

# THE M+S TIRE IS NOT A WINTER TIRE HERE'S WHY:

3-season (all-season) tires contain less natural rubber so they become stiff once temperatures fall below +7°C.

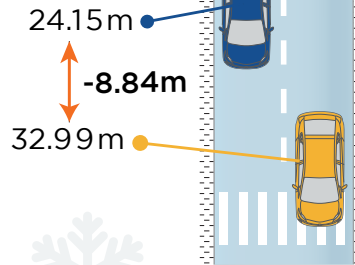
"At temperatures below +7°C, all-season and summer tires begin to lose elasticity, resulting in reduced traction."

- Transport Canada

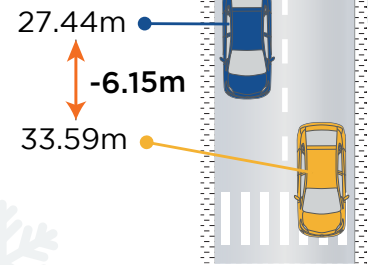
On snow and ice, all-season tires don't provide safe braking or cornering.

Kal's Tire Testing data shows compared to 3-seasons, winter tires stopped 9 metres sooner on ice and over 6 m sooner on snow.

## Ice Braking 30 KM/HR



## Snow Braking 50 KM/HR



● 3-Season  
● Winter

Air temperature during testing was +1.5°C

## THE GREAT TIRE DIVIDE

### 3-Season Tire

M+S tires are all-season tires and their rubber compound begins to harden once temperatures fall below +7°C.

**M+S**

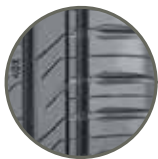


### Winter Tire

Only tires with this symbol (3-peak mountain snowflake) are true winter tires, tested for snow traction and performance in temperatures below +7°C.



Tread pattern gives quiet ride and comfort.



Blocks wick away mud and snow compared to summer tires.



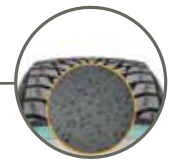
In winter, snow and slush clog grooves, creating a slippery, unsafe surface for winter roads.



Rubber compound designed for long tread life uses less natural rubber and becomes cold and stiff when temperatures fall below +7°C.



Ingredients are added to the winter tire compound to increase grip in wet and snow conditions.



Aggressive tread blocks (siping) dig into ice, snow and slush.



Wider grooves between tread blocks expel snow and slush to prevent slushplaning.



More natural rubber in the tread compound helps winter tires stay flexible and provides safe grip in sub-zero temperatures.



**NOTE:** a winter tire will carry both the M+S and the 3-peak mountain snowflake symbol.