TIA Passenger Tire Replacement

1.	Voice Over (VO) Car pulling into dealership with emergency spare	Tires need to be replaced for a variety of reasons. In some instances, a single tire is all that is necessary, but the majority of tires are replaced in sets of two or four.
2.	VO Driver checking air	When the inflation pressure is regularly maintained,
3.	VO Tech measuring tread depth and preparing to replace four worn tires	…and the tires are rotated every 5 to 7 thousand miles, all four tires will typically be worn evenly and replaced at the end of their service life.
4.	VO Driver with FWD vehicle needing two front tires, cut to show wear bars on one tire	Drivers who fail to maintain and rotate their tires often find themselves needing to replace tires on one axle before the tires on the other axle are completely worn.
5.	VO Sales associate with customer	Since the tires are the only part of the vehicle that contacts the road, it is important to consult your tire professional and follow some simple recommendations for consumer tire replacement.
	Module 1 Tire Sizing	
6.	VO Sales associate checking placard on door and jam	One of the most important things to remember is to always follow the information listed on the vehicle's tire information placard, which is typically located on the driver's door, door jam or in the owner's manual.
7.	VO Close-up of placard, highlight and magnify info	The tire placard includes information like the tire size and the recommended inflation pressure.
8.	VO Placard with load index and speed rating	The placard may include a load index and speed rating that takes into account a number of factors, including the type of suspension and steering.
9.	VO Car making evasive action	Stepping down one speed rating can save you a few dollars; however, this could negatively impact handling characteristics and speed capability.

10.	VO Freeze previous, add CG: **Never downgrade the load index!**	Since downgrading the load index will reduce the load carrying capacity of the vehicle, drivers should never install a tire with a load index that is lower than the original equipment tire.
11.	VO Sales associate with the proper tire	In most cases the best practice is to follow all of the information on the vehicle's placard or in the owner's manual when selecting replacement tires.
12.	VO Customer shopping for custom wheels	With the growing interest in vehicle customization, some drivers are interested in selecting custom tire and wheel packages that are different from the information listed on the placard.
13.	VO Tech checking placard and load index speed rating on sidewall	There are many factors that must be considered when changing from the original equipment size.
14.	Computer Graphic (CG) Two SUV's side by side, one with OE tires, the other with obviously bigger rims, but the same OD	These factors include load carrying capacity, inflation pressure, overall diameter and more. Therefore, a tire professional must be consulted for this type of change.
15.	CG SUV with tires too tall	If the tire diameter varies significantly from the original dimension, then numerous vehicle systems can be negatively affected.
16.	CG Car with tires too small	These may include odometer accuracy, braking efficiency, electronic engine/transmission management systems, vehicle stability and others.
17.	CG (UTQG sidewall) Uniform Tire Quality Grading Treadwear Traction Temperature	Other factors to consider when selecting replacement tires are the Uniform Tire Quality Grading standards, or UTQG, which is divided into three categories: Treadwear, Traction and Temperature.
18.	VO Stills of treadwear ratings followed by close-ups of different driving styles	Treadwear is a comparative figure that projects the approximate tread-life of the tire. However, due to different driving styles, road conditions and levels of maintenance, it is not a direct indicator of actual tread mileage.

19.	VO Stills of traction ratings followed by close-ups of stopping on wet surfaces	Traction refers to the tire's stopping ability on wet asphalt and concrete surfaces. AA is the best followed by A, B and then C.
20.	VO Stills of temperature ratings followed by close-ups of different operating tires.	Temperature indicates the resistance to heat with A being the highest followed by B and then C.