



Recommending Winter Tires

Intent

To explain the benefits winter tires provide during the colder months and make appropriate recommendations.

Audience	Apprentice Tech and above.
Schedule	Add time for this talk into your schedule. It should only take 10-15 minutes.
Prepare	<p>A day ahead:</p> <ol style="list-style-type: none"> 1. Print and review this talk. 2. Review all winter tire material on the KC and Tires.com, in the Tire Mixing Best Practice, What We Can Service Best Practice, and in the
Follow up	Observe team members visiting the Winter Tires material.

1. Q&A: Recommending Winter Tires

Safety Reminder: We do not service plastic wheels, commonly used on snowblowers. Our equipment prevents us from being able to do this safely. Review What We Can Service, Put Into Service, or Inflate Best Practice.

Share: Performing a thorough VTV is always required regardless of the weather conditions. When using the Zebra TC75 Device, if there is mud, snow, or debris on the tire before the scan is initiated, be sure to clean the tread out as thoroughly as possible. If the tread cannot be cleaned sufficiently, use the tread depth gauge and manually enter the three tread depths into the device.

Share: Discuss your approach and experience with your employees and explain that by educating our customers about winter tires, we are empowering them to make the best decision about winter tires for their vehicle.

Explain: Many of our customers neither understand the differences between all-season and winter tires nor the safety benefits of using winter tires when the temperature drops below 45 degrees. It's important to educate our customers about winter tires, so we empower them to make the best decision for their vehicle.

Ask: Have you been to the Winter Tire page on the KC?

Make sure everyone knows how to get to this page, and briefly point out resources available.

Watch: On the Winter Tires page of the KC, watch the Winter Tires videos.

Explain: Let's also have a look at the Winter Tire FAQ's on Tires.com.

Ask the following questions on the Winter Tire FAQ page. Ensure everyone is engaged and can answer them.



Answers

Question 1: How many winter tires do we recommend customers purchase and why?

Four for all vehicles is ideal. Two is acceptable when installed on the rear. However, this will cause a mismatch in traction and may lead to less than ideal vehicle handling. Refer to Tire Mixing Best Practice.

Question 2: What's the difference between "winter" tires and "all-season" tires?

Winter tires deliver superior traction in winter driving conditions, because they use tread compounds optimized to remain flexible in cold winter conditions and are designed specifically to channel away rain, snow, and ice.

Tires marked "M + S" or "mud and snow" tires, also known as "all-season" tires, continue to provide safe all-weather performance, but may not always be suitable for severe snow conditions or when the temperature is **below 45 degrees**.

In cold weather conditions, a good winter tire will have a shorter stopping distance than a best all-season tire.

Question 3: At what tread depth do we recommend the customer replace their winter tires?

When it comes to all-season tires, we always recommend that the customer replace their tires at 4/32" tread depth.

Because all winter tires experience a significant reduction of winter traction when they reach 5/32", Trusted Experts recommend that we replace winter tires at 5/32".

Question 4: What should customers know about the effects of cold weather on air pressure?

Seasonal and altitude changes create a rise or drop in air pressure. For every 10 degrees change in temperature, tire air pressure changes 1 psi.

Tire pressure decreases as temperatures drop, so be sure to check the pressures at least once a month when the tires are cold, preferably after the car has been out all night.

Proper air pressure extends tread life, improves safety, and reduces fuel consumption — all vital factors in saving energy and protecting the environment.

Question 5: Do customers with All-Wheel Drive vehicles or 4-Wheel-Drive vehicles need winter tires?

All-Wheel Drive/Four-Wheel Drive helps the car start moving on slippery roads, but doesn't improve traction during braking or steering around corners.

Winter tires will greatly improve the way All-Wheel Drive and Four-Wheel Drive vehicles brake and turn corners in winter conditions.

Question 6: What about studded tires?

In areas where studded tires are allowed, is it OK for customers to have two studded and two non-studded winter tires?

- Answers vary by state. Refer to [Studded Winter Tire Regulations for Passenger Cars by State](#).
- It is strongly recommended that when installing studded winter tires on a vehicle, both axles have studded tires installed.
- If only two studded tires are used, place them on the rear.



2. Role Play: Replacing 4 instead of 2

Ask everyone to pick a partner and role-play this common situation:

Two of the customer's winter tires are worn and need to be replaced. The remaining two are OK, but have a different tread pattern than the ones the customer has selected.

Afterwards, ask: When you were talking to your customer, did you say:

- Vehicle handling will be improved when identical tires are installed on all four wheels.
- As a tire wears, snow traction is reduced. Tires that are worn close to the tread-wear indicators have reduced traction and should not be used on snow-covered roads or in severe snow conditions.

Ask pairs to swap roles and practice again.

3. Discussion: Winter Tire Changeover Fees & Charges

Explain: Not all customers visiting the store will be purchasing winter tires. A good portion of our customers require a winter tire changeover.

- Every changeover must include TPMS rebuild if it is applicable.
- For changeover / bolt-on articles, invoice quantities for each unit, not just one for the entire vehicle.

Articles to use for seasonal changeovers:

	Purchased from DT/AT/DTD	NOT purchased from DT/AT/DTD
Changing tires	<ul style="list-style-type: none"> • 90079 Free tire inspection • 80087 Seasonal changeover • 80487 Free TPMS Relearn (where applicable) 	<ul style="list-style-type: none"> • 90079 Free tire inspection • 80087* Seasonal changeover • 80015 Computer Spin Balance • 80487 Free TPMS Relearn (where applicable)
Installing tire/wheel packages (already mounted/balanced)	<ul style="list-style-type: none"> • 90079 Free tire inspection • 80401** Seasonal bolt-on • 80487 Free TPMS Relearn (where applicable) 	

* Washington region uses rim diameter changeover codes: 80836, 80837, 80838, 80839 (depends on rim size)

** Washington region uses this article: 80085

4. Review Winter Tire Product Lineup

Make sure that everyone knows how to get to the Winter Tire page on the KC, so that they can refer back to this information.

Explain: A big part of being a Trusted Expert is being familiar with the products that we recommend. Let's look at the Product Lineup information on the Winter Tire page on the KC.

Click the *Product Lineup Overview* links and review each tire within the Passenger, Performance, and SUV/Truck Tire segments.

For each tire, speak to:

- The Brand & Model
- The G/B/B Category
- If the tire is studdable
- If the tire is a run flat

Call to Action:

1. Ask participants to log into the LMS and complete the acknowledgment for this talk.
2. Set expectations for executing the Best Practices.
3. Explain how you will support this and why you expect this to keep our customers safe.

Ask if anyone has questions. If there are questions or concerns you cannot answer, notify the Store Manager.