Ten tips for the tire buyer

nince tire buying is not a daily occurrence in our lives, walking into a tire store can be somewhat unsettling. It's even worse when an attendant offers help and we don't have a clue where to start.

If you ask youself these questions before you go to the store to buy tires, you'll be wellprepared for that helpful salesperson.

1. What is the make, model, and year of your car? This information gives the dealer an idea of what type of tire will perform the best and look the best on your car.

2. What is the brand name, model, size and type of your current tires? Just look at the side of your tires. If your current tires did not come with the car when it was new, be sure to check all four tires and make sure they are the same.

3. Do you like your current tires? Do you like the way your tires make your car feel and sound? Make a list of the things

you like and dislike about your current tires. This will help guide your dealer to the tire that best meets your needs.

4. What do you want from your tires when you are driving? Do you want a soft, comfortable ride or do you want a tire that has been built to harness your sports car's capabilities? You may want both, but this is difficult to achieve. A tire that is designed for ride and comfort will not handle as crisply as a performance tire, and a performance tire will not ride as comfortably as a tire designed for comfort.

5. What weather conditions do you normally drive in year around? Are the roads mostly dry (summer tires), or are they usually wet (all-season tires)?

6. Where do you do your driving? Do you drive mostly around town? Then you probably don't need to spend extra money for a speed-related tire (unless your car came fitted with them). Do you drive

frequently on gravel? Then there are certain tread designs you should avoid.

7. At what speeds do you normally travel? If you travel at higher speeds, you may need a speed-related tire. However, if you always drive at moderate speeds, you probably do not need to go to the expense of buying a speed-related tire.

8. How do you want your car to look? There are several "cosmetic" options for tires: blackwall tires, whitewalls etc.

9. What kind of warranties do you want, or are available? Many manufacturers offer limited warranties which cover you for faulty workmanship and defects.

10. How much do you want to spend? Once you know the answers to the first nine questions, you're ready to consider price. Your dealer will be able to show you various price options for tires that meet your driving needs. You should also shop around. Prices on the same tire can vary from store to store.

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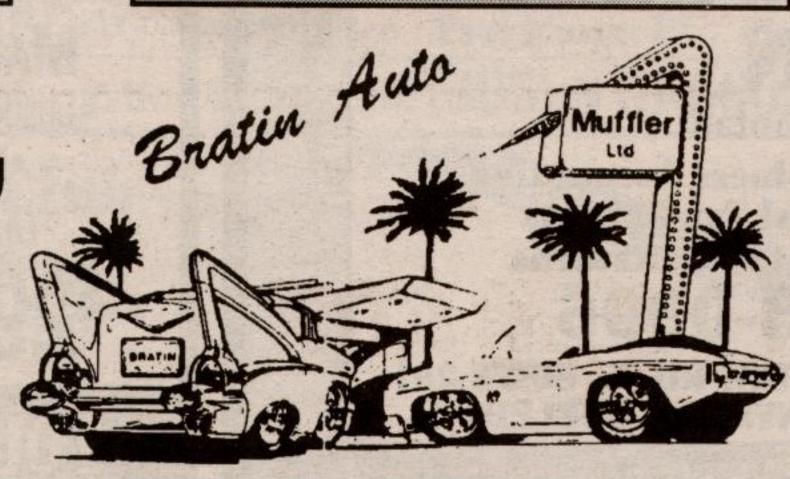
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