

SAFE WINTER DRIVING STARTS WITH WINTER TIRES



Winter tire performance is superior in temperatures below +7°C compared to all-season & summer tires.

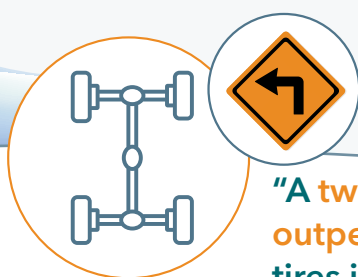
Winter tires use a rubber compound that is less stiff & more flexible in colder temperatures.

Winter tires have better traction at -30°C than all-season tires do at +4°C.

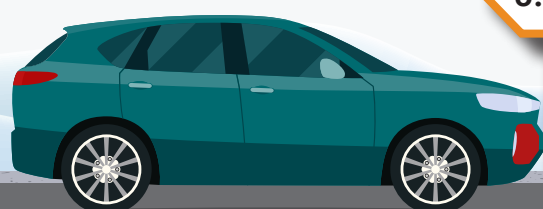
Treads have deeper grooves and irregular edges to improve traction on wet, slushy, snowy, icy & dry cold surfaces.



Winter tires improve traction but drivers must still drive according to weather & road conditions.



"A two-wheel drive vehicle with winter tires will outperform a four-wheel drive vehicle with all-season tires in braking and cornering."¹



A car with winter tires on an icy road needs 6.4 metres to stop compared to 12.1 metres for a car with all-season tires.

Winter tires are important because crash-avoidance technologies such as electronic stability control don't work if tires have inadequate traction.



The superior performance of winter tires during winter conditions increases the likelihood drivers can avoid a costly collision.

Mixing different types of tires can cause a vehicle to fishtail.

Safety tip: Put a complete set of winter tires on vehicles.



Safety tip: Look for this symbol when buying winter tires.



TIRF

OUR CHOICES HELP EVERYONE GET HOME SAFELY