

Winter Driving Myths & Tips

MYTH 1

You don't need winter tires unless it's snowing.



A snowplow can't clear the cold – temperature matters. All tire rubber will begin to stiffen as the weather gets colder, but the latest generations of winter tires remain flexible in freezing temperatures, maintaining traction and available grip.



MYTH 2

If you have all wheel drive, you're good to go in the snow.



Four wheel gets you going by making the most of tire traction, but it doesn't improve stopping or cornering! That depends on tire grip.

MYTH 3

All-season tires are good for exactly that – all seasons. No need for winter tires.



All-season tires are designed with both winter and summer performance in mind, but they do not offer maximum performance in either season. Winter tires are designed to remain flexible in cold weather, which allows the tire to conform to the road surface and maintain its grip on snowy, icy, wet and dry surfaces.



MYTH 4

Under-inflate your tires for better traction.



Never reduce tire pressures in an attempt to increase traction on snow or ice. It does not work, and your tires will be so under-inflated that driving may damage them.



For more information on winter driving tips, visit conquerthecold.com.

KNOW SNOW!

TOP TIPS FOR WINTER DRIVING



SLIP AND SLIDE: TEST ROAD CONDITIONS FREQUENTLY

Periodically, check traction (available grip) when driving in challenging conditions. Road conditions can change drastically in a short period of time/distance in winter. Apply the brakes with moderate pressure to determine the available grip and modify your driving, if needed, to respond to ever-changing road conditions.



GRIP IT GOOD!



It's best to avoid braking or acceleration when negotiating a turn.

- 1 Brake before the turn
- 2 Negotiate the turn
- 3 Accelerate after the turn



YOU CRUISE, YOU LOSE



Avoid cruise control in wet, icy or snow conditions to maintain control of acceleration and deceleration at all times.

CURL UP BY THE FIRE



Forgo driving if the weather looks too treacherous. Safety comes first. Pour some hot chocolate and stay inside.



IF YOU CAN SEE YOUR BREATH, IT'S TIME TO SWITCH!

If you can see your breath, it's time to switch. Summer and all-season tires may not provide optimum performance capabilities when the temperature approaches freezing – even when the roads are dry. Look for the mountain/snowflake symbol to identify tires that meet the newest snow standards.



HOT OR COLD – CHOOSE THE RIGHT TIRE

Summer, all-season and winter tires are designed with different tread compounds and patterns to enhance specific performance attributes. Winter tire compounds and tread features are designed to maximize grip in varying winter conditions, retaining the flexibility to conform to the road surface and provide effective winter traction.



BE PREPARED FOR LESS THAN A LATTE

For just \$1.47 per day – less than the cost of your morning latte – you can have a set of winter tires that will help prepare you for any road conditions.

\$1.47



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