

WHAT WILL THE TYRE LABEL TELL YOU ABOUT AN AWARD WINNING WINTER TYRE?



The New Eu Tyre Label provides drivers with information on the fuel efficiency, the wet grip performance and the external rolling noise of a tyre. The label is being brought in to:

- Increase road safety
- Help make driving cost effective
- Reduce the environmental impact caused by tyres

So, what about winter tyres?

The new EU tyre label doesn't provide any information on the specific performance criteria of a Winter or cold weather tyre.

Therefore for a driver, the only one who can fully inform you in this case and give you 'the full story' is **THE TYRE EXPERT**.

The development of a special Winter compound is extremely important and a challenging task for research and development teams.

A good example of a performance area that is not reflected in the tyre label is the specific performance of Winter or cold weather tyres.

Why?

Winter tyres need to provide excellent grip and short braking distances on:

- Wet roads
- Slush
- Snow
- Ice – both uphill and downhill

while

- Braking
- Accelerating
- Cornering

All at temperatures significantly lower than in Summer.



So for Winter/cold weather - the key technology differences that allow them to perform better in cold weather conditions are:

- Type and composition of tread compounds used.
- Special sipe technologies.
- Shape and content of the contact patch.
- The distinctive tread design.

The tyre label won't give you this information - the Tyre Expert will.

Find out more at HiQonline.co.uk