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16. Abstract <p>This study examined consumers' general knowledge and usage of the information displayed on automobile tire sidewalls. The data consisted of the responses of 618 adults in the U.S. to an online survey.</p> <p>The examined topics were as follows:</p> <ul style="list-style-type: none"> • Experience maintaining and purchasing tires • General knowledge and understanding of sidewall markings • Experience using sidewall information • Use of tire information not generally available on tire sidewalls • Sources of information when researching or purchasing tires • Ability to identify the important or frequently used tire-sidewall markings • Knowledge of where to locate vehicle-specific tire requirements and recommendations 					
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