



Highway Horse Sense

Name Me And Win \$2,500 And Other Fabulous Prizes

(NAPSA)—Get ready, get set . . . and do more than just spin your wheels. Help name the Rubber Manufacturers Association (RMA) “tire character” and you could win the grand prize of \$2,500 and a five-year AAA membership!

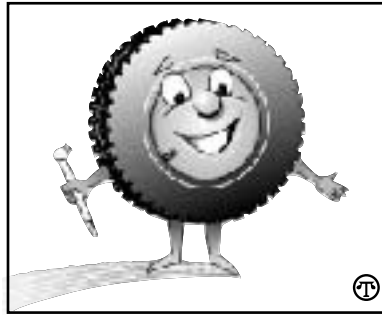
“The National Highway Traffic Safety Administration estimates that 250,000 accidents a year result from improperly inflated tires,” said RMA President & CEO Donald B. Shea. “RMA’s tire safety campaign: Be Tire Smart—Play Your PART (Pressure, Alignment, Rotation, Tread) provides consumers with easy-to-use information to help them take care of their tires. Our campaign icon, ‘tire character,’ will be seen everywhere reminding consumers about the importance of proper tire care and safety. We want our character to have a name to reflect that trait.”

Show your tire smarts and submit a catchy name between April 1 and May 31, 2001. In addition to the grand prize, three regional winners will receive a “Hit the Road Kit,” including a car stereo, \$500 in car maintenance, \$250 in gas and a three-year AAA membership, and 20 “Tire Smart” winners will each receive an emergency road kit and a one-year AAA membership.

Tire Safety

RMA recommends taking five minutes every month and before every long drive to check your tires, including the spare. RMA offers consumer-friendly tips that demonstrate the correct way to check tire pressure and tread wear, and information about driving factors that can affect tire pressure, alignment, and rotation.

The American Automobile Association (AAA) supports



RMA’s tire character reminds you to check your tires every month.

RMA’s campaign encourages drivers to follow its tire safety advice. “Tires are one of the most important pieces of safety equipment on your car,” said David Van Sickle, AAA’s Director of Automotive & Consumer Information. “Checking your tires on a regular basis is a vital step in protecting your safety as well as your automotive investment.”

How to Enter

Enter the contest at RMA’s Web site, www.rma.org/contest or send your name, address, telephone number, and age along with your suggested name to: Rubber Manufacturers Association Contest, PO Box 65101, Washington, DC 20035.

For more information about tire safety and complete contest rules, visit www.rma.org/tire safety, or write to RMA at the above address.

No purchase necessary. The contest is open to all legal U.S. residents. One entry per person. Submissions must be postmarked or e-mailed by May 31, 2001. If you are under 12, you must submit a written (not e-mailed) entry and approval from a parent or guardian.