

Highway Horse Sense

New Tools And Features Available To Help SUV Owners Save At The Pump

(NAPSA)—Here's a quick look at some of the top automotive trends of the year.

Greater fuel efficiency is certainly at the top of the list, particularly with rising gas prices. Drivers across the country are looking for ways to maximize every penny at the pump. For some, that means avoiding aggressive driving, speeding, rapid acceleration and braking. On the highway, this can lower your gas mileage by 33 percent.

Others are looking for opportunities to meld the handling and performance of a sedan with the ruggedness and power of an SUV—while also saving some fuel.

Based on the multiple or “crossover” performance features of these vehicles and the fact that they don't burn as much gas, sales of these types of vehicles are surging ahead of traditional SUVs. With crossovers like the Mercedes R Class and the Cadillac SRX, you can still haul stuff, but with a more carlike ride and style.

Fortunately, one of the world's leading tire manufacturers has introduced a new all-season tire designed specifically for these crossover vehicles. The Michelin Latitude Tour HP matches and delivers the performance drivers expect from the vehicle itself.

“Michelin's Latitude Tour HP tire is designed to optimize traction and grip of the road, while resisting hydroplaning, reducing noise and increasing tread life,” said Parmeet Grover, Michelin Americas Small Tires. “When all of the tire's design elements are put together, they help increase the vehicle's fuel efficiency and can save drivers more than \$100 in fuel costs over the life of a set of tires.”



FAIR AND FOUL—Not only built for fair and foul weather driving, the new tire helps motorists save money at the pump.

To deliver maximum handling, these tires feature technology that locks the tread in place to give drivers better control and grip in wet and snowy conditions, with exceptional control and handling.

Since many motorists who buy crossovers don't expect to see much off-road duty, the new Latitude Tour HP features “bullet-proof” material in areas where reinforcements are needed most to provide peace of mind against urban hazards such as potholes and curbs.

“If you're looking to buy a crossover or are looking for new tires for your existing vehicle, look for the tire that will deliver exactly what your vehicle needs,” said Grover.

To learn more, visit www.michelinman.com.