

WINTER TIRES IN CANADA: A UNIQUE CHALLENGE

GETTING SERIOUS ABOUT WINTER ROAD SAFETY

September 2015



Tire and Rubber
Association
of Canada

L'Association
canadienne du pneu
et du caoutchouc

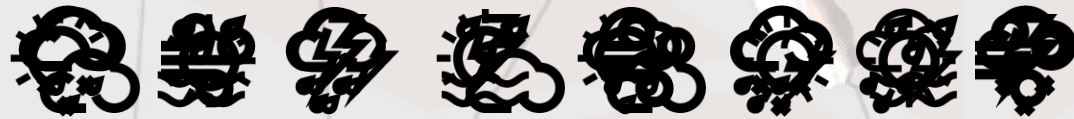



**WINTER IS A
CORNERSTONE
OF CANADIAN CULTURE**





BUT CANADA'S GEOGRAPHY IS A CHALLENGE





WINTER TIRE UTILIZATION ACROSS CANADA

1998

35%

2014

65%



WINTER TIRE HISTORICAL TRENDS

1998

- 3.1 million tires sold across Canada; half of them in Quebec
- New technology advances winter tire performance

1999

- Introduction of 3PMSF distinguished tires more clearly from all-season tires
- Increased winter tire promotion by industry and others

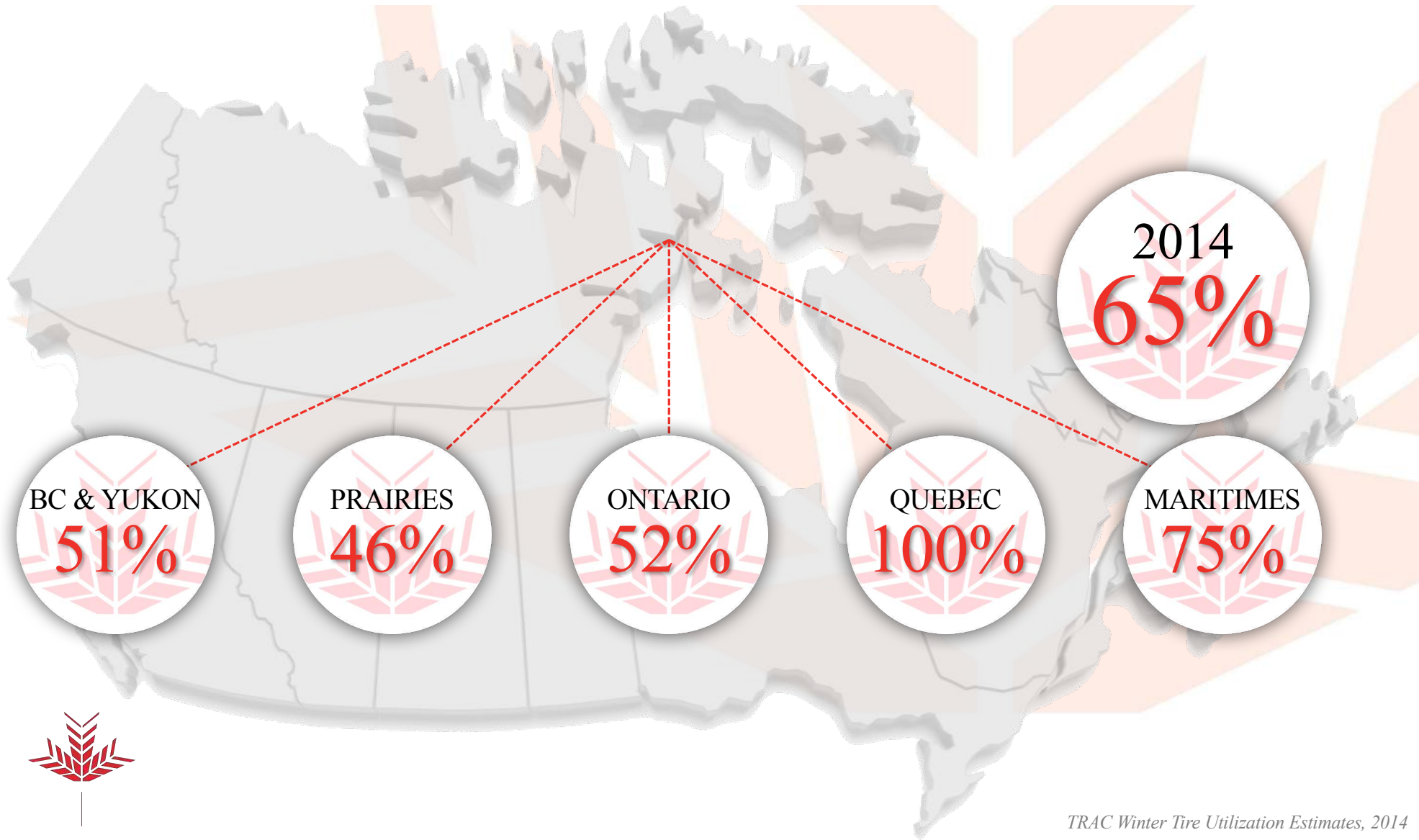
2008

- Quebec winter tire law drove up utilization both in QC and rest of Canada

2014

65%





SO WHY DON'T MORE PEOPLE HAVE WINTER TIRES?

63%

ALL-SEASON
TIRES
ARE GOOD
ENOUGH

27%

WINTER
TIRES
ARE TOO
EXPENSIVE

22%

I DON'T
DRIVE MUCH
IN THE
WINTER

12%

NO PLACE TO
STORE OFF-
SEASON
TIRES



WINTER
TIRES
ARE TOO
EXPENSIVE

ALL-
SEASON
TIRES ARE
GOOD
ENOUGH

IT
DOESN'T
REALLY
SNOW WHERE
I LIVE

I'M A
VERY SAFE
DRIVER

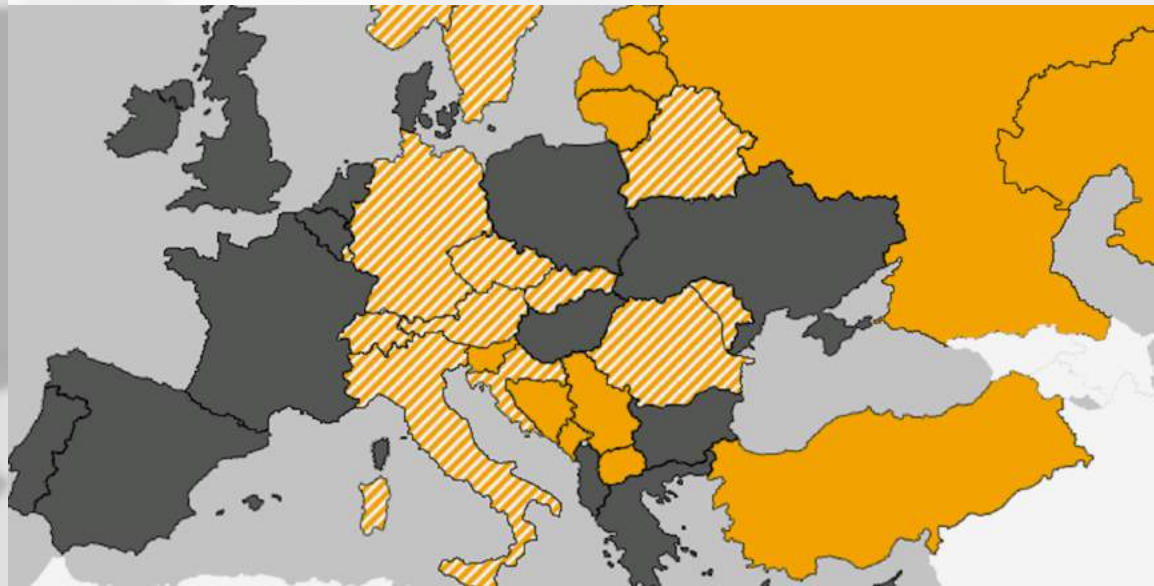
I REALLY
ONLY NEED
TWO WINTER
TIRES



MISCONCEPTIONS
ABOUT

ABOUT



OTHER COUNTRIES ARE
FAR MORE SERIOUS
ABOUT WINTER TIRES
THAN WE ARE IN CANADA



-  Winter tires are mandatory
-  Situational winter tires are mandatory
-  No winter tires are mandatory





OUR ROLE

To educate leaders & the public
on the safety & performance
benefits of winter tires



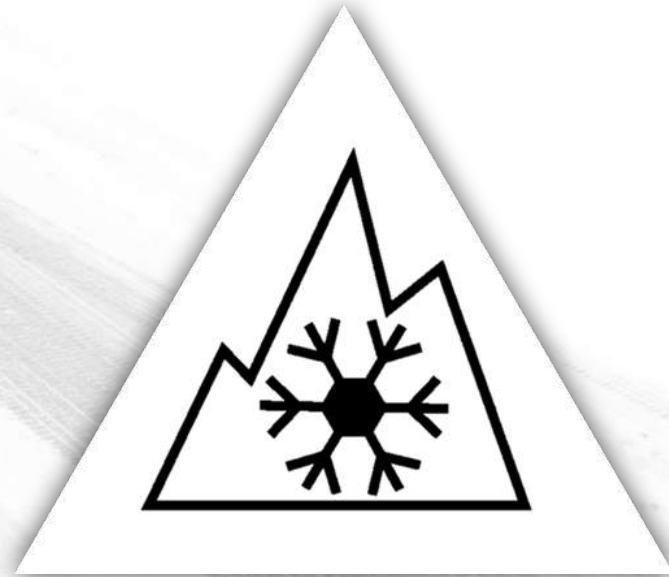
1994

A MILESTONE IN CANADA'S WINTER TIRE HISTORY



1999

- Direct result of the coroner's inquest
- Voluntary performance-based standard for winter tires
- Used throughout the world



3PMMSF

(3 peak mountain snowflake symbol)



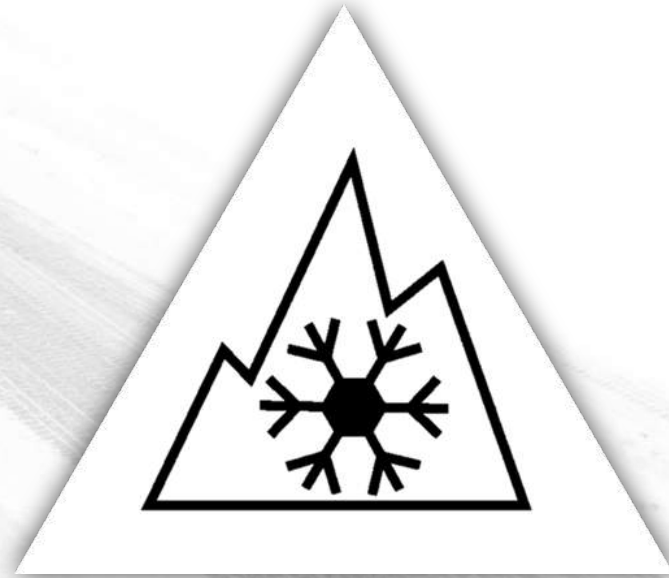
- ASTM F-1805 tire test on medium-packed snow
- Rigorous traction testing vs standard reference test tire
- Standardized testing conditions

INNOVATIVE
TIRE TESTING IS RELIABLE
SOPHISTICATED



WHAT ABOUT M+S TIRES?

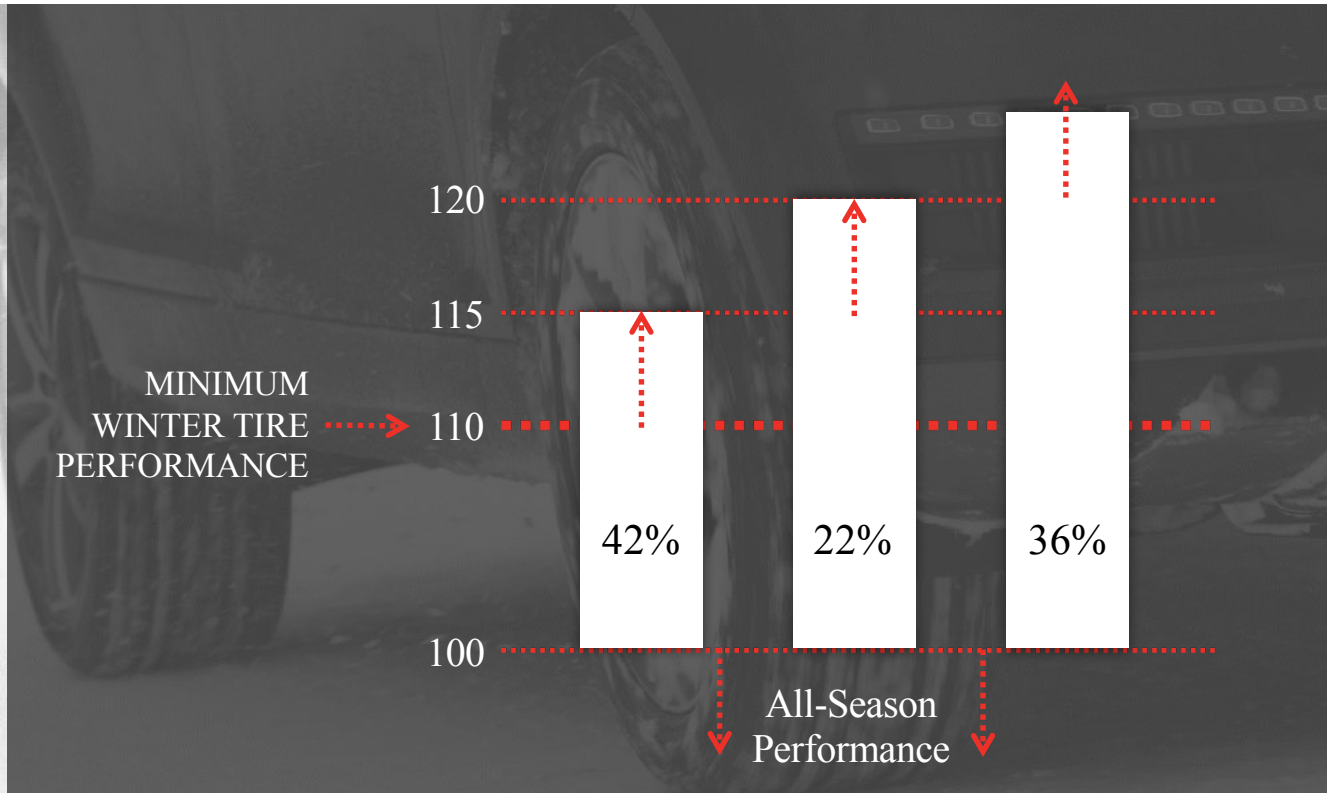
- M+S sidewall marking refers to “Mud & Snow”
- All-season tires carry the M+S symbol
- Winter tires, however, carry the M+S symbol *plus* the 3PMSF pictogram



3PMSF

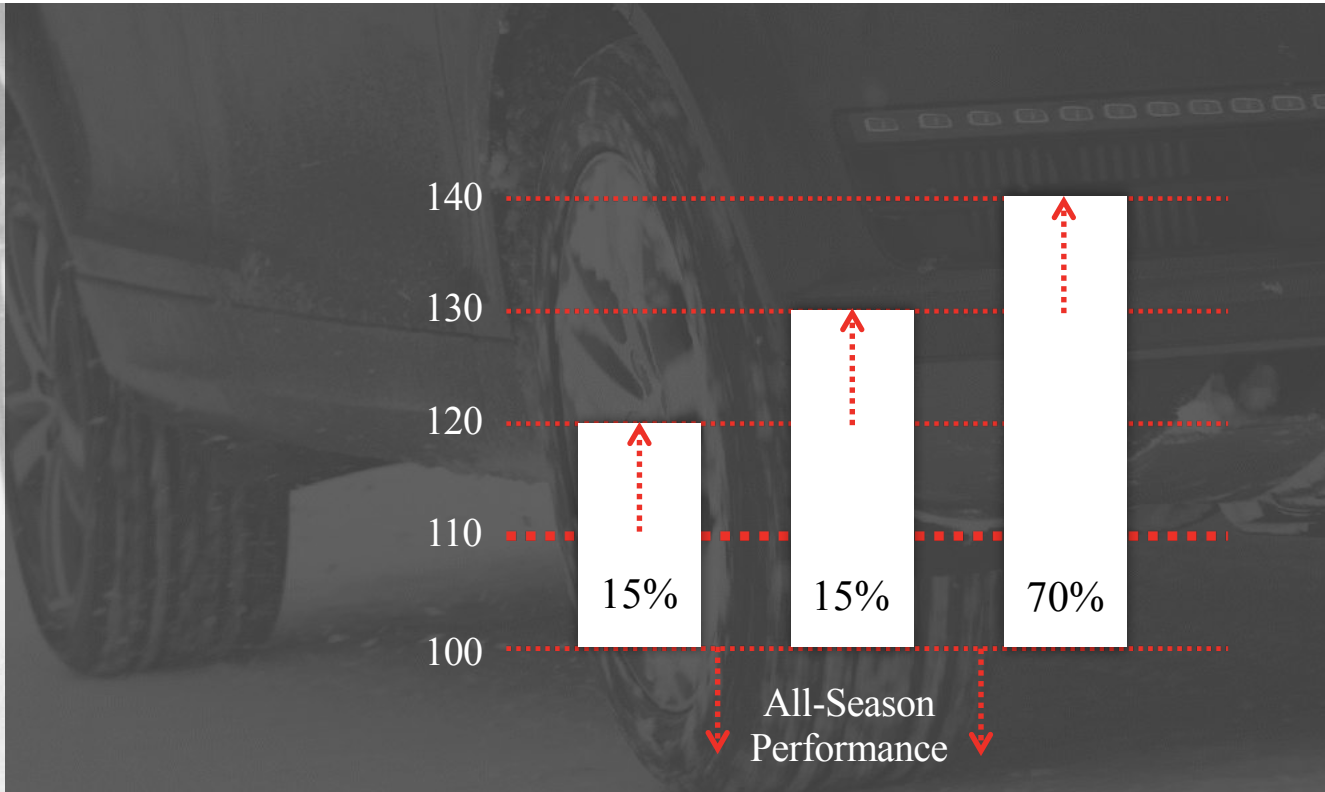
(3 peak mountain snowflake symbol)





HOW DO WINTER TIRES PERFORM IN SNOW TRACTION TESTS?





HOW DO WINTER TIRES PERFORM IN ICE TRACTION TESTS?



TRAC Testing of Winter Tires – ASTM 1805 Ice Traction Test



TEMPERATURE IS **EVERYTHING** WITH WINTER TIRES

*Winter tires outperform all other tires
at or below 7 degrees Celsius*



BETTER PERFORMANCE OPTIMAL SAFETY



Graphic provided by Canadian Tire



WHAT MAKES A WINTER TIRE SUPERIOR?

Softer rubber compound

Hundreds of sipes

Deeper treads



WHAT TO CHOOSE? WINTER TIRES VS ALL-SEASON TIRES VS ALL-WEATHER TIRES

Features	Winter Studded	Winter Non-Studded	All-Weather	All-Season
Severe Service Emblem (meets Rubber Association of Canada severe snow performance requirements.)				---
Weather Conditions	<p>Harsh winter conditions with lots of snow, ice and freezing water on the road</p>	<p>Harsh winter conditions with lots of snow</p>	<p>Milder winter conditions with heavy rain, snowfall that melts quickly, and slushy conditions</p>	<p>Warm, dry and mild wet conditions</p>
Season for Best Performance	<p>temperatures below 7°C</p>	<p>temperatures below 7°C</p>	<p>temperatures above and below 7°C</p>	<p>temperatures above 7°C</p>



Graphic provided by Kal Tire

WINTER TIRES PROVIDE
CRITICAL
SAFETY FEATURES

Equipping your
vehicle with
winter tires can
help to lower:

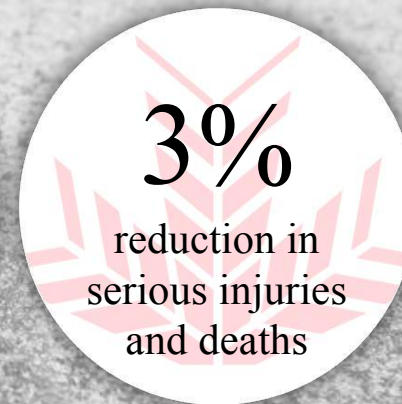


- Insurance costs
- Personal injuries
- Healthcare costs
- Preventable collisions
- Emergency services
- Road congestion



WINTER TIRES PROVIDE
PROVEN
SAFETY FEATURES

In Quebec:



DEMONSTRATING LEADERSHIP IN ACHIEVING GREATER UTILIZATION OF **WINTER TIRES** PLAYS AN IMPORTANT ROLE IN IMPROVING ROAD SAFETY

Quebec

In 2008 Quebec introduced a law to mandate winter tires. All vehicles are required to have winter tires between Dec. 15 to Mar. 15 every year.

Ontario

In 2015, the Ontario budget provided a mandatory insurance discount for vehicles equipped with winter tires.

Toronto

Taxicabs in Toronto must have four winter tires installed from Dec. 1 to Mar. 15 every winter.

Manitoba

The Manitoba provincial government implemented low-interest loan program for winter tires in 2014. The program is administered by Manitoba Public Insurance.



PROMOTING WINTER TIRE USAGE

- Promoting safety benefits of government websites
- Collecting & publicizing collision/injury/cost data cross referenced to winter tire usage
- Government leaders personally use winter tires
- Adopt winter tires usage on government fleets
- Put up winter tire messages on highway signs
- Incorporate messaging into driver training & handbooks





LET'S BE
PROACTIVE
IN OUR APPROACH

TRAC applauds Canadian jurisdictions that have demonstrated leadership in incenting and encouraging greater winter tire adoption

TRAC is happy to provide resources to folks interested in obtaining more information and/ or direction



ABOUT TRAC

The Tire and Rubber Association of Canada (TRAC) is the national trade association representing the interests of tire and other rubber manufacturers and importers of rubber goods into Canada, together with rubber recyclers and suppliers whose goods or services directly relate to our industry.

The Association was established in 1920 under the name The Rubber Association of Canada, only recently changing its name to the Tire and Rubber Association of Canada to more accurately reflect the Association's role within the industry and what it does for its membership.



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