

TIRE FOCUS

Winter Tires



<https://www.youtube.com/watch?v=qWKP-b-Mjyo>

Winter tires are particularly effective under difficult environmental conditions (snow, ice and mud) and at low temperatures, below +7°C (44.6°F). During the winter season, tires play a crucial role in the vehicles overall safety and performance. As temperatures drop, standard (non-winter) compound characteristics show decreased elasticity. This results in a reduced contact area and therefore overall grip. The need for greater mobility and improved safety in winter conditions has led to high demand for winter tires. To better understand the benefits of a winter tire, we must understand that its properties are geared towards “cold temperature” performance.

Why use winter tires?

Much too often, winter tires are portrayed as “snow tires.” The truth is, winter tires are not only designed to perform in snowy conditions, but they are intended to provide optimal performance in cold weather temperatures as well. Therefore, even in the absence of snow on the road surface, your winter tires will continue to provide you with the performance and safety you expect, thanks to the soft compound mix capable of withstanding extreme temperatures.

When do I rotate my tires?

Excellent ride comfort and safety
Exceptional grip in cold conditions
Superior braking capabilities on ice and snow
Outstanding resistance against aquaplaning
Superb wet and dry handling
Enhanced vehicle stability control (VSC) operation
Smoother take-off when equipped with traction control (TRAC)