon, not inflating tires properly could be costing American drivers as much as \$4.8 billion a year. The cost to an individual driver would be about \$100.*

“Under-inflated tires are clearly costly to consumers and to our nation’s energy conservation effort,” said Andy Carr, AIR-serv executive vice president.

AIR-serv Educating Drivers

AIR-serv is providing educational information through its Website: www.air-serv.com. The information will help to educate the public about cost savings through proper tire inflation and overall vehicle maintenance. Properly inflated tires also last longer and are safer.

“We are helping consumers understand the cost savings of properly inflated tires,” Carr explained, “and how their individual actions can contribute to a sustainable environment and reduce our dependence on foreign oil.”

MORE

The company is alerting its 65,000 distributor locations throughout the country about the education program. They can then alert their customers.

Airman Says, “Don’t Wait to Inflate!”

The education initiative is also debuting a new superhero—“Airman”—created as a fun, attention-getting action figure for the company to promote “Don’t Wait to Inflate!” education.

“Airman carries an important message to the motoring public in a fun and memorable way,” said Carr. “We hope to reach as many of the some 170 million motorists who ‘air up’ at our locations each year as possible.”

* Based on 12,000 miles per year at 15 miles per gallon. Savings from properly inflated tires have been estimated to be about 12 cents a gallon.

END

AIR-serv is the largest tire inflation and vacuum services company in the U.S. with some 65,000 distribution locations at service stations, convenience stores, and car washes. The company’s headquarters offices are located in Mendota Heights, Minnesota.

www.air-serv.com / 800-247-8363.