

FOR IMMEDIATE RELEASE

New Automotive Product Allows Drivers to Quickly Change a Flat and Keep Clean

A New York company is marketing a patented tire and roadside assistance product that allows motorists to quickly and efficiently change a flat tire without getting themselves or the interior of their vehicle dirty.

Brooklyn, NY (PRWEB) February 20, 2004 -- Motivation Design announced the introduction of a new product, the Emergency Tire Tote. The Emergency Tire Tote allows drivers to quickly and easily change a flat tire without getting dirty. The Emergency Tire Tote is a tire changing kit that comes complete with a safety yellow one-size-fits-all polyethylene tire bag, tire changing instructions, kneeling mat, rubber gloves, and a wet towelette, all packaged in a convenient pouch that fits in a vehicle's spare tire wheel well.

It's always inconvenient to get a flat tire. Roadside assistance can take forever and changing a flat is always a messy project.

Motivation Design has created a solution, the Emergency Tire Tote. Faster than roadside assistance, the users of the Emergency Tire Tote are surprised by how easy and clean changing a flat tire can be. Ryan Meers, one of the partners and head of engineering, explains that the product is constructed of polyethylene fabric, so it is extremely durable, waterproof and impermeable to oils and grease. "This is the same base material that is used to make tarps and soda bottles, it's a very strong stuff" Meers said.

The Emergency Tire Tote fits tire sizes from 22" to 31" diameter, allowing it to be easily used with small passenger vehicles and SUV's. The durable construction and rugged materials make it capable of carrying weights of over 80lbs. The 3 and 9 o'clock positioning of the two handle bag makes it simple to take the flat tire off of the axle and transport to the trunk without getting covered in tire residue.

The suggested retail price for the Emergency Tire Tote is \$14.95 and is being distributed nationwide through approved dealers, distributors, factory representatives and their website: www.TireTote.com

About Motivation Design:

Motivation Design is a Brooklyn, NY based Limited Liability Company, focused on the development of products and ideas that enhance interactions and engage motivation. As an industrial design firm,

Motivation Design sees everyday problems as opportunities to develop elegant solutions. We seek to solve these problems by tapping into the forces that drive individuals to see more clearly, participate more actively, and live more richly in their day-to-day life.

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