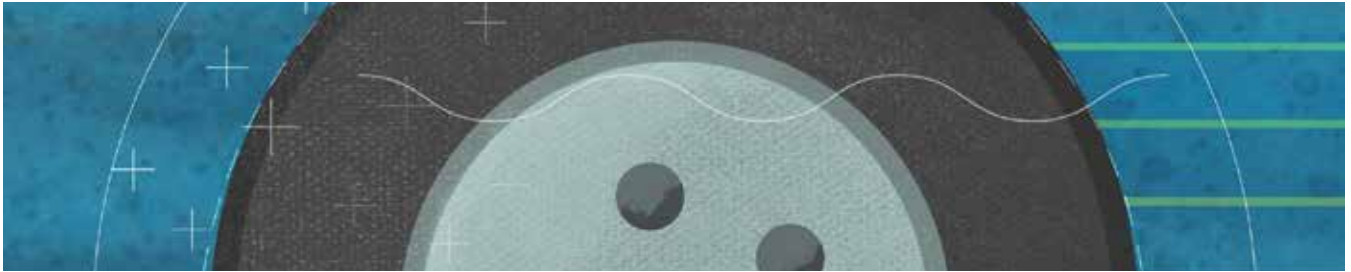


T H E



Let's drive the future.



## What is WheelRight®?

WheelRight will help keep highways safer by measuring tire wear and underinflation—a frequent cause of accidents and fatalities. It's a state-of-the-art, drive-over tire safety system that measures the tire pressure and tread depth of all tires. Drivers can access results within seconds at a touch-screen kiosk.

## Where is it?

The WheelRight drive-over tire safety system is installed at the Georgia Visitor Information Center at mile marker one of The Ray, marking its first public installation in the U.S.

## Tire Pressure Quick Facts

**#1**

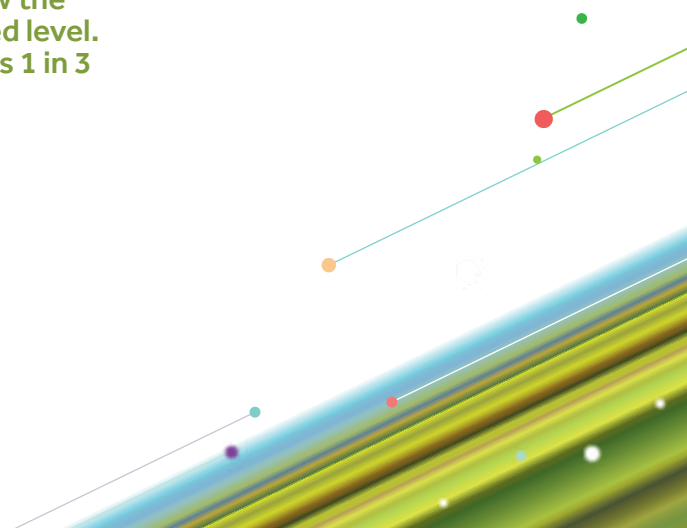
Tire underinflation is the single most common factor in tire failure.

**35,000**

accident fatalities on U.S. roads and highways each year.

**1 in 4**

cars on U.S. roads have at least one tire underinflated below the recommended level. The number is 1 in 3 light trucks.



## Why WheelRight?

Worn or underinflated tires can lead to skidding and hydroplaning, blowouts and increased stopping distance. All of these tire failure-related issues increase the chance for fatal or injury-causing crashes. Incorrect tire pressure also reduces vehicle fuel economy, wastes fuel, and increases air pollution at the tail pipe.

Kia Motors Manufacturing Georgia and The Ray are committed to the shared goal of reducing automobile and trucking accidents, injuries and fatalities. To achieve this, they've partnered to provide the WheelRight system and an air compressor free of charge to travelers on The Ray. Every year, nearly one million visitors traveling in nearly 250,000 cars and trucks stop at the Georgia Visitor Information Center for travel information and comfort breaks.

## About The Ray

The Ray is a proving ground for the evolving ideas and technologies that will transform the transportation infrastructure of the future, beginning with the corridor of road that is named in memory of Ray C. Anderson (1934-2011), a Georgia native who became a captain of industry and was recognized as a leader in green business when he challenged his company, Interface, Inc., to pursue an zero environmental footprint. Chaired by Ray's daughter, Harriet Langford, The Ray is an epiphany of the Ray C. Anderson Foundation. Learn more at [www.TheRay.org](http://www.TheRay.org).

---

### Research Sponsors

---



Our mission is for The Ray to achieve

**ZERO DEATHS | ZERO WASTE | ZERO CARBON**

## JOIN THE MOVEMENT

[TheRay.org](http://TheRay.org)

A decorative graphic at the bottom of the page consisting of several parallel diagonal lines in shades of green, blue, and yellow, with small colored dots (red, green, blue) scattered along the lines.