

## Consumer Guide:

# What's new in Winter Tires

### How to best arm yourself this winter against snow and ice

(NC)-With the winter season on the horizon, Canadian drivers are bracing themselves for yet another challenging battle against the elements on ice and snow-covered roads. To fight back against the dreaded winter conditions, drivers are arming their vehicles this fall with the best weaponry available - winter tires.

According to Gordon Sadler, Brand Manager at Michelin, recent advances in winter tire technology have produced tires that provide ultimate traction in the most adverse winter driving conditions. "With today's winter tires you can now have complete confidence driving on icy, snowy or wet roads this season," said Sadler.

Here's a helpful guide on what to look for from this year's top rated winter tires:

The Winter Slalom from BFGoodrich

- Features an aggressive tread design with highly-siped blocks. Sipes are full depth cuts in the tread block that provide more biting edges for exceptional traction and control on snow and ice.

- A specially designed tread compound helps keep the tread flexible even at low temperatures delivering excellent traction.

- Accepts studs for drivers in

extreme conditions who seek better traction on ice and hard-packed snow.

- Affordable winter safety performance while delivering a smooth, comfortable ride.

- Certified by the Rubber Association of Canada (RAC) for meeting new severe snow performance requirements. Look for the RAC's mountain/snowflake logo on the lower sidewall of the Winter Slalom.

The Uniroyal Tiger Paw Ice & Snow with NailGard

- Ultimate traction for all winter condition due to highly siped tread surfaces, deep tread grooves and a special winter traction compound.

- Comes with the unique NailGard self-sealing technology. Designed to prevent flats, the tire contains a patented rubber sealant that lines the interior of the tire's tread and will instantly and permanently seal most nail, bolt or screw tread punctures. This means that in most cases, the tire does not go flat and you won't have to deal with the danger and inconvenience of having to pull over on a busy highway or deserted road in the biting cold of winter.

- Tested against stringent winter performance criteria and is RAC certified for severe snow

conditions.

The Michelin Arctic Alpin

- Features patented, torque-locking zig-zag sipes that provide nearly 55 meters of flexible, snow grabbing edges per tire. Yet at the same time, the sipes can interlock for rigidity when high torque is applied, delivering firmer control on high-traction surfaces.

- Innovative high-contact tread design and expanded contact patch put more tread rubber on the road for greater traction and control on ice and hard packed snow, delivering a surprisingly quiet ride.

- Circumferential arrowhead grooves continuously trap and eject snow and slush for reduced tread packing and greater traction.

- Bead Construction withstands the demands of seasonal mounting and dismounting.

- Like the Uniroyal and BFGoodrich models, the Arctic Alpin is also RAC certified for severe snow conditions.

- Rated the top of its class for winter driving performance by a leading consumer reports magazine.

For more consumer information on winter tires visit the automotive section at [www.newscanada.com](http://www.newscanada.com).

- News Canada



Winter Slalom



Tiger Paw Ice & Snow



Arctic Alpin

## Ready for winter driving

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an antilock system hit the brake pedal as hard as you can and keep pressing to stop quickly. Without ABS, brake firmly but carefully, trying to keep the wheels from locking up. Pump the brake pedals if the brakes lock.

### Skid control

Release the accelerator gently. If the car's rear end is swinging out to the side, quickly steer toward that side. If the front wheels have lost traction, slowly steer in the opposite direction of the skid until the tires regain their grip, then gently steer back into the direction of the skid.

### When snowbound

If you're in a remote area, stay in the car unless you're sure that shelter is near. If you run the engine to use the heater, open a window to prevent buildup of exhaust gas. Clear snow away from the exhaust pipe.

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