



Winter Tires – Increase Safety, Handling and Performance

Putting Winter Tires on an Audi will enhance performance for a new level of control during winter conditions.

▶ Increased safety

- o According to a recent Transports Québec and Promutuel study, Winter Tires reduce stopping distance by up to 25% or two to three car lengths.

▶ Increased control, traction, and performance

- o Winter Tires provide significant improvement in control, traction, and performance in winter driving conditions.

Winter Tires v. All-Season Tires

- ▶ All-season tires were developed in the early '80s as a reasonable compromise between noisy, low-mileage summer and Winter Tires.
- ▶ All-season tires were never intended to provide winter traction equal to a true winter tire.
- ▶ Although most all-season tires have a M+S (Mud and Snow) rating, they do not meet the Severe Winter Service Traction Standard.

▶ Economic sense

- o Winter Tires can save consumers money by reducing the risk of costly accidents and collision repair.

What Makes a Winter Tire Different?

- ▶ New compounds
 - o Winter Tires are composed of softer compounds designed to maintain grip and malleability at low temperatures.
 - o The addition of silica and other additives to the tire tread decreases wear and provides enhanced traction in wet conditions.
- ▶ Enhanced tread design
 - o Optimized design featuring increased number of lateral biting edges
 - o Enhanced siping; when cornering, these small transverse slits on the outer edges of the tread and tread blocks squeeze together to form a solid tread block and provide better grip.

Common Objections:

1. I don't need to change to Winter Tires if I drive on all-season tires.

- a. Depending on winter weather conditions in your area, Winter Tires can improve the driving experience.
 - Winter Tires are recommended for areas where the temperature is 45 degrees and below the majority of the time.
 - The difference between a winter tire and an all-season tire is the tread design and the rubber compound.
 - When the air gets colder, the rubber on an all-season tire loses its flexibility and decreases tire traction.
 - A Winter Tire provides the added peace of mind that comes from better grip and vehicle control.

2. It's okay to put on only two Winter Tires instead of four, if they are installed on the drive wheels.

- a. Winter Tires should be mounted at all four corners.
 - A good analogy is shoes: If you wear a hiking boot on one foot and a summer sandal on the other, equal traction in snow or slush is not possible. So, be safe and put four Winter Tires on the vehicle.

3. Winter Tires are a lot more expensive than all-season tires.

- a. Winter Tires are about the same price as all-season tires but, in effect, will save you money in the long run since you are not using your all-season tires all year round.

4. Doesn't ABS and traction control eliminate the need for Winter Tires?

- a. ABS and traction control help control the vehicle, but...
 - ABS will help you keep from locking up the brakes, but you will decrease the braking distance if you have Winter Tires. It also will not optimize lateral traction to help you turn.
 - Traction control is like AWD, it gets you going, but does not help with stopping or turning.

5. Why do I need to think about purchasing Winter Tires so early?

- a. Tire manufacturers produce a limited amount of Winter Tires per year. Selection and availability is better earlier in the season.