

BIG O TIRES

AND SERVICE CENTER

For Immediate Release

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As gas prices surge, Big O Tires reminds drivers about gas-saving driving tips that will help save money at the gas pump and create a “greener” Colorado.

“More MPG” initiative could save the average driver up to \$1,600.00 annually while reducing high emission readings.

Denver, Colorado, April 21, 2011 – As the highest gas prices in the history of April hit Colorado, Big O Tires reminds drivers about gas-saving driving tips that will help save money and create a “greener” Colorado.

The average driver puts approximately 12,000 miles on their vehicle per year, and the average vehicle gets 22 miles per gallon. This equates to 545 gallons of gas per year. At \$3.69 per gallon (mid grade), the average driver annually spends over \$2,000.00* on gas. By following these “More MPG” gas-saving tips, drivers could improve their fuel economy by as much as 77% while reducing harmful emissions in the air we breathe. “This fuel savings could add up to \$1,600.00 annually. By assisting drivers increase fuel economy, we are helping them financially, but also reducing the greenhouse gases emitted into the environment,” Matt Story, Big O Tires.

1. **Drive Sensibly:** Probably the most overlooked causes of poor fuel economy are driving habits. Excessive speeding, quick acceleration and braking can decrease fuel efficiency as much as 33%. At current prices, by driving sensibly, you could save as much as \$1.22 per gallon of gas.
2. **Keep Tires Properly Inflated:** Twenty-three percent of vehicles have at least one tire that is underinflated by at least 20% or 8 pounds per square inch. This could mean reduced fuel economy by 4%. Tires underinflated by 50% could increase fuel consumption by 10%. By maintaining proper tire pressure, will your tires wear slower, your vehicle’s fuel economy will increase, and your overall ride will be better.
3. **Keep Your Engine Properly Tuned:** Fixing a car that is noticeably out of tune or has failed an emissions test can improve its gas mileage by an average of 4 percent, though results vary based on the kind of repair and how well it is done. Fixing a serious maintenance problem, such as a faulty oxygen sensor, can improve your mileage by as much as 40 percent. This also helps lower emission readings, which reduce smog.

4. Use the Recommended Grade of Motor Oil: You can improve your gas mileage by 1 to 2 percent by using the manufacturer's recommended grade of motor oil. For example, using 10W-30 motor oil in an engine designed to use 5W-30 can lower your gas mileage by 1 to 2 percent. Using 5W-30 in an engine designed for 5W-20 can lower your gas mileage by 1 to 1.5 percent. Also, look for motor oil that says "Energy Conserving" on the API performance symbol to be sure it contains friction-reducing additives.

5. Check and Replace Air Filters Regularly: Replacing a clogged air filter can improve your car's gas mileage by as much as 10 percent. Your car's air filter keeps impurities from damaging the inside of your engine. Not only will replacing a dirty air filter save gas, it will protect your engine and reduce harmful emissions you breathe inside and outside of your vehicle.

To review the entire list of 25 "More MPG" gas-saving tips visit <http://www.bigotirescolorado.com>

*<http://www.fueleconomy.gov> – Fuel savings are calculated by dividing the number of miles driven per year (12,000) by average miles per gallon (22) totaling 545 gallons of gas per year. This number is then multiplied by the cost per gallon (\$3.69). The annual cost is then multiplied by the maximum gas savings (77%) from www.fueleconomy.gov, for a total possible savings of approximately \$1,600.00.

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Big O Tires consists of 38 locally owned and operated stores across the Colorado Front Range and Northern Colorado. Every store is dedicated to providing the highest quality products available in combination with fast, friendly service. Big O Tires offers major and Big O brand tires and provides a wide array of automobile services including brakes, alignments, shocks and struts, oil and lube changes.