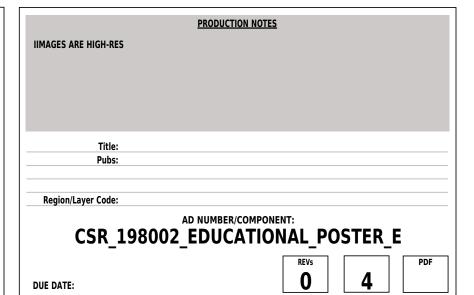
WHEN IT COMES TO WINTER DRIVING, IGNORANCE IS ANYTHING BUT BLISS.

Canadian winters aren't just long and cold, they can be dangerous too. Especially if you're driving with the wrong tires. When the temperature drops to 7°C, regular tires – including so-called "all-season" tires – harden, losing their ability to grip the road as well. That's when the superior adhesion of our winter tires comes in. With their specially formulated rubber compounds, our winter tires can reduce your car's stopping distance by up to 25%. And that can make all the difference. Switch to winter tires, and stop winter – in its tracks.

EXPERIENCE • EXPERTISE • AUTHENTIC MOPAR PARTSONLY AT YOUR CHRYSLER, DODGE, JEEP AND RAM DEALERS.



111 Queen Street East, Suite 200, Toronto, ON, Canada M5C 1S2 OPTIC!NERVE Telephone: 416.962.5589 Fax: 416.962.3454 APPROVALS DATE Client: CHRYSLER CANADA Art Director: CHAD HILLMAN Project: 2019 Q4_SERVICE POS Retouche Docket: CSR 19 8002 Print Mgr: D. LEWIS Proofreader Client Serv: D'ARCEY WOODRICH/TIFFANY WOLTER Client Code: NONE Built At: 100% Scale: 1" = 1" Fonts: TT SLUG OTF, FUTURA, TRADE GOTHIC, FRUTIGER Art Director **V.O.:** 24" X 36' Bleed: 24.5" X 36.5" Safety: 23" X 35" Copywriter Date: 7-12-2019 3:27 PM Creative Dir. Artist: PREPRESS Typesetting: Optic Nerve Acct. Mgmt. LASER% This advertisement prepared by PUBLICIS NONE CYAN, MAGENTA, YELLOW, BLACK



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