It's 7 Degrees...WINTER TIRES PLEASE!

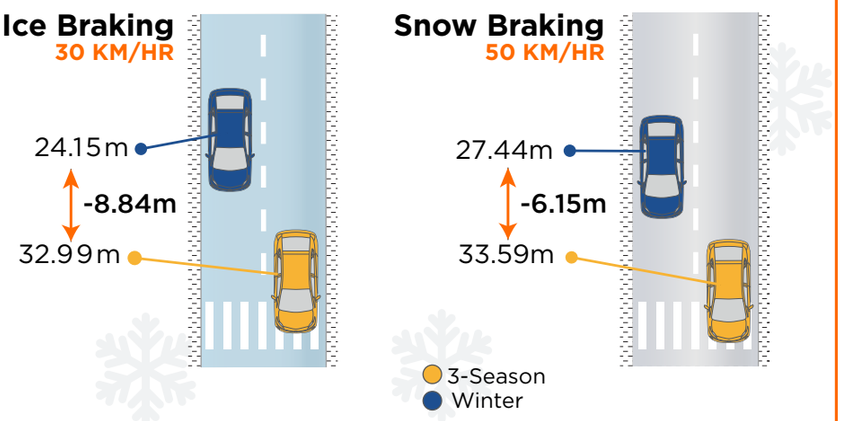
MYTH #1: ALL-SEASONS ARE SAFE FOR ALL SEASONS.

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

"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-seasons don't provide safe braking or cornering.

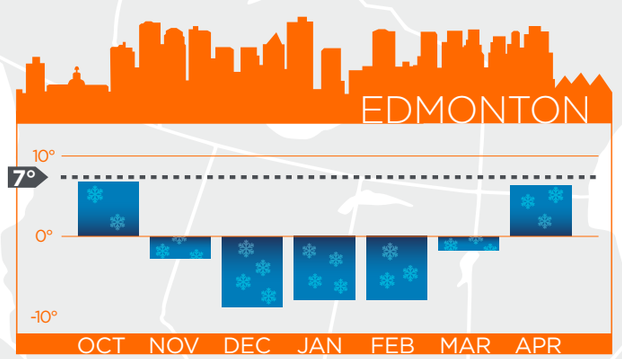
Kal's Tire Testing data shows compared to 3-seasons, winter tires stopped 9 metres sooner on ice and over 6 m sooner on snow.

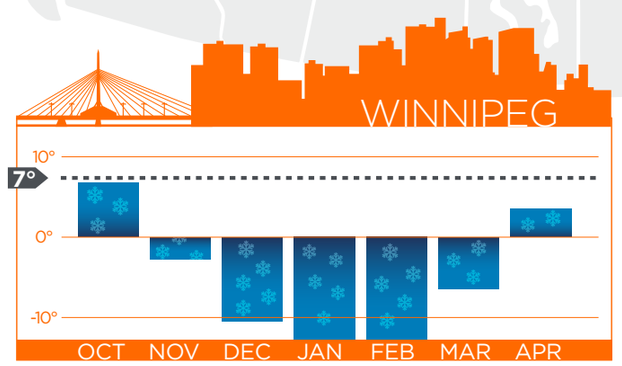


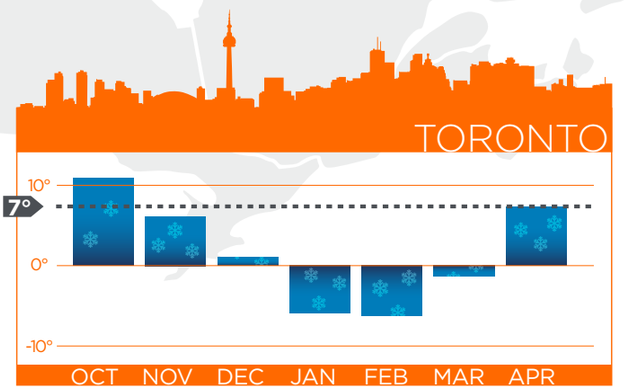
Air temperature during testing was +1.5°C

CANADIAN WEATHER DATA - FIVE YEAR AVERAGE 2013-2017

Even though some Canadian cities don't see winter snowfall every day, or until December, they do see consistent temperatures below +7°C — the point at which all-seasons begin to lose traction.







❄ *Months with recorded snowfall*

**Data from climate.weather.gc.ca*

MYTH #2: M+S TIRES ARE FINE FOR WINTER DRIVING.

Think your M+S tires can handle the snow? Think again.

"Contrary to what most people think, M+S tires are three-season tires. Drivers shouldn't expect them to perform like a winter tire in cold winter conditions."
-driving expert and independent tire tester

THE GREAT TIRE DIVIDE

3-Season Tire

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

M+S

Winter Tire

Only tires with this symbol 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 at +7°C and below.

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.

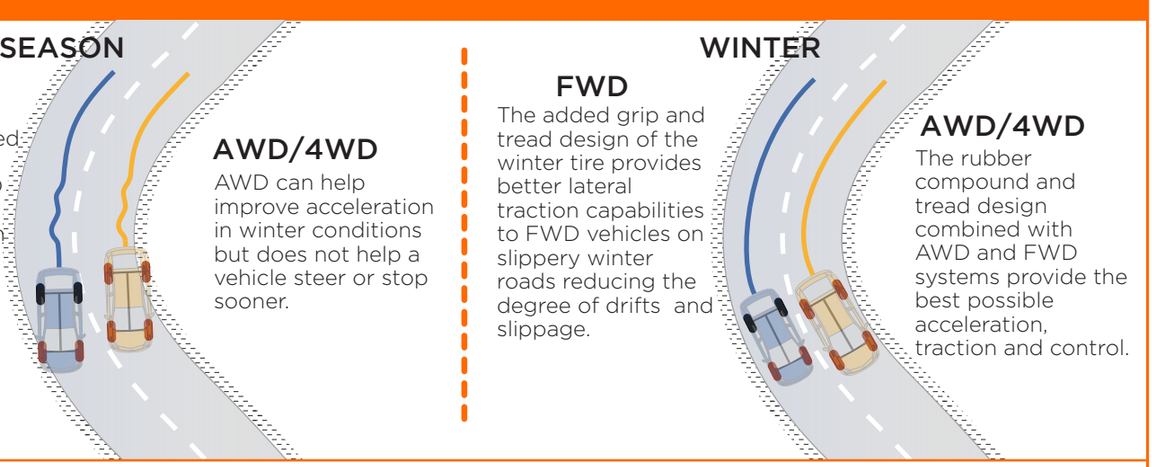
More natural rubber in the tread compound helps winter tires stay flexible and provides safe grip in sub-zero temperatures.

MYTH #3: I DON'T NEED WINTER TIRES. I'VE GOT 4WD OR AWD.

While 4WD, AWD, traction control and ABS control power from your transmission to your wheels, those systems can't help you stop if you're driving on 3-season tires that have gone stiff and slippery in winter conditions.

It's your tire's tread that makes contact with the road — and it's the tread and its rubber compound that determines how well you can stop in cold, snowy or icy conditions.

"While most vehicles are equipped with technology designed for safety, when it comes to stopping, you need to count on your tires because that's what makes contact with the road."
-driving expert and independent tire tester



FWD

Without the added grip provided by winter tires, FWD vehicles can lose lateral traction on slippery winter roads.

AWD/4WD

AWD can help improve acceleration in winter conditions but does not help a vehicle steer or stop sooner.

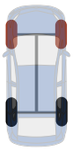
FWD

The added grip and tread design of the winter tire provides better lateral traction capabilities to FWD vehicles on slippery winter roads reducing the degree of drifts and slippage.

AWD/4WD

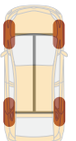
The rubber compound and tread design combined with AWD and FWD systems provide the best possible acceleration, traction and control.

Front-Wheel Drive (FWD)



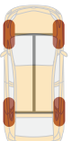
The power from the engine is delivered to the front wheels of the vehicle.

Four-Wheel Drive (4WD)



The power from the engine is delivered to all four of the vehicles wheels evenly at all times.

All-Wheel Drive (AWD)



The power from the engine is delivered to any of the four wheels as needed, as determined by the vehicles electronics.