And Your Safety

Cold Weather Tyres

Tyres are the only parts of the car which are in contact with the road. Safety in acceleration, braking, steering and cornering all depend on a relatively small area of road contact. It is therefore of paramount importance that tyres should be maintained in good condition at all times and that they are appropriate for the expected road conditions.

As winter approaches, drivers should start planning for whatever the road may throw at them. If you need convincing, just think back to previous winters; you can be sure there is always a good mix of snow, ice, rain and dry spells. To cope with this mix of different road conditions, drivers need cold weather tyres.

TyreSafe

Cold Weather Tyres and Your Safety

DON'T GET LEFT OUT IN THE COLD

Selecting the right tyre for your car is always going to be something of a compromise. The vast majority of tyres fitted to cars in the UK are standard "summer" tyres. In many parts of Europe by comparison, where the extremes of temperature are greater than in Britain, it is not unusual for car drivers to have two sets of tyres – standard tyres for the summer period and winter tyres to cope with snow and ice. But now UK motorists have an alternative. Major tyre manufacturers have developed special cold weather tyres, a product that delivers the best possible performance and maximum safety during colder months but with no significant downside if they are used during summer months.

DID YOU KNOW?

The number of accidents caused by wet road conditions increases in winter by 267%.

There are nearly 6,500 more accidents involving cars on the UK's roads in winter than there are in the summer months.

(source: Department of Transport Road Accident Statistics, 2003)

STAY SAFE THIS WINTER

Through a typical 12 month period, the UK experiences temperatures ranging from +32ºC to as low as -15ºC. Given such diverse weather conditions, it's unreasonable to expect one type of tyre to provide consistently high safety levels.

In light of this, cold weather tyres offer a series of benefits and these tyres can be used all year round.

Cold weather tyres provide:

- Higher levels of road safety during the colder winter months.
- Considerably shorter stopping distances on both wet and dry roads at low temperatures.
- Better mileage than normal tyres. When used during winter months, the wear on normal tyres increases, reducing mileage by up to 20%.

KEEP ON TRACK WITH COLD WEATHER TYRES

Temperatures below 7ºC are experienced throughout the UK between October and March. The air temperature is crucial to your tyres' ability to perform. When the temperature drops below 7ºC the tread compound in normal tyres begins to harden and gives you less grip.

The tread compound in cold weather tyres contains more natural rubber to minimize the hardening effect, which gives them extra grip in cold, wet and icy conditions. This means that with cold weather tyres you will experience significantly shorter stopping distances.

Today's cold weather tyres are just as quiet and comfortable as normal tyres.

LOOK AFTER YOUR TYRES AND THEY'LL LOOK AFTER YOU

For peace of mind on your journey, make routine checks on your tyres.

Every 4 weeks check the pressure of your tyres when they are cold.

Check the tread depth of your tyres – the minimum legal UK tread depth is 1.6mm across the central $^3/_4$ of the tyre, however we recommend that tyres are replaced before reaching this minimum level. As your tread depth decreases, your stopping distance in wet weather increases.

Check your tyres for damage. Look out for any cuts, cracks or bulges as these can lead to slow punctures and blow-outs.

Don't forget to check the tread depth and air pressure of your spare tyre.

HAVE A SAFE JOURNEY

When driving in winter it is important to take some extra precautions to make sure that you are safe on the road. Kevin Clinton, Head of Road Safety at the Royal Society for the Prevention of Accidents said: "In poor conditions good visibility is vital. Always keep the windscreen and windows clear and check your lights are clean and working. Reduce your speed on slippery roads, and avoid harsh braking or acceleration. Increase the gap between you and the vehicle in front. You should also allow up to 10 times the normal stopping distance for braking, especially on motorways."

Look after your tyres and they'll look after you **TyreSafe**