

Get ready for cold conditions this winter

FIFA WORLD CUP
Brasil

Continental
Tyres - Engineered in Germany.

While they let loose...

We keep control.
Winter Tyres from Continental.

When braking counts.
conti-central.co.uk

Adverts for winter tyres have been appearing in the British press for a few weeks now and it seems there is more interest in them this year following the surge in the number of drivers opting for winter tyres last year. The early snowfall last November was a real surprise for drivers in the UK and particularly in England. But you don't need snow for winter tyres to show a benefit for winter driving - they work considerably better in all conditions as temperatures drop below 7°C. In some parts of the UK that can be as early September or October. With average winter temperatures in the UK of 3.7°C, winter tyres can offer 60% more grip than summer tyres.

Winter tyres use specially designed rubber compounds and tread patterns that can give noticeably more traction and steering response, significantly reducing stopping distances in the winter months. If you are a regular motorist during the winter months these benefits could make winter driving a better experience and what is most important, safer too. They may cost less than you expect.

In many northern countries in Mainland Europe a changeover to winter tyres is required but in the more temperate winter climate in most of the UK they have tended to be seen as less essential – that is until we hit a series of cold Winters over the last few years. Well with the weather predictions pointing to another cold Winter in the UK this year it is time to review whether winter tyres are an option for you. If you leave it until bad weather arrives, even heavy snow and ice on the roads, then stocks of winter tyres will roll off the tyre fitters' shelves before you can say "Jack Frost" and then you will have no choice!

In countries where a changeover to winter tyres is routine motorists have two sets of wheels – a good looking set that came with the car fitted with their summer tyres and a bog standard set of steel wheels fitted with their winter tyres. Then the changeover is one of simply changing wheels so the winter set go on and the summer set are cleaned up and stored over Winter. In countries like Norway tyre fitters offer a wheel storage service so the set that's not on the car are conveniently and safely stored for refitting later.

See the Continental Tyres website at: www.conti-central.co.uk

See their "When braking counts, you can count on us." video
http://www.youtube.com/watch?v=CHiRV3Ena5Q&feature=player_embedded

How do winter tyres work? – see a useful video on the Audi website:
<http://www.audi.co.uk/owners-area/winter-tyres.html>

Copyright to the advert posted in the press by Continental Tyres is acknowledged.