

▶▶ Winter's Cold Temperatures – The Impact on Tire Pressure & TPMS

With every cold snap during the winter season, the topic of tire pressure and TPMS takes center stage. This presents another great opportunity to engage with your customers on the importance of proper tire pressure all year long!

At Schrader, we believe the most important point for consumer drivers to understand is that their TPMS system is doing **exactly** what it's supposed to do – warn them of a **significantly underinflated** low tire pressure situation with **action** required.

Key conversation points:

- Cold weather does indeed affect tire pressure (and not just in footballs!). Air pressure in a tire can change 1 psi for every 10 degrees Fahrenheit of temperature change.
- So, why might drivers see TPMS warnings more in the winter on very cold days?
 - One main reason is many consumers are driving on tires that are **underinflated to start**. Their tires are near the 25% underinflated threshold (below proper placard pressure) so the cold temperature drop takes the pressure below the threshold and hence a required warning. Again, their TPMS system is doing what it's supposed to do.
 - Drivers may also notice the warning symbol illuminate and then disappear as the tire warms up after driving. This should also be an indication to the driver they are “on the borderline,” and hence should take action to inflate their tire(s).
- So, what should consumers take away from the conversation?
 - Keeping your tires properly inflated is an important **year round** safety practice.
 - An underinflated tire by 25% or more is considered a **significantly underinflated** situation directly influencing vehicle handling and braking, and as a result, your overall safety could be at risk. It is a critical safety warning to understand and proactively respond to.
 - According to NHTSA¹, drivers in the United States put more than 2.9 billion miles on their tires annual, with nearly 11,000 tire-related crashes and almost 200 fatalities. Regardless of where you live or what climate you're in, many of these accidents can be prevented. **Take action** and stay safe.

Please reach out to your Schrader Sales Representative for more information on this and any other TPMS-related topic.

Additional information:

- Schrader's consumer-facing educational Website: TPMSMadeSimple.com
- National Highway Traffic Safety Administration (NHTSA) – [Be Tire Wise!](#) campaign¹
- Tire Industry Association (video): [Tire Safety Starts with TPMS](#)
- Modern Tire Dealer (article): [Improper tire pressure remains a hot topic in the cold weather](#)