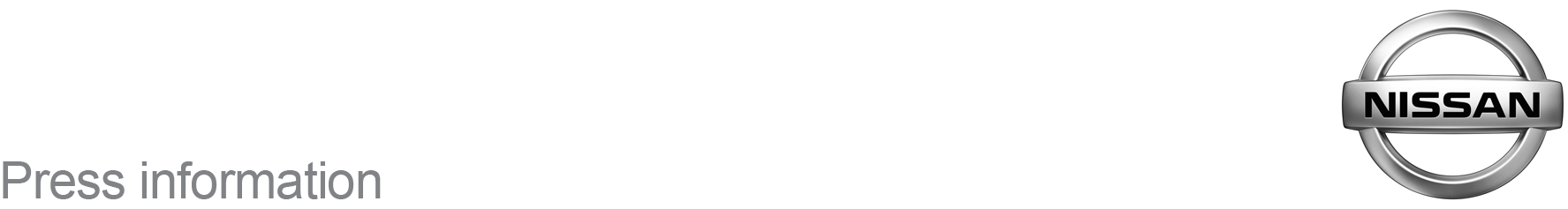
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September 2017

For Immediate Release

[TOWN/CITY] **Nissan Dealer Backs National Tyre Safety Month**

A **[TOWN/CITY]** Nissan dealership is backing a national campaign to improve road safety — and save UK motorists up to £600 million on unnecessary fuel bills — by ensuring they have the right inflation pressure in their tyres.

**[DEALERSHIP NAME]**, on **[ADDRESS LINE 1]**, is offering tyre pressure checks to Nissan owners, after startling statistics were revealed by tyre safety charity TyreSafe\* for October’s Tyre Safety Month.

Research\*\* suggests as many as 57% of car and van tyres on the roads are being driven below recommended inflation pressures, and 35% of tyres are being driven at least 8psi below the vehicle manufacturers’ recommendation.

By not having the right tyre pressures, there are several consequences, not least the increased risk of being involved in an incident.

For example, when pressure is 6 psi below the recommended level, a vehicle will use 3% more fuel, while for every 10% a tyre is under-inflated, its wear can increase by 10%.

**[NAME]**, **[JOB TITLE]**, said: “Carrying out regular tyre checks seems obvious but it’s something many of us just put off. However, regular checking not only makes you safer but it saves you money. With fuel, as well as with replacement tyres.

“We urge all our customers to keep their tyre pressures at the levels they should be — if you need advice come to us and our aftersales team will happily help. We can conduct a proper tyre check as well, to make sure your tyre depths are legal and there’s no degredation.”

Visit **[DEALERSHIP NAME]**, on **[ADDRESS LINE 1]**, or call **[TEL]**, to book your Nissan in for a tyre check this Tyre Safety Month.

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For more information contact the Nissan Dealer PR team on 07585 779623

\* TyreSafe study using Department for Transport data 2016; Michelin’s Fill Up With Air data (compiled over the past eight years); The Society of Manufacturers and Traders; and fuel at an average cost of £1.21 per litre

\*\* Michelin’s Fill Up With Air data (compiled over the past eight years)