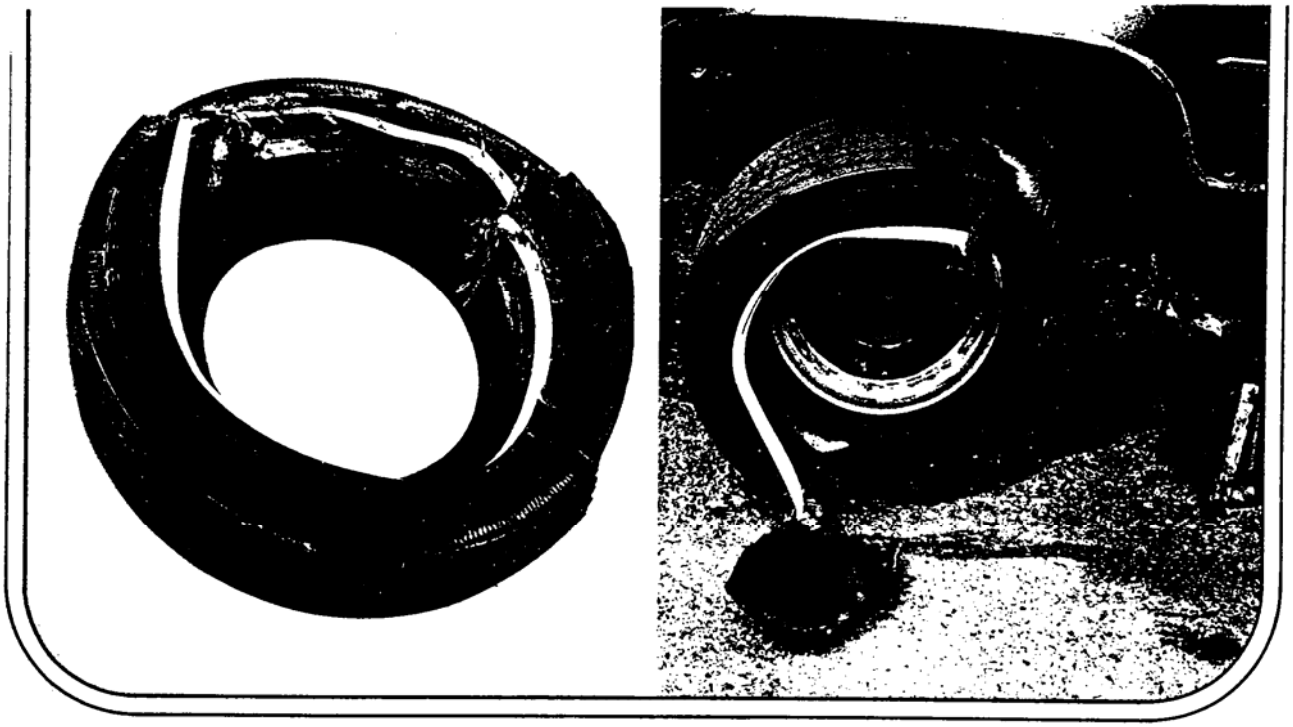
SERVICE BULLETIN

TO: ALL CUSTOMERS # 36

SUBJECT: BROKEN BEADS - HIGH SPEED SPINNING May 22, 1978



Excessive Wheel Spinning in mud, snow, ice or sand can literally cause a tire to explode!

The tire and car illustrated here are the result of a tire that had been spun until sufficient centrifugal force had been created to cause it to rupture, breaking the beads and damaging the sheet metal panels of the car!

FACTS:

The tire failure pictured here is *not* an isolated example! Under controlled conditions, any standard car with manual or automatic transmission, has the power to spin one of its rear wheels fast enough to cause a centrifugal force explosion of the tire that could throw pieces of rubber hundreds of feet as well as do extensive damage in and around the wheel well of the car.

To cause the problem, a car must have one of its' rear wheels stuck and the other wheel in a free spinning state. The tire's tread surface may exhibit circumferential abrasion marks from minimum surface contact during initial spin-up. However, this can also occur in the process of rear-wheel on-the-car spin balancing.

Centrifugal force acts upon the beads through the tread mass, breaking one or both beads in several places and rupturing the carcass along the cord paths in a matter of seconds.

A vehicle with a V-8 engine has the capability of spinning a tire to its centrifugal force failure point in three to five seconds. In 6 cylinder cars it takes between eight to twelve seconds to rupture a tire.

REMEDY:

When you find yourself "hung up", sit back and "cool it". Call for towing service. You will avoid tire destruction, vehicle damage and possible personal injury—all of which are much more expensive than a nominal towing charge which is covered by your vehicle insurance policy in many cases.