

# Are drivers making safe tire choices for winter driving?

A Kal Tire winter driving survey confirms Canadians have concerning misperceptions about which tires are safe for winter use. The survey polled 1,664 motorists from BC to Ontario and found that while many drivers experience severe winter conditions, their tire choices could be putting themselves and others on the road at risk.



86% of Canadian drivers perceive that all-season tires are suitable for mild winter conditions



89% of Canadian drivers encounter severe winter driving conditions at least occasionally



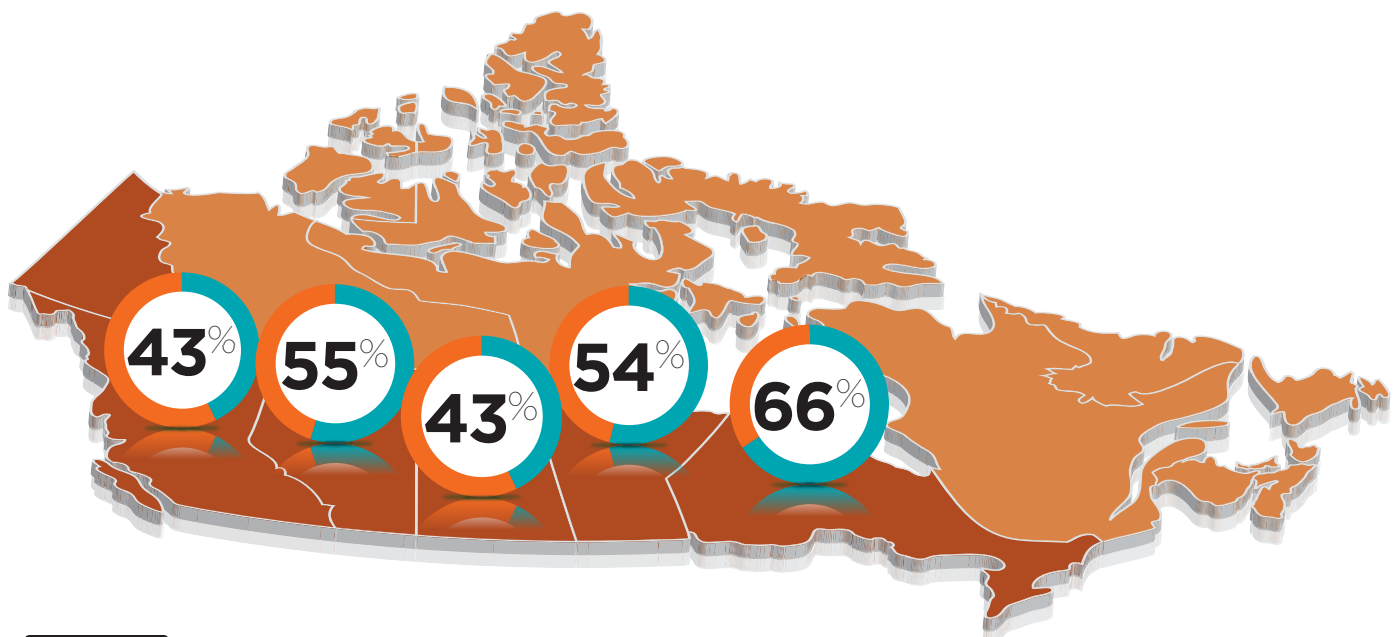
66% of Canadian drivers don't know the difference between all-season and all-weather tires



32% of Canadian drivers recognize that the mountain snowflake symbol is the way to tell if a tire is safe for all winter driving conditions

## How many drivers plan on using winter-designated tires?

Even in the three Prairie provinces that see extreme winter conditions most of the season, it's not a strong majority of drivers that plan on using winter-designated tires.



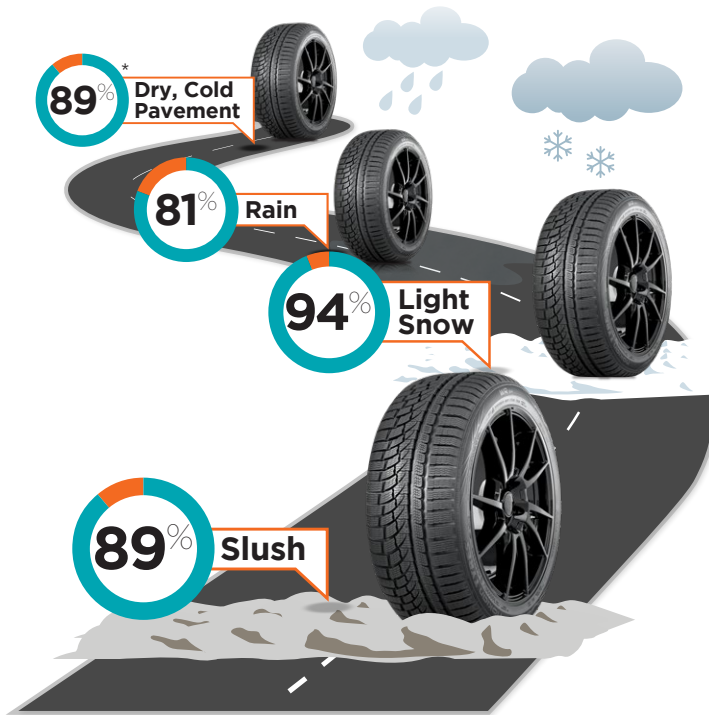
# The only safe tire choices in winter

The survey showed that Canadians face a variety of winter driving conditions, all of which require a winter-designated tire. When temperatures fall below +7°C, an all-weather or winter tire is the safe choice for drivers.



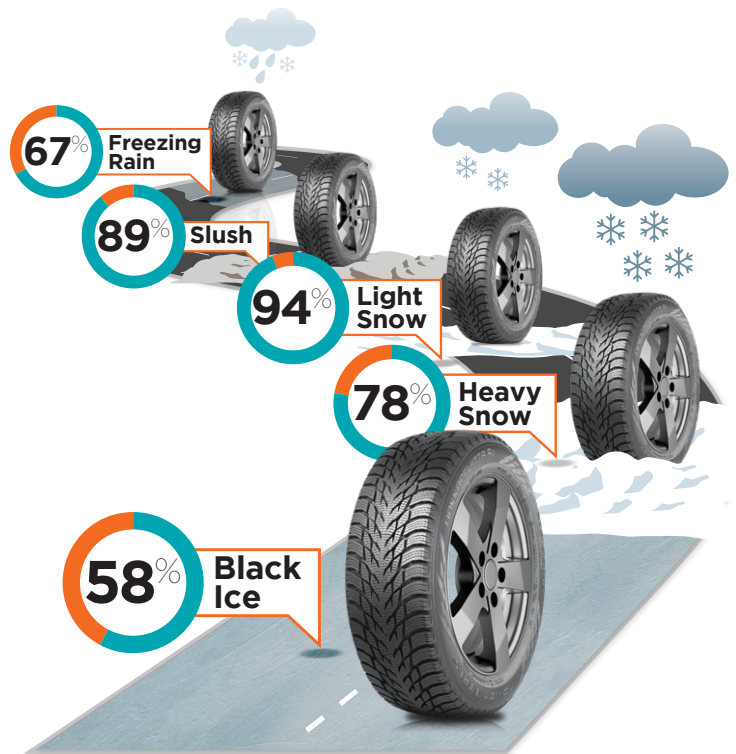
Severe service symbol designating a winter tire

## LIGHT CONDITIONS ALL-WEATHER TIRE



\* % frequency of winter conditions faced by drivers

## SEVERE CONDITIONS WINTER TIRE



## Elements of a safe tire in winter

Incredible engineering has gone into the design of winter tires to ensure they'll offer reliable braking and cornering performance through colder months.

