

STAY SAFE WITH WINTER TIRES

When temperatures drop below 45°, winter tires maintain flexibility and road grip

STOPPING DISTANCE

Winter tires enable faster stopping in winter conditions than all-season or all-weather tires

Average Stopping Distance From 30 MPH in Winter Conditions*

Winter Tires

81 ft

Winter tires are designed to provide the shortest possible stopping distance in winter conditions

All-Weather/All-Terrain Tires

93 ft

All-Weather / All-Terrain tires stopped an average of 15% longer than winter tires in testing during winter conditions

All-Season Tires

110 ft

All-Season tires stopped an average of 36% longer than winter tires in testing during winter conditions

*Tests performed by a professional driver going from 30 mph to a stop on snow/ice in controlled conditions

TIRE FEATURES

Winter tires are built for the cold and designed for better traction in winter conditions

All-Season Tires

Compound hardens in cold weather

Tread designed for traction in dry and wet conditions

Sipes offer traction on wet roads

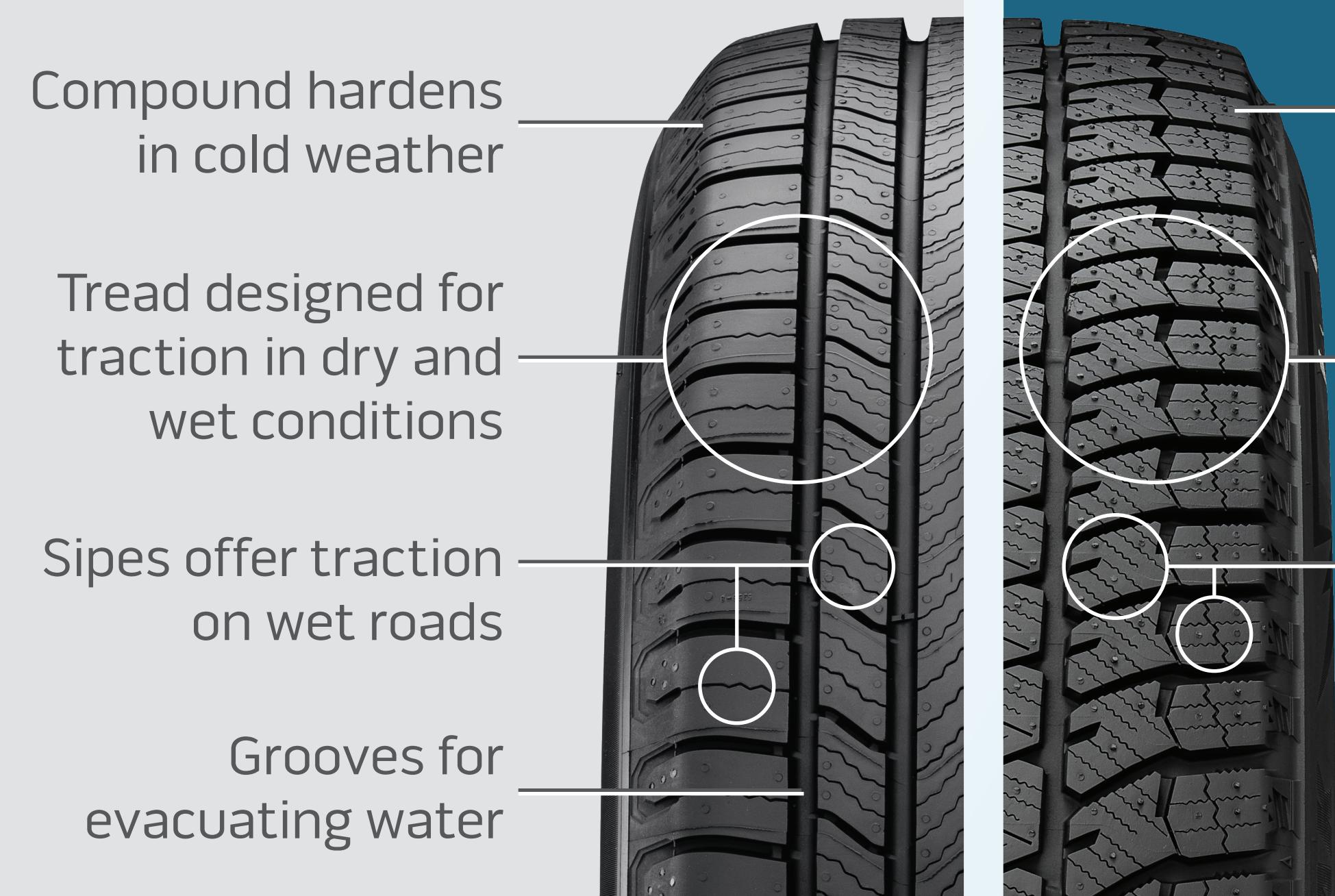
Grooves for evacuating water

Winter Tires

Compound remains flexible in cold weather

Tread designed for traction in ice, slush, and snow

More sipes give thousands of biting edges



The 3-Peak Mountain Snowflake

Tires branded with the 3-Peak Mountain Snowflake (3PMSF) symbol are expected to provide improved snow traction beyond a standard M+S branded all-season tire. However, 3PMSF-branded all-season and all-terrain tires cannot match the traction of dedicated winter/snow tires in all winter weather conditions and should not be considered a replacement for winter tires.