

DID YOU KNOW?

Regulatory requirements

The province of Québec now requires its drivers to have winter tires installed on their vehicles during winter months. The mandatory use of winter tires and optional use of studs and chains depends on your province of residence. For more details, visit the website of your provincial ministry of transport.

How can I recognize a true winter tire?



Tires identified with the mountain snowflake symbol are accepted as winter tires and meet specific snow traction requirements.

The Rubber Association of Canada

Founded in 1920, The Rubber Association of Canada is the national trade association for Canadian rubber manufacturers and distributors of rubber goods, with a mandate to promote in part the safe use of our members' products.

Find out more about The Rubber Association of Canada at www.rubberassociation.ca.



TIPS FOR SAFE WINTER DRIVING

Driving in a Canadian winter can be a challenge. The best way to meet this challenge is to equip your vehicle for winter driving and to drive with caution in cold weather. Winter tires handle winter driving conditions so well because they provide the best possible contact between your vehicle and the road. Whether the road surface is snowy or icy, wet or dry, winter tires offer optimal traction in all cold-weather conditions.

But don't forget that tread wear can diminish winter tire performance, so before winter sets in, check the tread depth of your tires. Ask your tire dealer for more information on how tread wear can affect your tire performance and when is the right time to replace those worn tires.

Look ahead and think ahead

It may take a vehicle up to twice as long or longer to stop on a slippery surface as it does on a dry road. If you need to brake unexpectedly and don't have ABS brakes, avoid braking suddenly. Give the brake pedal a few soft taps rather than one hard push to avoid skidding.

Climb hills in the highest possible gear to minimize the chances of losing traction and spinning your wheels. When driving downhill, put your vehicle in low gear. If you decide to change to a low gear while descending a hill, do it very gently to prevent sliding.

If you can see your breath, it's time to switch!

Don't wait until you hit that first patch of black ice or see an early winter fender-bender to install your winter tires. As soon as the temperature dips below 7°C you should consider changing to winter tires in order to benefit from the increased traction, braking and handling they provide.

TIRE INFLATION AND FUEL EFFICIENCY

Proper tire inflation pressure provides improved fuel efficiency. Driving with tires under-inflated by 20% can increase fuel consumption by up to 4%, costing you up to two weeks' worth of extra fuel every year. For every 5 degree Celsius change in temperature, your tire pressure can change from 1 to 2 psi. By checking your tire pressure monthly, you will:

- Reduce the risk of tire damage
- Decrease stopping distances
- Increase fuel economy
- Improve vehicle handling
- Increase tire service life
- Reduce greenhouse gas emissions



BeTireSmart.ca

WINTER TIRES MATTER

For you.
And your precious cargo.









WINTER TIRE BUYER'S CHECKLIST



For your own safety and the safety of your passengers, install tires on your vehicle which correspond to the winter driving conditions that are relevant for you.

Whether you live in the city or country, whether you drive a large or a small vehicle, winter driving conditions will impact your vehicle's performance.

When choosing a winter tire, consider your driving needs.

-  Do you live where cold temperatures are common?
-  Do you drive on icy or snowy roads?
-  Do you have to use your vehicle every day, regardless of the weather?
-  Do you drive off main streets and roads in winter?
-  Do you drive early in the morning or late at night in winter?
-  Do you drive nearly the same speed regardless of the temperature?

Take into consideration how much winter driving you will do, your driving habits, local driving conditions, and the level of safety and performance you expect from your vehicle and its tires.

When considering winter tires, bear in mind that Transport Canada and The Rubber Association of Canada recommend you install winter tires on all wheel positions.

Talk to your tire dealer about your driving habits and the winter road conditions you drive in, to determine what kind of winter tires are best for you.

TIRES FOR WINTER DRIVING

History of the all-season tire

In the beginning, there were summer tires and snow tires. Then, several decades ago, the all-season tire was introduced into the marketplace, providing motorists with better winter driving performance than a summer tire and the opportunity to avoid the cost and inconvenience of the biannual winter tire changeover. Some Canadian motorists still choose all-season tires because those tires meet their personal needs based on driving habits, where they live, and their comfort level with winter driving.

For those wanting the very best, safest winter driving experience, the tire industry recommends winter tires. Tire technology advances in tread compound and tread design have improved driving performance across the entire spectrum of tires, but especially with respect to winter tires.

All tire rubber will begin to stiffen as the weather gets colder, but the latest generations of winter tires maintain their elasticity even at extremely low temperatures approaching -30°C and below, thus providing superior traction and grip.

Today's winter tires are not only designed to perform in snowy conditions, but also perform better on cold, dry pavement, too! And remember—once you can see your breath, it's already time to put on those winter tires.

No matter what tires you buy, you still need to adapt your driving to the road conditions.

WHO NEEDS WINTER TIRES?

Even if you drive an SUV or live where the streets are cleared of snow regularly, installing winter tires on all wheel positions will improve surface grip in every type of road condition at temperatures below 7°C.

Even though all-season tires can provide safe all-weather performance, winter tires are more efficient once temperatures start to fall.

Modern winter tires offer up to 50% or more winter traction than all-seasons.

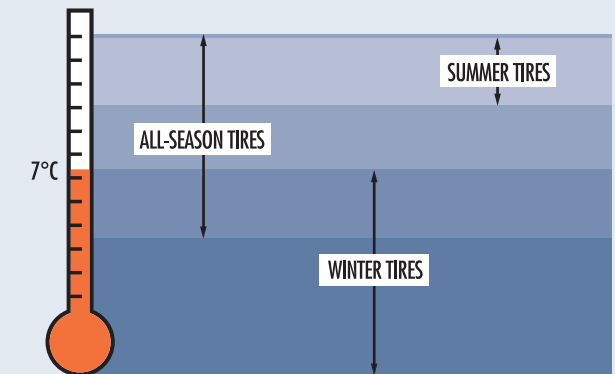
Look for the mountain snowflake symbol

Tires displaying the mountain snowflake symbol meet or exceed industry-established snow traction performance requirements and have been designed specifically for use in cold weather and severe snow conditions.



Look for the mountain snowflake symbol.

WHEN TO INSTALL WINTER TIRES?

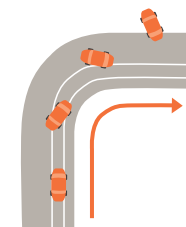


Temperature is key

Lower temperatures decrease the elasticity of the rubber compound in tires, resulting in reduced traction. Instead of thinking of winter tires only as “snow tires” you may want to start thinking of them as “cold-weather tires”.

INSTALL FOUR WINTER TIRES AND NOT TWO

Two winter tires on the front only



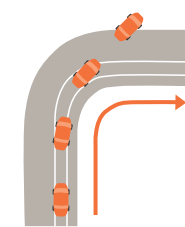
Installing two winter tires on the front axle only will increase grip in the front, leading to a false sense of confidence and decrease grip in the rear, causing OVERSTEER.



WARNING

Never install only two winter tires on the front of a vehicle. This is particularly dangerous and could result in a complete loss of control.

Two winter tires on the rear only



Installing two winter tires on the rear axle only will increase grip in the rear, but may surprise a driver with decreased grip in the front, causing UNDERSTEER.



CAUTION

Installing only two winter tires on the rear of a vehicle will lead to unwanted and sometimes surprising handling characteristics.

When the rear of the vehicle loses traction in a cornering situation, you go off the road backward.
When the front of the vehicle loses traction in a cornering situation, you go off the road forward.