



**GOODYEAR**

## Fall / Winter Tire Discussion

By: Larry Sharp  
Customer Development Manager



## Customer Development Manager/Benson Tire

- Goodyear, Dunlop and Kelly
- Based out of Cambridge, Ontario
- 30 years at Goodyear

# Winter Driving Adventures



The annual meeting  
of the Summer tires club

Demotivation.us

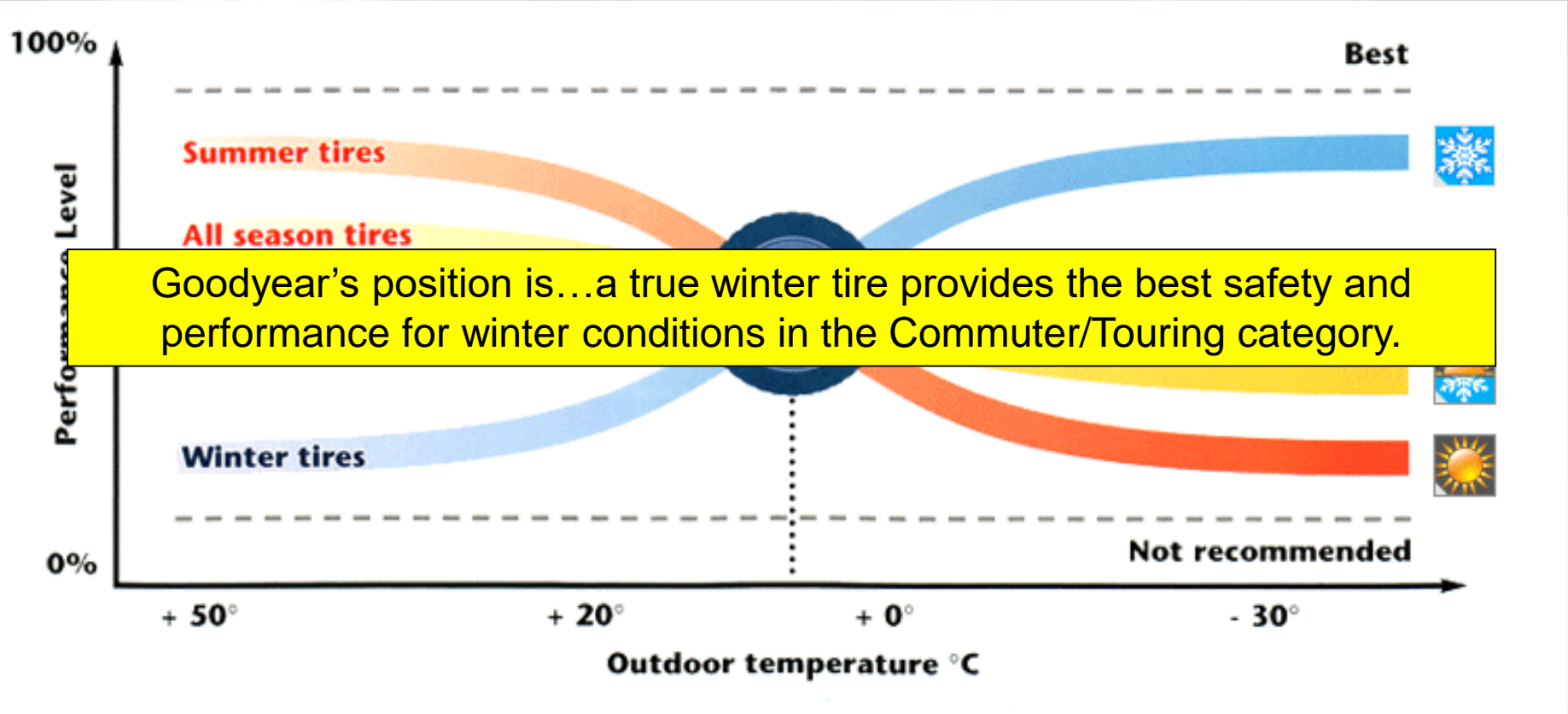


# UNDERSTANDING THE DIFFERENCES BETWEEN ALL-SEASON TIRES AND WINTER TIRES

All-season tires and winter tires feature design innovations for very different types of weather.



# Performance – Driven By Temperature



Goodyear's position is...a true winter tire provides the best safety and performance for winter conditions in the Commuter/Touring category.

**WINTER FUN FACT:**  
Snow and ice are more slippery at 32° F/0° C than at -4° F/-20° C or below.

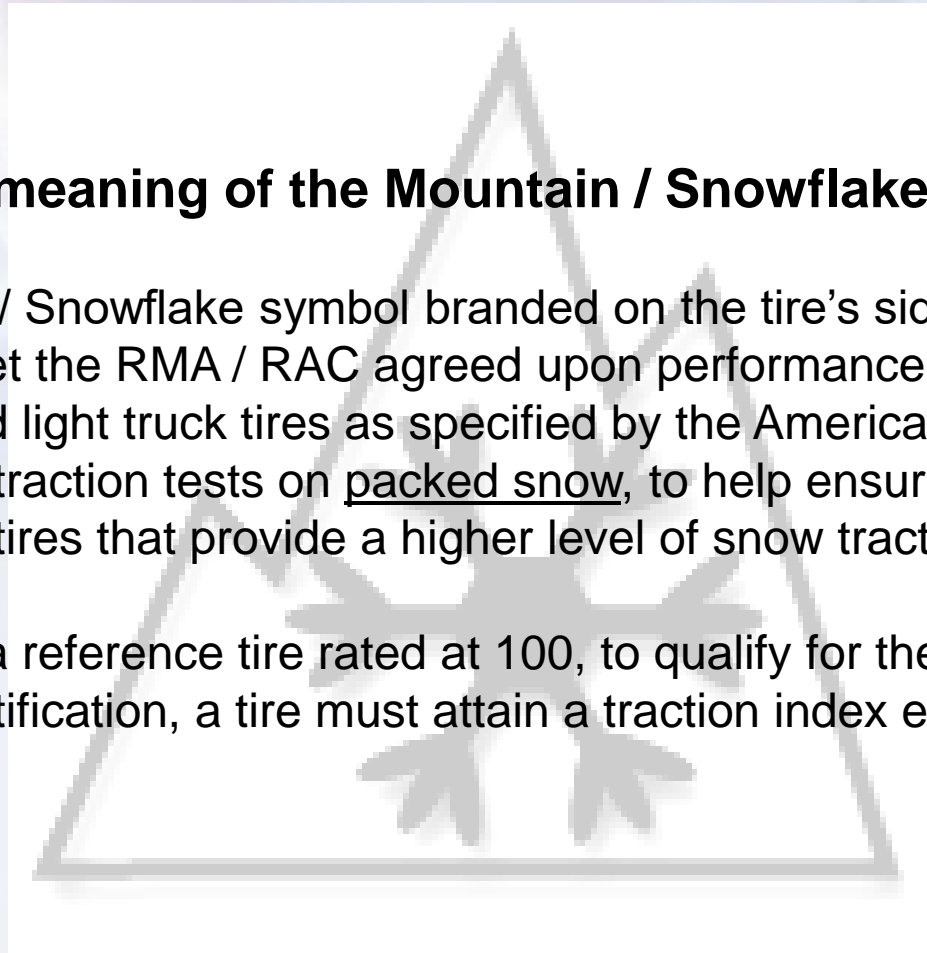
**WINTER FUN FACT:**  
Quebec has seen a 36% decrease in accidents since requiring winter tires.



## What is the meaning of the Mountain / Snowflake Symbol ?

The Mountain / Snowflake symbol branded on the tire's sidewall identifies that the tire has met the RMA / RAC agreed upon performance based standard for passenger and light truck tires as specified by the American Society for Testing and Materials traction tests on packed snow, to help ensure that drivers can easily identify tires that provide a higher level of snow traction.

Compared to a reference tire rated at 100, to qualify for the Mountain / Snowflake certification, a tire must attain a traction index equal to or greater than 110.





## Who certifies tires with the Mountain Snowflake?

- **Today, manufacturers are responsible to ensure that tires molded with the Mountain Snowflake meet this industry standard**
  - Some manufacturers conduct their own testing while others may use independent (private) testing companies
  - There is no independent third party or government “certification” of these tires

The Mountain Snowflake symbol is an industry standard  
Manufacturers self-certify compliance to this standard

# Winter Tire vs All Season Tire



**Winter Tires**



Vehicle Speed  
= 80 km/h

Vehicle Speed  
V = 0 km/h

Stopping Dist. 70 m (229ft)

+ 42 m (137 ft)

Vehicle Speed:  
V = 80 km/h

Vehicle Speed  
= 49 km/h



Stopping Distance: 112 m 367 ft

**Summer Tires**

# Winter Tire vs All Season tire?



A higher percentage of natural rubber in winter tires provides enhanced traction capability in cold weather.

Winter tire compound is 55% natural rubber and 45% synthetic rubber

vs.

All Season tire compound is 55% synthetic rubber and 45% natural rubber





## Educate consumers on the true benefits of Winter tires

- Myth: *I don't need winter tires if my car is equipped with Traction Control or ABS*

Fact: Traction control does not improve your tire's traction; it limits your car's acceleration to the traction level of your tires. ABS brakes limits your vehicle's braking to the level of your tires. Traction Control/ABS are designed for vehicle stability, power transmission and controlled braking. They do NOT optimize traction/grip during all types of winter driving maneuvers

# Winter Myth Breakers



- Myth: *Because my vehicle has 4-Wheel Drive that delivers great traction, I don't need winter tires*

Fact: These systems are 4-Wheel Drive, which does not mean 4-Wheel stop! The vehicle is heavier and higher off the ground, which makes it more difficult to stop in slippery conditions. Front-wheel drive helps you accelerate, but does not help you stop. This type of weight distribution is the best for handling and cornering. With more tires sharing the torque of the vehicle, all-wheel drive gives you an advantage, but winter tires would enhance handling and cornering.

# Winter Myth Breakers



- Myth: *Winter tires are more expensive*

Fact: The cost of winter tires is generally about the same as replacement tires. By having two sets of tires, your tires last twice as long.

- Myth: *Because it snows or is icy only occasionally during winter where I live, all-season tires are my best choice*

Fact: Although you can use all-season tires in a moderate winter environment, winter tires provide the best cold weather performance below 45°F (7°C). Greater tread flexibility gives better grip.

# Why install Winter Tires?



“At temperatures below 7° C (45° F), standard tires begin to lose their elasticity, resulting in reduced traction. Winter tires retain their elasticity to grip the road at much lower temperatures.”

*Transport Canada*

*Transport Canada 'Riding on Air'*

# What to look for in a Winter Tire?



“Look for the mountain snowflake symbol when shopping for winter tires. Tires marked with this symbol meet specific snow traction performance requirements and have been designed specifically for use in severe snow conditions.”

*Transport Canada*

*Transport Canada ‘Riding on Air’*



# Two Tires or Four?



- Safety is one of the most important issues when discussing a tire purchase.
- For that reason, one should always recommend the purchase of 4 tires of the same type at one time.
- But, what if your customer is determined to only purchase 2 tires, where should they be placed?



# Winter Tire Safety

## The importance of four winter tires...

On all vehicles, Transportation Canada and O.E. Manufacturers recommend that winter tires must be installed on ALL four wheel positions to significantly reduce winter driving hazards. If winter tires are ONLY installed on two wheels, vehicle control problems could result.



Tires designed for use in snowy weather are marked with the peaked mountain snowflake symbol.

For more information:  
Transportation Canada – [www.tc.gc.ca/roadsafety](http://www.tc.gc.ca/roadsafety)

## Two tires or Four?

**“To assist you in controlling your vehicle in winter conditions, always install your winter tires in sets of four only”**

**Transport Canada  
Transport Canada ‘Riding on Air’**



# Are all winter tires the same?



“Tires marked “M + S” (Mud and Snow), or “all season” tires that do not have the peaked mountain snowflake symbol, may provide safe performance in most weather conditions, but are not designed for snow and ice-covered roads.”

*Transport Canada  
Transport Canada ‘Riding on Air’*

# What's The Difference ?



SUMMER



**DESIGN:** not designed for all-season performance

M&S



**DESIGN:** must have a tread pattern with angled slots and grooves that are a **minimum 25% of the footprint.**

MOUNTAIN  
SNOWFLAKE



**DESIGN & TEST:** Achieves RMA minimum snow traction rating & designed for severe winter conditions with **tread patterns, structure and materials to give superior performance**

# The Three E's



## Evolutionary

Snow tire evolves to Winter tire:

Our Winter driving is:

Cold weather

Wet roads

Dry roads

Snowy roads

Icy roads

Slushy roads

## Emotional

Increased confidence in winter driving = Peace of Mind.

Better control of vehicle – feels safer – is safer.

I won't get stuck!!!

I'm driving the car.

My Spouse / Partner is driving the car.

My kids are driving the car.

Less chance of personal injury – vehicle damage.

## Economic

Shorter stopping distances – stop faster / sooner.

Less chance of running or sliding into vehicle in front.

No vehicle or property damage to repair.

Avoid insurance premium increases.

Some insurance companies offering Premium reductions with proof of purchase and use of winter tires.

All season tires will last longer.





## Advantages

- ✓ Deeper tread depths versus traditional all-season tires.
  - ✓ Added groove capacity to expel excess snow.
- ✓ Special compounds that remains flexible even at sub-freezing temperatures.
- ✓ Extra blading and siping offer more “biting edges” to improve winter traction.
  - ✓ Winter tire technology provides better traction on cold, dry roads.

**True winter tires offer superior performance versus all-season and all-weather tire products.**



# WINTER WARRIOR

GET A GRIP  
ON MAIL-IN  
REBATES

UP TO \$**100**

Offer valid on a set of four selected  
Goodyear® or Dunlop® tires between  
October 1<sup>st</sup> and December 31<sup>st</sup>, 2016.

SEE STORE ASSOCIATE FOR DETAILS.

ELIGIBLE TIRE LINES		REBATE AMOUNT
Ultra Grip® 8 Performance Ultra Grip® SUV ROF	Ultra Grip® + SUV 4 x 4	\$100
Assurance® ComforTred® Touring Assurance® TripleTred® All-Season Assurance® <sup>CS</sup> TripleTred® All-Season	Ultra Grip® IceWRT Wrangler® All-Terrain Adventure with Kevlar® Dunlop SP Winter Sport 40® & 40 ROF	\$80
Dunlop Winter Maxx®		\$60
Assurance® All-Season Assurance® Fuel Max® Assurance® <sup>CS</sup> Fuel Max® Eagle® Sport All-Season Ultra Grip® Winter	Wrangler DuraTrac® Wrangler Fortitude HT® Wrangler TrailRunner AT® Dunlop Winter Maxx® SJB	\$40

You will receive your rebate in the form of a Goodyear MasterCard® Prepaid Card. See retailer for complete details and rebate form.  
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DUPONT and Kevlar are trademarks of DuPont or its affiliates.  
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**GOODYEAR**  
MORE DRIVEN

# Goodyear Mail In Rebate Event



GET REBATES UP TO \$100 ON THE PURCHASE OF ANY 4 ELIGIBLE TIRES LISTED BELOW		REBATE AMOUNT	
<input type="checkbox"/> Ultra Grip® 8 Performance <input type="checkbox"/> Ultra Grip® SUV ROF	<input type="checkbox"/> Ultra Grip® + SUV 4 x 4	\$100	
<input type="checkbox"/> Assurance® ComforTred® Touring <input type="checkbox"/> Assurance® TripleTred® All-Season <input type="checkbox"/> Assurance®CS TripleTred® All-Season	<input type="checkbox"/> Ultra Grip® Ice WRT <input type="checkbox"/> Wrangler® All-Terrain Adventure with Kevlar® <input type="checkbox"/> Dunlop® SP Winter Sport 4D® & 4D ROF	\$80	
<input type="checkbox"/> Dunlop Winter Maxx®		\$60	
<input type="checkbox"/> Assurance® All-Season <input type="checkbox"/> Assurance® Fuel Max® <input type="checkbox"/> Assurance®CS Fuel Max® <input type="checkbox"/> Eagle® Sport All-Season	<input type="checkbox"/> Nordic Winter <input type="checkbox"/> Ultra Grip® Winter <input type="checkbox"/> Wrangler DuraTrac®	<input type="checkbox"/> Wrangler Fortitude HT® <input type="checkbox"/> Wrangler TrailRunner AT™ <input type="checkbox"/> Dunlop Winter Maxx® SJ8	\$40

Above rebates are on a set of four tires. Rebates are also available per tire on a **prorated** basis with a minimum purchase of four tires and a maximum purchase of six tires per invoice. Please specify quantity below.

# Winter Tire Line Up



		WINTER		
		PERFORMANCE	COMMUTER/ TOURING	SUV/ LIGHT TRUCK
PREMIUM		Ultra Grip® 8 Performance		
			Ultra Grip® Ice 2	
		SP Winter Sport 3D® & 4D®	Ultra Grip® Ice WRT	
		Eagle® Ultra Grip® GW-3™		
MID-UPPER			Winter Maxx™	Winter Maxx® SJ8 <b>NEW</b>
MID-LOWER			Ultra Grip® Winter	
ECONOMY				

Other Product Lines and OE Fitments: Ultra Grip GW-2

# ULTRA GRIP®

## A FAMILY OF WINTER TIRES

### CONFIDENT WINTER TRACTION FOR NEARLY ANY DRIVER

The Goodyear® Ultra Grip family of winter tires helps meet the driving needs of virtually every consumer. Simplify your product offering with Goodyear's complete family of winter tires, which now covers more than 78% of the winter tire segment. Confidently stock and recommend Ultra Grip tires from Goodyear, the #1 brand in awareness and trusted by consumers.



#### ULTRA GRIP 8 PERFORMANCE

Our Best Ultra High-Performance Tire for Powerful Winter Traction and Handling in Freezing Rain, Snow, Slush and Ice

#### EAGLE ULTRA GRIP GW-3

A Winter Performance Tire That Offers Responsive Handling and Traction in Wet and Slippery Conditions; Trusted for Use on Many Police Vehicles

#### ULTRA GRIP ICE WRT

Our Best Winter Tire Stops Shorter on Ice than the Leading Competitor\* and Features Advanced Tread Technology for Superior Traction in Freezing Rain, Snow and Ice

Stops shorter on ice than Bridgestone Blizzak.®



#### ULTRA GRIP WINTER

A Quality Winter Tire That Stops, on Average, 6 Feet (1.8 m) Shorter on Snow Than a Leading Competitor.\*\* Provides Confident Traction and Strong Grip in Slippery Winter Conditions

Stops on average 6 ft. (1.8 m) shorter on snow than General AltiMAX Arctic.\*\*



\*In Goodyear's "Ice Stopping Distance Test," the Ultra Grip Ice WRT Passenger tire outperforms the Bridgestone Blizzak WS00 235/60R16 tire.

\*\*In Goodyear's "Snow Stopping Distance Test," the Ultra Grip Winter tire stops on average 6 feet (1.8 meters) shorter on snow than the General AltiMAX Arctic 215/65R16 tire.

Sizes are available for the popular vehicle fitments listed below.

DATE	COMMERCIAL				POPULAR FITMENTS									
	NEW ULTRA COMP® PERFORMANCE	UL-CLT® ULTRA COMP™ CM-3*	ULTRA COMP® ICE	ULTRA COMP® WINTER										
07/06/14				601	Toyota - Corolla	Toyota - Echo	Toyota - Yaris	Nissan - Sentra	Kia - Rio	Chrysler - PTen	Toyota - Corolla 1.8i	Honda - Fit		
07/06/14				601	Hundai - Accent	Saturn - SC	Dodge - Neon	Kia - Rio	Dodge - CR	Saturn - SL	Toyota - Corolla 1.8i	Suzuki - Swift Plus		
08/06/14				601	Chevrolet - Aveo	Hundai - Accent	Chevrolet - Lumina	Suzuki - Datsun	Hundai - Accent TD	Kia - Niro	Pontiac - Vibe	Kia - Spectra		
08/06/14				601	Honda - Civic	Ford - Escort	Dodge - Neon	Nissan - Sentra	Toyota - Corolla	Kia - Niro	Sabaru - Legacy	Mitsubishi - Eclipse		
08/06/14				601	Honda - Civic	Mercedes-Benz C	Honda - Civic TD	Saturn - ION	Mercury - Mystique	Ford - Contour	Honda - Accord	Ford - Fiesta		
08/06/14				601	Chevrolet - Cavalier	Toyota - Sunfire	Toyota - Camry	Chevrolet - Cavalier TG	Dodge - Stratus	Nissan - NV Series	Kia - Niro	Ford - Fiesta		
08/06/14				601	Dodge - Neon	Toyota - Yaris	Ford - Escort	Scion - xB	Nissan - NV Series	Kia - Niro	Scion - xB	Ford - Fiesta		
08/06/14				601	Toyota - Corolla	Nissan - Versa	Toyota - Prius	Honda - Civic	Saturn - SL	Kia - Rio	Nissan - Micra	BMW - 120		
08/06/14				601	Nissan - Versa	Suzuki - Forenza	Honda - Fit	Acura - Integra	Kia - Rio	Suzuki - Swift	Hundai - Elantra	Chevrolet - Optra		
08/06/14				601	Honda - Protege	Hundai - Elantra	Chevrolet - Cobalt	Honda - Civic	Ford - Fiesta	Nissan - Sentra	Saturn - ION	Kia - Spectra		
08/06/14			615	601	Toyota - Corolla	Honda - Civic	Honda - Accord	Mitsubishi - Jetta	Toyota - Prius	Chrysler - PT Cruiser	Hundai - Elantra	Volkswagen - Passat		
08/06/14				601	Nissan - Sentra	Nissan - Altima	Honda - Accord	Mercury - Cougar	Kia - Optima	Hundai - Sonata	Ford - Contour	Mercedes-Benz - C		
08/06/14				601	Toyota - Camry	Honda - Accord	Black - Camry	Ford - Taurus	Nissan - Maxima	Ford - Mustang	Toyota - Avalon	Hundai - Sonata		
08/06/14				601	Honda - Civic	Black - Camry	Pontiac - GrandAm	Chevrolet - Lumina	Pontiac - Grand Prix	Sabaru - Forester	Dodge - Caliber	Toyota - Sienna		
08/06/14				601	Chevrolet - Malibu	Pontiac - GrandAm	Chrysler - Town & Country	Dodge - Durango	Chrysler - Town & Country	Chrysler - Malibu Classic	Infinite - J20	Toyota - Tacoma	Subaru - Regal	
08/06/14				601	Dodge - Caravan	Ford - Windstar	Chrysler - Town & Country	Dodge - Durango	Chrysler - Town & Country	Pontiac - Montana	Toyota - Tacoma	Subaru - Regal		
08/06/14				601	Ford - Explorer	Chevrolet - S-10	Ford - Ranger	Dodge - Durango	Chrysler - Town & Country	Nissan - Frontier	Subaru - Impreza	Chrysler - Colorado		
08/06/14	60V	641 (XL)	601	601	Honda - Civic	Volkswagen - Jetta	Toyota - Corolla	Mercedes-Benz C	Hundai - Elantra	Toyota - Matrix	Volkswagen - Beetle	Subaru - Impreza		
08/06/14			601	601	Honda - Accord	Chrysler - Sebring	Ford - Focus	Ford - Focus	Accia - TL	Mitsubishi - Lancer	Mercedes-Benz C	Subaru - Impreza		
08/06/14	60V	675 (XL)	601	601	Ford - Focus	Chevrolet - HHR	Mercedes-Benz - C	Audi - A4	Nissan - Maxima	Volkswagen - Passat	Chrysler - Sebring	Volk - 200		
08/06/14			601	601	Nissan - Altima	Ford - Taurus	Toyota - Camry	Honda - Accord	Subaru - Forester	Chevrolet - Malibu	Mercury - Sable	Pontiac - G6		
08/06/14			601	601	Dodge - Caravan	Chrysler - Town & Country	Toyota - Sienna	Honda - Odyssey	Honda - Civic	Ford - Mustang	Nissan - Bassi	Chrysler - Sebring		
08/06/14			601	601	Chevrolet - Impala	Pontiac - Grand Prix	Mercury - Grand Marquis	Honda - Odyssey	Dodge - Intrepid	Cadillac - Seville	Honda - Odyssey	Chrysler - Sebring		
08/06/14			601	601	Dodge - Caravan	Chrysler - Grand Prix	Chrysler - Town & Country	Honda - Odyssey	Ford - Crown Victoria	Ford - Explorer	Honda - Odyssey	Chrysler - Sebring		
08/06/14			601	601	Dodge - Caravan	Chrysler - Grand Prix	Chrysler - Town & Country	Honda - Odyssey	Ford - Crown Victoria	Ford - Explorer	Honda - Odyssey	Chrysler - Sebring		
08/06/14			601	601	Hundai - Santa Fe	Toyota - Highlander	Lexus - RX 300	Honda - Odyssey	Ford - Crown Victoria	Ford - Explorer	Honda - Odyssey	Chrysler - Sebring		
08/06/14			601	601	Dodge - Caravan	Chrysler - Grand Prix	Lexus - RX 300	Honda - Odyssey	Ford - Crown Victoria	Ford - Explorer	Honda - Odyssey	Chrysler - Sebring		
08/06/14			601	601	Honda - Odyssey	Chrysler - Grand Prix	Lexus - RX 300	Honda - Odyssey	Ford - Crown Victoria	Ford - Explorer	Honda - Odyssey	Chrysler - Sebring		
08/06/14			601	601	Ford - Explorer	Chrysler - Grand Prix	Lexus - RX 300	Honda - Odyssey	Ford - Crown Victoria	Ford - Explorer	Honda - Odyssey	Chrysler - Sebring		
08/06/14			601	601	Jeep - Grand Cherokee	Chrysler - Grand Prix	Lexus - RX 300	Honda - Odyssey	Ford - Crown Victoria	Ford - Explorer	Honda - Odyssey	Chrysler - Sebring		
08/06/14			601	601	Toyota - Tacoma	Dodge - RAM	Chrysler - Grand Prix	Honda - Odyssey	Ford - Crown Victoria	Ford - Explorer	Honda - Odyssey	Chrysler - Sebring		
08/06/14			601	601	Ford - F-Series	Ford - Expedition	Chrysler - Grand Prix	Honda - Odyssey	Ford - Crown Victoria	Ford - Explorer	Honda - Odyssey	Chrysler - Sebring		
08/06/14			601	601	Toyota - 4Runner	Chevrolet - Tahoe	Ford - Expedition	Chevrolet - Tahoe	Ford - Crown Victoria	Ford - Explorer	Honda - Odyssey	Chrysler - Sebring		
08/06/14	60V	671	601	601	Lexus LX	Mercedes-Benz - G Class	Volkswagen - Beetle	Ford - Focus	Subaru - Legacy	Hundai - Elantra	Kia - Forte			
08/06/14			601	601	Chevrolet - HHR	Mitsubishi - Eclipse	Chrysler - Sebring	Ford - Focus	Subaru - Legacy	Kia - Optima	Chrysler - Niro			
08/06/14			601	601	Toyota - Camry	Nissan - Altima	Nissan - Altima	Chevrolet - Malibu	Chrysler - Town & Country	Toyota - Avalon	Kia - Optima	Lexus - ES 350		
08/06/14			601	601	Dodge - Charger	Chrysler - 200	Mercedes-Benz - C	Jeep - Patriot	Jeep - Compass	Lexus - ES 350	Dodge - Magnum	Ford - Taurus X		
08/06/14			601	601	Dodge - Dart	Mercedes-Benz - C	Ford - Focus	Cadillac - ATS	Lexus - ES 350	Volvo - XC90	Pontiac - G6	BMW - 225		
08/06/14			601	601	Honda - Accord	Ford - Focus	Sabaru - Forester	Chevrolet - Cruze	Accia - TSX	Volvo - XC90	Pontiac - G6	Subaru - Legacy		
08/06/14			601	601	Chrysler - 200	Sabaru - Forester	Toyota - Sienna	Nissan - Maxima	Infinite - EX	Chrysler - Malibu	Hundai - Genesis	Chrysler - 200M		
08/06/14			601	601	Sabaru - Outback	Toyota - Sienna	Nissan - Rogue	Chrysler - Outlander	Lincoln - Town Car	Ford - Mustang	Hundai - Tucson	Hundai - Tucson		
08/06/14			601	601	Honda - Civic	Dodge - Caravan	Toyota - 4Runner	Ford - Explorer	Chrysler - Town & Country	Dodge - Journey	Lexus - RX 300	Toyota - Highlander		
08/06/14			601	601	Ford - Escape	Subaru - Outback	Cadillac - XT	Cadillac - XT	BMW - X3	Pontiac - Bonneville	Cadillac - Seville	Ford - Explorer		
08/06/14			601	601	Toyota - Sienna	Chevrolet - Captiva Sport	Kia - Sedona	Kia - Sedona	Chrysler - Equinox	Saturn - VUE	Pontiac - Torrent	Suzuki - XL7		
08/06/14			601	601	Kia - Sorento	Honda - Odyssey	Jeep - Grand Cherokee	Hundai - Elantra	Hundai - Elantra	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - TrailBlazer	Toyota - Highlander	Ford - Explorer	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Tahoe	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Toyota - Tacoma	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Silverado	Ford - Expedition	Chrysler - Tahoe	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14	60V	671	601	601	Chrysler - TrailBlazer	Toyota - Highlander	Ford - Explorer	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Tahoe	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Toyota - Tacoma	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Silverado	Ford - Expedition	Chrysler - Tahoe	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14	60V	671	601	601	Chrysler - TrailBlazer	Toyota - Highlander	Ford - Explorer	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
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08/06/14	60V	671	601	601	Chrysler - TrailBlazer	Toyota - Highlander	Ford - Explorer	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Tahoe	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Toyota - Tacoma	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Silverado	Ford - Expedition	Chrysler - Tahoe	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14	60V	671	601	601	Chrysler - TrailBlazer	Toyota - Highlander	Ford - Explorer	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Tahoe	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Toyota - Tacoma	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Silverado	Ford - Expedition	Chrysler - Tahoe	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14	60V	671	601	601	Chrysler - TrailBlazer	Toyota - Highlander	Ford - Explorer	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Tahoe	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Toyota - Tacoma	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Silverado	Ford - Expedition	Chrysler - Tahoe	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14	60V	671	601	601	Chrysler - TrailBlazer	Toyota - Highlander	Ford - Explorer	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Tahoe	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Toyota - Tacoma	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Silverado	Ford - Expedition	Chrysler - Tahoe	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14	60V	671	601	601	Chrysler - TrailBlazer	Toyota - Highlander	Ford - Explorer	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Tahoe	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Toyota - Tacoma	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Silverado	Ford - Expedition	Chrysler - Tahoe	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14	60V	671	601	601	Chrysler - TrailBlazer	Toyota - Highlander	Ford - Explorer	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Tahoe	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Toyota - Tacoma	Chrysler - Tahoe	Nissan - Pathfinder	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14			601	601	Chevrolet - Silverado	Ford - Expedition	Chrysler - Tahoe	Dodge - Durango	Jeep - Grand Cherokee	Chrysler - Pacifica	Ford - Edge	Jeep - Liberty		
08/06/14	60V													



Thank you !!!



# Winter



Ultra Grip Ice *WRT*  
Car and Minivan

Ultra Grip Ice  
*WRT*  
Light Truck

Ultra Grip Ice  
*WRT*  
SUV

Ultra Grip Winter

# Ultra Grip Ice *WRT* SUV/LT/Car & Minivan

Left to Right: SUV, LT,  
Car & Minivan.



UTQG  
N/A

## Features and Benefits

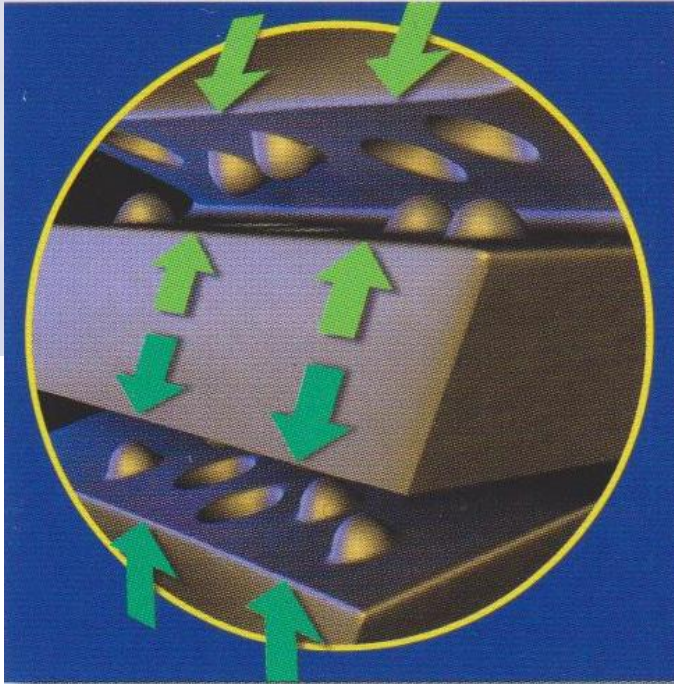
- **Specialized ice tread compound.**
  - Offers enhanced traction on ice and snow-covered roads from season to season.
- **2D blades in the center zone.**
  - Offer enhanced starting and stopping power on snow and ice.
- **3D TredLock Technology blades in the shoulder zone.**
  - Offer enhanced wet and winter traction and lock together for confident grip in turns.
- **Directional tread pattern.**
  - Helps channel water and slush away from the tire for enhanced winter traction and handling.
- **Outfitted for optional metal studs.**
  - For enhanced traction in winter driving conditions.

**GOODYEAR**



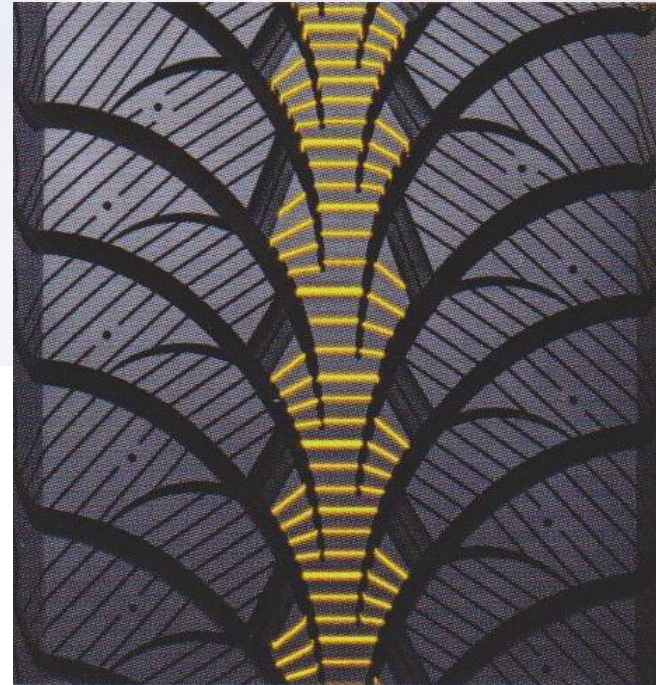
# Ultra Grip Ice WRT

3D (Three-Dimensional)  
TREDLOCK<sup>®</sup> Technology



3D Tredlock Technology blades in the shoulder zone offer enhanced wet & winter traction, locking together for confident grip in turns.

2D (Two-Dimensional)  
Blades in the Centre Zone



Two-dimensional blades in the centre zone offer enhanced stopping and starting power on snow and ice.

# Ultra Grip Ice WRT

## 27 Passenger Sizes

SIZE	SERVICE DESCRIPTION	LOAD RANGE	SIDEWALL
195/65R15	91S	SL	BSW
205/55R16	94T	XL	BSW
215/55R16	97S	XL	BSW
205/60R16	92T	SL	BSW
215/60R16	95T	SL	BSW
225/60R16	98S	SL	BSW
235/60R16	100S	SL	BSW
215/65R16	98S	SL	BSW
225/65R16	100S	SL	BSW
235/65R16	103S	SL	BSW
225/50R17	94T	SL	BSW
215/55R17	94T	SL	BSW
225/55R17	101T	XL	BSW
235/55R17	99T	SL	BSW
225/60R17	99S	SL	BSW
235/60R17	102S	SL	BSW
215/65R17	99S	SL	BSW
225/65R17	102S	SL	BSW
225/50R18	95S	SL	BSW
235/55R18	100T	SL	BSW
255/55R18	109S	XL	BSW
235/60R18	107T	XL	BSW
245/60R18	105S	SL	BSW
235/65R18	106S	SL	BSW
235/55R19	101T	SL	BSW
245/55R19	103S	SL	BSW
245/50R20	102S	SL	BSW

## 18 SUV/ Pickup Sizes

SIZE	SERVICE DESCRIPTION	LOAD RANGE	SIDEWALL
225/70R16	103S	SL	BSW
235/70R16	106S	SL	BSW
245/70R16	107S	SL	BSW
255/70R16	111S	SL	BSW
265/70R16	112S	SL	BSW
245/75R16	111S	SL	BSW
235/65R17	104S	SL	BSW
245/65R17	107S	SL	BSW
265/65R17	112S	SL	BSW
265/70R17	115S	SL	BSW
265/60R18	110S	SL	BSW
255/70R18	113S	SL	BSW
LT245/75R16	120Q	E	BSW
LT265/75R16	123Q	E	BSW
LT245/70R17	119Q	E	BSW
LT265/70R17	121Q	E	BSW
LT245/75R17	121Q	E	BSW
LT275/70R18	125Q	E	BSW



Severe Snow  
Conditions Symbol

# Ultra Grip Winter



UTQG  
N/A



## Features and Benefits

- **Targets the value-oriented market segment.**
- **Directional tread pattern.**
  - For enhanced winter traction in the snow.
- **Multiple biting edges.**
  - Help provide confident grip on ice and snow-covered roads.
- **Wide tread grooves.**
  - Help push snow and slush away for enhanced winter traction.
- **Strong shoulder blocks.**
  - Promotes even treadwear.
- **Outfitted for optional metal studs.**
  - For confidence in tough winter driving conditions.
- **37 Sizes – 'T' Speed rating**

**GOODYEAR**

# Goodyear Ultra Grip Winter

- Positioned at the low-mid tier level
  - Competitive with other low-mid tier products
- Offers consumers confident winter traction, with a focus on **snow traction**
- Branded Goodyear
  - The mid-tier segment accounts for the majority of the NAT winter tire market
- Improved size vitality vs. Snowtrakker predecessor
  - Includes 17", 18" and 19" bead diameters
- Targets mid-tier and aged vehicles
- Studdable
- Mountain Snowflake Certified

# Goodyear Ultra Grip Winter

## PASSENGER SPECIFICATIONS

SIZE	RIM WIDTH	APPROVED RIM WIDTH (INS)	SECTION WIDTH (INS)	OVERALL DIAMETER (INS)	REVS/ MILE	MAX LOAD (LBS)
175/65R14	5.0	5.0-6.0	70	23.0	911	1047
175/70R14	5.0	4.5-6.0	70	23.6	884	1102
185/60R14	5.5	5.0-6.5	74	22.7	920	1047
185/65R14	5.5	5.0-6.5	74	23.5	891	1168
185/70R14	5.5	4.5-6.0	74	24.2	864	1235
195/70R14	6.0	5.0-6.5	79	24.7	845	1355
195/60R15	5.5	5.0-6.5	74	23.7	881	1102
195/65R15	5.5	5.0-6.5	74	24.5	854	1168
195/55R15	6.0	5.5-7.0	79	23.4	892	1135
195/60R15	6.0	5.5-7.0	79	24.2	864	1235
195/65R15	6.0	5.5-7.0	79	25.0	837	1356
205/60R15	6.0	5.5-7.5	82	24.7	847	1356
205/65R15	6.0	5.5-7.5	82	25.5	820	1477
205/70R15	6.0	5.0-7.0	82	26.3	795	1565
215/60R15	6.5	6.0-7.5	87	25.2	831	1477
215/70R15	6.5	5.5-7.0	87	26.8	775	1653
225/75R15	6.0	6.0-8.0	93	26.8	784	2038

SIZE	RIM WIDTH	APPROVED RIM WIDTH (INS)	SECTION WIDTH (INS)	OVERALL DIAMETER (INS)	REVS/ MILE	MAX LOAD (LBS)
205/55R16	6.5	5.5-7.5	84	24.0	841	1477
205/60R16	6.0	5.5-7.5	82	25.7	814	1389
205/65R16	6.0	5.5-7.5	82	26.5	789	1521
215/60R16	6.5	6.0-7.5	87	26.2	800	1521
215/65R16	6.5	6.0-7.5	87	27.0	774	1653
225/60R16	6.5	6.0-8.0	90	26.6	785	1653
225/65R16	6.5	6.0-8.0	90	27.5	760	1764
225/60R16	7.0	6.5-8.5	94	27.1	772	1764
235/55R16	7.0	6.5-8.5	94	28.0	746	1925
215/55R17	7.0	6.0-7.5	89	26.1	795	1477
215/65R17	6.5	6.0-7.5	87	28.0	747	1709
225/50R17	7.0	6.0-8.0	92	25.9	805	1477
225/55R17	7.0	6.0-8.0	92	26.7	782	1609
225/60R17	6.5	6.0-8.0	90	27.6	757	1709
225/65R17	6.5	6.0-8.0	90	28.5	733	1874
235/55R17	7.5	6.5-8.5	96	27.2	770	1709
235/65R17	7.0	6.5-8.5	94	29.0	721	1984
235/55R18	7.5	6.5-8.5	96	28.2	742	1764
235/60R18	7.0	6.5-8.5	94	29.1	719	2145
245/55R19	7.5	7.0-9.0	100	29.6	706	1825

# Different Tires for Different Customers

## Ultra Grip Winter

- **Budget-conscious consumers**
  - Quality, solid performing winter traction tire
  - Snow-traction Focused
- **Targets Mid-tier & Aged vehicles**
  - 66% of size line-up is unique to Ultra Grip Winter
- **Proven winter traction technology at an attractive price**
  - Consumers are price sensitive and on a budget



Confidential

## Ultra Grip Ice WRT

- Consumers want the **best** winter tire available
  - Superior Ice Stopping and Excellent Snow Traction
    - Ice Compound
- **Targets Upper-mid and Premium vehicles**
- **Innovative technology and superior performance**
  - Consumers are willing to pay more to get more



# Dunlop Winter Maxx

**Excellent Ice Grip  
for Passenger Vehicles**



**UTQG**  
Not Applicable



## Features and Benefits

- **Maxx Sharp Edge with Miura-Ori Sipes** have higher blade density which helps prevent block distortion and increase tread to ice contact
- **Nano-Fit Rubber** combines flexibility and rigidity to help rubber tread adhere to the ice surface
- **Wide grooves and lugs** help improve snow traction and wet handling
- **Asymmetric tread design** helps enhance handling in snow, wet and dry conditions
- **Severe Snow Conditions Symbol**

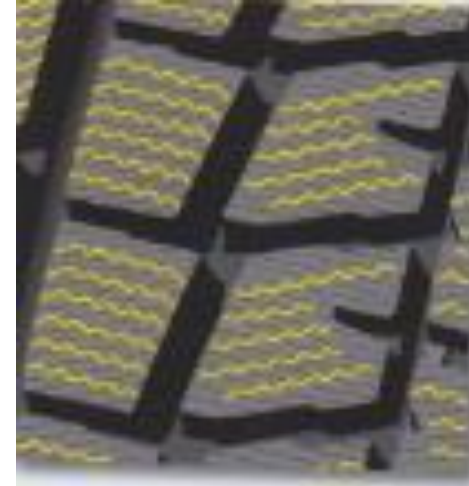
**Popular fitments – Acura TL / Chevrolet Impala / Chrysler Town & Country / Dodge Caravan, Dart, Intrepid / Ford Focus, Fusion / Honda Civic, CR-V, Fit Hyundai Accent, Elantra, Tucson Nissan Altima, Maxima, Rogue / Pontiac Grand Prix / Toyota Camry, Corolla**

## Nano-Fit Rubber



Nano-Fit Rubber is an innovative material that is both flexible and rigid. These distinctive properties help tire tread latch on to icy surfaces.

## Miura-Ori Sipes



Maxx Sharp Edge with Miura-Ori Sipes utilizes an inventive zigzag sipe pattern to maximize surface contact. Not only does this promote even wear, but it also helps prevent distortion.

# Dunlop Winter Maxx

47 Sizes  
T- Speed Rated

Winter Maxx™



SIZE	SERV. DESC.	SIZE	SERV. DESC.	SIZE	SERV. DESC.	SIZE	SERV. DESC.
175/70R13	82T	195/60R15	88T	215/65R16	98T	245/45R17	99T
175/65R14	82T	195/65R15	91T	225/55R16	99T	215/45R18	93T
175/70R14	84T	205/65R15	94T	225/60R16	102T	225/40R18	92T
185/60R14	82T	205/70R15	96T	205/50R17	93T	225/45R18	95T
185/65R14	86T	215/70R15	98T	215/45R17	91T	225/55R18	99T
185/70R14	88T	185/55R16	83T	215/50R17	95T	235/50R18	101T
175/65R15	84T	195/55R16	91T	215/55R17	94T	245/40R18	97T
185/55R15	82T	205/55R16	94T	215/60R17	96T	245/45R18	100T
185/60R15	84T	205/60R16	96T	225/45R17	94T	255/45R18	103T
185/65R15	88T	205/65R16	95T	225/50R17	98T	245/45R19	98T
195/50R15	82T	215/55R16	97T	225/55R17	101T	275/40R19	101T
195/55R15	85T	215/60R16	99T	235/45R17	97T		

## Popular Fitments

Chevrolet Impala	Mazda MAZDA3
Ford Focus	Nissan Altima
Honda Civic	Toyota Corolla
Hyundai Elantra	Volkswagen Jetta

# Dunlop Winter Maxx SJ8



**Strong Ice & Snow Performance  
for SUVs**



**UTQG**  
Not Applicable



## Features and Benefits

- **Nano-Fit Rubber** combines flexibility and rigidity to help tread adhere to ice surface.
- **Maxx Sharp Edge with Miura-Ori Sipes** offers higher blade density to help prevent block distortion and increase tread-to-ice contact.
- **Optimal groove patterns** enhance grip on snow surface and help performance in wet conditions
- **Stylish sidewall design** for great appearance
- **Severe Snow Conditions Symbol**

-is a method of folding a flat surface into a smaller area using one or more geometric shapes, with no overlaps and no gaps -

**Popular fitments – Acura MDX / Chevrolet Equinox / Chrysler Town and Country / Dodge Grand Caravan / Ford Edge / Ford Escape / Honda CR-V / Honda Odyssey / Honda Pilot / Jeep Cherokee / Kia Sorento / Mitsubishi Endeavor / Subaru Outback / Toyota RAV4**

# ULTRA GRIP<sup>®</sup> 8 PERFORMANCE

## OUR BEST ULTRA HIGH-PERFORMANCE TIRE FOR POWERFUL WINTER TRACTION AND HANDLING IN FREEZING RAIN, SNOW AND SLUSH

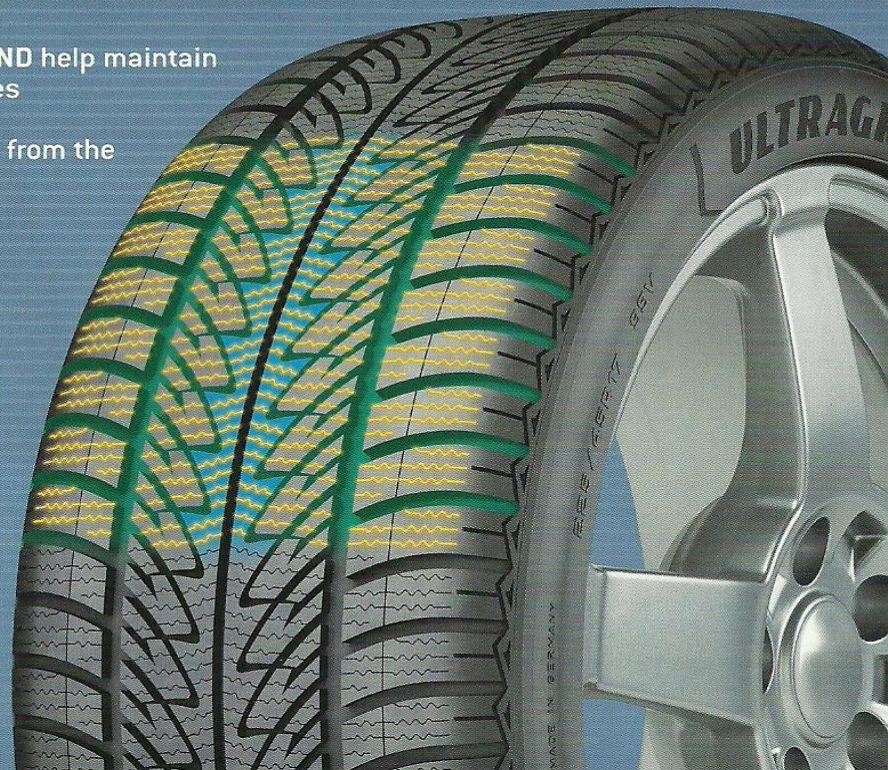
The Ultra Grip 8 Performance offers outstanding traction and responsiveness in challenging winter driving conditions. The Ultra Grip 8 Performance is easy to recommend to performance drivers who want control and who don't want to compromise when it comes to winter traction.

- **NUMEROUS SIPES WITH BITING EDGES** help provide superior braking power on hard-packed snow
- **SAW-SHAPED CENTER RIB** helps grip snow-covered roads for enhanced snow traction
- **OPTIMIZED POLYMER BLEND AND SILICA TREAD COMPOUND** help maintain flexibility and provide consistent grip at low temperatures
- **DIRECTIONAL TREAD PATTERN** helps channel water away from the tire surface for confident grip on wet and slushy roads



SEVERE SNOW  
CONDITIONS SYMBOL

**GOODYEAR**  
MORE DRIVEN.



# ULTRA GRIP<sup>®</sup> 8 PERFORMANCE



## SPECIFICATIONS

SIZE	LOAD INDEX/ SPEED RATING	LOAD	SIDEWALL	PRODUCT CODE	MATERIAL NUMBER	APPROVED RIM WIDTH (INS)	MEASURING RIM WIDTH (INS)	SECTION WIDTH (INS)	OVERALL DIAMETER (INS)	MAX LOAD (LBS)	TREAD DEPTH (32NDS)
205/55R16	94V	XL	BLT	117761373	226190	5.5 - 7.5	6.5	8.4	24.9	1,477	?
215/55R16	97H	XL	BLT	117762373	226211	6.0 - 7.5	7.0	8.9	25.3	1,609	?
235/60R16	100H	SL	BLT	117334373	226189	6.5 - 8.5	7.0	9.5	27.1	1,764	?
205/50R17	93V	XL	BLT	117767373	226214	5.5 - 7.5	6.5	8.4	25.1	1,433	?
215/55R17	98V	XL	BLT	117763373	226212	6.0 - 7.5	7.0	8.9	26.3	1,653	?
225/55R17	101V	XL	BLT	117764373	226213	6.8 - 8.0	7.0	9.2	26.8	1,819	?
225/45R17	94V	XL	BLT	117768373	226215	7.0 - 8.5	7.5	8.9	25.0	1,477	?
235/45R17	97V	XL	BLT	117771373	226216	7.5 - 9.0	8.0	9.3	25.4	1,609	?
245/45R17	99V	XL	BLT	117772373	226217	7.5 - 9.0	8.0	9.6	25.7	1,709	?
225/40R18	92V	XL	BLT	117775373	226219	7.5 - 9.0	8.0	9.1	25.1	1,389	?
235/50R18	101V	XL	BLT	117773373	226218	6.5 - 8.5	7.5	9.7	27.3	1,819	?

## POPULAR VEHICLE FITMENTS

- Audi A4
- Audi A6
- BMW 328
- BMW 330
- BMW 335
- BMW 740
- BMW X3
- Cadillac ATS
- Cadillac CTS
- Fiat 500X
- Infiniti G37
- Lexus ES
- Lexus ES350
- Lexus IS
- Lexus IS250
- Lexus LS
- Lexus LS460
- Mercedes-Benz C
- Mercedes-Benz C-Class
- Mercedes-Benz E-Class
- Volkswagen Beetle
- Volkswagen EOS
- Volkswagen Golf
- Volkswagen GTI
- Volkswagen Jetta
- Volkswagen Passat
- Volkswagen Passat Coupe
- Volkswagen Tiguan
- Volvo C70
- Volvo S60
- Volvo S80

## COMPETITIVE REPLACEMENT OPPORTUNITIES

- Bridgestone Blizzak LM-32
- Michelin Pilot Alpin PA3
- Pirelli Winter Sottozero Series II



Severe Snow  
Conditions Symbol



GOODYEAR



## EAGLE ULTRA GRIP GW-3™

Features	Benefits
Unique high-performance winter tread compound	Offers performance driving in all winter conditions
High-blade density with multiple biting edges	Provides enhanced grip in snow and ice with wet and dry steering capability
V-TRED Technology	Helps evacuate water and slush away from the contact patch
Rim protector	Helps protect wheels against accidental curb damage

- UNIQUE HIGH-PERFORMANCE WINTER TREAD COMPOUND
- V-TRED TECHNOLOGY



- HIGH-BLADE DENSITY WITH MULTIPLE BITING EDGES
- RIM PROTECTOR



Severe Snow  
Conditions Symbol



Available as Run On Flat  
in select sizes.



## AVAILABLE EAGLE ULTRA GRIP GW-3 SIZES

Size	Service Description	Load Range	Sidewall
P235/55R17	98V	SL	VSB
265/60R17	108H	SL	VSB
P225/60R18	99V	SL	VSB
235/50R18	101V	XL	VSB
245/55R18	103V	SL	VSB

Size	Service Description	Load Range	Sidewall
EAGLE ULTRA GRIP GW-3 R0F			
195/55R16	87H	SL	BSW
205/50R17	89H	SL	BSW
225/50R17	94H	SL	BSW

EMT, run-flat radial. Refer to the run-flat owner's manual/limited warranty recommendations on operation at low or no air pressure. Pressure monitoring system required. Sold separately.

## COMPETITIVE REPLACEMENT OPPORTUNITIES

- Bridgestone Blizzak LM-25
- Bridgestone Blizzak LM-60
- Firestone Firehawk PVS
- Michelin Primacy Alpin PA3
- Pirelli Winter Sottozero Series II



## DUNLOP® SP WINTER SPORT 4D™

ENHANCED GRIP AND PERFORMANCE IN WINTER DRIVING CONDITIONS



With commanding cornering and acceleration capabilities, Dunlop SP Winter Sport 4D offers agile handling and traction in winter conditions while maintaining a stylish look.

### Features & Benefits

#### ▶ 4D Sipe System

- 1) Increased number of shoulder-area sipes helps enhance braking and acceleration on snow and ice.
- 2) Self-interlocking sipes maintain tread block stiffness to help provide excellent handling.
- 3) Transversal sipes help deliver improved lateral grip.
- 4) Entire sipe system combines to create even pressure across the treadface, which helps increase snow handling performance and cornering grip.

#### ▶ V-shape grooves and deep snow notches

Help enhance snow traction and performance.

#### ▶ Special tread compound

Helps adhere to wet and icy surfaces.

#### ▶ Low weight construction

Helps lower rolling resistance for better performance.



Severe Snow  
Conditions Symbol



 **DUNLOP**  
TIRES

## 4 D Sipe System



An increased number of sipes across the tire help provide extra traction during winter conditions. With self-interlocking and transversal sipes, the 4D Sipe System was designed to enhance snow handling performance

## V- Shaped Grooves & Deep Snow Notches



These uniquely shaped grooves help optimize winter performance, while the deep snow notches aid in increased snow traction

# Dunlop SP Winter Sport 4D



## FITMENTS AND SIZES\*

SIZE	SERV. DESC.	SIZE	SERV. DESC.	SIZE	SERV. DESC.	SIZE	SERV. DESC.
195/55R16	87H	225/60R17	94H	225/40R18	92V	255/35R19	96V
205/55R16	91H	225/55R17	101V	225/45R18	95V	255/40R19	100V
215/60R16	99H	235/45R17	97V	235/45R18	98V	255/50R19	107V
225/45R17	94V	235/55R17	99V	235/50R18	97V		
225/60R17	94H	235/65R17	108H	245/40R18	97V		

\*SP Winter Sport 4D RCF

### Popular Fitments

Infiniti G37  
Lexus ES  
Mercedes-Benz E-Class

Nissan Altima  
Volkswagen Tiguan  
Volvo XC90

### Suggest As A Replacement For:

Bridgestone Blizzak LM-60  
Continental Extreme WinterContact  
Michelin Pilot Alpin PA3  
Pirelli Winter SnowSport

\*Do not attempt to mount 16" rim diameter tires on 16.5" rim diameter wheels; this may result in serious injury or death.

18 Sizes,  
H,V & W – Speed Ratings



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