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BRITISH TECHNOLOGY FIRM IN BID TO IMPROVE TYRE SAFETY WITH AFFORDABLE PRESSURE CHECKING GADGET

Illegal, defective or under-inflated tyres contributed to 2,288 reported car accidents on British roads between 2014 and 2018, according to the latest statistics from the Department for Transport – more than any other vehicle defect*.

Ahead of Road Safety Week (18 – 24 November), British technology firm Fit2Go TPMS, a Michelin licensee and best known for its tyre pressure monitoring systems, says its handy Michelin Pressure Checker gadget (RRP: £39.95) could help to significantly cut those figures.

The tool enables drivers to check their tyre pressures in a matter of seconds, and is suitable for almost any type or age of light vehicle with a tyre valve fitted – including cars, 4x4s, vans, motorcycles, motorhomes and caravans.

It offers precise tyre pressure readings without the hassle of connecting a pressure gauge to the valve – which is unhygienic and removes air from the tyre – and works by fitting a small NFC-enabled pressure sensor to replace the valve cap on each tyre. To get a reading, the driver holds a digital pressure checking tool (which fits on a keyring) against the sensor, and the pressure is shown on a backlit digital display – accurate to within 1.5 psi. There are no batteries in the sensors, and the pressure checker can be recharged via the supplied USB cable.

Gary Broadfield, Group Managing Director of Fit2Go TPMS, says: “Maintaining accurate tyre pressures is a small but simple step to maximising vehicle safety, improving fuel efficiency and reducing carbon emissions.

“Tyres are the only part of a vehicle in contact with the road surface, so you want to be sure they are maintained in the optimum condition. The Michelin Pressure Checker can help drivers to do this; it’s quick and very easy to use.”

Motorists are advised to check tyre pressures at least once a month and before any long journey. In the UK, a survey by Michelin found almost 40 per cent of drivers had at least one tyre that was classified as dangerously under-inflated**.

A separate survey of more than 1,000 new drivers carried out by FirstCar, in conjunction with Arval, ATS Euromaster and Michelin, found 29 per cent had never checked their tyre pressures – with 45 per cent of those admitting they didn’t know how to.

Of those who had checked their tyre pressures, just over half claimed to do so weekly (22 per cent) or monthly (33 per cent). But of concern were those who admitted they only checked them quarterly (17 per cent), when the tyres ‘look low’ (13 per cent) or ‘if someone tells them to’ (11 per cent).

The Michelin Pressure Checker comes with four sensors and a keyring pressure checking tool per pack. Multiple packs can be used together for tow cars and trailers. Readings can be toggled between psi and bar, and all kits are supplied with a 12-month warranty.

To support Road Safety Week, Fit2Go TPMS is offering 10 per cent off the Michelin Pressure Checker with discount code RSW10. The code can be used at www.fit2gotpms.com and is valid until 31 March 2020.

*Department for Transport: [Vehicles in reported accidents by contributory factor and vehicle type, Great Britain, 2018](#) – cars (2014 – 2018): Tyres illegal, defective or under inflated (2,288), defective lights or indicators (258), defective brakes (1,748), defective steering or suspension (987), defective or missing mirrors (41), overloaded or poorly loaded vehicle or trailer (229).

**7 psi or more below the recommended pressure.

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Notes to editor:

Fit2Go TPMS Ltd is a Midlands-based technology firm specialising in tyre pressure management systems for fitment by consumer motorists. The company was founded by two lifelong friends – Gary Thomas, a Director of his own transport compliance consultancy, and Gary Broadfield, a Director of Technology and serial inventor for a large Japanese electronics manufacturer. Together they brought the marriage of skills required to help solve tyre pressure management issues in the automotive sector. The company is a global licensee for Michelin. www.fit2gotpms.com

For further press information please contact:

Dan Jones or James Keeler at Garnett Keeler PR on 020 8647 4467 or by email to dan.jones@garnettkeeler.com / james.keeler@garnettkeeler.com

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