

January 2018

Lloyd Stegemann



In this Issue:

- [POSSIBLE DAMAGE WHEN PULLING A TRAILER SIDEWAYS](#)
- [Cut your RV lifestyle expenses](#)
- [Why do trailer tires fail more often than tow vehicle tires?](#)
- [Nine easy steps to holding down fuel costs](#)
- [How the RV industry strives to meet the needs of the next generation of RVers](#)
- [Turning Radius For Horse Trailers](#)
- [The 31 Stats, Facts and Insights You Should Remember Going Into 2018](#)
- [Air Safe Hitches](#)

Welcome 2018

At this juncture, we are saying **Welcome 2018** to all our customers, friends, family members and our dedicated readers as well. We truly and sincerely welcome you into this new year 2018 and we hope that this year is certainly going to be one of the most prosperous year we'd ever had. Just make sure you celebrate the new year and again, don't forget to make out plans for things and goals you would want to achieve this year 2018.

We Have Moved

The sales office for Air Safe Hitches (East Coast Partners Grp) has moved to Long Beach, NY as of 2018. All phone numbers remained the same. The new sales address is:

**East Coast Partners Grp
Air Safe Hitches
7 Indiana Ave
Long Beach, NY 11561**

Rebate off extended through January 2018

POSSIBLE DAMAGE THAT COULD RESULT FROM PULLING A TRAILER SIDEWAYS

When turning a trailer at 90 degrees the following could occur:

- The outer portion of the rim, which is welded to the inner portion, could break off.
- Pulling sideways drags the tires sideways, causing over-heated tires and possible damage to the tread.
- Tire could roll off the rim
- Some axles could actually bend.

Cut your RV lifestyle expenses

By Bob Difley

It seems the theme of every election is something like cutting the deficit, eliminating waste and becoming more efficient, that soon become the focus of every new government as it takes control. New ideas will be proposed, changes made, and the economy will continue, one way or another, good or bad, depending on your viewpoint.

So for my two cents I thought I would offer the following list of money-saving ideas, tips for reducing costs, and becoming more efficient – just like at the bigger House in D.C. Add yours in the comments section.

- Stay longer at campgrounds or boondocking sites. Check out the weekly rates, sometimes significantly less expensive than the daily rate. You will also reduce your annual mileage driven and fuel used.
- Drive 55. Lower speeds produce more miles per gallon, and you will enjoy the scenery more at lower speeds.
- Avoid jackrabbit starts and quick stops. It's all about torque and kinetic energy.
- Keep tires properly inflated. It can save up to 3% on fuel mileage.
- Install CFL or LED interior lights. These bulbs not only last much longer but use less energy.
- Boondock more often. Save campground fees and grid electricity usage.
- Install a solar or wind turbine system. Provides renewable free power to enable camping longer off the power grid.
- If traveling and staying only one night in a campground, pay less by choosing a non-hook-up site (sometimes called a tent site) or stay at lower-priced regional or state parks, or at stores that welcome overnights like Walmart, Cracker Barrel Restaurants, and Kmart.
- Eat out less. Save on food costs by preparing your own meals in your RV kitchen.
- Reduce food costs by bypassing the middle man. Buy from farmers markets, roadside farm stands, U-pick farms and orchards, and other local food producers and ranchers.
- Reduce cost of food packaging. Buy in bulk from stores that offer this option.
- Eat right and get plenty of exercise (at least 1/2 hour per day) and you might be able to cut down on meds and doctor visits – and you'll feel better.
- Volunteer or become a camp host, which usually comes with a free campsite.
- Take a caretaking position. Look at **The Caretaker Gazette** for opportunities to trade out for free rent.
- Shop for quality – but slightly used – outdoor wear at St. Vincent de Paul, Salvation Army, or other charity stores – and you will be helping worthy charitable institutions while at the same time buying quality labels at far below retail prices.

- Start a book exchange at your favorite campground or encourage the camp host at RV parks to set one up to cut down on the cost of your reading pleasure.
- Some libraries have used magazine exchanges where you can get current or one-month-old magazines for free – you might be able to cancel your current magazine subscriptions and save money having them re-shipped to you on the road.
- Shop Quartzsite for all kinds of bargains offered by RVers cleaning out their lockers, hard-core flea market sellers, and other interesting folk.

Why do trailer tires fail more often than tow vehicle tires?

RV Tire Safety

with RV tire expert **Roger Marble**

Here is a question posted on a travel trailer forum:

“Why so many trailer tire failures and so few, if any, tow vehicle tire failures?”

This post could be considered Part 2 of my post of last week, **How do you figure an ST-type tire’s maximum safe speed?**

The primary reason, IMO, is staring everyone in the face and the information is molded onto the tire sidewall so you do not need to be an Einstein, but almost everyone chooses to ignore the science so they can save a few bucks.

Fact: Tire load capacity is a function of air volume (tire size) and inflation pressure. This is well established and is confirmed by every Load and Inflation chart printed. Increase size or increase pressure and you increase load.

If we all drove around on tires with LT-level sizing and inflation there would be almost no failures other than those caused by road hazard or punctures.

But people want a softer ride, better fuel economy and lower cost, so alternatives were introduced into the market.

LT tires can be considered the standard for tires designed to carry load at highway speeds.

P-type tires have a higher load capacity than identical size LT tires, but if you check the actual load on most car tires, you will see they have 15% to 25% or more “Reserve Load” capacity (more capacity than needed). Inflation is set for cars based not on load but ride, handling and fuel economy. You also know that P tires must have their load capacity de-rated when P tires are used in truck, SUV or trailer application. When P-type tires are run with zero

reserve load, you will probably get more failures. (There was a giant recall in 2000 of every Ford Explorer made from 1990 – 2000 to replace the tires that didn't have the capacity to support the weight of an Explorer when there were more than two people in it who weighed more than 150 lbs. each.)

ST tires have a higher claimed load capacity than LT tires, and travel trailer companies use the smallest (lowest cost) tire that can, most of the time, meet the specification for load.

How then is it that ST tires are rated to carry more load?

The load formula for ST tires is based on a 65 mph Max operation speed and an expected shorter life. The formula was developed back when bias tires that wore out at less than 15,000 miles were the norm.

Since 1990, when ST tires were still "Alpha" sized (H78-15ST), the load formula has not been changed as far as I can determine.

The science indicates that if you want the tire durability on your trailer as you get on your truck maybe you need to consider running the same type tires, i.e., LT type. Of course, that means you also need to use LT Load and Inflation limits.

Here is some info I posted September 14, 2011, about tire sizes:

*"Here are some facts from the Tire & Rim Association industry standards book:
P235/75R15 105S (Standard Load -35 psi @ max load)*

2028# 35 psi 112 mph on a Passenger car

*1844# 35 psi 112 mph on a SUV or P/U or trailer (no Dual)
LT235/75R15 LRC*

*1512# single 1377# Dual 50 psi 85mph
ST235/75R15 LRC*

2340# single 2040# Dual 50 psi 65mph"

NOTE I did not mention the actual load on a tire but only the specified max. Weight data indicates many TT have one or more tires in overload.

Air Safe Hitches

AirSafeHitches.com

We carry the largest selection of **AIRSAFE™** Hitches, 5th Wheels, Goosenecks, and Receivers.



Check out all hitches and specials available:

- [Receiver Hitches](#)
- [5th Wheel Hitches](#)
- [Gooseneck Hitches](#)

"We Sell for Less - Buy from us and save"

Nine easy steps to holding down fuel costs

By Bob Difley

In an article in the Financial Edge newsletter from Investopedia.com, Jean Folger points out these nine effective ways to increase your gas mileage by driving more efficiently.

This can be even more timely and important as projections for fuel prices appear to be on the rise. And as events from 2017 remind us, unexpected "outside" events and forces of nature can dramatically alter the fuel price landscape overnight.

1. Go easy on the pedals

Speeding, braking and rapid acceleration waste gas. Depending on the type of vehicle, these driving habits can negatively affect fuel economy from between 5% and 33%. Based on current prices for gasoline, conservative use of the pedals can lead to gas savings of between 16 cents and \$1.03 per gallon.

2. Slow down

Above 60 mph, gas efficiency decreases. According to fueleconomy.gov, for every five miles per hour that exceeds 60 mph, drivers pay an equivalent of about 24 cents more for each gallon of gas. While each vehicle has its own optimal speed, speeding can result in 7% to 23% reduced fuel economy. Driving at slower speeds can save 21 to 71 cents per gallon.

3. Leave extras at home

How many of us drive overloaded motorhomes or pull crammed trailers and fivers? Get rid of the extra bulk and save fuel.

4. Use cruise control (when appropriate)

According to Edmunds.com, using cruise control under appropriate conditions (avoid it during especially hilly terrain) can improve fuel economy by up to 14%. That's a savings of about 43 cents per gallon.

5. Turn off the car

Idling gets zero mph and collectively consumes several billion gallons of fuel per year, according to the U.S. Department of Energy. The California Energy Commission (CEC) advises that vehicles should be turned off if the expected wait will be longer than 10 seconds, since an idling vehicle can burn as much as one gallon of gas each hour. Turning the car off can save about 5 cents per minute.

6. Check tire pressure

According to the U.S. Department of Energy, 1.25 billion gallons of gasoline – approximately 1% of total consumption – are wasted each year on underinflated tires. Tires can lose about 2 pounds per square inch (psi) per month. Each tire that is underinflated by 10 psi reduces fuel economy by about 3.3%. Four tires that are underinflated by 10 psi, then, would reduce a vehicle's fuel economy by a substantial 10% at an added cost of 31 cents per gallon.

7. Replace spark plugs

The National Institute for Automotive Service Excellence indicates that bad spark plugs can decrease fuel economy by up to 30%, and can cost drivers up to about 94 cents per gallon at today's prices. If a car's gas mileage suddenly drops, there's a good chance it's because of misfiring spark plugs.

8. Check alignment

Misaligned tires drag instead of roll freely. Improper alignment can reduce fuel efficiency by as much as 10% – about 31 cents per gallon and can wear out more quickly. Tires that are out of balance (symptom: vibration in the steering wheel) can cause uneven tire wear, which can result in lower gas mileage.

9. Fill your tank early in the morning or late at night

Fuel is dispensed by volume. If you fill your tank when it is coolest outside – early in the morning or late at night, and avoid the heat of the day, the fuel will be more dense. As a result, you will get more gas for the same amount of money.

How the RV industry strives to meet the needs of the next generation of RVers

As millennials enter the RV industry, manufacturers are adapting products to their unique needs. This is critical to the future of RVing. In fact, Recreational Vehicle Industry Association (RVIA) President Frank Hugelmeyer recently told attendees at the National RV Trade Show: “Mobile apps and Amazon have elevated the need to excel at customer service and have changed attitudes when it comes to convenience. This means RV manufacturers and dealers must assume that every consumer wants to solve a problem with the push of a button. We need to ask ourselves...what is our strategy? How will we make RVs the ultimate mobile solution for the greatest mobile generation?”

Jarod Lippert, vice president of marketing and public relations with Lippert Components Inc. (LCI), a leading supplier of premium components to the recreational vehicle market, echoed this sentiment in an interview at the national show. He says the younger generation of campers is used to having everything work and without problems, and stresses they are used to operating everything, from their thermostats to their garage doors, from their phones. With that in mind, he suggests it behooves the industry to develop products that appeal to this generation’s technological bent.

“We need to ensure that this generation of campers has a seamless, stress-free experience,” he says. “We are trying to keep people in the mobile lifestyle because if they get into it and become frustrated, they will leave and not come back.”

Learn how RV manufacturers and suppliers are developing products that address these needs in the following article from RV Daily Report’s special edition.

Turning Radius For Horse Trailers

The turning radius of a horse trailer is widely determined by its length and width. The size of the tow vehicle should also be taken into consideration when deciding the turning radius.

It is very important to be aware of how much vehicle and how much trailer you have to control when towing your horse trailer. You should also be aware of the roads, parking lots, and driveways that you'll be traveling through. After all, your tow vehicle and trailer must maneuver around and through turns, bridges, overpasses, signposts, gas pumps, gates, etc., without doing damage to vehicle, trailer, or other property.

Horse Trailer Sizes

AVERAGE SIZES OF TAG-A-LONGS

- 2H non-dress tag-a-long - 14.5 feet
- 2H dress tag-a-long - 17.5 feet
- 3H slant tag-a-long - 21 feet

(Note: The most common length of a tag-a-long trailer is 17.5 feet.)

AVERAGE SIZES OF GOOSENECK TRAILERS:

- 2H straight-load gooseneck - 21 to 23 feet
- 2H slant-load gooseneck - 22 to 24 feet
- 3H straight/slant gooseneck - 28 feet
- 4H slant-load gooseneck - 30 feet
- 5H slant-load gooseneck - 33 feet
- 4H center-load gooseneck - 35 to 38 feet

[Gooseneck trailers...similar to fifth-wheel trailers...may be as long as 40 feet. Part of the length of a gooseneck extends over the bed of the pickup truck, where it is attached to a ball inside the truck. This front portion of the trailer (the gooseneck portion) which extends over the bed of the pickup is around 7 to 8 feet long.]

Nearly all slant-load trailers use axles with a total width of 102". Straight-load trailer axles come in widths of 96" and 102".

You should also be aware of the height of your horse trailer. This is very important information to know PRIOR to driving beneath certain overpasses that have low clearances!

ADDITIONAL FACTS CONCERNING THE TURNING RADIUS

If you are going to tow a tag-a-long horse trailer, remember that this type of trailer generally follows the tracks of the tow vehicle. However, it does tend to slightly cut corners when turning. For those of you who plan to tow a gooseneck horse trailer, be aware that goosenecks cut corners more severely than tag-a-long trailers. Always make sure that there's enough allowance for gates, etc., when making a turn. The vehicle needs to be able to swing wide, so that you don't end up clipping a fender or worse!

The tow vehicle should make wide enough turns so that the trailer does not end up in a jackknife (90 degree) position. The trailer wheels should always be kept moving forward-not sideways. (Pulling a trailer sideways puts unnecessary strain on the wheels, axles, and tires.) The tow vehicle should remain at an angle of 120 degrees or more while pulling either a tag-a-long or gooseneck trailer.

POSSIBLE DAMAGE THAT COULD RESULT FROM PULLING A TRAILER SIDEWAYS INCLUDES:

- The outer portion of the rim, which is welded to the inner portion, could break off.
- Pulling sideways drags the tires sideways, causing over-heated tires and possible damage to the tread.
- Some axles could actually bend.

FOR SAFETY AND CONVENIENCE

- Before choosing the width of your trailer, measure the width of your driveway.
- If you plan to store your horse trailer in a specific place (i.e., barn, storage facility, or shed), measure the height, width, and length of the storage area. You want to be sure that the trailer you purchase will easily fit in the designated area!
- Prior to pulling into parking areas and other stables, make sure that you will have plenty of room to turn around.
- When towing a trailer, always check your rearview mirrors to see where your trailer wheels are when making turns, pulling out of parking areas, driving between gateposts, etc.
- Watch for the posted heights of bridges, drive-thru overhangs, tree branches, and such, to make sure there is plenty of clearance for your trailer.

The 31 Stats, Facts and Insights You Should Remember Going Into 2018

JON WILLIAMS

Well, 2017 is now behind us and 2018 is just beginning. Last year was a crazy year by most standards but there are a lot of learnings, surveys and stats that we, as marketers, advertisers and those in the public relations field, can learn from and apply in 2018.

Digital Advertising:

- 1) Facebook and Google expect to grab more than 60% of digital advertising spend in 2017.
- 2) Facebook's CPM increased 171% in 2017.
- 3) Estimated 28% of U.S. Internet users utilized ad blockers in 2017.
- 4) 78% of users in a recent survey reported seeing ads they recognized as being specifically shown or tailored to them and 64% agree they prefer ads that are relevant to them.
- 5) "Research showed that views under 2 seconds drove 52 percent of the sales lift measured from campaigns that were suited."

TV and TV Advertising:

- 6) "TV's share of total media ad spending in the US will drop to 34.9% [in 2017], and is expected to fall below 30% by 2021."
- 7) Majority of U.S. online adults own a smart TV (56% in 2017), up more than 50% from two years ago.
- 8) Cord-cutters are ending their cable packages at the fastest rate yet, with 9% of people in 2017 saying they are planning on cancelling their service in the next year.
- 9) Length of TV commercials keep shrinking and shrinking...
- 10) 85% of cord cutters report cost being the major factor.

- 11) An estimated 177 million U.S. adults went online monthly on a second device while watching TV, that's up 5.1% over 2016.
- 12) Scripted TV continues to grow, expected to reach near 500 in 2017.

Social Media and Digital Communications:

- 13) "A survey of almost 5,000 students, mainly aged between 14 and 16, found a growing backlash against social media – with even more pupils (71%) admitting to taking digital detoxes to escape it."
- 14) 47% of U.S. teens prefer Snapchat to other forms of social media.
- 15) Instagram holds steady at 24% of teens' favorite social media network.
- 16) Facebook is leading social networks in "last-click social commerce" with more than 47% of respondents reporting that their most recent purchase was made from the platform.
- 17) More people are getting news on social media networks, with every network showing an increase over the previous year.
- 17) 66% of C-Suite Executives are using social media for professional purposes with 70% of those posting original content at least on a weekly basis.
- 18) More than 70% of U.S. millennials prefer digital communications over in-person communications

Video:

- 19) Facebook food videos are seeing their video views on the decline overall. However, "through the first eight months of 2017, Facebook views of food videos with at least 100,000 views are up 43 percent year over year, according to Tubular data. Recipe videos still deliver a lot of impressions, but the sheer supply of publishers offering to shoot branded-content videos has given advertisers leverage."
- 20) Co-viewing a video or an ad about a product leads to conversations and can change someone's opinion about that product. (<https://www.emarketer.com/Article/What-Happens-After-Video-View/1016752>)
- 21) 70% of marketers believe videos converts better than other types of content.
- 22) 60% of American are watching movies and shows in public, with 37% of users surveyed admitting to bingeing at work.

Mobile Devices and Apps:

- 23) Around 55% of emails are opened on a mobile device, up from 29% in 2012.
- 24) In 2011, less than 1% of children 0 to 8 had their own tablet device. That number has skyrocketed to 42% in 2017.

Websites and Emails:

- 25) "As page load time goes from one second to seven seconds, the probability of a mobile site visitor bouncing increases 113%."
- 26) Millennials are using emails more, with 52% already reporting that their email usages already increasing. (<https://www.marketingcharts.com/customer-centric-81078>)

27) Most reddit users don't read the article before they upvote/downvote. In fact, "73% of posts were rated... without first viewing the content."

News & Media:

28) U.S. adults are spending HALF their day consuming media (12 hours and 1 minute to be exact).

29) "Between January 2015 and July 2017, nearly half (48%) of the links to national news outlets that members of Congress shared on Facebook were to outlets predominantly linked to by members of just one party, according to a new Pew Research Center analysis. What's more, 5% of these news links pointed to outlets that were exclusively linked to by members of one political party."

30) Longer headlines are better when it comes to branded headlines.

Contact Us

East Coast Partners Grp
7 Indiana Ave
Long Beach, NY | 11561
Tel. 321-939-2132
Fax. 866-201-3391
www.airsafehitches.com

Unsubscribe

To unsubscribe click, lloyd@ecpginc.com
and enter your email address to be remove