

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

A New York company has developed and patented a product to keep motorists clean while changing a flat tire.

Brooklyn, NY ([PRWEB](#)) February 25, 2004 - It's always inconvenient to get a flat tire. Roadside assistance can take forever and changing a flat is messy project. Motivation Design has created a solution, the Emergency Tire Tote. The Emergency Tire Tote allows drivers to quickly and easily change a flat tire without getting dirty. The kit 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.

Faster than roadside assistance, the users of the Emergency Tire Tote are surprised by how easy and clean changing a flat tire can be. The Emergency Tire Tote adjusts to tire sizes from 22" to 31" diameter, allowing it to be easily used on tires ranging from small passenger vehicles up to SUVs. 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 it to the trunk without getting covered in tire residue.

The durable construction and rugged materials make it capable of carrying weights of over 80lbs. 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 fishing line and tarps, it is a very strong stuff" Meers said.

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 industrial design firm. The company seeks elegant solutions to everyday problems, with the goal of improving the quality of life for their customers. Furthermore through manufacturing partnerships in the US and overseas the firm has the capability to produce and distribute products at reasonable price points.

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