

FOR IMMEDIATE RELEASE

Melting Snow Helps Launch Local Brothers' Dreams

Two Vermont Brothers are hoping that growing up in Vermont will pay off

Brooklyn, NY (PRWEB) March 22, 2004 -- Motivation Design announced the introduction of a new product, the Seasonal Tire Tote. The Seasonal Tire Tote allows vehicle owners to easily transport winter tires, keep clean and organize the garage.

It happens twice a year and we all dread it: bringing your tires to the mechanic to put the correct seasonal tires on your vehicle. After years of hauling their parents' tires down from the garage and throwing them in the back of the family wagon, brothers Kitter and Gordon Spater from Chester, Vermont worked toward a solution. They had tried rolling, bracing, reaching, and plastic bagging, yet despite the various approaches, they would always end up with six months of road grime on their hands, pants and inside of the family car.

Their final solution, the Seasonal Tire Tote, came after two and a half decades and many tire changes. Seasonal Tire Totes ultimately take the hassle out of changing snow tires. A heavy-duty nylon shell with an easy-to-carry handle slips over the tires to protect users and their vehicles from tire residue. In their Totes, tires stay neatly covered and stacked until the next season rolls around.

The Seasonal Tire Tote fits tire sizes from 22" to 31" in diameter, allowing them to be easily used with most passenger vehicles. 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 a 600 denier ballistic and rip-stop PVC coated nylon, so it is extremely durable, water-resistant and machine-washable. "These are the same materials that are used to make ski clothing and camping equipment, it's very strong stuff," Meers explained.

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.

For more information on the Tire Tote please contact:
Motivation Design, LLC
Kitter Spater -- Media
65 Parker Street, Suite 5A
Newburyport, MA 01950

Toll Free: 877-847-3868
E-mail: media@Motivation-Design.com