Tire designs vary dramatically, depending on their intended use, and are typically designed for specific types of cars and trucks. Every original equipment tire a Mazda dealer sells has been rated by Mazda to be the best available for a specific model and application. By purchasing replacement tires directly from your Mazda dealer, you're assured the convenience of full service, competitive pricing, and Mazda specific expertise and assistance. Use this handy guide to familiarize yourself with the different types of tires available. Then consult your Mazda dealer about which ones are best for you.

ORIGINAL EQUIPMENT (OE) TIRES BUILT TO FACTORY SPECIFICATIONS:

Using computer modeling to predict road conditions and vehicle dynamics, Mazda OE tires are designed and tested to meet ride quality and performance requirements for specific vehicles. When your tires are ready to be replaced, your Mazda should be refitted with OE tires to maintain the same performance, including braking, handling, hydroplaning-resistance, and tread life.

YOUR MAZDA DEALER IS THE BEST SOURCE FOR ORIGINAL EQUIPMENT AND POPULAR REPLACEMENT TIRES FOR YOUR VEHICLE

All-season tires with a wraparound block-type tread design offer increased traction in mud and snow, and may be used year-round as standard passenger car or light truck tires. The tread compounds and tire construction used with all-season tires are formulated to convert less energy to heat when flexing. This helps reduce rolling resistance compared to previously designed steel-belted, radial-ply tires.

All-Season Passenger Tires

Winter tires are designed specifically for extreme ice and snow conditions and will optimize ABS and Traction control systems. They typically feature special rubber compounds with heavy tread blocks, sipes, and biting edges for the ultimate in snow and ice performance. Even if your vehicle features all-season tires, if you live in the snow belt or drive in snow and ice, you should consider purchasing an additional set of winter tires.

Winter Passenger Tires

Performance tires are designed to provide a large contact area with the road. They let you "feel the road" and drive with confidence. The trade-off is that these tires are usually made from a softer rubber compound and tend to wear down faster. Performance tires are the right choice for a true driving enthusiast.

Performance Tires

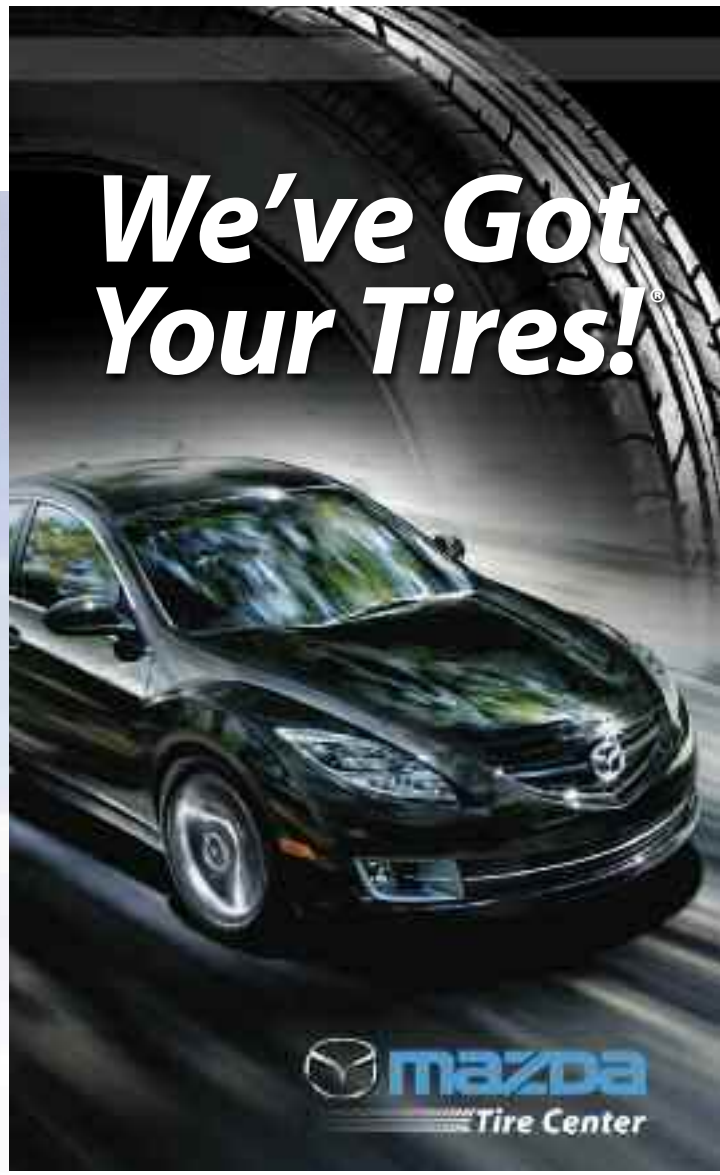
Touring tires combine the features of performance tires with the features of all-season tires. They meet the needs of high-performance cars in dry conditions but also handle light snow and rain.

Touring Performance Tires

All-terrain tires are available on several light trucks, primarily 4x4 models. Designed for both off-road and on-road use over a variety of surfaces, all-season tires generally have a deeper, wider tread design than typical all-season tires, allowing for better grip.

All-Terrain Tires

We've Got Your Tires!®



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Inspect your tires at least

once a month.

Mazda recommends inspecting your tires a minimum of once a month, when refueling or during other convenient times. Look for stones, glass, nails, or other imbedded objects, as well as cuts, or other damage. Also remember to rotate your tires as recommended (Refer to your Owner's Manual for details), and replace any tire when less than 3/32" of tread depth remains.

Signs of unusual or irregular wear can also indicate simple to serious safety concerns, ranging from improper tire inflation and unbalanced tires to wheel alignment problems and worn-out suspension components. Use the diagram on the left to help identify common tire problems.

MAINTAIN PROPER INFLATION FOR MAXIMUM SAFETY AND MILEAGE

One in four passenger vehicles is driving on under-inflated tires. Considering under-inflation causes nearly 75% of all flat tires and makes tires more prone to blowout, reduces fuel efficiency, and increases wear, it pays to follow these handy tire inflation tips:

- Check inflation pressure once a week and before long trips with an accurate pressure gauge.
- Check pressure when tires are cold. Tires are cold when the vehicle has been stopped for three or more hours.
- If pressure is checked while hot, add four pounds per square inch (PSI) (26kPa) above the recommended cold air pressure.
- Never release air from a hot tire in order to reach the recommended "cold" tire pressure. Your tires could be left dangerously under-inflated.
- If a tire loses more than two pounds per square inch (psi) (14kPa) per month, have the tire inspected.
- Always use valve caps to keep valve cores clean, clear of debris, and help to guard against leakage.