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Bucuti & Tara Beach Resort Rolls Forward with Tire Pressure Campaign

Inflation event pumps up drivers for financial savings

EAGLE BEACH, Aruba – Jan. 22, 2024 – [Bucuti & Tara Beach Resort, Aruba](#) is paving the way for a greener, safer future on the roads of Aruba. On Jan. 11, 2024, the resort held a tire pressure check awareness event. The initiative brought together staff and community members while tending to 29 vehicles. Of those, only four, or just 14%, had properly inflated tires. For participants in the other 86%, the check provided assurance that their vehicle had safely inflated tires, which hold several benefits.

In an effort to enhance road safety, reduce carbon emissions, and promote fuel efficiency, Bucuti & Tara held this event to highlight the critical importance of maintaining optimal tire pressure in vehicles. The event addressed key issues related to under-inflated tires and their impact on safety, fuel consumption, and the environment.

Inflate for safety

Properly inflated tires avoid more than the headache of a flat tire. At the [Caribbean's first and only certified carbon-neutral hotel](#), benefits of the tire pressure awareness event included:

- ***Driving greater fuel efficiency.*** When tires are inflated to the recommended pressure levels, vehicles experience less rolling resistance. The engine then doesn't have to work as hard to move the vehicle, leading to improved fuel efficiency. As a result, less fuel is consumed and fewer carbon emissions are released into the atmosphere resulting in a reduced carbon footprint.
- ***Steering towards a greener horizon.*** Beyond the tires themselves, the initiative is about treading lightly on the planet. The event encouraged regular tire maintenance to extend the lifespan of tires through even wearing. Doing so ultimately saves drivers money and reduces the detrimental environmental impact of tire creation and disposal. Manufacturing new tires requires the use of natural resources such as rubber and oil. By maintaining optimal tire pressure, drivers reduce the frequency of tire replacements, indirectly conserving these resources and minimizing the environmental impact associated with tire production.
- ***Shifting into personal safety.*** Emphasizing the crucial role proper tire pressure plays in ensuring vehicle stability, traction, and braking capabilities, thereby reducing the risk of accidents resulting in injuries and even lost lives.

Buckle up for the future

Bucuti & Tara's tire pressure awareness initiative was a holistic approach to vehicle care. It fostered awareness about environmental sustainability, and encouraged drivers to consider the broader impact of their actions on the planet and to be aware of their own safety.

Learn more by visiting Bucuti.com

IMAGES & VIDEOS

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Images and videos are located in [this private media gallery](#).

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