

April 2007

Each month, Case's [sustainability team](#) issues the campus a 30 day challenge with the promise of reducing your individual carbon footprint... and therein, that of our community. We encourage you to challenge your friends, colleagues, and family members to take part in each of these easy ways to have a positive impact on NE Ohio, by *reducing* our impact! Here is the new climate challenge for April!

INFLATION EVEN ALAN GREENSPAN WOULD HAVE SUPPORTED!

Duration: 30 days
Average CO2 Savings: 70 lbs / month

According to the Department of Energy, **Americans could save 100,000 barrels of oil a day (4 million gallons of gasoline) by properly inflating their tires.** ([EPA's *Your Car and the Environment*](#)) Not only that, **running tires at 20% under-inflation can reduce tire life by up to 50%** according to Goodyear & Michelin.

Want more reasons why you need to get some air?

- ◆ The Car Care Council estimates you'll increase gas mileage by 2 mpg with proper inflation.
- ◆ By increasing your gas mileage, you will be using less oil and producing less CO₂!
- ◆ You'll be spending less money on new tires and putting fewer in landfills.
- ◆ Accurate tire pressure improves the handling and safety of your vehicle.

Here's how easy it is to meet this challenge:

1. **Just add air.** For newer cars, the recommended tire pressure is listed on the inside edge of the driver's door. For older cars, you may want to go with the suggested pressure on the sidewall of the tire (i.e. 34 psi) or ask a mechanic.
2. **Check the pressure monthly.** That's simple.
3. **Next time, buy radials.** Ok, so this has nothing to do with this month's challenge, but it's good to know for the next time you're out tire shopping that radials can cut fuel consumption by as much as 10%!

Check out the following sites for more information on the impacts of tire pressure on fuel economy and safety...

http://www.energy.ca.gov/transportation/tire_efficiency/index.html

<http://www.edmunds.com/reviews/list/top10/103164/article.html>

[http://thomas.loc.gov/cgi-](http://thomas.loc.gov/cgi-bin/cpquery/?&sid=cp1099rs5H&refer=&r_n=hr537.109&db_id=109&item=&sel=TOC_3234&)

[bin/cpquery/?&sid=cp1099rs5H&refer=&r_n=hr537.109&db_id=109&item=&sel=TOC_3234&](http://thomas.loc.gov/cgi-bin/cpquery/?&sid=cp1099rs5H&refer=&r_n=hr537.109&db_id=109&item=&sel=TOC_3234&)

... or how pressure gauges work...

<http://www.howstuffworks.com/pressure-gauge.htm>

... or to get a brand, spankin' new tire gauge to kick off this month's challenge!

<http://www.getagauge.com/>

<http://www.amazon.com/MS-4020GB-Digital-Tire-Gauge/dp/B00005AXI5>

<http://shopping.yahoo.com/s:Automotive%20Tools%20&%20Equipment:47610-Type=Tire%20Pressure%20Gauges>