

Tire Purchase Discussion

Workbook Activity

City _____

Please assume that all tires are both appropriate for your vehicle and are the same price.

GOVERNMENT TIRE RATING

ACME TIRE COMPANY
WILEY RR-S
SIZE: P225/60R16

SAFETY RATING (WET TRACTION)

★ ★ ★ ★ ☆


FUEL EFFICIENCY RATING (ROLLING RESISTANCE)

★ ★ ★ ★ ☆

DURABILITY RATING (TREAD WEAR)

★ ★ ☆ ☆ ☆

Ratings are based on tires that are properly inflated.
Compare this tire with others before you buy.
Source: National Highway Traffic Safety Administration (NHTSA)
For more information visit www.SaferCar.gov



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- Based on these ratings, please circle above which tire you would choose to purchase.
- In your own words, please explain why you selected the tire you did.

- On a scale from 1 to 10, how helpful is this rating scale to your tire purchase decision?

Not at all Helpful 1 2 3 4 5 6 7 8 9 **Very Helpful** 10

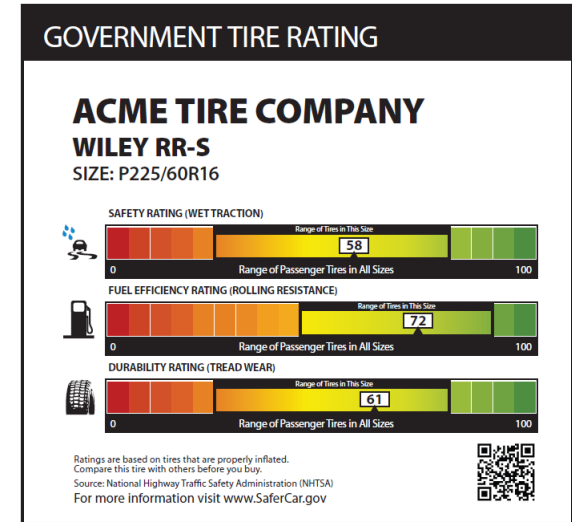
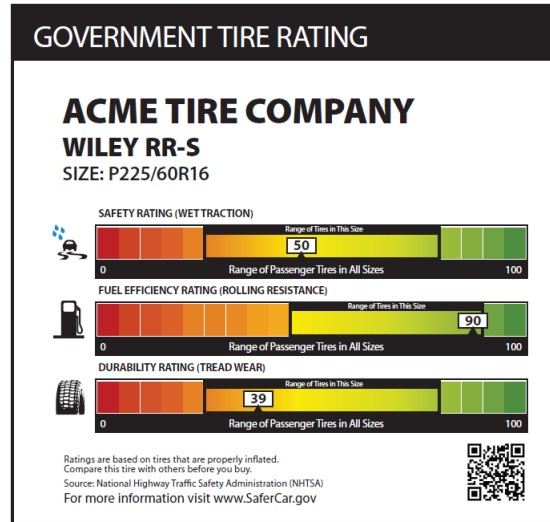
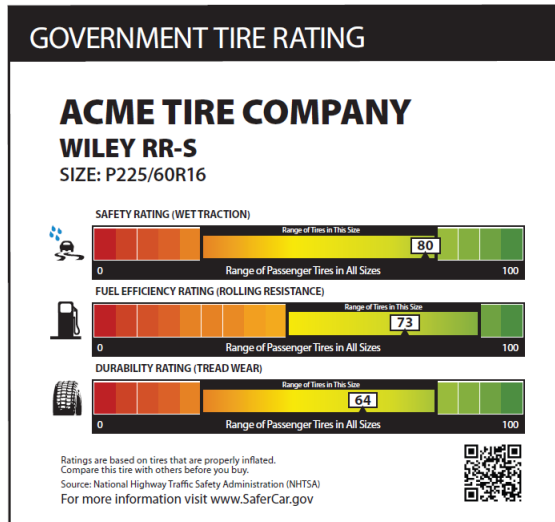
- On a scale from 1 to 10, how likely are you to look up this rating scale during your tire purchase decision?

Not at all Likely 1 2 3 4 5 6 7 8 9 **Very Likely** 10

- On a scale from 1 to 10, how important are these ratings to your tire purchase decision?

Not at all Important 1 2 3 4 5 6 7 8 9 **Very Important** 10

Please assume that all tires are both appropriate for your vehicle and are the same price.



- Based on these ratings, please circle above which tire you would choose to purchase.
- In your own words, please explain why you selected the tire you did.

- On a scale from 1 to 10, how helpful is this rating scale to your tire purchase decision?

Not at all Helpful Very Helpful

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- On a scale from 1 to 10, how likely are you to look up this rating scale during your tire purchase decision?

Not at all Likely Very Likely

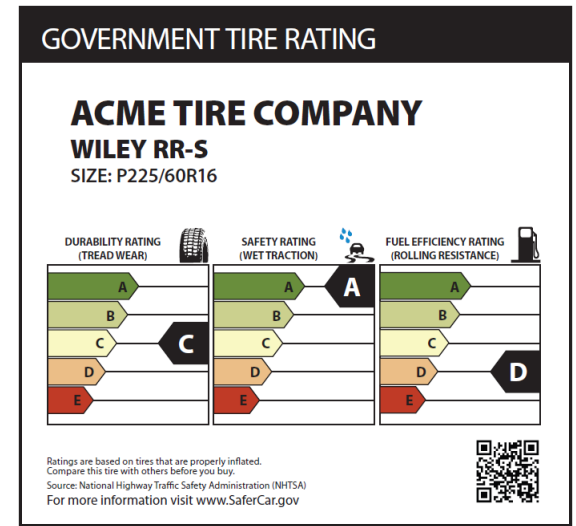
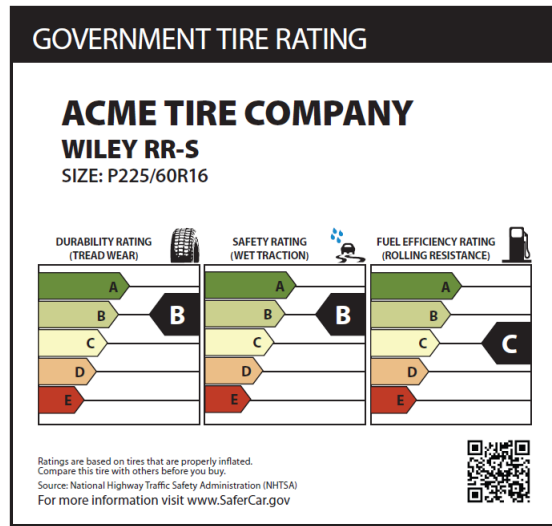
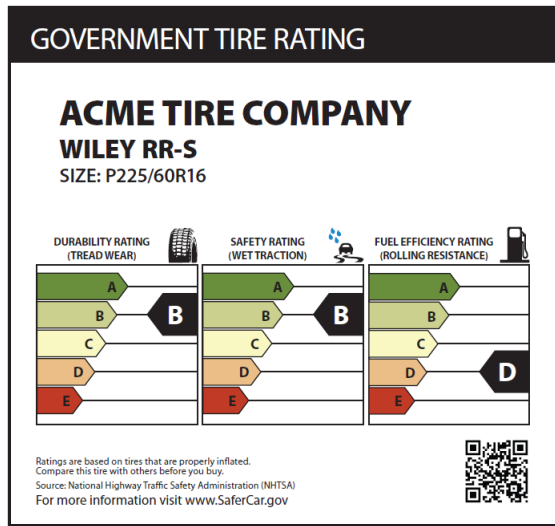
1 2 3 4 5 6 7 8 9 10

- On a scale from 1 to 10, how important are these ratings to your tire purchase decision?

Not at all Important Very Important

1 2 3 4 5 6 7 8 9 10

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- In your own words, please explain why you selected the tire you did.

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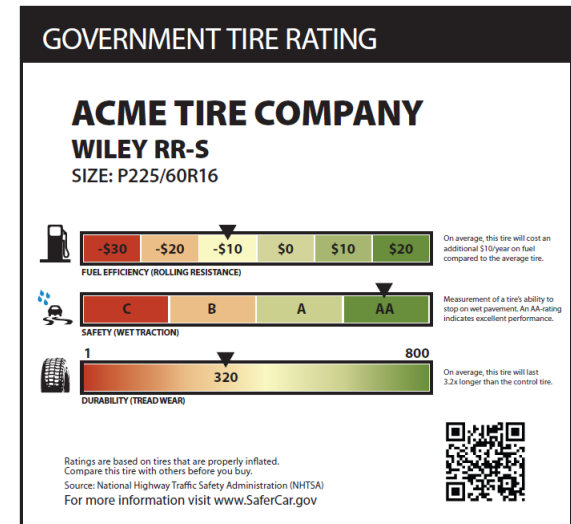
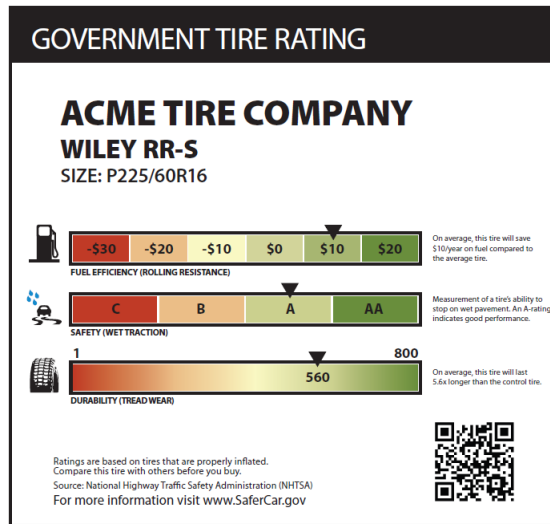
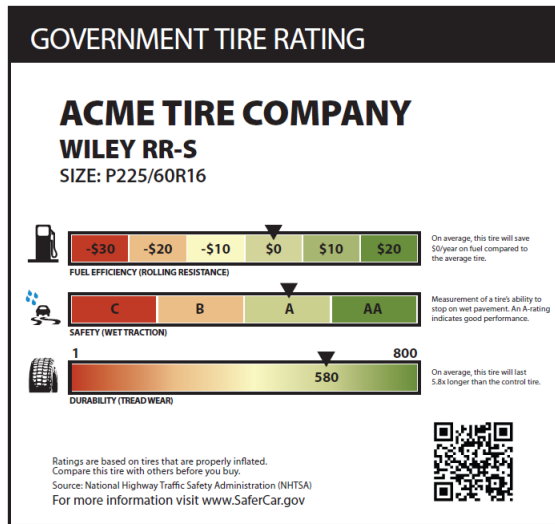
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- On a scale from 1 to 10, how important are these ratings to your tire purchase decision?

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TIRE 3

Tire 1 is marked with an EnergyStar label

Tire 2 is marked with an SmartWay label

Tire 3 is not marked with an EnergyStar or SmartWay label

- 1) Based on these ratings, please circle above which tire you would choose to purchase.
- 2) In your own words, please explain why you selected the tire you did.

- 3) On a scale from 1 to 10, how helpful is this rating scale to your tire purchase decision?

Not at all Helpful **Very Helpful**
1 2 3 4 5 6 7 8 9 10

- 4) On a scale from 1 to 10, how likely are you to look up this rating scale during your tire purchase decision?

Not at all Likely **Very Likely**
1 2 3 4 5 6 7 8 9 10

- 5) On a scale from 1 to 10, how important are these ratings to your tire purchase decision?

Not at all Important **Very Important**
1 2 3 4 5 6 7 8 9 10

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GOVERNMENT TIRE RATING

ACME TIRE COMPANY
WILEY RR-S
SIZE: P225/60R16


As compared to a set of four XYZ Tire Company tires mounted on a passenger car, assuming the vehicle is driven 15,000 miles per year, fuel costs are \$2.50 per gallon, and the initial tire cost is \$480 for 4 tires.

FUEL EFFICIENCY RATING (ROLLING RESISTANCE)
\$32.50 less in fuel costs per year

SAFETY RATING (WET TRACTION)
24 less feet in stopping distance

DURABILITY RATING (TREAD WEAR)
0 more miles before tires need to be replaced

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FUEL EFFICIENCY RATING (ROLLING RESISTANCE)
\$25.00 less in fuel cost per year

SAFETY RATING (WET TRACTION)
25 more feet in stopping distance

DURABILITY RATING (TREAD WEAR)
30,000 more miles before tires need to be replaced

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- 3) On a scale from 1 to 10, how helpful is this rating scale to your tire purchase decision?

Not at all Helpful											Very Helpful
1	2	3	4	5	6	7	8	9		10	

- 4) On a scale from 1 to 10, how likely are you to look up this rating scale during your tire purchase decision?

Not at all Likely											Very Likely
1	2	3	4	5	6	7	8	9		10	

- 5) On a scale from 1 to 10, how important are these ratings to your tire purchase decision?

Not at all Important											Very Important
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Additional Handouts for Group Discussion

Sample of Label with an Overall Score

