

# WINTER TIRES



TIRE ADVANTAGE



## THE 45°F RULE

Winter tires stay flexible at 45°F or below, while other tires will harden, reducing traction; therefore, anyone driving in temperatures below 45°F will benefit from winter tires.

### ALL-SEASON TIRES WORK MOST OF THE TIME.

#### RUBBER FOR MOST TEMPERATURES

Designed to stay flexible in temperatures above 45°F.

#### TREAD PATTERN FOR RAIN, MUD, AND LIGHT SNOW

Designed to help drive through general rain, mud, and even some light snow conditions.



Ask your customers:

### DO YOU DRIVE WHEN TEMPERATURES HIT 45°F OR BELOW?

If you do, winter tires can help improve your ability to handle, turn, and stop safely — even on dry roads.

## BUT COLDER TEMPERATURES NEED WINTER TIRES.

#### SPECIAL RUBBER FOR COLD TEMPERATURES

Winter tires stay flexible in cold weather. Remember the 45°F rule.

#### WINTER-SPECIFIC TREAD PATTERN

Designed specifically for the unique challenges of winter driving.

#### DEEP GROOVES FOR DEEP SNOW

Ever made a snowball? It's possible because snow actually sticks to itself quite well. Grooves that dig into and trap snow help winter tires stick to snowy roads, which helps keep you moving forward.



#### SIPES FOR SLIPPERY ROADS

Winter tires are covered with tons of small slits called sipes. These create multiple edges that help grip wet, snowy, and icy roads.

#### PROVEN WINTER PERFORMANCE

Tires marked with the Mountain and Snowflake symbol, or Alpine symbol, meet or exceed the requirements to be called winter tires.

