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A Breath of Fresh Air:

CONRAD'S ROLLS OUT "FREE AIR" INFLATION STATIONS

AT ALL NORTHEAST OHIO LOCATIONS

CLEVELAND, OH (April 29, 2010) -- For years drivers have aired their grievances about being forced to pay for an item that is so abundantly free: *Air*.

Gone are the times when gas stations provided free air service to commuters through wall-mounted hand-crank air pumps. Over time those same service stations realized the revenue potential in air, and the notion of free air vanished into thin air.

Now **Conrad's Tire Express & Total Car Care** (www.econrads.com) is bringing back this convenience by introducing its **Free Air Inflation Stations**, available at all Conrad's locations throughout northeast Ohio.

While simple in concept, "Free Air" represents a \$100,000 investment the company has made in retrofitting all 31 of its tire express and total car care centers with state-of-the-art, publicly accessible Inflation Station air pumps. It's Conrad's effort to make drivers aware of the benefits to maintaining properly inflated tires.

"We're walking on air with the program," exclaimed John Turk, President and CEO of Conrad's. "To be able to offer this no-cost on-site convenience to drivers while promoting the safety, fuel savings and extended tire life associated with properly inflated tires is something we're happy to do for a community that has supported us for more than 40 years."

Drivers normally throw their hands in the air at the thought of shelling out 50 cents to a dollar for a minute's worth of air at most service stations. Consequently, the mere thought of having to pay for air dissuades many drivers from maintaining their tires.

"We're hoping that, through our Free Air program, drivers won't worry about having to pay for regular tire upkeep, and will revert back to checking their tire pressure on a monthly basis," commented Turk. "Our goal is to assist area drivers in saving money and gas, while increasing safety on the road."

While it's well publicized that properly inflated tires increase the efficiency of an automobile and extend tire life, most drivers are guilty of operating their autos on tires with low air pressure. One U.S. Department of Transportation study reports that 80 percent of all vehicles in the U.S. have under-inflated tires, and that 27 percent are driven on tires that are under-inflated by 25 percent or more.

According to the website www.FuelEconomy.gov, inflating tires to their proper pressure can improve mileage by up to 3.3 percent, whereas driving on under-inflated tires can lower mileage by 0.4 percent for every one PSI drop in pressure of all four tires.

That may sound miniscule, but the average person who drives 12,000 miles yearly on under-inflated tires uses about 144 extra gallons of gas. And at nearly three dollars a gallon that extra fuel adds up to more than \$400 a year.

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Visit www.eConrads.com/storelocator.asp for a complete listing of store locations.

Image Downloads Available at www.econrads.com/media.htm

1. Conrad's logo
2. "Free Air" Inflation Station logo
3. High Resolution image of a Free Air Inflation Station air pump